Qiaoni Shi

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

✉ qiaoni.shi@unibocconi.it
🎓 Google Scholar
🔗 qiaonishi.github.io

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

Honors, Awards, Research Grants and Scholarships

Junior Research Grant, Bocconi University, 2022

Research Excellence Award, Bocconi University, 2022

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

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

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

Conference Presentations

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