

Zijun (June) Shi

HKUST Business School
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ACADEMIC POSITION

Hong Kong University of Science and Technology 2019 - present
Assistant Professor of Marketing
Faculty member, HKUST Big Data Institute
Faculty member, AI Ethics and Governance Lab

EDUCATION

Carnegie Mellon University (2014-2019)
Ph.D., Industrial Administration (Marketing)
(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., Electric Power Engineering and Automation

FIELD RECOGNITION

[MSI Young Scholars \(2023\)](#)

- Awarded by the Marketing Science Institute (MSI), recognizing the potential leaders of the next generation of marketing academics worldwide.

[Paul E. Green Award, Winner \(2023\)](#)

- Awarded by American Marketing Association (AMA), recognizing the best Journal of Marketing Research article published within the last calendar year.

[AMA MR-SIG Don Lehmann Award, Winner \(2023\)](#)

- Awarded by AMA, recognizing the best dissertation-based article recently published in the Journal of Marketing or Journal of Marketing Research.

RESEARCH¹

Research Interests

Substantive: technology-driven marketing, economics of AI.

¹ * Denotes student co-author at the paper initiation.

Methodology: econometrics, machine learning, applied game theory, experimental studies.

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,” *Journal of Marketing Research*, 60(6): 1027-1051.
- Chenshuo Sun*, Zijun (June) Shi, Xiao Liu, Anindya Ghose (2024), “The Effect of Voice AI on Digital Commerce.” *Information Systems Research*, forthcoming.
- Zijun (June) Shi, Xiao Liu, Kannan Srinivasan (2022), “Hype News Diffusion and Risk of Misinformation: The Oz Effect in Healthcare,” *Journal of Marketing Research*, 59(2): 327-352.
- Zijun (June) Shi, Kannan Srinivasan, Kaifu Zhang (2022), “Design of Platform Reputation System: Optimal Information Disclosure,” *Marketing Science*, 42(3):500-520.
- 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.

Selected Working Papers

- “Democratization of Content Creation: Welfare Implications of Generative AI.” (with Tianxin Zou, Yue Wu)
- “Towards Intelligent Shopping Assistant: An Early Exploration.” (with Song Lin, Xinyi Sun*)
- “Can A Traditional Automaker Accelerate EV Sales Through Company-Owned Stores?” (with Ting Zhu, Mengze Shi, Xubing Zhang)
- “Art, Smart Contracts, and the Role of Royalties.” (with Song Lin, Wenxiao Yang*)
- “Technology Investment and Dynamic Pricing with Uncertainty in Product Upgrade.” (with Stylianos Despotakis)
- “Mergers and Product Repositioning: Evidence from the Airline and PC Industry.” (with Xin Wang, Yushu Zeng*, Soo-Haeng Cho)

AWARDS AND HONORS

Dean’s Recognition of Teaching Excellence, 2020, 2021, 2022, 2023

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

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 co-supervised PhD student), 2024
HKUST Business School Research Fund, 2020
MSI Research Grant, 2020
HKUST Faculty Start-up Fund, 2019

INVITED TALKS

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

INFORMS Marketing Science Conference, Sydney, June 2024
18th 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

TEACHING

MBA Masterclass, Mar. 2024, HKUST.
Marketing Management, 2020~2023, HKUST.
Marketing I (Undergraduate), 2019, CMU.
Pricing Strategy (Undergraduate), 2017, CMU.

STUDENT ADVISING

Ph.D. Supervision

Chen Cao, HKUST Marketing (co-supervisor)

D.BA. Supervision

Nancy Deng, HKUST DBA (co-supervisor)

Ph.D. Thesis Committee Member

Da He, HKUST Marketing, 2024 (Placement: Xiamen University)
Xuewen Wang, HKUST Marketing, 2024 (Placement: Tianjin University)
Yueqi Qian, HKUST Mathematics, 2023 (Placement: Volmart, Hong Kong)
Ziwei Cong, HKUST Marketing, 2022 (Placement: Georgetown University)

Research Assistant / Student Collaborator (Placement)

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)

PROFESSIONAL SERVICE

Editorial Review Board

Marketing Science (starting from 2024.11)

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~ 2024

Marketing UG Committee Member, 2022~2024

Faculty Recruiting Committee, Department of Marketing, 2021~2022