

## SAVANNAH WEI SHI

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

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#### *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

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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

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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

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

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

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

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

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

*Featured in:*

- *First Journal of Marketing Webinar, Aug 2018,*
- *"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*
- “Method for video promo clips via facial expression tracking” Sep 2018, *NewsCaf*
- “Researchers Develop Method For Video Promo Clips Via Facial Expression Tracking”, Sep 2018 *Science Magazine*
- “Researchers Develop Method For Video Promo Clips Via Facial Expression Tracking”, Sep 2018, *Phys.org*
- “Neues Film-Marketing für wirksamere Kurz-Clips”, *PresseText* (Germany/Austria)

Shi, Savannah Wei, and Kirthi Kalyanam. 2018. “Touchable Apps: Exploring the Use of Touch Features on Mobile Devices”, *Journal of Interactive Marketing*, Forthcoming  
Featured in *Marketing Edge Highlights*

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

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

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

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

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

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

## **ACADEMIC PRESENTATION**

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Liu, Xuan, Savannah Wei Shi, Thales Teixeira, and Michel Wedel. 2018. “Video Content Marketing: The Making of Clips”,

*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. “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, Kirthi Kalyanam and Michel Wedel. “Mobile Apps and Consumer Behavior”,  
*INFORMS Marketing Science Conference, Special session on “Internet and Interactive Marketing”,  
Shanghai, June 2016.*

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.*

## **HONORS AND AWARDS**

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J.C. Penney Research Professor, Leavey School of Business, Santa Clara University, 2018-Present  
Annual Outstanding Teaching Award, Leavey School of Business, Santa Clara University, 2017  
Annual Outstanding Scholarship Award, Leavey School of Business, Santa Clara University, 2015  
University Research Grant, Santa Clara University, 2017  
University Research Grant, Santa Clara University, 2015  
University Research Grant, Santa Clara University, 2014  
Annual Outstanding Scholarship Award, Leavey School of Business, Santa Clara University, 2013  
University Research Grant, Santa Clara University, 2013  
Faculty Summer Scholarship Stipend (FS3) Grant, Santa Clara University, 2013  
Leavey Research Grant, Santa Clara University, 2012, 2013,2014,2015, 2017, 2018  
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  
Goldhaber Travel Grant, University of Maryland, 2010  
INFORMS Doctoral Consortium Fellow, 2010  
INFORMS Doctoral Consortium Fellow, 2008  
Dean's Summer Research Fellowship, University of Maryland, 2006-2011

## **TEACHING EXPERIENCE**

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Arts and Science in Merchandising (Undergraduate), Santa Clara University  
Fall 2018

Foundations of E-commerce and Internet Marketing (MBA), Santa Clara University  
Winter 2015, Winter/Spring 2016, Spring 2017, Spring 2018, *One section per quarter.*

Internet Marketing (Undergraduate), Santa Clara University  
Spring 2012, Winter/Spring 2013, Winter/Spring 2014, Winter 2015, Winter/Spring 2016  
Winter 2017, Winter 2018  
*One section per quarter.*

Principles of Marketing (Undergraduate), Santa Clara University  
Winter/Spring 2012, 2013, 2014, 2017, 2018  
*Two sections per quarter.*

Marketing Policies and Strategies (Undergraduate), University of Maryland, Spring 2009  
Marketing Management (MBA, Teaching Assistant), University of Maryland, Fall 2008

## **SERVICE**

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### ***a. Service to University***

Chair, Recruiting Committee, Marketing Department, Santa Clara University, 2018-  
Committee, Master in Marketing program, Santa Clara University, 2018-  
Committee, Digital Marketing Certificate program, Santa Clara University, 2016 -  
Committee, Digital Marketing and E-Commerce MBA concentration, Santa Clara University, 2012-  
Recruiting Committee, Marketing Department, Santa Clara University, 2013, 2014, 2015  
Faculty Senate Representative for the Marketing Department, Santa Clara University, Fall 2012-  
Committee, Leavey Research Seminar, Santa Clara University, 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 Interactive 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.