

- CONTACT INFORMATION Cornell Tech tbondi@cornell.edu
Emma and Georgina Bloomberg Center
2 West Loop Road
New York, NY 10044
- EMPLOYMENT **Cornell Tech and the SC Johnson School of Management, Cornell University**
 Assistant Professor of Marketing, July 2020 – present
- Amazon Web Services**
 Economist, 2018
- 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 (summa cum laude)
- University of Milan, 2008–2011**
 B.Sc., Mathematics
- PUBLICATIONS **Online Reviews: Information Content, Drivers, and Platform Design** (with Michelangelo Rossi)
 • *Marketing Letters*, 2026
- Privacy and Polarization: An Inference-Based Framework** (with Omid Rafeian and Yunfei (Jesse) Yao)
 • *Management Science*, 2025
 • Extended Abstract in *EC '24*
- Alone, Together: A Model of Social (Mis)Learning from Consumer Reviews**
 • *Marketing Science*, 2025
 • Extended Abstract in *EC '23*
- When (Not) To Talk Politics in Business: Experimental Evidence**
(with Vanessa Burbano and Fabrizio Dell'Acqua)
 • *Strategic Management Journal*, 2025

The Good, The Bad And The Picky: Consumer Heterogeneity and the Reversal of Product Ratings (with Michelangelo Rossi and Ryan Louis Stevens)

- *Management Science*, 2024
- Extended Abstract in *EC '23*

WORKING
PAPERS

Skill Atrophy and AI Productivity Measurement (with Gentry Johnson)

- Extended Abstract in *EC '26*

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)

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

Scaling Cool: Popularity Disclosure as Audience Design

WORK IN
PROGRESS

Reviews as Matchmakers: Dynamic Learning of Product Fit (with Lijuan Luo)

Do Michelin Inspectors Rate Restaurants on a Curve?

The Streaming Ratings Penalty (with Guy Aridor and Michelangelo Rossi)

The Informational Value of Extreme Reviews

TEACHING
EXPERIENCE

Spring 2026 **Seminar in Quantitative Methods** (Cornell Johnson, PhD)

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**

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 Fox, Northwestern Kellogg, Workshop on Platform Analytics (UCSD; discussant), AI and the Future of Work (Wharton), EMAC (University of Bath), Theory + Practice in Marketing (ESADE), Luis Cabral’s 65th Birthday Conference (Lisbon), Marketing Science (Nova SBE), EC ’26 (Rome), Choice Symposium (Vail), INSEAD, UIUC Gies, Johns Hopkins Micro Theory Seminar

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), Workshop on Platform Analytics (USCD; discussant), ESIF Conference on Economics and AI+ML (Cornell), EC ’24 (Yale), SICS (Berkeley), Temple Fox, 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 Meeting of the Econometric Society (UCLA), TOM (Harvard), Paris Digital Economics, Bass FORMS Conference (UT Dallas; discussant)

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; discussant), 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, IEEE Transactions on Neural Networks and Learning Systems, 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**