

Huanhuan Shi

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Employment

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 (2016)

M.S. Accounting, School of Management, Fudan University (2004)

B.A. Economics (Cum laude), School of Management, Fudan University (2001)

Societal Impact Statement

My research goal is to produce scholarly work that has a positive societal impact by expanding the scope of traditional marketing strategy and sales management research. I aim to achieve several objectives: (1) promote ethical and fair behaviors in business-to-business relationships, (2) discover effective selling and sales management strategies for innovators that offer environmentally sustainable business solutions, and (3) 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. 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

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*, forthcoming

Shi, Huanhuan, Shrihari Sridhar, and Rajdeep Grewal (2023), “ Building effective inside-outside sales rep dyads: A collaboration perspective, ” *Journal of the Academy of Marketing Science*, 51 (4), 1-24. [Lead Article]

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*, 00222437231152207.

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.

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.

Honors and Awards

2023 MSI Young Scholar (Snowbird, Utah, 2024)

2023 Fellow of ISMS Early-Career Scholars Camp (Duke University, 2023)

SSHRC Insight Grants, “Investigating the impact of business-to-business (B2B) buying groups on buyer-supplier relationships in Healthcare Industry” (\$173,419), 2023

Faculty representative, Haring Symposium, Indiana University, 2019

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

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

Review Service

Editorial Review Board

Journal of Marketing

Journal of Marketing Research

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.

Conferences and Invited Talks (presenter underlined)

Zhou, Kris, Huanhuan Shi, Adithya Pattabhiramaiah, and Shrihari Sridhar "The Economic Consequences of Risk-Absorption in B2B Relationships: Evidence from Indirect Auto Lending," University of Houston, TX, March 29, 2024 (scheduled)

Shi, Huanhuan, Panel member of "Charting Success Beyond Luck and Networks: Strategies for PhD Students," 2024 Winter AMA Educators' Conference, St. Pete Beach, FL, February 23-25, 2024.

Zhou, Kris, Huanhuan Shi, Adithya Pattabhiramaiah, and Shrihari Sridhar, "The Economic Consequences of Risk-Absorption in B2B Relationships: Evidence from Indirect Auto Lending," University of Texas-Arlington, TX, November 3, 2023.

Shi, Huanhuan, Invited talk "Teaching Sales Analytics: Successes and Pitfalls," (online) University Sales Center Alliance Annual Fall Conference, Chico, CA, October 5-7, 2023

Shi, Huanhuan, Panelist of "Promoting Women in Sales Research Collaborations," 2023 Summer AMA Educators' Conference, San Francisco, CA, August 4-6, 2023.

Shi, Huanhuan, Panelist of “Sales Analytics: Tips & Tricks on Teaching,” 2023 Summer AMA Educators’ Conference, San Francisco, CA, August 4-6, 2023.

Shi, Huanhuan, Invited talk “Managing Hybrid Salesforce for Sales Performance Excellence,” 2023 The Thought Leadership on the Sales Profession Conference, Arlington, VA, June 15-16, 2023.

Shi, Huanhuan and Son Lam, Invited talk at the expert workshop “Growth Modeling in Marketing — Opportunities and Challenges,” 2022 Summer AMA Educators’ Conference, Chicago, IL, August 12-14, 2022.

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).

Teaching

Sales + Analytics Immersion Program, Reynolds and Reynolds Sales Leadership Institute (2024 Winter)

Sales Analytics (2020 Fall, 2021 Fall, 2022 Fall, 2023 Fall), TAMU

Marketing Analytics, UNL (2017-2020)

Marketing Research, UNL (2014-2020)

Academic Community Service

Service Track Co-Chair for 2024 Winter AMA Conference

Sales and Frontline Service Track Co-Chair for 2023 Summer AMA Conference

Vice Chair-Conference Programming of American Marketing Association Sales Special Interest Group (June 2023-)

Vice Chair-Communication of American Marketing Association Sales Special Interest Group (Jan 2020-May 2023)

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

University, College, and Department Service

Faculty Recruitment Committee, TAMU (2023)

Research Director, Reynolds and Reynolds Sales Leadership Institute (April 2023-)

Doctoral program committee, TAMU (2020-)

Faculty 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 (2016-2020)