

# Qiaoni Shi

## MARKETING MANAGEMENT

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### ARTICLES IN SCHOLARLY JOURNALS

GAL-OR E., SHI Q.

**Designing Entry Strategies for Subscription Platforms**

Management Science, 2022, vol.68, no. 10, pp.7065-7791

NI Y., SHI Q., WEI Z.

**Optimizing influence diffusion in a social network with fuzzy costs for targeting nodes**

Journal of Ambient Intelligence and Humanized Computing, 2017, vol.8, no. 5, pp.819-826

SHUGAN S. M., MOON J., SHI Q., KUMAR N. S.

**Product Line Bundling: Why Airlines Bundle High-End While Hotels Bundle Low-End**

Marketing Science, 2017, vol.36, no. 1, pp.124-139

NI Y., SHI Q.

**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, vol.21, no. supp01, pp.63-74

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### PROCEEDINGS/PRESENTATIONS

ZHU K., SHI Q., BANERJEE S.

**Platform Monetization and Unintended Consequences for Digital Cultural Markets: Evidence from a Two-sided Market for Book Promotions**

*Hawaii International Conference on System Sciences 2023 (HICSS-56), January 3-6, 2023, Maui, Hawaii, United States of America*

ZHU K., SHI Q., BANERJEE S.

**Platform Monetization and Unintended Consequences on its Ecosystem: Evidence from a Two-sided Market for Books**

*EMAC Annual Conference, May 24-27, 2022, Budapest, Hungary*

ZHU K., SHI Q., BANERJEE S.

**Platform Monetization in a Two-sided Market: A Natural Experiment on Goodreads.com**

*2021 Conference on Digital Experimentation @ MIT (CODE@MIT), November 4-5, 2021, (online), United States of America*

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