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MARKETING MANAGEMENT

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

PROCEEDINGS/PRESENTATIONS

SHI Q., ZHU K., 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
