

# Zijun (June) Shi

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## ACADEMIC POSITION

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**Hong Kong University of Science and Technology**  
Assistant Professor of Marketing

2019 - present

## EDUCATION

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Carnegie Mellon University (2014-2019)

*Ph.D.*, Industrial Administration (Marketing)

*M.S.*, Machine Learning

University of British Columbia (2012-2014)

*M.S.*, Business Administration (Transportation Economics)

Shanghai Jiao Tong University (2008-2012)

*B.S.*, Electric Power Engineering and Automation

## RESEARCH

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### ***Research Interests***

I focus on employing econometrics, machine learning, and economic theories to study:

- Technology-driven marketing
- Art, fashion, and beauty markets
- Marketing-driven solutions to social issues (e.g., sustainability, misinformation, DEI)

### ***Publication***

- Zijun (June) Shi, Xiao Liu, Dokyun Lee, Kannan Srinivasan (2022), "How Do Fast Fashion Copycats Affect the Popularity of Premium Brands? Evidence from Social Media," forthcoming, *Journal of Marketing Research*.
- Zijun (June) Shi, Kannan Srinivasan, Kaifu Zhang (2022), "Design of Platform Reputation System: Optimal Information Disclosure," *Marketing Science* 0(0).
- Zijun (June) Shi, Xiao Liu, Kannan Srinivasan (2022), "Hype News Diffusion and Risk of Misinformation: The Oz Effect in Healthcare," *Journal of Marketing Research*, 2022; 59(2): 327-352.
  - Finalist, Paul Green Award
  - Selected Media Coverage: [American Council on Science and Health](#)
- Zijun (June) Shi, Kaifu Zhang, Kannan Srinivasan (2019), "Freemium as an Optimal Strategy for Market Dominant Firms," *Marketing Science*, 38(1), 150-169.

- Achim Ingo Czerny, Zijun (June) Shi, Anming Zhang (2016), “Can Market Power Be Controlled by Regulation of Core Prices Alone?: An Empirical Analysis of Airport Demand and Car Rental Price,” *Transportation Research Part A*, 91 (2016) 260–272.

### **Working Papers**

- “The Effect of Voice AI on Digital Commerce.” (with Chenshuo Sun, Xiao Liu, and Anindya Ghose).
- “Can A Traditional Automaker Accelerate EV Sales Through Company-Owned Stores?” (with Ting Zhu, Mengze Shi, Xubing Zhang).
- “Mergers and Product Repositioning: Evidence from the Airline and PC Industry.” (with Xin Wang, Yushu Zeng, Soo-Haeng Cho).
- "Dynamic Pricing with Uncertainty in Software Upgrade."

### **Selected Work in Progress**

- “Crypto Disruption to Ads Systems.”
- “Profits with Body Positivity in Fashion Market.”

### **AWARDS, GRANTS AND HONORS**

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Finalist of Paul Green Award, 2023 (best article of the year in Journal of Marketing Research)  
 Fellow of the ISMS Early-Career Scholars Camp, 2022  
 General Research Fund (Principal Investigator), HK Research Grants Council, 2022  
 Early Career Scheme (Principal Investigator), HK Research Grants Council, 2021  
 Dean’s Recognition of Teaching Excellence, 2020, 2021  
 MSI Research Grant, 2020  
 HKUST Faculty Start-up Fund, 2019  
 INFORMS Marketing Science Doctoral Consortium Fellow, 2018  
 The Dipankar and Sharmila Chakravarti Doctoral Fellowship Award, 2017  
 Presidential Graduate Fellowship, 2017  
 AMA-Sheth Foundation Doctoral Consortium Fellow, 2017  
 INFORMS Marketing Science Doctoral Consortium Fellow, 2017  
 Deans Research Fund, 2016  
 William Larimer Mellon Fellowship, Carnegie Mellon University, 2014-2018  
 International Tuition Scholarship, The University of British Columbia, 2012-2014  
 Distinguished Undergraduate Student Award, Shanghai Jiao Tong University, 2012

### **INVITED TALKS**

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Shanghai Jiao Tong University, 2023 (scheduled)  
 Southwestern University Of Finance And Economics, 2023 (scheduled)  
 Carnegie Mellon University, Dec 2022  
 UIUC-USTC joint seminar, Dec 2022  
 Peking University (PHBS), Nov 2022  
 Nanyang Technological University, Apr 2022

City University of Hong Kong, Sep 2020  
Peking University (GSM), Nov 2019  
University of Cambridge, May 2019  
Peking University (GSM), Nov 2018  
Bocconi University, Sep 2018  
Temple University, Oct 2018  
Stanford University, Oct 2018  
Cornell University, Oct 2018  
Miami University, Oct 2018  
Boston University, Oct 2018  
CUHK, Sep 2018  
HKUST, Sep 2018  
Hong Kong University, Sep 2018  
Singapore Management University, Sep 2018  
Peking University (PHBS), Sep 2018

## **CONFERENCE PRESENTATIONS/DISCUSSIONS**

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2023: The HKU Quantitative Marketing Conference  
2022: ISMS Marketing Science Conference  
2021: INFORMS Marketing Science Conference  
Theory+Practice in Marketing Conference  
AIM (Artificial Intelligence in Management) conference  
2020: ISMS Marketing Science Conference  
2018: INFORMS Marketing Science Conference  
12th Annual Bass FORMS Conference  
2017: INFORMS Marketing Science Conference  
12th Annual Bass FORMS Conference  
2016: INFORMS Marketing Science Conference

## **TEACHING**

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Marketing Management, 2020~2022, HKUST.  
Marketing I (Undergraduate), 2019, CMU.  
Pricing Strategy (Undergraduate), 2017, CMU.

## **INDUSTRY EXPERIENCE**

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PwC, Pittsburgh, USA  
○ Consulting Researcher (Spring 2019)  
Alibaba Group, Hangzhou, China  
○ Research Intern (Summer 2015)  
○ Research Intern (Winter 2018)

**PROFESSIONAL SERVICE**

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*Referee*

Marketing

Journal of Marketing Research, Marketing Science, Management Science, International  
Journal of Marketing Research

IS/OM

Information Systems Research, MIS Quarterly, POM

*HKUST*

Seminar Series Organizer, 2022, 2023

Faculty Recruiting Committee, Department of Marketing, 2021-2022