QIAONI SHI

Room 255, 3950 Roberto Clemente Dr, Pittsburgh, PA 15260
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EDUCATION

Ph.D. candidate (third year student) in Marketing in University of Pittsburgh

M.S. in marketing in University of Florida

M.A. in Economics in Indiana University, Indianapolis

B.A. in Economics in Peking University

B.S. in Information System in Beijing Language and Culture University

RESEARCH INTEREST

Platform, Two-Sided Markets, Product Pricing, Product Bundling, Retailing, Machine Learning, Text Analysis, Social Network

PUBLICATIONS

Shugan, Steven M., Jihwan Moon, Qiaoni Shi, and Nanda S. Kumar. Product line bundling: Why airlines bundle high-end while hotels bundle low-end. *Marketing Science* 36, no. 1 (2017): 124-139.

WORKING PAPERS

"Designing Entry Strategies for Subscription Platforms: The Case of ClassPass and MoviePass", with Esther Gal-Or

"How Walmart Closing Stores Impacts Consumer Behavior", with Jeffrey Inman and Dinesh Gauri

PRESENTATIONS AND POSTERS

2019 Marketing Science Conference, Rome

2019 Marketing Academic Research Colloquium, Washington D.C.

HONORS AND AWARDS

Mitsubishi Fellow, University of Pittsburgh (2017-present)

Marketing Science Institute Research Grant, Marketing Science Institute (2019)

COMPUTER SKILLS

Python, C, C++, C#, Excel VBA, Mathematica, R, Stata, SQL

SELECT COURSEWORK

Economics
Optimization Theory and Economic Analysis: A
Microeconomic Theory I: Theory of Prices and Markets I: A+
Microeconomic Theory II: Theory of Prices and Markets II: A
Information Economics and Theory of Incentive: A

Econometrics and Statistics
Computer Methods and Data Analysis: A+
Econometrics I & II: A
Econometric Method: A
System and Panel Econometric Model: A
Multivariate Statistical Method: A
Probability and Statistics: A+

Computer Science
Fundamentals of Programming (Python): A
Computer Programming in C/C++: A-
Text as Data: A
Natural Language Processing: A

SELECT ABSTRACTS

"Designing Entry Strategies for Subscription Platforms: The Case of ClassPass and MoviePass", with Esther Gal-Or
We consider a subscription platform that offers services to variety seeking consumers who incorporate transportation costs in their decision of how many and which vendor services to consume. ClassPass in fitness and MoviePass in entertainment are examples of such platforms. We find that for the platform to be successful, it should enter markets where vendors are sufficiently differentiated. In such markets, the added benefit consumers derive from diversifying their consumption is relatively high, thus strengthening the position of the platform in negotiations with the vendors. The platform should consider also entering markets where vendors benefit from local monopoly positions due to high transportation costs incurred by consumers. When entering such markets, offering the subscription contract attracts new customers that are not active otherwise. Last, the platform should be cognizant of the need to coordinate with vendors the subscription fee they charge consumers. Setting the fee to maximize its own profits while ignoring the effect of the pricing on the profits of the vendors is likely to lead to the platform's failure.

"How Walmart Closing Stores Impacts Consumer Behavior", with Jeffrey Inman and Dinesh Gauri
Over the past several years, multistore retailers have closed a myriad of stores. In 2017 alone, 105 million square feet of retail space was closed. The closing of a retail store directly impacts the households who shop there and creates an unusual opportunity for competitors. Despite the huge practical impact, surprisingly little research has examined the impact of retail store closings. In this study, we leverage two disruptive events – Walmart's closure of 154 stores in the United States in early 2016 and Sam's Club's closure of 63 stores in early 2018 – and apply a difference-in-difference approach to empirically investigate the impact of store closings on affected households as well as nearby retailers. Particularly, we are interested in how consumers shift their household-level shopping basket to other options such as other Walmart stores, alternative retail formats, or the online channel after this event.