

## 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,  
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, Dynamic Consumer Decision Making, Web Analytics  
Biometrics Data Analysis (Eye Tracking, Facial Tracking), 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.

***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*, 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.

## **WORK IN PROGRESS**

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

## CONFERENCES PRESENTATION

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Shi, Savannah Wei, Amy Song, and Lingling Zhang. “Understanding Consumer Journey using Online Conversations”, (Authors in alphabetical order)  
*INFORMS Marketing Science Conference, 2022.*

Shi, Savannah Wei, Kirthi Kalyanam, and Michel Wedel. “Longitudinal Analyses of App Crashes”,  
*INFORMS Marketing Science Conference, Italy, 2019.*

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 Usage of Touch Features and Their Impact on Engagement”,  
*INFORMS Marketing Science Conference, Los Angeles, June 2017.*

Shi, Savannah Wei, Hai Che, and Lang Jin. “The Impact of Product Variety on Consumer Dynamic Information Processing: An Eye Tracking Study”,  
*Fudan University, Shanghai, June 2016 (Presented by co-author)*

Jin, Lang, Savannah Wei Shi, and Hai Che. “Collaborative Visual-Verbal Processing Focus on Online Product Displays: 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. “What does Agile and Lean Mean for Customers?”,  
*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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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  
Data-Driven Retail Strategy (MS-Marketing Online Program), SCU  
E-commerce: Challenges and Opportunities (MS-Marketing Online Program), SCU  
E-commerce and Internet Marketing (Undergraduate, MBA & MS program), 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

## **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-  
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, 2021  
Committee, Undergraduate Leadership Team, 2020-2021  
Coordinator, Undergraduate Studies, Marketing Department, SCU, 2018-  
Coordinator, Advising and Study Abroad advising sessions, SCU, 2018-  
Committee, Master in Marketing program, SCU, 2018-  
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-  
Committee, Leavey Research Seminar, SCU, 2012-  
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, Search and Media Effectiveness, *INFORMS Marketing Science Conference*, Istanbul, Turkey, 2013.

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