

Qiaoni Shi

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About Me

I am interested in

Education

Ph.D. candidate in Marketing in University of Pittsburgh
M.S. in marketing in University of Florida
M.A. in Economics in Indiana University, Indianapolis
M.S. in Economics in University of International Business and Economics
B.A. in Economics in Peking University
B.S. in Information System in Beijing Language and Culture University

Research Experience

Publications

1. 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. 🔗 <https://pubsonline.informs.org/doi/10.1287/mksc.2016.1004>

Working Papers

1. "Designing Entry Strategies for Subscription Platforms: The Case of ClassPass and MoviePass", with Esther Gal-Or (Revise and Resubmit at *Management Science*)
2. "When Walmart Leaves Town: How Store Closures Impact Consumer Shopping Behavior", with Jeffrey Inman and Dinesh Gauri

Work in Progress

1. "Designing Entry Strategies for Subscription Platforms: The Case of ClassPass and MoviePass", with Esther Gal-Or (Revise and Resubmit at *Management Science*)

Computer Skills

Primary Python (numpy, tensorflow), R (dplyr, ggplot), Mathematica
Secondary C, C++, C#, JAVA, SQL, Stata, Excel VBA

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-present

Teaching Experience

Instructor

Introduction to Marketing, Spring 2020

Instructor Evaluation: **4.75/5**

After moving the second part of the course online, remote instruction evaluation: **4.94/5**

Teaching Assistant

Marketing Research, Spring 2019, 2020

Introduction to Marketing, Fall 2019

Course Design

Digital and Social Media Marketing, Fall 2019

Help design examples for group discussion and group Assignment

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), 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

Selected Coursework

Marketing

Marketing Models
Market Strategy
Market Behavior Research
Consumer Behavior

Computer Science

Fundamentals of Programming and
Computer Science (Python)
Computational Linguistics in Python
Text Analysis (Python)
Natural Language Processing
Computer Programming in C/C++

Economics and Statistics

Microeconomics
Game theory and Applicants
Topics in Microeconomics
Information Economics and Theory of
Incentive
Behavioral Economics
Econometrics I & II
Computer Methods and Data Analysis
Multivariate Statistical Method
Mathematical Statistics
Bayesian Statistics

Reference

Esther Gal-Or

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Selected Abstract

"Designing Entry Strategies for Subscription Platforms: The Case of ClassPass and MoviePass", with Esther Gal-Or (Revise and Resubmit at *Management Science*)

Abstract: We consider a subscription platform that offers services to variety seeking consumers who incorporate transportation costs in their decision of how many and which vendor services to consume. ClassPass in fitness and MoviePass in entertainment are examples of such platforms. We find that for the platform to be successful, it should enter markets where vendors are sufficiently differentiated. In such markets, the added benefit consumers derive from diversifying their consumption is relatively high, thus strengthening the position of the platform in negotiations with the vendors. The platform should consider also entering markets where vendors benefit from local monopoly positions due to high transportation costs incurred by consumers. When entering such markets, offering the subscription contract attracts new customers that are not active otherwise. Last, the platform should be cognizant of the need to coordinate with vendors the subscription fee they charge consumers. Setting the fee to maximize its own profits while ignoring the effect of the pricing on the profits of the vendors is likely to lead to the platform's failure.

"When Walmart Leaves Town: How Store Closures Impact Consumer Shopping Behavior", with Jeffrey Inman and Dinesh Gauri

Abstract: Multistore retailers have closed myriad stores over the past several years, representing billions of dollars in sales. Despite the huge practical impact on shoppers, surprisingly little research has examined the impact of retail store closures on consumer shopping behavior. In this research, we leverage two disruptive events – Walmart's closure of 154 stores in the United States in early 2016 and a large warehouse chain's closure of 63 stores in early 2018 – and apply a difference-in-difference matching estimation to empirically investigate the impact of store closings on the affected households as well as nearby retailers. We find that overall, the Walmart large-scale store closure did not lead to a windfall for competing retailers. Rather, the majority of households simply switched to the nearest open Walmart, albeit this was moderated by distance from the household to the open Walmart store. This result indicates that in the Walmart store closure, consumers largely bore the cost of store by incurring greater travel costs. Additionally, we find that many consumers shopped more from Walmart online than before, suggesting that the store closure provided a nudge for consumers to explore the online channel. In terms of the impact on consumer surplus, our analysis reveals that households who switched to other retail formats bore a basket-level price increase of 3-5%. Finally, we find a similar pattern for the warehouse club closures that clubs near a closed club will see a significant increase in its sale. However, the warehouse club lost over 70% of the revenues from the closed stores. This indicates the importance of retail density and a strong online presence in moderating the impact of store closures on shoppers and the focal retailer.