

Zijun (June) Shi

HKUST School of Business and Management
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ACADEMIC POSITIONS

Hong Kong University of Science and Technology (HKUST)

<i>Associate Professor</i> , School of Business and Management	2025~present
<i>Associate Professor</i> , School of Humanities and Social Science (Joint Appointment)	2025~present

Faculty Affiliate

HKUST Big Data Institute	2023~present
SZ-HK Collaborative Innovation Research Institute	2025~present
AI Ethics and Governance Lab, HKUST	2024~present

Past Positions

<i>Assistant Professor</i> , School of Business and Management, HKUST	2019~2025
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EDUCATION

Carnegie Mellon University (2014-2019)

Ph.D., Industrial Administration (Chair: Kannan Srinivasan)
M.S., Machine Learning

University of British Columbia (2012-2014)

M.S., Business Administration (Transportation Economics)

Shanghai Jiao Tong University (2008-2012)

B.S., Electrical Engineering

RESEARCH

Research Interests

Substantive: AI for social and emotional wellbeing, AI-human relationship, market efficiency.
Methodology: econometrics, machine learning, applied game theory, experimental studies.

Field Recognitions

[MSI Young Scholars](#)

- Awarded by the Marketing Science Institute (MSI), recognizing the potential leaders of the next generation of marketing academics worldwide.

[Paul E. Green Award, Winner](#)

- Awarded by American Marketing Association (AMA), recognizing the best Journal of Marketing Research article published within the calendar year.

[AMA MR-SIG Don Lehmann Award, Winner](#)

- Awarded by AMA, recognizing the best dissertation-based article recently published in the Journal of Marketing or Journal of Marketing Research.

Publications

- “The Effect of Voice AI on Digital Commerce”
Chenshuo Sun, Zijun (June) Shi, Xiao Liu, Anindya Ghose (2025), *Information Systems Research*, 36(2):1147-1166.
- “How Do Fast Fashion Copycats Affect the Popularity of Premium Brands? Evidence from Social Media”
Zijun (June) Shi, Xiao Liu, Dokyun Lee, Kannan Srinivasan (2023), *Journal of Marketing Research*, 60(6): 1027-1051.
- “Hype News Diffusion and Risk of Misinformation: The Oz Effect in Healthcare”
Zijun (June) Shi, Xiao Liu, Kannan Srinivasan (2022), *Journal of Marketing Research*, 59(2): 327-352.
- “Design of Platform Reputation Systems: Optimal Information Disclosure”
Zijun (June) Shi, Kannan Srinivasan, Kaifu Zhang (2022), *Marketing Science*, 42(3):500-520.
- “Freemium as an Optimal Strategy for Market Dominant Firms”
Zijun (June) Shi, Kaifu Zhang, Kannan Srinivasan (2019), *Marketing Science*, 38(1): 150-169.
- “Can Market Power Be Controlled by Regulation of Core Prices Alone?: An Empirical Analysis of Airport Demand and Car Rental Price”
Achim Ingo Czerny, Zijun (June) Shi, Anming Zhang (2016), *Transportation Research Part A*, 91 (2016) 260–272.

Working Papers

- “Welfare Implications of Democratization in Content Creation: the Case of Generative AI.” (with Tianxin Zou, Yue Wu), 2025.
- "Bonding with AI: Investigating the Love Relationships between Humans and AI Companions" (with Hang Xu, Mengze Shi), 2025.
- “Towards Intelligent Shopping Assistant: An Early Exploration.” (with Song Lin, Xinyi Sun), 2025.
- “Art, Smart Contracts, and the Role of Royalties.” (with Song Lin, Wenxiao Yang), 2025.
- “Gender Neutral Marketing.” (with Jiaqi Chen, Tong Guo, Shuo Zhang), 2025.
- “Can A Traditional Automaker Accelerate EV Sales Through Company-Owned Stores?” (with Ting Zhu, Mengze Shi, Xubing Zhang), 2025.
- “Mergers and Product Repositioning: Evidence from the Airline and PC Industry.” (with Xin Wang, Yushu Zeng, Soo-Haeng Cho), 2025.

Selected Works in Progress

- “Pricing for AI Companion” (with Chen Cao, Mengze Shi), 2025.
- “Information Silo on Social Media.” (with Tianyu Han, Wenbo Wang), 2025.
- “Can LLMs Deliver Psychotherapy on par with Trained Human Professionals?” (with Anqi Li, Julian De Freitas, Zhenzhong Lan), 2025.
- “Beauty in a Spectrum of Sizes: Sales Impact of Advertising Models’ Body Shapes.” (with Jingpeng Hong, Chen Cao, Shunyu Zhang), 2025.

- “Shopping Addiction.” (with Chen Cao, Xuhang Fan, Xiao Liu), 2024.

AWARDS AND HONORS

Dean’s Recognition of Teaching Excellence, 2021~2024
 MSI Young Scholars, 2023
 Winner, Paul E. Green Award, 2023
 Winner, AMA MR-SIG Don Lehmann Award, 2023
 Fellow of the ISMS Early-Career Scholars Camp, 2022
 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

GRANTS

SBM Strategic Fund for Futuristic Business Research, PI, 2025~2028.
 Hong Kong RGC Grant (General Research Fund), PI, 2024~2027, *No.16505224*
 Hong Kong RGC Grant (General Research Fund), Co-PI, 2024~2027, *No.16506824*
 Hong Kong RGC Grant (General Research Fund), PI, 2023~2026, *No.16501923*
 Hong Kong RGC Grant (General Research Fund), PI, 2022~2025, *No. 16505122*
 Hong Kong RGC Grant (Early Career Scheme), PI, 2021~2024, *No. 26502121*
 ISMS Doctoral Early-Stage Research Grants (awarded to a supervised PhD student), 2024
 HKUST Business School Research Fund, 2020
 MSI Research Grant, 2020
 HKUST Faculty Start-up Fund, 2019

TEACHING

Marketing Management, 2020~2025, HKUST.
 MBA Masterclass, Mar. 2024, HKUST.
 Marketing I (Undergraduate), 2019, CMU.
 Pricing Strategy (Undergraduate), 2017, CMU.

STUDENT ADVISING

Ph.D. Supervision

Chen Cao, HKUST Marketing (co-supervisor)

Ph.D. Thesis Committee Member

Da He, HKUST Marketing (Placement: Xiamen University)

Xuwen Wang, HKUST Marketing (Placement: Tianjin University)

Ziwei Cong, HKUST Marketing, 2022 (Placement: Georgetown University)

D.BA. Supervision

Nancy Deng, HKUST DBA (co-supervisor)

MPhil Supervision

Hang Xu, HKUST Marketing (co-supervisor)

Research Assistant & Student Collaborator (Placement)

Pengxiang Zhou, M.S. at Tsinghua (PhD in Marketing, University of South California)

Yuqian (Veronica) Tang, UG at HKUST (PhD in Marketing, University of Rochester)

Hanyu Xiao, UG at HKUST (PhD in Marketing, Wash. U. St. Louis)

Wenxiao Yang, UG at UIUC (PhD in Marketing, UC Berkeley)

Xuhang Fan, M.S. at Duke (PhD in Marketing, University of Toronto)

Rodolph Chan, UG at HKUST (PhD in Economics, Wash. U. St. Louis)

Karen Ou, M.S. at HKUST (Tencent)

PROFESSIONAL SERVICE

Editorial Review Board

Marketing Science

Ad Hoc Referee

Marketing

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

IS/OM

Information Systems Research, MIS Quarterly, POM

HKUST

Seminar Series Organizer, 2022~ present

Marketing UG Committee Member, 2022~present

Faculty Recruiting Committee, Department of Marketing, 2022, 2024, 2025

INVITED TALKS

University of International Business and Economics, 2025

Communication University of China, 2025

Renmin University, 2025

CUHK (Shenzhen), 2025

University of Science and Technology of China, 2024

SuHang Conference on Responsible Research in Marketing and Digital Economy, June 2024

Hong Kong Joint School Marketing Conference (discussant), Mar 2024

Purdue University, Feb 2024

Summer Institute in Competitive Strategy (discussant), June 2023

Southwestern University Of Finance And Economics, Apr 2023

Shanghai Jiao Tong University, Apr 2023

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

INFORMS Marketing Science Conference, Sydney, June 2024
18th Annual Bass UTD-FORMS Conference, Dallas, Feb. 2024
INFORMS Marketing Science Conference, Miami, June 2023
Hong Kong Joint School Marketing Conference, 2023
INFORMS Marketing Science Conference, 2022
Theory+Practice in Marketing Conference, 2021
INFORMS Marketing Science Conference, 2021
AIM (Artificial Intelligence in Management) conference, 2021
INFORMS Marketing Science Conference, 2020
13th Annual Bass UTD-FORMS Conference, Dallas, 2018
INFORMS Marketing Science Conference, Philadelphia, 2018
12th Annual Bass UTD-FORMS Conference, Dallas, 2017
INFORMS Marketing Science Conference, LA, 2017
INFORMS Marketing Science Conference, Shanghai, 2016