

## SAVANNAH WEI SHI

Associate Professor of Marketing  
J.C. Penney Research Professor  
Leavey School of Business  
Santa Clara University  
408-554-4798 wshi@scu.edu

### 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.

### APPOINTMENTS

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Faculty Director of Undergraduate Business Programs and Chair of the Undergraduate Leadership Team,  
Leavey School of Business, Santa Clara University

*Sep 2022 - Present*

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, Digital Marketing, Retailing, Web Analytics, Dynamic Consumer Decision Making,  
Biometrics Data Analysis (Eye Tracking, Facial Tracking)

### 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.

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

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

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 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, 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.
- 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.
- 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.  
 2020 Donald R. Lehmann Award  
 2018 Marketing Science Institute / H. Paul Root Award  
 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 Kirthi Kalyanam. 2018. "Touchable Apps: Exploring the Use of Touch Features on Mobile Devices", *Journal of Interactive Marketing*, 44, 43-59.  
 Featured in Marketing Edge Highlights
- Shi, Savannah Wei. 2018. "Crowdfunding: Creating an Effective Reward Structure", *International Journal of Market Research*, 60(3), 288-303.
- Day, Daniel G., and Savannah Wei Shi, 2020, "Automated and Scalable: Account-Based B2B Marketing for Startup Companies", *Journal of Business Theory and Practice*, 8(2), 16-23.
- Shi, Savannah Wei, Hai Che, and Lang Jin. 2021. "Strategic Product Displays across Different Assortment Levels", *Customer Needs and Solutions*, 8(3), 84-101
- Shi, Savannah Wei, and Michael Trusov. 2021. "The Path to Click: Are you on it?", *Marketing Science*, 40(2), 344-365.
- Shi, Savannah Wei. 2022. "Assortment Levels, Pupillary Response, and Product Preference", *Journal of Marketing Management*, 38(17-18), 2035-2054.
- Badge, Amanda, Siqi Li, and Savannah Wei Shi, 2024. "Investor Cognitive Engagement with Earnings Information: Evidence from Pupillary Response", *Accounting and Business Research*, Forthcoming (Authors in alphabetical order)
- Shi, Savannah Wei, Seoungwoo Lee, Kirthi Kalyanam and Michel Wedel, 2024. "The Impact of App Crashes on Consumer Engagement", *Journal of Marketing*, Forthcoming.
- Michel Wedel and Savannah Wei Shi. Cluster Analysis, in *Wiley International Encyclopedia of Marketing (WIEM)*, Chapter 02018.
- Michel Wedel and Savannah Wei Shi. Factor Analysis, in *Wiley International Encyclopedia of Marketing (WIEM)*, Chapter 02022.

## **CONFERENCES**

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*INFORMS Marketing Science Annual Conference, 2010-2024, 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.*

## **HONORS AND AWARDS**

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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 Professorship, Leavey School of Business, SCU, 2018-Present  
Annual Outstanding Teaching Award, Leavey School of Business, SCU  
Annual Outstanding Scholarship Award, Leavey School of Business, SCU  
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

## **TEACHING EXPERIENCE**

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Challenges in Modern-Day Marketing (MBA Capstone), SCU  
Arts and Science in Merchandising (Undergraduate), SCU  
Retail Strategy (Graduate), SCU  
E-commerce: Challenges and Opportunities (Graduate), SCU  
E-commerce and Internet Marketing (Undergraduate, Graduate), SCU  
Principles of Marketing (Undergraduate), SCU  
Marketing Policies and Strategies (Undergraduate), University of Maryland, Spring 2009  
Marketing Management (MBA, Teaching Assistant), University of Maryland, Fall 2008

## **MEDIA COVERAGE**

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*USA Today, CNBC Business, NPR Business, MarketScale*

## **SERVICE**

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### *a. Service to University*

Faculty Director of Undergraduate Business Programs and Chair of the Undergraduate Leadership Team, 2022-  
Chair, Undergraduate Curricula Revision, Marketing Department, SCU, 2021-2022  
Coordinator, Undergraduate Studies & Study Abroad, Marketing Department, SCU, 2018-  
Committee, Business School Rank and Tenure committee, SCU, 2020-2022  
Chair, Department Recruiting, Marketing Department, SCU, 2018  
Committee, Department Recruiting, Marketing Department, SCU, 2013, 2014, 2015, 2019, 2021

Committee, Undergraduate Leadership Team, 2020-2021  
Committee, Master in Marketing program, SCU, 2018-2020  
Committee, Mid-term Probation Review, Marketing Department, SCU, 2019.  
Coordinator, MBA and OMBA concentration, SCU, 2018-2020  
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 2012-2015  
Committee, Leavey Research Seminar, SCU, 2012- 2014  
Presenter, SCU Family Weekend, Feb 2014

***b. Service to Profession***

*Ad-hoc Reviewer for* Management Science, Marketing Science, Journal of Marketing, 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).  
Session Chair, *INFORMS Marketing Science Conference*, Istanbul, Turkey, 2013.  
Session Chair, *INFORMS Marketing Science Conference*, Rome, June 2019  
Session Chair, *INFORMS Marketing Science Conference*, Miami, June 2023  
Session Chair, *INFORMS Marketing Science Conference*, Sydney, June 2024