Qiaoni Shi

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Biography

Qiaoni Shi is an Assistant Professor of Marketing at Università Bocconi.

Her research interest is in Marketing Management. She seeks to understand the transformative impact of digital technology and platform economy on various aspects of marketing, including business models, firm strategies, and consumer behavior. She has published her works in the Management Science Journal of which she is also an Ad-hoc Reviewer.

She holds a PhD degree in Marketing from the University of Pittsburgh.

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

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

Grants & Honors

Research Excellence Award - Università Commerciale Luigi Bocconi , 2022