

Qiaoni Shi

Assistant Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

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Biography

Qiaoni Shi è Assistant Professor presso il Dipartimento di Marketing dell'Università Bocconi.

Il suo interesse di ricerca riguarda il Marketing Management. Cerca di comprendere l'impatto trasformativo della tecnologia digitale e dell'economia delle piattaforme su vari aspetti del marketing, tra cui modelli di business, strategie aziendali e comportamento del consumatore. Ha pubblicato i suoi lavori nel Journal Management Science, di cui è anche revisore Ad-hoc.

Ha conseguito un Dottorato di ricerca in Marketing presso l'Università di Pittsburgh.

Articles in Scholarly Journals

Monetizing Platforms: An Empirical Analysis of Supply and Demand Responses to Entry Costs in Two-Sided Markets

ZHU, K., Q. SHI, S. BANERJEE, "Monetizing Platforms: An Empirical Analysis of Supply and Demand Responses to Entry Costs in Two-Sided Markets", Management Science, 2025

Il mercato alimentare italiano: comunicare la sostenibilità attraverso il packaging - Green Messaging in Italian Grocery: Communicating Sustainability Through Packaging

BRANCA, G., Q. SHI, S. VALENTINI, "Il mercato alimentare italiano: comunicare la sostenibilità attraverso il packaging - Green Messaging in Italian Grocery: Communicating Sustainability Through Packaging", Economia & Management, 2025, no. 3, pp. 15-22

Un quadro strategico per l'azione: l'impatto comportamentale delle mobilitazioni climatiche - Mobilization and Behavioral Impact: A Strategic Framework for Climate Action

SHI, Q., S. VALENTINI, L. ZHOU, "Un quadro strategico per l'azione: l'impatto comportamentale delle mobilitazioni climatiche - Mobilization and Behavioral Impact: A Strategic Framework for Climate Action", *Economia & Management*, 2025, no. 3, pp. 23-33

Designing Entry Strategies for Subscription Platforms

GAL-OR, E., Q. SHI, "Designing Entry Strategies for Subscription Platforms", *Management Science*, 2022, vol. 68, no. 10, pp. 7065-7791

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

SHUGAN, S. M., J. MOON, Q. SHI, N. S. KUMAR, "Product Line Bundling: Why Airlines Bundle High-End While Hotels Bundle Low-End", *Marketing Science*, 2017, vol. 36, no. 1, pp. 124-139

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

NI, Y., Q. SHI, Z. WEI, "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

Minimizing the Complete Influence Time in a Social Network with Stochastic Costs for Influencing Nodes

NI, Y., Q. 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, vol. 21, no. supp01, pp. 63-74

Proceedings/Presentations

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

ZHU, K., Q. SHI, S. BANERJEE, "Platform Monetization and Unintended Consequences for Digital Cultural Markets: Evidence from a Two-sided Market for Book Promotions" in *Hawaii International Conference on System Sciences 2023 (HICSS-56)*, January 3-6, 2023, Maui, Hawaii, United States of America

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

ZHU, K., Q. SHI, S. BANERJEE, "Platform Monetization and Unintended Consequences on its Ecosystem: Evidence from a Two-sided Market for Books" in *EMAC Annual Conference*, May 24-27, 2022, Budapest, Hungary

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

ZHU, K., Q. SHI, S. BANERJEE, "Platform Monetization in a Two-sided Market: A Natural Experiment on Goodreads.com" in *2021 Conference on Digital Experimentation @ MIT (CODE@MIT)*, November 4-5, 2021, (online), United States of America