

CONTACT INFORMATION Cornell Tech +1 (347) 859-0494
Emma and Georgina Bloomberg Center tbondi@cornell.edu
2 West Loop Road
New York, NY 10044

EMPLOYMENT **Cornell Tech and the SC Johnson School of Management**
 Assistant Professor of Marketing and Demir Sabanci Faculty Fellow of Marketing and Management, July 2020 - present
 Affiliated Faculty, Digital Life Initiative, July 2021 – present
 Research Affiliate, CESifo, January 2023 – 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

WORKING PAPERS ***Alone, Together: A Model of Social (Mis)Learning from Consumer Ratings*** (*R&R at Marketing Science; Extended Abstract in EC '23*)

The Good, The Bad And The Picky: Reference Dependence and the Reversal of Product Ratings (with Michelangelo Rossi and Ryan Stevens) (*R&R at Management Science; Extended Abstract in EC '23*)

Amazon and the Evolution of Retail (with Luís Cabral) (*Reject&R at Management Science*)

When to Talk Politics in Business (with Vanessa Burbano and Fabrizio Dell'Acqua) (*R&R at Strategic Management Journal*)

Privacy and Polarization: An Inference-Based Framework (with Omid Rafeian and Yunfei (Jesse) Yao)

WORK IN PROGRESS **Firm Competition with Consumer Ratings**

Range Effects In Multi-Attribute Choice: An Experimental Study (with Daniel Csába, Evan Friedman and Salvatore Nunnari)

WORK EXPERIENCE	2020	Penguin Random House	Research Collaborator
	Summer 2018	Amazon	Economist
TEACHING EXPERIENCE	Fall 2022, 2023	Marketing Management (Cornell Weill, EMBA/MS)	
	Summer 2022	Digital Business Leadership Program (eCornell)	
	Fall 2020–2023	Digital Marketing (Cornell Tech, One-Year MBA)	
	Fall 2021–2023	Digital Marketing (Cornell Johnson, Two-Year MBA)	
	Fall 2020, 2021	Marketing Core (Cornell Johnson, Two-Year MBA)	
HONORS AND AWARDS	2023, NET Institute Grant (joint with Omid Raffeian)		
	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		
	2020, Demir Sabanci Faculty Fellowship in Marketing and Management		
	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 (* INDICATES COAUTHOR)	March 2024, University of Chicago, Booth School of Business		
	February 2024, Digital Life Initiative, Cornell Tech		
	January 2024, Temple University, Fox 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**

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**

February 2024, **NET Institute**, NYU Stern

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

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

July 2023, **ACM Conference on Economics and Computation**, London

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

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

June 2023, **Marketing Science**, Miami

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

March 2023, **Frontiers of Research in Marketing Science**, 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**,

INVITED
 CONFERENCES
 (* INDICATES
 COAUTHOR)

ZEW Manheim (*)

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

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

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

March 2022, **Frontiers of Research in Marketing Science**, UT Dallas

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

June 2021, **Marketing Science**, Miami

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

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

June 2019, **Marketing Science**, Rome

February 2019, **Frontiers of Research in Marketing Science**, UT Dallas

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

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

INVITED SCHOOLS March 2019, 2018 and 2016, **NBER Economics of Digitization**, Stanford University

September 2018, **NBER Economics of AI**, University of Toronto

July 2016, **Price Theory Summer Camp**, BFI, University of Chicago

June 2015, **Summer School in Behavioral Finance**, Yale SOM

REFeree SERVICE **Proceedings of the National Academy of Sciences, Management Science, Marketing Science, Journal of Marketing Research, Journal of Public Economics, Journal of Economic Behavior and Organization, Journal of Economics and Management Strategy, Review of Industrial Organization**