

Zijun (June) Shi

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ACADEMIC POSITION

Hong Kong University of Science and Technology 2019 - present
Assistant Professor of Marketing

EDUCATION

Ph.D., Industrial Administration (Marketing), *Carnegie Mellon University* 2019
M.S., Machine Learning, *Carnegie Mellon University* 2019
M.S., Business Administration, *University of British Columbia* 2014
B.S., Electric Power Engineering and Automation, *Shanghai Jiao Tong University* 2012

RESEARCH

Research Interests

Substantive: Technology-driven Marketing, Market Regulation, Information, Public Policy

Methodological: Structural Modeling, Applied Game Theory, Machine Learning, Causal Inference.

Industries: E-Commerce Platform, Fashion, Social Media, Transportation.

Publication

- Zijun (June) Shi, Kannan Srinivasan, Kaifu Zhang, “Design of Platform Reputation System: Optimal Information Disclosure,” forthcoming, *Marketing Science*.
- Zijun (June) Shi, Xiao Liu, Kannan Srinivasan, “Hype News Diffusion and Risk of Misinformation: The Oz Effect in Healthcare,” *Journal of Marketing Research*. 2022; 59(2): 327-352.
 - 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

- “How Do Fast Fashion Copycats Affect the Popularity of Premium Brands? Evidence from

- Social Media.” (with Dokyun Lee, Xiao Liu, and Kannan Srinivasan). *Under review*.
- “The Effect of Voice AI on Consumer Purchase and Search Behavior.” (with Chenshuo Sun, Xiao Liu, and Anindya Ghose). *Under review*.
 - “Mergers and Product Repositioning: Evidence from the Airline and PC Industry.” (with Xin Wang, Yushu Zeng, Soo-Haeng Cho). *Under review*.
 - “How to Sell a Radical Innovation? The Case of Electrical Vehicles” (with Ting Zhu, Xubing Zhang, Mengze Shi).
 - "Pricing as a Signal for Software Upgrade." (with Stylianos Despotakis, Kannan Srinivasan).

INVITED TALKS AND CONFERENCE PRESENTATIONS

2022: Nanyang Technological University, ISMS Marketing Science Conference, Peking University (PHBS) (scheduled), The HKU Quantitative Marketing Workshop (scheduled)

2021: INFORMS Marketing Science Conference, Theory+Practice in Marketing Conference*, AIM (Artificial Intelligence in Management) conference*

2020: City University of Hong Kong, ISMS Marketing Science Conference

2019: University of Cambridge, Peking University (GSM)

2018: INFORMS Marketing Science Conference, 12th Annual Bass FORMS Conference, Peking University (GSM), Bocconi University, Temple University, Stanford, Cornell, Miami University, Boston University, CUHK, HKUST, HKU, Singapore Management University, Peking University (PHBS).

2017: INFORMS Marketing Science Conference

2016: INFORMS Marketing Science Conference

* presented by coauthors

AWARDS, GRANTS AND HONORS

Dean’s Recognition of Teaching Excellence, 2020, 2021

General Research Fund (PI), the Research Grants Council of Hong Kong, 2022

Early Career Scheme (PI), the Research Grants Council of Hong Kong, 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

TEACHING

Marketing Management, 2020~2022, HKUST.

Marketing I (Undergraduate), 2019, CMU.

Pricing Strategy (Undergraduate), 2017, CMU.

INDUSTRY EXPERIENCE

Alibaba Group

- Research Intern (Summer 2015)
- Research Intern (Winter 2018)

PwC

- Consulting (Spring 2019)