Qiaoni Shi

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Academic Positions

Assistant Professor of Marketing, Bocconi University, 2021-present

Resesarch Interests

Platform Economics, Retailing, Social network

Education

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

Papers

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, Revise 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, Revise 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

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

University of Pittsburgh

Introduction to Marketing, Undergraduate level

Bocconi University

Marketing, Undergraduate level

Text analysis, Ph.D. course

Inovation and Marketing Analysis, course for Master students

Service

Ad-hoc Reviewer

Management Science

Journal of Marketing