

Huanhuan Shi

Department of Marketing
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ACADEMIC POSITION

July 2020 – present	Assistant Professor of Marketing Mays Business School Texas A&M University, College Station, TX
July 2016 – June 2020	Assistant Professor of Marketing College of Business University of Nebraska-Lincoln, Lincoln, NE

Education

Ph.D., Marketing, 2016

Smeal College of Business, The Pennsylvania State University, USA

M.S. Accounting, 2004

School of Management, Fudan University, China

B.A. Economics, 2001 (Cum Laude)

School of Management, Fudan University, China

Societal Impact Statement

My research goal is to produce scholarly work that has a positive societal impact by broadening the scope of traditional marketing strategy and sales management research. I aim to achieve several objectives including (1) improve the efficiency and performance of the healthcare sector and other nonprofit sectors by deepening the understanding of inter-organizational dynamics and nonprofit marketing and sales strategies, (2) promote ethical and fair behaviors in business-to-business relationships, and (3) discover effective selling and sales management strategies for innovators that offer environmentally sustainable business solutions. In the teaching aspect, I aim to help students develop capabilities and skills that allow them to contribute to socially impactful causes and facilitate their interactions with different stakeholders in their future careers. In the professional service aspect, I strive to bridge the knowledge gaps between practitioners and academia and between developed and emerging regions in the areas of marketing strategy and sales management.

Publications

Shi, Huanhuan, Rajdeep Grewal, and Shrihari Sridhar (2021) "Organizational Herding in Advertising Spending Disclosures: Mechanisms and Evidence," *Journal of Marketing Research*, 58(3), 515-538.

Shi, Huanhuan, Shrihari Sridhar, Rajdeep Grewal, and Gary Lilien (2017), "Sales Representative Departures and Customer Reassignment Strategies in Business-to-Business Markets," *Journal of Marketing*, 81(2), 25-44.

Best Sales-Track Paper and Best Conference Paper Awards at 2015 Summer Marketing Educators' Conference, Aug. 14-16, 2015, Chicago.

Under Review

Not shown due to the double-blind review processes at journals

Honors and Awards

Faculty representative, Haring Symposium, Indiana University, April 2019

Early-career Faculty Fellow, Marketing Strategy Consortium, University of Missouri, March 2018

Winner of ISBM Doctoral Support Awards Competition (awarded \$7,500), 2016

David T. and M. Joan Wilson Business Markets Dissertation Award, Smeal College of Business, Penn State University, 2015

ISMS Doctoral Consortium Fellow, 2014, 2015

Nominated twice for Ossian R. MacKenzie Teaching Award, Smeal College of Business, Penn State University, 2014, 2015

Marketing Science Institute (MSI) Research Grant (\$7,000), 2014

Institute for the Study of Business Markets (ISBM) Fellowship, Smeal College of Business, Penn State University, 2014-present

Jerome E. Scott Memorial Scholarship, Smeal College of Business, Penn State University, 2014

Haring Symposium Fellow, Indiana University, 2014

Smeal Small Research Grant, Smeal College of Business, Penn State University, 2012, 2013

Frank P. and Mary Jean Smeal Endowment Fund Scholarship, Smeal College of Business, Penn State University, 2011, 2012

Dean's Summer Research Fellowship, Smeal College of Business, Penn State University, 2011
Graham Endowed Fellowship, Smeal College of Business, Penn State University, 2010
Citibank Scholarship, Fudan University, 2003, 2004
Jiang Xuemo Graduate Research Grant, Fudan University, 2002
Guanghua Fellowship, Fudan University, 2001, 2002
Honored Undergraduate Student, Shanghai Municipality, 2001
Xu Zengshou Scholarship, Fudan University, 2000
Three-time People Scholarship Winner, Fudan University, 1998-2000
Unilever Scholarship, Fudan University, 1999
Excellent Student Scholarship and Award, Fudan University, 1999
Bank of Communications Scholarship, Fudan University, 1998

Teaching

- Sales Analytics (2020 Fall, 2021 Fall), TAMU
- Marketing Analytics, UNL (2017-2020)
- Marketing Research, UNL (2014-2020)

Conferences and Invited Talks (presenter underlined)

Shi, Huanhuan, Shrihari Sridhar, and Rajdeep Grewal, "Bonding Costs and Inside and Outside Collaborative Selling in Business-to-Business Markets," 7th Organizational Frontline Research Symposium, Las Vegas, NV, February 17-18, 2022.

Stephanie M Mangus, Huanhuan Shi, Shrihari Sridhar, Eli Jones, and Judith Anne Garretson Folse, "Customer Grace and Micro-transgression," 2021 Summer AMA Educators' Conference, August 4-6 (Virtual).

Kumar, Alok, Huanhuan Shi, Jennifer Skiba, Amit Saini, and Zhi Lu "Buyer Groups in Industrial Markets," 2021 Winter AMA Educators' Conference (Virtual).

Shi, Huanhuan, Shrihari Sridhar, and Rajdeep Grewal "Behind the Curtains: Evaluating the Value of Inside Sales Reps in Business-to-Business Collaborative Selling," 2020 Organizational Frontier Research Symposium, San Diego, CA, February 2020.

Shi, Huanhuan, Shrihari Sridhar, and Rajdeep Grewal "Behind the Curtains: Evaluating the Value of Inside Sales Reps in Business-to-Business Collaborative Selling," 2019 Winter AMA Educators' Conference, Austin, TX, February 2019.

Shi, Huanhuan, Shrihari Sridhar, and Rajdeep Grewal "Behind the Curtains: Evaluating the Value of Inside Sales Reps in Business-to-Business Collaborative Selling," 2018 ISBM Academic Conference, Boston, MA, August 2018.

Shi, Huanhuan, Shrihari Sridhar, and Rajdeep Grewal “Evaluating the Value of Inside Sales Reps in Business-to-Business Collaborative Selling,” Inaugural Marketing Strategy Consortium, Columbia, MO, March 2018.

Shi, Huanhuan, Rajdeep Grewal, and Shrihari Sridhar “Organizational Herding in Advertising Expense Disclosure: Evidence and Mechanisms,” 39th ISMS Marketing Science Conference, University of Southern California, CA, 2017.

Shi, Huanhuan, Shrihari Sridhar, Rajdeep Grewal, and Gary Lilien, “Replacing a Departing Salesperson: New Hire, Clone, or Star,” 37th ISMS Marketing Science Conference, Johns Hopkins University, MD, 2015.

Shi, Huanhuan, Shrihari Sridhar, Rajdeep Grewal, and Gary Lilien, “Replacing a Departing Salesperson: New Hire, Clone, or Star,” The 5th Theory + Practice in Marketing (TPM) Conference, Georgia State University, GA, 2015.

Shi, Huanhuan, Rajdeep Grewal, and Shrihari Sridhar “Organizational Herding in Advertising Expense Disclosure: Mechanisms and Evidence,” AMA Educators’ Conference, San Antonio, TX, Winter 2015.

Shi, Huanhuan, Rajdeep Grewal, and Shrihari Sridhar “Organizational Herding in Advertising Expense Disclosure: Mechanisms and Evidence,” 36th ISMS Marketing Science Conference, Emory University, GA, 2014.

Shi, Huanhuan, Rajdeep Grewal, and Shrihari Sridhar “Organizational Herding in Advertising Expense Disclosure: Mechanisms and Evidence,” (Harvard University, University of Virginia, Temple University, University of Western Ontario, University of Illinois at Urbana-Champaign, Fall 2014-Spring 2015).

Dissertation Committee

Argha Sen (Ph.D. Marketing) UNL 2019, placement-Salisbury University

Ravi Agarwal (Ph.D. student, Marketing, UNL)

Service

Academic Service

- Vice President of American Marketing Association Sales Special Interest Group (Jan 2020-now)
- Co-Chair of Sales SIG Session “SALESSIG: Managerial Interventions for Enablement of Salespeople’s Approaches and Activities,” 2021 Summer AMA Educators’ Conference
- Special session chair for 2021 Global Sales Science (GSSI) Conference

Department Service

- Doctoral program committee, TAMU (2020-)
- Recruitment Committee, UNL (2018, 2019)
- Second Year Doctoral Student Paper Reader Committee, UNL (2018, 2019)

- Department Chair Search Committee, UNL (2017)
- First Year Doctoral Student Paper Reader Committee, UNL (2017)
- Grade Appeal Committee, UNL (2016-present)

Review Service

- Ad hoc reviewer, Journal of Marketing Research (2017-2019, 2020-now)
- Ad hoc reviewer, Journal of Marketing (2022)
- Reviewer for John A. Howard/AMA Doctoral Dissertation Award (2020)
- Ad hoc reviewer, Growth and Change (2020)
- Ad hoc reviewer, Journal of Business and Industrial Marketing (2020)
- Editorial review board, Journal of Marketing Research (2019-2020)
- Ad hoc reviewer, Journal of Small Business Management (2018)
- Conference reviewer for B2B (inter-organizational research) track: 2016 Summer Marketing Educators' Conference, Atlanta, GA (August 2016).
- Conference reviewer for Marketing Analytics track: 2015 Summer Marketing Educators' Conference, Chicago, IL (August 2015).
- Conference reviewer for Branding track: 2012 Summer Marketing Educators' Conference, Chicago, IL (August 2012).

Industry Experience and Certifications

CFA® charterholder (inactive).

Associate Manager, Department of Clearing and Settlement, China Financial Futures Exchange, Shanghai, China, June 2006–May 2010.

Management Trainee, Hang Seng Bank (member of HSBC Group), Shanghai & Hong Kong, China, August 2004–June 2006.