
RICERCATORE

Marketing Management

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ARTICOLI SU RIVISTA SCIENTIFICA

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.

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PROCEEDINGS/PRESENTATIONS

ZHU K., SHI Q., BANERJEE S.

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

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2021 Conference on Digital Experimentation @ MIT (CODE@MIT), November 4-5, 2021, (online), Stati Uniti d'America

Grants & Premi

Research Excellence Award - Università Commerciale Luigi Bocconi , 2022
