

# Qiaoni Shi

Bocconi University  
Floor 4, D1-14  
Via Roentgen, 1  
20136 Milan, Italy

✉ [qiaoni.shi@unibocconi.it](mailto:qiaoni.shi@unibocconi.it)

🎓 Google Scholar  
🔗 [qiaonishi.github.io](https://qiaonishi.github.io)

## Academic Positions

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Assistant Professor of Marketing, Bocconi University, 2021-present

## Research Interests

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Platform Economics, Retailing, Social network

## Education

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

## Papers

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### Publications

1. Gal-Or, Esther, Qiaoni Shi, Designing Entry Strategies for Subscription Platforms. *Management Science*(2022): 68(10), 7597-7613.
2. 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

3. ‘Store Closed’: How Consumers Respond to Retail Store Closures, with Jeffrey Inman, Dinesh Gauri and Aashish Pandey, Revised and Resubmit at *Journal of Marketing Research*
4. Unintended Consequences of Platform Monetization on Digital Cultural Markets: Evidence from a Natural Experiment on Goodreads, with Kai Zhu and Shrabastee Banerjee, Revised and Resubmit at *Management Science*
5. Quantify Consumer-Product Mismatch: A Representation Learning Approach, with Kai Zhu and Christian Hotz-Behofsits

## Early Publications in Social Network

6. Yaodong Ni, Qiaoni Shi, Zhiyuan Wei, Optimizing Influence Diffusion in a Social Network with Fuzzy Costs for Targeting Nodes. *Journal of Ambient Intelligence and Humanized Computing* (2017): 8(5), 819-826.
7. Yaodong Ni, Qiaoni Shi, Minimizing the Complete Influence Time in a Social Network with Stochastic Costs for Influencing Nodes. *International Journal of Uncertainty, Fuzziness and Knowledge-Based Systems* (2013): 21(s1), 63-74.

## Honors, Awards, Research Grants and Scholarships

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Research Projects of National Relevance (Progetti di Ricerca di Interesse Nazionale, PRIN) (€232k), Italian Ministry for Universities and Research, 2023-2025, role: PI

National Recovery and Resilience Plan (Piano Nazionale di Ripresa e Resilienza, PNRR), Italian Ministry for Universities and Research, 2022-2025, role: member

Junior Research Grant (€10k), Bocconi University, 2022

Research Excellence Award, Bocconi University, 2022

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

Marketing Science Institute Research Grant (\$10k), 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

Text analysis, Ph.D. course

Innovation and Marketing Analysis, course for Master students

## Service

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### Ad-hoc Reviewer

Management Science

Journal of Marketing