

Qiaoni Shi

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Academic Positions

Assistant Professor of Marketing, Bocconi University, 2021-present

Research 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

PRIN project 'Platform Monetization: Strategies, Challenges and Implications', Italian Ministry for Universities and Research, role: PI, 2023-2025

PNRR project 'GRINS-Growing Resilient, INclusive and Sustainable', Italian Ministry for Universities and Research, role: member, 2022-2025

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

Innovation and Marketing Analysis, Master's level

Text analysis, PhD level

Service

Ad-hoc Reviewer

Management Science

Journal of Marketing