

Huanhuan Shi

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Academic Appointments

Mays Business School, Texas A&M University

Assistant Professor of Marketing (2020-)

Research Director – Reynolds and Reynolds Sales Leadership Institute (2023-)

College of Business, University of Nebraska-Lincoln

Assistant Professor of Marketing (2016-2020)

Education

Ph.D. Marketing, Smeal College of Business, The Pennsylvania State University

M.S. Accounting, School of Management, Fudan University

B.A. Economics (Cum laude), School of Management, Fudan University

Publications

Mangus, Stephanie M., **Huanhuan Shi**, Judith Anne Garretson Folse, Eli Jones, and Shrihari Sridhar (2024), “Communicating with B2B Buyers after ‘Dropping the Ball’: Using Digital and Non-Digital Communication Formats to Recover from Salesperson Transgressions,” *International Journal of Research in Marketing*, in-press. [link](#)

Shi, Huanhuan, Shrihari Sridhar, and Rajdeep Grewal (2024), “Building Effective Inside-outside Sales Rep Dyads: A Collaboration Perspective,” *Journal of the Academy of Marketing Science*, 52(3): 835-858. [link](#)

Satornino, Cinthia B., Alexis Allen, **Huanhuan Shi**, and Willy Bolander (2023), “Understanding the Performance Effects of Dark Salesperson Traits: Machiavellianism, Narcissism, and Psychopathy,” *Journal of Marketing*, 87(2), 298-318. [link](#)

- 2024 AMA (American Marketing Association) Sales SIG Excellence in Research Award

Kumar, Alok, **Huanhuan Shi**, Jenifer Skiba, Amit Saini, and Zhi Lu (2023), “Impact of Buying Groups on Buyer-Supplier Relationships: Group-Dyad Interactions in Business-to-Business Markets,” *Journal of Marketing Research*, 60(6), 1197-1220. [link](#)

- Insight Grants from the Social Sciences and Humanities Research Council of Canada (CAD \$173,419)

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. [link](#)

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. [link](#)

- 2015 AMA Summer Academic Conference Best Paper Award and Sales-Track Best Paper Award.

Working Papers

Shi, Huanhuan, Shrihari Sridhar, and Rajdeep Grewal, “Quantifying the Value of Customer-Focused and Operations-Focused Sales Reps,” revise and resubmit at *Production and Operations Management*.

- 2024 APMA (Asia Pacific Marketing Academy Annual Conference) Outstanding Paper Award.

Zhou, Kris, **Huanhuan Shi**, Adithya Pattabhiramaiah, and Shrihari Sridhar, “The Economic Consequences of Risk-Absorption in B2B Relationships: Evidence from Indirect Auto Lending,” revise and resubmit at *Journal of Marketing Research*.

Kumar, Alok, **Huanhuan Shi**, and Jan Heide, “Some Pain, Some Gain: The Role of Firm Reputations in Managing Interfirm Relationships”

Rouziou, Maria. . . .**Huanhuan Shi**, et al. “Around the World in 80 Sales Managers: An Examination of Global Crisis Response and Future Expectations,” invited for the third-round review at *Journal of International Marketing*.

Munyon, Timothy, Keith Richard, **Huanhuan Shi**, Willy Bolander, and Douglas Hughes, “It’s about Time: Newcomer Networking, Organizational Socialization, and Performance Trajectories.”

Selected Work in Progress

“Vendor Management in B2B Markets: Governance Typology and Future Research Priorities”

“Sales Profession Stereotypes”

“Regulatory Focus in Key Account Management: The Buyer’s Perspective” with Ravi Agarwal and Alok Kumar,

“Relational Identities and Social Media Selling Strategies” with Alec Pappas, Rachael Hochstein, and Willy Bolander

“Physician-Nurse Collaboration and Medicine Adherence” with Yi Qian and Hui Xie

“Experiential Learning, Gender Stereotypes, and STEM Performance” with Ze Zhang, Adithya Pattabhiramaiah, and Shrihari Sridhar

Honors and Awards

AMA Sales SIG Excellence in Research Award, American Marketing Association-Sales Special Interest Group, 2024

ISBM Scholar, Institute for the Study of Business Markets, 2024

Herb Thompson Teaching Award, Mays Business School, Texas A&M University, 2024

MSI Young Scholar, Marketing Science Institute, 2023

Fellow of ISMS Early-Career Scholars Camp, INFORMS Society for Marketing Science, 2023

Insight Grants, “Investigating the impact of business-to-business (B2B) buying groups on buyer-supplier relationships in Healthcare Industry” (CAD173,419), the Social Sciences and Humanities Research Council of Canada, 2023

Mays Mini Grants (\$5,000), Mays Business School, Texas A&M University, 2021

Faculty representative, Haring Symposium, Indiana University, 2019

Early-career Scholar Fellow, Marketing Strategy Consortium, 2018

Faculty Research Grants (\$5,000), College of Business, University of Nebraska-Lincoln, 2018

ISBM Doctoral Support Awards Competition (\$7,500), Institute for the Study of Business Markets, 2016
 AMA Summer Academic Conference Best Paper Award, 2015
 AMA Summer Academic Conference Sales-Track Best Paper Award, 2015
 David T. and M. Joan Wilson Business Markets Dissertation Award, Smeal College of Business, Penn State University, 2015
 ISMS Doctoral Consortium Fellow, INFORMS Society for Marketing Science, 2014, 2015
 Nomination for the Ossian R. MacKenzie Teaching Award, Smeal College of Business, Penn State University, 2014, 2015
 MSI Research Grants (\$7,000), Marketing Science Institute, 2014
 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

Academic Presentations

2024 University of Houston, "The Economic Consequences of Risk-Absorption in B2B Relationships: Evidence from Indirect Auto Lending."
 2024 Asia Pacific Marketing Academy Annual Conference, City University of Hong Kong, "Quantifying the Value of Customer-Focused and Operations-Focused Sales Reps."
 2024 AMA Winter Academic Conference, "Charting Success Beyond Luck and Networks: Strategies for PhD Students." (Panelist)
 2023 University of Texas-Arlington, "The Economic Consequences of Risk-Absorption in B2B Relationships: Evidence from Indirect Auto Lending."
 2023 University Sales Center Alliance Annual Fall Conference, "Teaching Sales Analytics: Successes and Pitfalls."
 2023 The Thought Leadership on the Sales Profession Conference, "Managing Hybrid Salesforce for Sales Performance Excellence."
 2023 AMA Summer Academic Conference, "Promoting Women in Sales Research Collaborations." (Panelist)
 2023 AMA Summer Academic Conference, "Sales Analytics: Tips & Tricks on Teaching." (Panelist)
 2022 AMA Summer Academic Conference- Expert workshop, "Growth Modeling in Marketing — Opportunities and Challenges." Co-presenter: Son Lam, University of Georgia.
 2022 7th Organizational Frontline Research Symposium, "Bonding Costs and Inside and Outside Collaborative Selling in Business-to-Business Markets."
 2021 AMA Summer Academic Conference, "Customer Grace and Micro-transgression." Co-presenter: Stephanie M Mangus, Baylor University.
 2020 6th Organizational Frontline Research Symposium, "Behind the Curtains: Evaluating the Value of Inside Sales Reps in Business-to-Business Collaborative Selling."
 2019 AMA Winter Academic Conference, "Behind the Curtains: Evaluating the Value of Inside Sales Reps in Business-to-Business Collaborative Selling."
 2018 ISBM Academic Conference, "Behind the Curtains: Evaluating the Value of Inside Sales Reps in Business-to-Business Collaborative Selling."
 2018 Marketing Strategy Consortium, "Evaluating the Value of Inside Sales Reps in Business-to-Business

- Collaborative Selling.”
- 2017 39th ISMS Marketing Science Conference, “Organizational Herding in Advertising Expense Disclosure: Evidence and Mechanisms.”
- 2015 37th ISMS Marketing Science Conference, “Replacing a Departing Salesperson: NewHire, Clone, or Star.”
- 2015 AMA Winter Academic Conference, “Organizational Herding in Advertising Expense Disclosure: Mechanisms and Evidence.”
- 2014 36th ISMS Marketing Science Conference, “Organizational Herding in Advertising Expense Disclosure: Mechanisms and Evidence.”

Teaching Experience

- Sales + Analytics Immersion Program, Reynolds and Reynolds Sales Leadership Institute (2024 Winter)
- Sales Analytics, Texas A&M University (2020 -2023)
- Marketing Analytics, University of Nebraska-Lincoln (2017-2020)
- Marketing Research, University of Nebraska-Lincoln (2018-2020)
- Marketing Research, Penn State University (2014-2016)

Service

Editorial Review Board

- Journal of Marketing (2023-)
- Journal of Marketing Research (2019-2020 & 2023-)

Ad hoc Reviewer

- International Journal of Research in Marketing, Production and Operations Management, Journal of Retailing, Journal of Personal Selling and Sales Management, Growth and Change (Economics), Journal of Business and Industrial Marketing, Journal of Small Business Management, Journal of Consumer Psychology, AMA John A. Howard Award, ISBM Doctoral Support Award Competition, PDMA Dissertation Proposal Competition.

Academic Community Service

- Service Track Co-Chair for 2024 AMA Winter Academic Conference
- Sales and Frontline Service Track Co-Chair for 2023 AMA Summer Academic Conference
- Vice President-Conference Programming, AMA Sales Special Interest Group (2023-)
- Vice President Communication, AMA Sales Special Interest Group (2020-2023)
- Co-Chair of AMA Sales Special Interest Group Special Session “SALESSIG: Managerial Interventions for Enablement of Salespeople’s Approaches and Activities,” 2021 AMA Summer Academic Conference
- Special session chair, 2021 Global Sales Science (GSSI) Conference

University, College, and Department Service

- Faculty Recruitment Committee member, Texas A&M University (2023)
- Research Director, Reynolds and Reynolds Sales Leadership Institute, Texas A&M University (2023-)
- Doctoral Program Committee member, Texas A&M University (2020-)
- Faculty Recruitment Committee member, University of Nebraska-Lincoln (2018, 2019)
- Second Year Doctoral Student Paper Reader Committee, University of Nebraska-Lincoln (2018, 2019)
- Department Chair Search Committee member, University of Nebraska-Lincoln (2017)
- First Year Doctoral Student Paper Reader Committee, University of Nebraska-Lincoln (2017)

Grade Appeal Committee, University of Nebraska-Lincoln (2016-2020)

Industry Experience

Associate Manager, China Financial Futures Exchange, Shanghai, China (2006-2010)

Management Trainee, Hang Seng Bank (member of HSBC Group), Shanghai & Hong Kong, China (2004-2006)