

Katia Meggiorin

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ACADEMIC EMPLOYMENT

2023 Assistant Professor
School of Business of the Stevens Institute of Technology

EDUCATION

2023 Ph.D. in Management and Organizations (Strategy)
NYU Stern School of Business

2021 M.Phil. in Management and Organizations (Strategy)
NYU Stern School of Business

2017 Research Master's in Management Science
IE Business School (ES)

2014 Research Master's in Communication Science
University of Amsterdam (NL)

2010 A.B. in Public Relations and Advertising
IULM University (IT)

AWARDS

2026 VinFuture Prize Official Nominator

2025 SMS San Francisco Best Conference Paper Prize
Nominated

2021 NYU Fubon Center for Technology Doctoral Fellowship
Winner, Research Fellowship (\$5,000)

2021 Microsoft Fellowship for the Study of the Future of Work and Organizations
Winner, Research Fellowship (\$5,000)

2020 NYU Center for Global Economy and Business
Winner, Research Fellowship (\$3,000)

2019 Business & Society Best Paper Award
Runner-up

2019 SMS Minneapolis Best Conference Paper Prize
Nominated

2019 SMS Minneapolis Best Conference Ph.D. Paper Prize
Nominated

2018 NYU Urban Doctoral Fellowship
Winner, Research Fellowship (\$3,000)

RESEARCH INTERESTS

Digital Platforms
Regulatory Uncertainty
Sharing Economy

PUBLICATIONS

- Meggiorin**, Katia, and Caterina Moschieri. "How Regulations and Consumers' Perceptions Moderate the Impact of Airbnb on Real Estate Prices." *Academy of Management Discoveries* 11, no. 3 (2025): 448-467.
- Illia, Laura, Elanor Colleoni, Michael Etter, and Katia **Meggiorin**. "Finding the tipping point: When heterogeneous evaluations in social media converge and influence organizational legitimacy." *Business & Society* 62, no. 1 (2023): 117-150.
- Illia, Laura, Michael Etter, Katia **Meggiorin**, and Elanor Colleoni. "From micro-level to macro-level legitimacy: Exploring how judgments in social media create thematic broadness at meso-level." In *Digital Transformation and Institutional Theory*, pp. 111-131. Emerald Publishing Limited, 2022.
- Rietveld, Joost, Robert Seamans, and Katia **Meggiorin**. "Market orchestrators: The effects of certification on platforms and their complementors." *Strategy Science* 6, no. 3 (2021): 244-264.
- Illia, Laura, Elanor Colleoni, and Katia **Meggiorin**. "How infomediaries on Twitter influence business outcomes of a bank." *International Journal of Bank Marketing* 39, no. 5 (2021): 709-724.
- Etter, Michael, Elanor Colleoni, Laura Illia, Katia **Meggiorin**, and Antonino D'Eugenio. "Measuring organizational legitimacy in social media: Assessing citizens' judgments with sentiment analysis." *Business & Society* 57, no. 1 (2018): 60-97.
- Romenti, Stefania, Chiara Valentini, Grazia Murtarelli, and Katia **Meggiorin**. "Measuring online dialogic conversations' quality: A scale development." *Journal of Communication Management* 20, no. 4 (2016): 328-346.
- Illia, Laura, Philemon Bantimaroudis, and Katia **Meggiorin**. "Corporate agenda setting at the third level: Comparing networks of attributes in corporate press releases and media coverage." In *The Power of Information Networks*, pp. 190-205. Routledge, 2015.

SELECTED WORK IN PROGRESS

- Katia **Meggiorin**. "Platform Regulation: How Platforms Shape Regulatory Uncertainty and Drive Engagement." *Target: Strategic Management Journal*
- Katia **Meggiorin**, Aron Lindberg. "Gaming the System: Platform Design, Information Asymmetry, and the Evasion of Misconduct Detection." *Target: MIS Quarterly*
- Sreyaa Guha, Katia **Meggiorin**, and Rodrigo Belo. "Airbnb host behavior in anticipation of regulations: a habit formation approach." *Target: Management Science*

Katia **Meggiorin**, Francesco Gualdi. “Regulating Platforms: A Comparative Study of Technology-Specific vs. Technology-Neutral Approaches.” *Target: Information Systems Research*

Katia **Meggiorin**. “Tradeoffs between Positive and Negative Externalities in the Sharing Economy.” *Target: Information Systems research*.

Katia **Meggiorin**, Caterina Moschieri, Gino Cattani. “The other Airbnb effect: Negotiated well, regulation can help refine an offering.” *Target: California Management Review*.

CONFERENCES AND INVITED TALKS

- (accepted for presentation at) Digital Economy Workshop (Athen, Greece, 2026) “Behavioral Responses on Digital Platforms: Regulation and Service Provider Dynamics.” Sreyaa Guha, K. Meggiorin, and Rodrigo Belo.
- SMS (San Francisco, USA, 2025) “Gaming the System: Platform Design, Information Asymmetry, and the Evasion of Misconduct Detection.” K. Meggiorin, Aron Lindberg
- AOM Annual Meeting (Copenhagen, 2025) Presenter Symposium on “Digital Platforms and Emerging Models: Opportunities and Challenges for Strategy and Information Systems” organized by Katia Meggiorin (presenter) and Aron Lindberg (discussant)
- AOM Annual Meeting (Copenhagen, 2025) Presenter Symposium on “Technology Regulation: How Firms Respond to the Regulation of Emerging Technologies” organized by Katia Meggiorin (presenter) and Natalie Burford.
- EUDPRN (Madrid, Spain, 2025) “Platform Regulation: How Platforms Shape Regulatory Uncertainty and Drive Engagement” K. Meggiorin
- SCECR (Paphos, Cyprus, 2025) “Airbnb Host Behavior in Anticipation of Regulations: A Habit Formation Approach” Sreyaa Guha, K. Meggiorin, and Rodrigo Belo.
- SMS Extension in Belgrade (Belgrade, Serbia, 2024), “Digital Platforms: The Performance Implications of the Alignment between Public and Private Regulators” K. Meggiorin.
- Druid (Nice, France, 2024), “Platforms and regulations: the positive effects of self-regulation on performance.” K. Meggiorin
- IC-SHARE (Belgrade, Serbia, 2024), “Tradeoffs between Positive and Negative Externalities in the Sharing Economy.” K. Meggiorin
- Invited speaker at Institut Mines-Telecom Business School (Paris, France, 2024), “Platforms and regulation: The positive effect of self-regulation on performance.” K. Meggiorin
- ISA Annual Meeting (Philadelphia, USA, 2022), “Regulations and Consumers’ Perceptions: Moderating the Impact of Airbnb on the Real Estate Prices.” K. Meggiorin and C. Moschieri.
- SMS Milan (Milan, Italy, 2022), “Regulations and Consumers’ Perceptions: Moderating the Impact of Airbnb on the Real Estate Prices.” K. Meggiorin and C. Moschieri.
- CCC (Toronto, Canada, 2022), “Regulating the Sharing Economy: A Study of Unlawful Providers.”

- Druid (Copenhagen, Denmark, 2022), “Regulating the Sharing Economy: A Study of Unlawful Providers.”
- Invited speaker at ESADE (Barcelona, Spain, 2021), “Regulating the Sharing Economy: A Study of Unlawful Providers.”
- East Coast Doctoral Conference (virtual, 2021 and 2022), “Regulating the Sharing Economy: A Study of Unlawful Providers.”
- SMS Annual Meeting (virtual, 2021), “Regulating the Sharing Economy: A Study of Unlawful Providers.”
- AOM Annual Meeting (virtual, 2021), “Regulating the Sharing Economy: A Study of Unlawful Providers.”
- NYU Urban Day (New York, USA, 2021), “Regulations and Consumers’ Perceptions: Moderating the Impact of Airbnb on the Real Estate Prices.” K. Meggiorin and C. Moschieri.
- Strategy Science (Philadelphia, USA, 2020) (poster session), “Regulations and Consumers’ Perceptions: Moderating the Impact of Airbnb on the Real Estate Prices.” K. Meggiorin and C. Moschieri.
- SMS Annual Conference (Minneapolis, USA, 2019), “Regulations and Consumers’ Perceptions: Moderating the Impact of Airbnb on the Real Estate Prices.” K. Meggiorin and C. Moschieri.
- AOM Annual Meeting (Boston, USA, 2019), “Regulations and Consumers’ Perceptions: Moderating the Impact of Airbnb on the Real Estate Prices.” K. Meggiorin and C. Moschieri.
- The Medici Summer School (Paris, France, 2019), “Regulations and Consumers’ Perceptions: Moderating the Impact of Airbnb on the Real Estate Prices.” K. Meggiorin and C. Moschieri.
- SMS Annual Conference (Paris, France 2018), “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.

TEACHING EXPERIENCE

Course Coordinator

IT Strategy [Master-level] since Fall 2025

Course Instructor

IT Strategy [*Undergrad-level*] Fall 2025 (Rating: 4.8/5)

IT Strategy [*Master-level*] Fall 2023 (Rating: 4.9/5), Spring 2024 (Rating: 4.9/5), Fall 2024 (Rating: 4.9/5), Fall 2025 (Rating: 4.9/5)

Management & Organizations [*Undergrad-level*] Winter 2021 (Rating: 4.7/5)

Teaching Fellow

Corporate Strategy, Summer 2018, Winter 2019, Fall 2021, 2022, & Spring 2023

Tech & the City (Experiential class in Entrepreneurship), Spring 2022

Management & Organizations, Fall 2020

Competitive Strategy, Summer 2018, Fall 2018, Spring 2020

PROFESSIONAL AFFILIATION

Academy of Management, member since 2016

Strategic Management Society, member since 2018

Association for Information Systems, member since 2023

REVIEWER ACTIVITY

Academy of Management Journal

British Journal of Management

Business, Strategy and the Environment

Industrial Corporate Change

Management Science

Organization Science

Strategic Management Journal