

# Zijun (June) Shi

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## **ACADEMIC POSITIONS**

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Hong Kong University of Science and Technology (HKUST)

*Associate Professor*, School of Business and Management      2025~present  
*Associate Professor*, 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

Past Positions

*Assistant Professor*, School of Business and Management, HKUST      2019~2025

## **EDUCATION**

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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**

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### **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

- “Welfare Implications of Democratization in Content Creation: Generative AI and Beyond.”  
Tianxin Zou, Zijun (June) Shi, Yue Wu, *Journal of Marketing Research* (forthcoming).
- “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.

## Selected Works in Progress

- "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.
- “Pricing for AI Companion” (with Chen Cao, Mengze Shi), 2025.
- “Information Silo on Social Media.” (with Tianyu Han, Wenbo Wang), 2025.
- “Shopping Addiction.” (with Chen Cao, Xuhang Fan, Xiao Liu), 2024.

## AWARDS AND HONORS

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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**

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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**

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

## **STUDENT ADVISING**

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### **Ph.D. Supervision**

Chen Cao, HKUST Marketing (co-supervisor)

### **Ph.D. Thesis Committee Member**

Da He, HKUST Marketing (Placement: Xiamen University)  
Xuewen 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)

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## **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

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## **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**

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INFORMS Marketing Science Conference, Sydney, June 2024  
18<sup>th</sup> 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