

# Katia Meggiorin

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## EDUCATION

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- Sept 2023** Assistant Professor in Information Systems at Stevens Institute of Technology
- 2023** Ph.D. Student at NYU Stern School of Business, Management and Organizations department (Strategy track).
- 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

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### 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.
- Manuscript** \* "Regulations and Consumers' Perceptions: Moderating the Impact of Airbnb on Real Estate Prices," with C. Moschieri. Under review at Academy of Management Discoveries.
- In progress** \* "Tradeoffs between Positive and Negative Externalities in the Sharing Economy." Dissertation chapter.

## Work in Progress

**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

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### *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, 2022, & Spring 2023

Foundations of Entrepreneurship, [Arun Sundararajan] Summer 2019

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

## PROFESSIONAL EXPERIENCE

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### 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](http://www.buzztweet.org)). Co-invented the method to identify conversations on Twitter that have the potential to create revenue-impacting reputational crises.

## SPECIALIZED SKILLS

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**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**

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*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**

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