
CONTACT INFORMATION	Cornell Tech Emma and Georgina Bloomberg Center 2 West Loop Road New York, NY 10044	tbondi@cornell.edu
EMPLOYMENT	Cornell Tech and the SC Johnson School of Management, Cornell University □ Assistant Professor of Marketing, July 2020 – present (on leave Fall 2025)	
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	
PUBLICATIONS	Privacy and Polarization: An Inference-Based Framework (with Omid Rafieian and Yunfei (Jesse) Yao) <ul style="list-style-type: none">• <i>Management Science</i>, 2025• Extended Abstract in <i>EC '24 (2024 ACM Conference on Economics and Computation)</i> Alone, Together: A Model of Social (Mis)Learning from Consumer Reviews <ul style="list-style-type: none">• <i>Marketing Science</i>, 2025• Extended Abstract in <i>EC '23 (2023 ACM Conference on Economics and Computation)</i> When (Not) To Talk Politics in Business: Experimental Evidence (with Vanessa Burbano and Fabrizio Dell'Acqua) <ul style="list-style-type: none">• <i>Strategic Management Journal</i>, 2025 The Good, The Bad And The Picky: Consumer Heterogeneity and the Reversal of Product Ratings (with Michelangelo Rossi and Ryan Louis Stevens) <ul style="list-style-type: none">• <i>Management Science</i>, 2024• Extended Abstract in <i>EC '23 (2023 ACM Conference on Economics and Computation)</i>	

WORKING PAPERS	Defensive Specialization: Evidence from Mexico's Retail Sector (with Luís Cabral, Shreya Kankanhalli and Miguel Angel Talamas-Marcos)	
	Local Bias in Global Platforms: Evidence from a Cross-Market Merger (with Sai Chand Chintala, Jūra Liaukonytė and Dominykas Šeputis)	
	Range Effects in Economic Choice: the Role of Complexity (with Daniel Csába, Evan Friedman and Salvatore Nunnari)	
	<ul style="list-style-type: none"> • Under Review at <i>Econometrica</i> 	
	Online Reviews: Information Content, Biases, and Platform Design (with Michelangelo Rossi)	
	<ul style="list-style-type: none"> • Invited (re)submission at <i>Marketing Letters</i> 	
	Skill Atrophy and AI Productivity Measurement (with Gentry Johnson)	
WORK IN PROGRESS	Subsidizing Cool: Strategic Compensation of Trendsetters in Two-Sided Markets	
	Snobs and Followers: A Social Preference Theory of Fashion Cycles	
TEACHING EXPERIENCE	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)
HONORS AND AWARDS	2022 – present, Teaching Honor Roll, Johnson School of Management	
	2025, ISMS Early Career Scholars Camp (postponed to 2026)	
	2025, Cornell Tech Students' Choice Award	
	2020 – 2024, Demir Sabanci Faculty Fellowship in Marketing and Management	
	2023, NET Institute Grant (joint with Omid Rafeian)	
	2023, Research Affiliate, CESifo	
	2021, Affiliated Faculty, Digital Life Initiative	
	2017, Russell Sage Foundation Small Grant in Behavioral Economics	
	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 SEMINARS AND CONFERENCES **2026:** Temple, Northwestern Kellogg, 13th Triennial Invitational Choice Symposium (Vail, Colorado), INSEAD

2025: Federal Trade Commission, ESADE, Markets and Waves (Nova SBE), University of Nevada Las Vegas

2024: Chicago Booth, European Summer Meeting of the Econometric Society (Rotterdam), ESIF Conference on Economics and AI+ML (Cornell), EC '24 (Yale), SICS (Berkeley), Temple, Theory + Practice in Marketing (UT Austin), Bass FORMS Conference (UT Dallas), CESifo Area Conference on Behavioral Economics, SETS (Cornell Tech), EARIE (Amsterdam)

2023: ESMT Berlin, Bocconi, Cambridge Judge, Marketing Science (Miami), EC '23 (King's College London), ICCSS (Copenhagen), Digital Economics Conference (Alghero), North American Summer Econometric Society (UCLA), TOM (Harvard), Paris Digital Economics, Bass FORMS Conference (UT Dallas)

2022: CESifo (Munich), European Winter Meeting of the Econometric Society (Berlin), European Summer Meeting of the Econometric Society (Milan), Marketing Science, SICS (Berkeley), Paris Digital Economics, ZEW ICT (Manheim), Bass FORMS Conference (UT Dallas), Digital Economics (Toulouse)

2018 – 2021: NYU Stern, Toulouse School of Economics, Marketing Science, Cornell Tech, Cornell Johnson, Wisconsin, Columbia GSB, Harvard Business School, UCL, Bocconi, Dartmouth Tuck, UT Dallas, CU Boulder, Georgetown, Marketing Science (Rome), Bass FORMS Conference (UT Dallas), NET Institute (NYU Stern), Trans Atlantic Doctoral Conference (LBS)

PROFESSIONAL SERVICE **Scientific Committee, Workshop on Platform Analytics, 2024 & 2025, UCSD**
Program Committee, ACM Conference on Economics and Computation, 2024 – present

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

SELECTED MEDIA COVERAGE **New York Times, Fortune, Harvard Business Review, Der Spiegel, Associated Press, Game Changer Podcast**