

SAVANNAH WEI SHI

Associate Professor of Marketing
J.C. Penney Research Professor
Leavey School of Business
Santa Clara University
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EDUCATION

PhD in Marketing, Aug 2011

Minor: Economics

Robert H. Smith School of Business, University of Maryland, College Park, MD, U.S.

Dissertation: Dynamic Consumer Decision Making Process in E-Commerce

Dissertation Chair: Dr. Michel Wedel and Dr. Jie Zhang

BS in Marketing, June 2006

Minor: Economics

School of Management, Fudan University, Shanghai, P.R.China.

ACADEMIC APPOINTMENTS

Associate Professor of Marketing (with Tenure), Leavey School of Business, Santa Clara University

Sep 2018 - Present

J.C. Penney Research Professor, Leavey School of Business, Santa Clara University

Jun 2018 - Present

Assistant Professor of Marketing, Leavey School of Business, Santa Clara University

Sep 2011- Aug 2018

RESEARCH INTERESTS

E-commerce Retailing Search Engine Marketing Dynamic Consumer Decision Making

Biometrics Data (Eye Tracking, Facial Tracking, Touch Stream) Click-stream Data

Hidden Markov Models and Extensions Bayesian Statistical Models

PUBLICATIONS

Shi, Savannah Wei, and Michael Trusov. "The Path to Click: Are you on it?", *Marketing Science*, *Forthcoming*

Liu, Xuan, Savannah Wei Shi, Thales Teixeira, and Michel Wedel. "Video Content Marketing: The Making of Clips", *Journal of Marketing*, 2018, 82(4), 86-101.

Donald R. Lehmann Award, *American Marketing Association*, 2020

H. Paul Root Award, *Marketing Science Institute*, 2018

Invited for the first Journal of Marketing Webinar, Aug 2018

Featured in:

"You'll Laugh! You'll Cry! Optimizing Video for Emotional Impact", *American Marketing Association*.

"Method for video promo clips via facial expression tracking", *Sep 2018, Science Daily; NewsCaf*

"Researchers Develop Method For Video Promo Clips Via Facial Expression Tracking", *Sep 2018, Science Magazine; Phys.org*

"Neues Film-Marketing für wirksamere Kurz-Clips", *PresseText (Germany/Austria)*

Shi, Savannah Wei, and Jie Zhang. "Usage of Decision Aids and the Evolution of Online Purchase Behavior", *Marketing Science*, 2014, 33(6), 871-882.

Winner, MSI-ACR Shopper Marketing Research Proposal Competition, 2010

Published as a research report by the Marketing Science Institute, Report No. 12-102.

Shi, Savannah Wei, Michel Wedel, and Rik Pieters. "Information Acquisition during Online Decision-Making: A Model-Based Exploration Using Eye-Tracking Data", *Management Science*, 2013, 59(5), 1009-1026. (*Lead Article*)

Shi, Savannah Wei, and Kirthi Kalyanam. "Touchable Apps: Exploring the Use of Touch Features on Mobile Devices", *Journal of Interactive Marketing*, 2018, 44, 43-59.

Featured in Marketing Edge Highlights

Day, Daniel G., and Savannah Wei Shi, "Automated and Scalable: Account-Based B2B Marketing for Startup Companies", *Journal of Business Theory and Practice*, 2020, 8(2), 16-23.

Shi, Savannah Wei. "Crowdfunding: Creating an Effective Reward Structure", *International Journal of Market Research*, 2018, 60(3), 288-303.

Shi, Savannah Wei, Mu Xia, and Yun Huang. "From Minnow to Whales: An Empirical Study of Purchase Behavior in Freemium Social Games", *International Journal of Electronic Commerce*, 2015, 20-2, 177-207. (*Lead Article*)

Shi, Savannah Wei, and Xiaojing Dong. "The Effects of Bid-Pulsing on Keyword Performance in Search Engines", *International Journal of Electronic Commerce*, 2015, 19-2, 3-38. (*Lead Article*)

Shi, Savannah Wei, and Ming Chen. "Would You Snap up the Deal? A Study of Consumer Behavior under Flash Sales", *International Journal of Market Research*, 2015, 57(6), 931-957.

Zhao, Jing and Savannah Wei Shi. "The Impact of World Oil Price Shocks on the Canada/U.S. Real Exchange Rate", *The International Trade Journal*, 2017, Dec, 1-20.

Shi, Savannah Wei and Michel Wedel. Cluster Analysis, in *Wiley International Encyclopedia of Marketing (WIEM)*, Chapter 02018.

Shi, Savannah Wei and Michel Wedel. Factor Analysis, in *Wiley International Encyclopedia of Marketing (WIEM)*, Chapter 02022.

WORK IN PROGRESS

Not listed to protect the double-blind review process, but available upon request.

HONORS AND AWARDS

Donald R. Lehmann Award, Marketing Research SIG of the American Marketing Association, 2020.

H. Paul Root Award, Marketing Science Institute, 2018

J.C. Penney Research Professor, Leavey School of Business, SCU, 2018-Present

Annual Outstanding Scholarship Award, Leavey School of Business, SCU, 2013, 2015

Annual Outstanding Teaching Award, Leavey School of Business, SCU, 2017

Finalist, Mary Kay Doctoral Dissertation Competition, 2011

Winner, MSI-ACR Shopper Marketing Research Proposal Competition / MSI Research Grant, 2010

Marvin A. Jolson Outstanding Marketing Doctoral Student Award, University of Maryland, 2010

AMA-Sheth Foundation Doctoral Consortium Fellow, 2010
INFORMS Doctoral Consortium Fellow, 2008, 2010

ACADEMIC PRESENTATION

Liu, Xuan, Savannah Wei Shi, Thales Teixeira, and Michel Wedel. "Video Content Marketing: The Making of Clips",

AMA Summer Conference, Invited JM Award Session, Chicago, Aug 2019

Journal of Marketing, First Webinar, Aug 2018

Marketing Research Seminar, Santa Clara University, Mar 2017.

Netflix, San Jose, Oct 2016 (Presented by co-author)

Shi, Savannah Wei, Kirthi Kalyanam and Michel Wedel. "Mobile Apps and Consumer Behavior",
INFORMS Marketing Science Conference, Special session on "Mobile Marketing", Rome, June 2019
INFORMS Marketing Science Conference, Special session on "Internet and Interactive Marketing", Shanghai, June 2016.

Shi, Savannah Wei, Kirthi Kalyanam. "Touchable Apps: Exploring the Use of Touch Features on Mobile Devices",

INFORMS Marketing Science Conference, Los Angeles, June 2017.

Shi, Savannah Wei, Hai Che, and Lang Jin. "Consumer Dynamic Information Processing",
Fudan University, Shanghai, June 2016 (Presented by co-author)

Jin, Lang, Savannah Wei Shi, and Hai Che. "An Empiricist's View from Eye-Tracking Study",
AMA Summer Educators' Conference Proceedings, Aug 2016. (Presented by co-author)

Shi, Savannah Wei, Mu Xia, and Yun Huang. "From Minnow to Whales: An Empirical Study of Purchase Behavior in Freemium Social Games"
INFORMS Marketing Science Conference, Special session on "Internet and Interactive Marketing", Atlanta, June 2014

Shi, Savannah Wei, and Xiaojing Dong. "Pulse or No Pulse? An Empirical Study on Bid-Pulsing Strategy and Keyword Performance"
INFORMS Marketing Science Conference, Special session on "Search and Media Effectiveness", Istanbul, Turkey, June 2013.

Shi, Savannah Wei, and Michael Trusov. "The Path to Click: Are You on It?"
INFORMS Marketing Science Conference, Boston, U.S. June 2012.
Leavey Research Seminar, Santa Clara University, Feb 2012
Presented by co-author:
Duke University, April 2013
HKUST Business School, May 2013
Erasmus University, Rotterdam, June 2013
Amsterdam Business School, June 2013
HEC Paris, June 2013
Columbia University, February 2014
Northwestern University, March 2014
Dartmouth College, May 2014
London Business School, June 2014

Shi, Savannah Wei, and Jie Zhang. "Usage of Decision Aids and the Evolution of Online Purchase Behavior"

Bay Area Marketing Symposium, Santa Clara University, May 2012

Presented by co-author:

BI Norwegian Business School, Norway, May 2013.

University of North Carolina - Chapel Hill, April 2013.

Tilburg X-mas Research Camp, Tilburg University, December 2012.

AMA Winter Marketing Educators' Conference, special session on "Econometric Methods in Marketing Research", February 2012.

International Forum of Marketing Science and Applications, Zhejiang University, China, July 2011.

Marketing Science Conference, Special Session on "Internet and Interactive Marketing", Rice University, June 2011.

Shi, Savannah Wei, Michel Wedel, and Rik Pieters, "Modeling Dynamic Information Acquisition: An Eye-tracking Study of Comparison Websites",

University of Colorado, Mar 2011

INFORMS Marketing Science Conference, Cologne, Germany, June 2010.

TEACHING EXPERIENCE

Challenges in Modern-Day Marketing (MBA Capstone), SCU

Summer 2019, 2020

Arts and Science in Merchandising (Undergraduate), SCU

Fall 2018, 2019

Foundations of E-commerce and Internet Marketing (MBA), SCU

Winter 2015, Winter/Spring 2016, Spring 2017, Spring 2018

Internet Marketing (Undergraduate), SCU

Spring 2012, Winter/Spring 2013, Winter/Spring 2014, Winter 2015, Winter/Spring 2016

Winter 2017, Winter 2018

Principles of Marketing (Undergraduate), SCU

Winter/Spring 2012, 2013, 2014, 2017, 2018, 2019

Marketing Policies and Strategies (Undergraduate), University of Maryland, Spring 2009

Marketing Management (MBA, Teaching Assistant), University of Maryland, Fall 2008

SERVICE

a. Service to University

Business School Rank and Tenure committee, SCU, 2020-

Chair, Department Recruiting, Marketing Department, SCU, 2018

Committee, Department Recruiting, Marketing Department, SCU, 2013, 2014, 2015, 2019

Committee, Mid-term Probation Review, Marketing Department, SCU, 2019-

Coordinator, Undergraduate Studies, Marketing Department, SCU, 2018-

Coordinator, MBA and OMBA concentration, SCU, 2018-

Committee, Advising and overseas advising sessions, SCU, 2018-

Committee, Master in Marketing program, SCU, 2018-

Reviewer, Student nominations for Poets & Quants "Best and Brightest", 2020

Committee, Digital Marketing Certificate program, SCU, 2016-2017

Committee, Digital Marketing and E-Commerce MBA concentration, SCU, 2012-2017

Faculty Senate Representative for the Marketing Department, SCU, Fall 2012-
Committee, Leavey Research Seminar, SCU, 2012-
Presenter, SCU Family Weekend, Feb 2014

b. Service to Profession

Ad-hoc Reviewer for

Management Science

Marketing Science

Information System Research

NSF

Journal of Operation Management

Journal of Interactive Marketing

International Journal of Research in Marketing

Journal of Behavioral Decision Making

International Journal of Electronic Commerce

Information and Management

Journal of International Marketing

European Marketing Academy Conference (EMAC)

AMA Summer / Winter Marketing Educators' Conference (2014, 2015, 2016, 2017).

Session Chair, Search and Media Effectiveness, *INFORMS Marketing Science Conference*, Istanbul, Turkey, 2013.

Session Chair, Mobile Marketing, *INFORMS Marketing Science Conference*, Rome, June 2019