

Zijun (June) Shi

Department of Marketing
School of Business and Management
Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

Office: LSK4052
Phone: (+852) 2358 7695
Email: juneshi@ust.hk

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, Fashion Market, Social Media, Public Policy.

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

Publication

“Freemium as an Optimal Strategy for Market Dominant Firms,” 2019. Zijun (June) Shi, Kaifu Zhang, and Kannan Srinivasan, *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,” 2016. Achim Ingo Czerny, Zijun (June) Shi, Anming Zhang, *Transportation Research Part A*.

Working Papers

“Disinformation Through Hype: The Oz Effect in Healthcare.” (with Xiao Liu, and Kannan Srinivasan). *Major Revision at Journal of Marketing Research*.

“Design of Platform Reputation System: Optimal Information Disclosure.” (with Kaifu Zhang, and Kannan Srinivasan). *Major Revision at Marketing Science*.

“The Effect of Voice AI on Consumer Purchase and Search Behavior.” (with Chenshuo Sun, Xiao Liu, and Anindya Ghose). *Under review*.

“Fast Fashion May Actually Increase the Demand for Premium Brands.” (with Dokyun Lee, Xiao Liu, and Kannan Srinivasan). *Under review*.

Selected Work in Progress

1. “Customized Fashion Styling by Machine.” (with Lucy Xia, Alan Montgomery)
2. “Strategic Upgrading for Technology Goods” (with Stylianos Despotakis, Kannan Srinivasan)
3. “Mergers and Product Repositioning: Evidence from the Airline and PC Industry.” (with Xin Wang, Yushu Zeng, Soo-Haeng Cho)

INVITED TALKS

City University of Hong Kong, Sep. 2020
Peking University (GSM), Nov. 2019
University of Cambridge, May 2019
Peking University (GSM), Nov. 2018
Bocconi University, Oct. 2018
Temple University, Oct. 2018
Stanford University, Oct. 2018
Cornell University, Oct. 2018
Miami University, Oct. 2018
Boston University, Oct. 2018
Chinese University of Hong Kong, Sep. 2018
Hong Kong University of Science and Technology, Sep. 2018
Hong Kong University, Sep. 2018
Singapore Management University, Sep. 2018
Peking University (PHBS), Sep. 2018

CONFERENCE PRESENTATIONS

INFORMS Marketing Science Conference, 2020
INFORMS Marketing Science Conference, Philadelphia, PA, 2018
12th Annual Bass FORMS Conference, UTD, TX, 2018
INFORMS Marketing Science Conference, Los Angeles, CA, 2017
INFORMS Marketing Science Conference, Shanghai, China, 2016

AWARDS, GRANTS AND HONORS

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

Instructor:

Marketing Management, 2020, HKUST

Marketing I (Undergraduate), 2019, CMU.

Pricing Strategy (Undergraduate), 2017, CMU.