

Katia Meggiorin

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EDUCATION

- 05/23 (expected)** **Ph.D. Student** at NYU Stern School of Business (US), Management and Organizations department (Strategy track). Committee: Gino Cattani, Sinziana Dorobantu, Robert Seamans (chair), and Arun Sundararajan.
- 2021** **M.Phil.** at NYU Stern Business School (US)
- 2017** **Research Master's in Management Science** at IE Business School (ES)
- 2014** **Research Master's in Communication Science** at the University of Amsterdam (NL)
- 2010** **Bachelor in Public Relations and Advertising** at IULM University (IT)

Awards & Grants

- 2021** **NYU Fubon Center for Technology Doctoral Fellowship**, research budget of \$5,000.
- 2021** **Microsoft Fellowship for the Study of Future of Work and Organizations**, research budget of \$5,000.
- 2020** **NYU Center for Global Economy and Business**, research budget of \$3,000.
- 2019** Runner-up, **2019 Business & Society Best Paper Award**.
- 2019** Nominated for the **SMS Minneapolis Best Conference Paper Prize** and **Best Conference PhD Paper Prize**.
- 2018** **NYU Urban Doctoral Fellowship**, research budget of \$3,000.
- 2017** NYU Stern School of Business Doctoral Fellowship.
- 2015** IE Business School Doctoral Fellowship.

RESEARCH

Publications

- 2022** Illia, L., E. Colleoni, M. Etter, and **K. Meggiorin**. "Finding the Tipping Point: When Heterogeneous Evaluations in Social Media Converge and Influence Organisational Legitimacy." *Business and Society* (2022).
- 2022** Illia, L., M. Etter, **K. Meggiorin**, and E. Colleoni. "From micro-level to macro-level legitimacy: Exploring the co-creation of legitimacy judgements at meso-level." *RSO Volume on: Digital transformation and institutional theorizing: Consequences, opportunities and challenges* (2022).
- 2021** Rietveld J., R. Seamanas, and **K. Meggiorin**. "Market orchestrators: the effects of certification on platforms and their complementors." *Strategy Science* 6, no. 3 (2021): 244-264.
- 2021** Illia, L., E. Colleoni, and **K. Meggiorin**. "How infomediaries on Twitter influence business outcomes of a bank." *International Journal of Banking Marketing* (2021)
- 2018** Etter, M., E. Colleoni, L. Illia, **K. Meggiorin**, and A. D'Eugenio. "Measuring organizational legitimacy in social media: Assessing citizens' judgments with sentiment analysis." *Business & Society* 57, no. 1 (2018): 60-97.
- 2016** Romenti, S., C. Valentini, G. Murtarelli, and **K. Meggiorin**. "Measuring online dialogic conversations' quality: a scale development." *Journal of Communication Management* 20, no. 4 (2016): 328-346.
- 2015** Illia L., P. Bantimaroudis, and **K. Meggiorin**. "Corporate agenda-setting at the third level: Comparing networks of attributes in corporate press releases and media coverage." Chapter prepared for the edited volume entitled "*The Power of Information Networks: The Third Level of Agenda Setting*" edited by L. Guo and M. McCombs (2015).

Work in Progress

- Manuscript** * "*Regulating the Sharing Economy: A Study of Unlawful Providers.*" Job Market Paper.
- R&R** * "*Regulations and Consumers' Perceptions: Moderating the Impact of Airbnb on Real Estate Prices,*" with C. Moschieri. First round R&R at Academy of Management Discoveries.
- In progress** * "*Tradeoffs between Positive and Negative Externalities in the Sharing Economy.*" Dissertation chapter.
- In progress** * "*Heterogeneous Entry in Sharing Economy Platforms.*" Dissertation chapter.

Most Recent Presentations

“Regulating the Sharing Economy: A Study of Unlawful Providers.”

- CCC (Toronto, 2022)
- Druid (Copenhagen, 2022)
- Invited speaker at ESADE (Barcelona, 2021)
- East Coast Doctoral Conference (virtual, 2021 and 2022)
- SMS Annual Meeting (virtual, 2021)
- AOM Annual Meeting (virtual, 2021)

* *“Regulations and Consumers’ Perceptions: Moderating the Impact of Airbnb on the Real Estate Prices.”* **K. Meggiorin** and C. Moschieri.

- ISA Annual Meeting (Philadelphia, 2022)
- SMS Milan (Milan, 2022)
- NYU Urban Day (New York, 2021)
- Strategy Science (Philadelphia, 2020) (poster session)
- SMS Annual Conference (Minneapolis, 2019)
- AOM Annual Meeting (Boston, 2019)
- The Medici Summer School (Paris, 2019)

“Market orchestrators: The Effect of Platform Certification on Complementor Performance and Behavior in the Context of Kiva (2010-2013).” J. Rietveld, R. Seamans, and **K. Meggiorin**.

- SMS Annual Conference (Paris, 2018)

TEACHING EXPERIENCE

Instructor

Management & Organizations, Winter 2021 (Rating: 4.7/5)

Teaching Fellow

Management & Organizations, [Taylor Phillips] Fall 2020

Competitive Strategy, [Christina Fang] Summer 2018 & Fall 2018, [Callen Anthony] Spring 2020

Corporate Strategy, [Christina Fang] Summer 2018 & Winter 2019, [Sinziana Dorobantu] Fall 2021 & Fall 2022

Foundations of Entrepreneurship, [Arun Sundararajan] Summer 2019

Tech & the City (Experiential class in entrepreneurship), [Arun Sundararajan] Spring 2022

PROFESSIONAL EXPERIENCE

Work History

2013-2014 Visiting Research Fellow at IE University in Madrid (ES)

2011 International Sales Representative at Colloquium Group (BE)

2009-2010 Event Organizer Assistant at Logika sas (IT)

Entrepreneurial Experience

Licensor of intellectual property at startup BuzzTweet (www.buzztweet.org). Co-invented the method to identify conversations on Twitter that have the potential to create revenue-impacting reputational crises.

SPECIALIZED SKILLS

Econometrics Proficiency in Stata, SPSS, and SPSS Amos. Good knowledge of R.

Programming Proficiency in Python (including Pandas, web crawling) and good knowledge of R (textual analysis).

Network Analysis Good level of command of Pajek. Basic level of command of Gephi, Siena, and SNA package in R.

PROFESSIONAL ASSOCIATIONS AND SERVICE

Academy of Management, member since 2016

Industry Studies Association, member since 2021

Strategic Management Society, member since 2018

Ad hoc reviewer for *Organization Science*; for *Business, Strategy and the Environment*; and for *British Journal of Management*

LANGUAGES

English and Italian (fluent), Spanish (command of spoken language), French and Dutch (basic)