

Aug 2021

Qiaoni Shi

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

✉ qiaoni.shi@unibocconi.edu

🎓 [Google Scholar](#)

Employment

Assistant Professor of Marketing, Bocconi University, 2021-present

Education

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

Publications and Research in Progress

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.

"Designing Entry Strategies for Subscription Platforms", with Esther Gal-Or (Minor revision at *Management Science*)

"'Store Closed': How Consumers Respond to Retail Store Closures", with Jeffrey Inman, Dinesh Gauri, and Aashish Pandey (Finalizing for submission)

"Strategies of Multi-homing Individual Vendors on Platform", with Esther Gal-Or

"Platform Monetization in a Two-sided Market: Unintended Consequences for Supply Concentration and Demand Mismatch", with Kai Zhu, and Shrabastee Banerjee

Honors, Awards, Research Grants and Scholarships

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

Marketing Science Institute Research Grant (\$10,000), 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

Invited Talks

Bocconi University, November 2020

Nanyang Technological University, November 2020

Hong Kong Polytechnic University, November 2020

Western University, Ivey Business School, November 2020

Teaching Experience

Instructor

Introduction to Marketing, Spring 2020, Fall 2020

Teaching Assistant

Marketing Research, Spring 2019, Spring 2020, Spring 2021

Social Media Strategy, Spring 2021

Conference Presentations and Participation

Presentations

"When Walmart Leaves Town: How Store Closures Impact Consumer Shopping Behavior"
presented at *Marketing Science* in Roma, Italy, 2019

"When Walmart Leaves Town: How Store Closures Impact Consumer Shopping Behavior"
presented as poster for *Marketing Academic Research Colloquium* at Georgetown University,
2019

Participation

INFORMS Marketing Science Conference (ISMS), 2021

Platform Strategy Research Symposium, Boston University, 2021

INFORMS Marketing Science Conference (ISMS), 2020

Marketing Academic Research Colloquium (MARC), Penn State University, 2018

Summer Institutes in Computational Social Science, University of Colorado Boulder, 2018

Platform Strategy Research Symposium, Boston University, 2018

Conference on Digital Experimentation (CODE), MIT, 2017