

# Qiaoni Shi

Bocconi University  
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🎓 Google Scholar  
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## Academic Positions

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Assistant Professor of Marketing, Bocconi University, 2021-present

## Research Interests

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Platform Economics, Retailing, Sustainability

## Education

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University of Pittsburgh, *Ph.D.*, Marketing, 2021

## Papers

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### Publications

1. Zhu, Kai, Qiaoni Shi, Shrabastee Banerjee, Monetizing Platforms: An Empirical Analysis of Supply and Demand Responses to Entry Costs in Two-sided Markets. *Management Science* (forthcoming).
2. Gal-Or, Esther, Qiaoni Shi, Designing Entry Strategies for Subscription Platforms. *Management Science*(2022): 68(10), 7597-7613.
3. Shugan, Steven M., Jihwan Moon, Qiaoni Shi, and Nanda S. Kumar. Product Line Bundling: Why Airlines Bundle High-end While Hotels Bundle Low-end. *Marketing Science* (2017): 36(1), 124-139.

### Working Papers

4. ‘Store Closed’: How Consumers Respond to Retail Store Closures, with Jeffrey Inman, Dinesh Gauri and Aashish Pandey
5. Quantify Consumer-Product Mismatch: A Representation Learning Approach, with Kai Zhu and Christian Hotz-Behofsits

## Honors, Awards, Research Grants and Scholarships

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PRIN project 'New Technology, Old Technology: The Interplay Between Social Media and Mass Media for Social Movement', Italian Ministry for Universities and Research, role: member, 2023-2026

PRIN project 'Platform Monetization: Strategies, Challenges and Implications', Italian Ministry for Universities and Research, role: PI, 2023-2026

PNRR project 'GRINS-Growing Resilient, INclusive and Sustainable', Italian Ministry for Universities and Research, role: member, 2022-2025

Junior Research Grant, Bocconi University, 2022

Research Excellence Award, Bocconi University, 2022, 2025

AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University, 2020

Marketing Science Institute Research Grant, Marketing Science Institute, 2019

Marketing Science Doctoral Consortium Fellow, New York University and University of Roma Tre, 2019

Mitsubishi Fellow, University of Pittsburgh, 2017-2021

## Teaching Experience

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### University of Pittsburgh

Introduction to Marketing, Undergraduate level

### Bocconi University

Marketing, Undergraduate level

Innovation and Marketing Analysis, Master's level

Empirical Approach for marketing and Management, PhD level

Text analysis, PhD level

## Service

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### Ad-hoc Reviewer

Management Science

Journal of Marketing