

# Zijun (June) Shi

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## ACADEMIC POSITION

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**Hong Kong University of Science and Technology** 2019 - present  
Assistant Professor of Marketing  
Affiliated with HKUST Big Data Institute

## 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 employ econometrics, machine learning, and economic theories to study:

- Technology-driven marketing, economic impact of new technology
- Marketing-driven solutions to social issues (e.g., misinformation, sustainability, inclusivity)

### Publication

- Zijun (June) Shi, Xiao Liu, Dokyun Lee, Kannan Srinivasan (2023), "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.
  - Winner, 2022 Paul E. Green Award
  - Winner, 2023 AMA MR-SIG Don Lehmann 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).
- “Dynamic Pricing with Uncertainty in Software Upgrade.” (with Stylianos Despotakis)
- “Pricing Policy on NFT Platform.” (with Song Lin, Wenxiao Yang).
- “Mergers and Product Repositioning: Evidence from the Airline and PC Industry.” (with Xin Wang, Yushu Zeng, Soo-Haeng Cho).

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

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MSI Young Scholars, 2023

Winner, Paul E. Green Award, 2023 (awarded by American Marketing Association; It recognizes the best Journal of Marketing Research article published within the last calendar year.)

Winner, AMA MR-SIG Don Lehmann Award, 2023 (awarded by AMA-SIG; It recognizes the best dissertation-based article recently published in the Journal of Marketing or Journal of Marketing Research.)

General Research Fund (Principal Investigator), HK Research Grants Council, 2023~2026

Fellow of the ISMS Early-Career Scholars Camp, 2022

General Research Fund (Principal Investigator), HK Research Grants Council, 2022~2025

Early Career Scheme (Principal Investigator), HK Research Grants Council, 2021~2024

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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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/DISCUSSIONS**

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2023: SICS - Summer Institute in Competitive Strategy  
2023: INFORMS Marketing Science Conference  
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