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. Forthcoming at **Management Science**.

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.

3. 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.

4. 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.

Working Papers

5. 'Store Closed': How Consumers Respond to Retail Store Closures, with Jeffrey Inman, Dinesh Gauri and Aashish Pandey

6. Platform Monetization in Two-sided Markets: Unintended Consequences on Supply Concentration and Demand Mismatch, with Kai Zhu and Shrabastee Banerjee

Work in Progress

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

8. Video Content Analysis to Understand Consumer Behavior, with Jeffrey Inman, Meheli Basu, and Subhabrata Bhattacharya

9. Understanding Consumption Diversity on Digital Platforms: A Neural Embedding Approach

Honors, Awards, Research Grants and Scholarships

Research Excellence Award, Bocconi University, 2022

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

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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

Invited Talks

McGill University, January 2022

Bocconi University, November 2020

Nanyang Technological University, November 2020

Hong Kong Polytechnic University, November 2020

Western University, Ivey Business School, November 2020

Teaching Experience

University of Pittsburgh

Introduction to Marketing, Undergraduate level

Bocconi University (waiting for feedback)

Marketing, Undergraduate level

Text analysis, for Ph.D. students

Inovation and Marketing Analysis, for Master students (preparing for teaching)

Conference Presentations and Participation

Presentations

Platform Monetization in a Two-sided Market: A Natural Experiment on Goodreads.com, coauthor presented at *Conference on Digital Experimentation* at MIT, 2021

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

Skills

Methodology

Econometrics, Causal Inference, Game theory, Machine Learning, Natural Language Processing

Programming

Primary	Python (numpy, pandas, sklearn, gensim, nltk, scrapy, tensorflow)
	R (data.table, dplyr, tidyr, ggplot)
	Mathematica
Secondary	C, C++, C#, JAVA, SQL, Stata, Excel VBA