

SAVANNAH WEI SHI

Professor of Marketing & J.C. Penney Research Professor
Marketing Department, 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, China.

APPOINTMENTS

- Professor of Marketing, Santa Clara University, Sep 2026 -
- Chair, Graduate Policy Committee, Santa Clara University, Sep 2025 -
- Faculty Director of Undergraduate Business Programs and Chair of the Undergraduate Leadership Team, Santa Clara University, Sep 2022 – Aug 2025
- Associate Professor of Marketing, Santa Clara University, Sep 2018 – Aug 2026
- J.C. Penney Research Professor, Santa Clara University, Jun 2018 -
- Assistant Professor of Marketing, Santa Clara University, Sep 2011 – Aug 2018

RESEARCH INTERESTS

E-commerce, Digital Marketing, Retailing, Artificial Intelligence (AI) and Marketing Platform, Web Analytics, Dynamic Consumer Decision Making, Biometrics Data Analysis (Eye Tracking, Pupillary Response, Facial Tracking)

ACADEMIC HONORS

- **Marketing Science Institute | H. Paul Root Award**, 2018, awarded by the editorial board of *Journal of Marketing* to a paper that has made a significant contribution to the advancement of the practice of marketing, co-sponsored by *Marketing Science Institute /American Marketing Association*.
- **Donald R. Lehmann Award**, 2020, awarded by the editorial board of *Journal of Marketing* and *Journal of Marketing Research*, to honor the best dissertation-based article recently published in these two journals.
- **“Triple 8” Award** (Outstanding Teaching, Research and Service), SCU, 2026.
- J.C. Penney Research Professorship, Retail Management Institute, SCU, 2018-Present
- Outstanding Teaching Award, SCU, 2023-2026. 2016-2017.
- Outstanding Service Award, SCU, 2017-2026.
- Outstanding Scholarship Award, SCU, 2012-2013, 2014-2015. 2017-2018, 2020-2021, 2024-2026.
- Finalist, Mary Kay Doctoral Dissertation Competition, 2011.
- **Winner, MSI-ACR Shopper Marketing 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.

SCHOLARLY PUBLICATIONS

1. **Shi, Savannah Wei**, Seoungwoo Lee, Kirthi Kalyanam, and Michel Wedel. “The Impact of App Crashes on Consumer Engagement”, *Journal of Marketing*, 2025, July, 89(4), 81-98.
 - “The impact of app crashes on consumer engagement”, *TechXplore*, 2025
 - “Study examines effect of app crashes on consumer engagement”, *Yahoo Finance*, 2025
 - “New research shows frequent app crashes result in lower user engagement”, *Digital Information World*, 2025
 - “Study examines effect of app crashes on consumer engagement”, *Benzinga*, 2025
 - “Study reveals how app crashes wreck consumer trust”, *Customer Experience Magazine*, 2025.
 - “How we react to a new app’s mishaps”, *Maryland Today*, 2025
 - “Crashing engagement: Savannah Wei Shi’s research on how app failures impact user retention and advertising revenue”, *Leavey News Letter*, 2025
2. **Shi, Savannah Wei** and Michael Trusov. “The Path to Click: Are you on it?”, *Marketing Science*, 2021, Mar-April, 40(2), 344-365.
3. Liu, Xuan, **Savannah Wei Shi**, Thales Teixeira, and Michel Wedel (*Authors in alphabetical order*). “Video Content Marketing: The Making of Clips”, *Journal of Marketing*, 2018, July, 82(4), 86-101.
 - **Marketing Science Institute | H. Paul Root Award**, awarded by the editorial board of *Journal of Marketing* to a paper that has made a significant contribution to the advancement of the practice of marketing. co-sponsored by Marketing Science Institute /American Marketing Association.
 - **Donald R. Lehmann Award**, 2020, awarded by the editorial board of *Journal of Marketing* and *Journal of Marketing Research*, to honor the best dissertation-based article recently published in these two journals.
 - Invited to the Inaugural Journal of Marketing Webinar, 2018
 - Invited to AMA Summer Conference, Award session, 2020
 - Invited to Netflix research seminar, 2016
 - “Method for video promo clips via facial expression tracking”, *Science Daily*, 2018.
 - “You’ll laugh! You’ll cry! Optimizing video for emotional impact”, *AMA*, 2018
 - “Researchers develop method for video promo clips via facial expression tracking”, *Science Magazine*; *Phys.org*, 2018.
 - “Neues film-marketing für wirksamere kurz-clips”, *PresseText* (Germany/Austria), 2018.
4. **Shi, Savannah Wei** and Kirthi Kalyanam. “Touchable Apps: Exploring the Use of Touch Features on Mobile Devices”, *Journal of Interactive Marketing*, 2018, Nov. 44, 43-59.
5. **Shi, Savannah Wei**. “Assortment Levels, Pupillary Response, and Product Preference”, *Journal of Marketing Management*, 2022, May, 38(17-18), 2035-2054.
6. Badge, Amanda, Siqi Li, and **Savannah Wei Shi** (*Authors in alphabetical order*). “In the Eyes of Investors: The Role of Attention in Nonprofessional Investors’ Reaction to Earnings Announcements”, *Accounting Forum*. 2026, 50(2), 298–330.
7. Badge, Amanda, Siqi Li, and **Savannah Wei Shi** (*Authors in alphabetical order*). “Investor Cognitive Engagement with Earnings Information: Evidence from Pupillary Response”, *Accounting and Business Research*, 2025, 55(3), 330–354.

8. **Shi, Savannah Wei**, Hai Che, and Lang Jin. "Strategic Product Displays across Different Assortment Levels", *Customer Needs and Solutions*, 2021, Sep. 8(3), 84-101.
 9. Day, Daniel G. and **Savannah Wei Shi**. "Automated and Scalable: Account-Based B2B Marketing for Startup Companies", *Journal of Business Theory and Practice*, 2020, April, 8(2), 16-23.
 10. **Shi, Savannah Wei**. "Crowdfunding: Creating an Effective Reward Structure", *International Journal of Market Research*, 2018, May, 60(3), 288-303.
 11. 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*, 2018, 32(4), 343-362.
 12. **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, Nov., 20-2, 177-207. (Lead Article)
 13. **Shi, Savannah Wei** and Xiaojing Dong. "The Effects of Bid-Pulsing on Keyword Performance in Search Engines", *International Journal of Electronic Commerce*, 2015, Jan, 19-2, 3-38.
 14. **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, Nov. 57(6), 931-957.
 15. **Shi, Savannah Wei** and Jie Zhang. "Usage of Decision Aids and the Evolution of Online Purchase Behavior", *Marketing Science*, 2014, Nov-Dec. 33(6), 871-882.
 - **Winner, 2010 MSI-ACR Shopper Marketing Research Proposal Competition** and published as a research report by the Marketing Science Institute, Report No. 12-102.
 16. **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, May, 59(5), 1009-1026.
 - "Watch My Eyes: How Internet Shoppers Search Information", *Minds@Work*.
- Book Chapter: Michel Wedel and Savannah Wei Shi. Cluster Analysis, Factor Analysis, in **Wiley International Encyclopedia of Marketing (WIEM)**, Chapter 02018. 02022.

MEDIA COVERAGE

Wall Street Journal, USA Today, NPR, CNBC, CNN, Marketing Brew, RetailWire, MarketBrew, NerdWallet, Yahoo Finance, MarketScale, Leavey News Room.

TEACHING EXPERIENCE

1. MKTG3736 E-commerce: Challenges and Opportunities (MS-Marketing), SCU, W'21-26.
2. MKTG3740 Retail Strategy (MS-Marketing), SCU, W'22-26.
3. MKTG3052 Challenges in Modern-Day Marketing (MBA Capstone), SCU, Su'19-20, W'21.
4. MKTG168 Advanced Retail Seminar (Arts and Science in Merchandising) (UG), SCU, F'18-26.
5. MKTG3592 Internet Marketing & eCommerce (MBA), SCU, W'15, W&S'16, S'17-19
6. MKTG175 Internet Marketing (UG), SCU, S'12, W&S'13/14/15, W'17-19, F'20/22/24-26.
7. MKTG181 Principles of Marketing (UG), SCU, W&S'12/13/14/17/18/19.
8. Marketing Policies and Strategies (Undergraduate), University of Maryland, S'09

CONFERENCE PRESENTATIONS

APMA 2026, INFORMS Marketing Science Annual Conference, 2010-2025, Leavey Research Seminar, Santa Clara University, April 2025, Marketing Symposium, Chuo University 2024, Journal of Marketing, First Webinar, 2018, Marketing Research Seminar, Santa Clara University, 2017, Leavey Research Seminar, Santa Clara University, 2012. Bay Area Marketing Symposium, 2012, University of Colorado, 2011. Presented by co-author: Netflix, 2016, Columbia University, 2014, Northwestern University, 2014, Dartmouth College, 2014, London Business School, 2014, Fudan University, 2016, Duke University, 2013, HKUST Business School, 2013, Erasmus University, 2013, Amsterdam Business School, 2013, HEC Paris, 2013, BI Norwegian Business School, 2013. University of North Carolina - Chapel Hill, 2013. Tilburg X-mas Research Camp, Tilburg University, 2012. AMA Winter Marketing Educators' Conference, special session on "Econometric Methods in Marketing Research", 2012. International Forum of Marketing Science and Applications, Zhejiang University, China, July 2011.

SERVICE

- Chair, Graduate Policy Committee, SCU, 2025 -
- Chair of the Undergraduate Leadership Team (ULT) and Faculty Director of Undergraduate Business Programs, SCU, 2022-2025
- Chair, Department Recruiting of Tenure Track Faculty, SCU, 2018-2019
- Chair, Undergraduate Curricula Design, Marketing Department, SCU, 2021-2022
- Area Coordinator, Undergraduate Studies for Marketing Department, SCU, 2018 -
- Area Coordinator, Annual Mandatory Advising and Study Abroad Advising, SCU, 2019-2022
- MBA and OMBA Concentration Coordinator, Fall 2018 – Summer 2020
- Faculty Representative, SCU / LSB Preview Day Presentation, SCU, Spring 2019, 2021, 2025.
- Faculty Representative, LSB Parents Webinars, SCU, July 2023
- Committee, Business School Rank and Tenure Committee, SCU, 2020-2022
- Committee, Grievance Committee, SCU, 2022-2026
- Committee, Marketing Department Recruiting, SCU, 2013-2015, 2019-2026
- Committee, Lecture Hiring, Marketing Department, SCU, 2021
- Committee, Master in Marketing Program, SCU, 2017-2021
- Faculty Review Panelist, nominations for Poets & Quants "Best and Brightest" student, 2020
- Committee, Undergraduate Leadership Team, SCU, 2020-2021
- Committee, Department Admin Recruiting, Marketing department, SCU, Winter–Spring 2022.
- Committee, Leavey Research Grant Review, 2019, 2022, 2023.
- Committee, AACSB prep Committee, Marketing department, SCU, 2019-2021
- Department Faculty Representative, Graduation ceremony, SCU, 2019.
- Committee, Digital Marketing Certificate Program, SCU, 2016 – 2017
- Committee, Digital Marketing and E-Commerce MBA concentration, SCU, 2012-2016.
- Faculty Senate Representative, the Marketing Department, SCU, 2012 – 2016
- Committee, Leavey Research Seminar, SCU, 2012- 2014
- Faculty Presenter, SCU Family Weekend, Feb 2014
- Conference Organizer, Bay Area Marketing Symposium, Jun 2025
- Reviewer for Management Science, Marketing Science, Journal of Marketing, Journal of Marketing Research, Information System Research, NSF, Journal of Operation Management, Journal of Interactive Marketing, Journal of Service Research, 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).

- Invited Referee for MSI Alden G. Clayton Dissertation Proposal Award (2019, 2022)
- Invited Referee for Mitacs Accelerate research proposal (2025, 2026)
- Session Chair, ISMS Marketing Science Conference, 2013, 2016, 2019, 2023, 2024, 2025.
- Discussant, APMA 2026.