Tommaso Bondi – Curriculum Vitae (January, 2025)

CONTACT
INFORMATION

Cornell Tech
Emma and Georgina Bloomberg Center
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EMPLOYMENT

Cornell Tech and the SC Johnson School of Management, Cornell University
❑ Assistant Professor of Marketing, July 2020 – present
❑ Affiliated Faculty, Digital Life Initiative, July 2021 – present

EDUCATION

New York University Stern School of Business, 2014–2020
❑ Ph.D. in Economics (Advisor: Luís Cabral)

UC Berkeley, Haas School of Business, Spring 2014
❑ Visiting Scholar

Bocconi University, 2011–2013
❑ M.Sc., Economic and Social Sciences

University of Milan, 2008–2011
❑ B.Sc., Mathematics

PUBLISHED,
FORTHCOMING &
UNDER REVIEW

***The Good, The Bad And The Picky*: Consumer Heterogeneity and the Reversal of Product Ratings** (with Michelangelo Rossi and Ryan Louis Stevens)
- Forthcoming at *Management Science*
- Extended Abstract in *EC '23 (2023 ACM Conference on Economics and Computation)*
- Non technical summary: *"How Top Reviewers Skew Online Ratings"* (Harvard Business Review)

When (Not) To Talk Politics in Business: Experimental Evidence
(with Vanessa Burbano and Fabrizio Dell'Acqua)
- Accepted at *Strategic Management Journal*

***Alone, Together*: A Model of Social (Mis)Learning from Consumer Reviews**
- Accepted at *Marketing Science*
- Extended Abstract in *EC '23 (2023 ACM Conference on Economics and Computation)*

Privacy and Polarization: An Inference-Based Framework (with Omid Rafieian and Yunfei (Jesse) Yao)
- Major Revision at *Management Science*
- Extended Abstract in *EC '24 (2024 ACM Conference on Economics and Computation)*

Defensive Specialization: Evidence from Mexico City Retail (with Luís Cabral, Shreya Kankanhalli and Miguel Angel Talamas-Marcos)
- **This paper subsumes "Amazon and the Evolution of Retail"** (with Luís Cabral)

Complexity and Range Effects (with Daniel Csába, Evan Friedman and Salvatore Nunnari)

Local Bias in Global Platforms: Evidence from a Cross-Market Merger (with Sai Chand Chintala, Jūra Liaukonytė and Dominykas Šeputis)

A Model of Sequential Opinion Aggregation (with Michelangelo Rossi)

A Network Approach to Scale Usage Bias Correction (with Michelangelo Rossi)

Boycotting by Rating: The Impact of the #MeToo Scandal on Harvey Weinstein Movies' Ratings (with Michelangelo Rossi)

Reducing Choice Frictions through Quality Grade Personalization: Evidence from a Large-Scale Experiment (with Jūra Liaukonytė and Omid Rafieian)

Repaired Incentives? Evidence from "Right to Repair" Legislation in Five U.S. States (with Sepehr Khadem and Omid Rafieian)

2021 – present	**Digital Marketing** (Cornell Johnson, Two-Year MBA)
2020 – present	**Digital Marketing** (Cornell Tech, One-Year MBA)
2022, 2023	**Marketing Management** (Cornell Weill, EMBA/MS)
2022	**Digital Business Leadership Program** (eCornell)
2020, 2021	**Marketing Management** (Cornell Johnson, Two-Year MBA)

2023 & 2024, **Johnson Teaching Honor Roll (8×)**

2020–2024, **Demir Sabanci Faculty Fellowship in Marketing and Management**

2023, **NET Institute Grant (joint with Omid Rafieian)**

2023, **CGEB Grant, NYU Stern School of Business (joint with Luis Cabral)**

2023, **Research Affiliate, CESifo**

2021, **Affiliated Faculty, Digital Life Initiative**

2021, **Business of Food Grant, Cornell University**

2019, **NET Institute Grant**

2018, **CGEB PhD Grant, NYU Stern School of Business**

2017, **Russell Sage Foundation Small Grant in Behavioral Economics**

2014-2019, **NYU Stern School of Business Ph.D. Fellowship**

2013, **Marco Fanno Scholarship**, awarded by the Unicredit and Universities Foundation to the two best graduates in Economics from an Italian university

2011-2013, **Bocconi Graduate Merit Award**

2007-2008, **Bronze and Silver Medals, Italian Math Olympiads**

INVITED TALKS   Fall 2025, **INSEAD**

June 2025, **ESADE**

March 2025, **University of Nevada, Las Vegas, Lee School of Business**

December 2024, **University of Vienna**

October 2024, **SETS (Security, Trust, and Safety), Cornell Tech**

May 2024, **Temple University, Fox School of Business**

March 2024, **University of Chicago, Booth School of Business**

March 2023, **ESMT Berlin**

March 2023, **Bocconi University**

March 2023, **Cambridge, Judge Business School**

December 2022, **Paris CREST**

December 2022, **Nova School of Business and Economics, Lisbon**

September 2021, **NYU Stern**

May 2021, **Toulouse School of Economics**

November 2019, **Cornell University, SC Johnson School of Management**

November 2019, **Cornell Tech**

November 2019, **Wisconsin School of Business**

October 2019, **Columbia University, Graduate School of Business**

October 2019, **Harvard Business School**

October 2019, **UCL School of Management**

October 2019, **Bocconi University**

October 2019, **Dartmouth College, Tuck School of Business**

September 2019, **University of Texas at Dallas, Jindal School of Management**

September 2019, **University of Colorado Boulder, Leeds School of Business**

September 2019, **Georgetown University, McDonough School of Business**

May 2025, **European Marketing Academy**, Madrid

November 2024 (*), **CESifo Area Conference on Behavioral Economics**, Munich

September 2024, **EARIE**, University of Amsterdam

August 2024, **European Summer Meeting of the Econometric Society**, Erasmus University Rotterdam

August 2024 (*), **Econometric Society Interdisciplinary Frontiers (ESIF) Conference on Economics and AI+ML**, Cornell

July 2024, **25th ACM Conference on Economics and Computation**, Yale School of Management

June 2024 (*), **SICS**, UC Berkeley

May 2024, **Theory + Practice in Marketing**, UT Austin

April 2024, **Workshop on Platform Analytics**, UCSD (discussant)

February 2024, **Bass FORMS Conference**, UT Dallas

August 2023, **Theoretical Organizational Models Society**, Harvard Business School

July 2023 (*), **International Conference on Computational Social Science**, Copenhagen

July 2023, **24th ACM Conference on Economics and Computation**, Kings College London

June 2023, **Digital Economics Conference**, Alghero

June 2023, **North American Summer Meetings of the Econometric Society**, UCLA

June 2023, **Marketing Science**, University of Miami

March 2023, **14th Conference on Digital Economics**, Paris

March 2023, **Bass FORMS Conference**, UT Dallas (discussant)

December 2022, **European Winter Meeting of the Econometric Society**, Berlin

November 2022, **CESifo Area Conference on the Economics of Digitization**, Munich

August 2022, **European Summer Meeting of the Econometric Society**, Milan

July 2022 (*), **The Economics of Information and Communication Technologies**, ZEW Manheim

June 2022, **Marketing Science**, University of Chicago

June 2022 (*), **SICS**, UC Berkeley

March 2022, **13th Paris Conference on Digital Economics**, Paris

March 2022, **Bass FORMS Conference**, UT Dallas

January 2022, **15th Digital Economics Conference**, Toulouse

June 2021, **Marketing Science**, University of Miami

June 2020, **Marketing Science**, Duke University

December 2019, **NET Institute**, NYU Stern

June 2019, **Marketing Science**, Rome

February 2019, **Bass FORMS Conference**, UT Dallas

December 2018, **NET Institute**, NYU Stern

May 2018, **Trans Atlantic Doctoral Conference**, London Business School

PROFESSIONAL SERVICE **External Grant Reviewer, 2024–2025**, Social Sciences and Humanities Research Council of Canada (SSHRC)

Scientific Committee, Workshop on Platform Analytics, 2024 & 2025, UCSD

Program Committee, ACM Conference on Economics and Computation, 2024 & 2025

REFEREE SERVICE **Management Science, Marketing Science, Journal of Marketing Research, Quantitative Marketing and Economics, Proceedings of the National Academy of Sciences, Journal of Public Economics, Strategic Management Journal, Journal of Economic Behavior and Organization, Production and Operations Management, Journal of Economics and Management Strategy, Review of Industrial Organization**

MEDIA COVERAGE January 2025, **Harvard Business Review**, *"How Top Reviewers Skew Online Ratings"*

December 2024, **Cornell Chronicle**, *"Good Products Can Be Hurt by Experts' Ratings"*

November 2024, **Fortune**, *"Warren Buffett Skipped Endorsing a Presidential Candidate This Election as Many CEOs Retreat from Politics"*

October 2024, **New York Times**, *"With 100-Foot-Wide Trump Sign, a Sticker Company Dives Into Politics"*

July 2023, **Game Changer Podcast**, *"Behind the Stars: Uncovering the Biases in Online Reviews"*