

**Dr. Huanhuan Shi**  
University of Nebraska-Lincoln  
Marketing  
(402) 472-2359  
Email: hshi4@unl.edu

## **Education**

Ph D, The Pennsylvania State University, 2016.  
Major: Marketing  
Dissertation Title: Effectiveness of Sales Rep Replacement Strategies in Business-to-Business Markets

MS, Fudan University, School of Management, 2004.  
Major: Accounting

BA, Fudan University, School of Management, 2001.  
Major: Economics

## **Academic, Government, Military and Professional Positions**

### **Academic**

Assistant Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2016 - Present).

Graduate Assistant, The Pennsylvania State University, Marketing Department, Smeal College of Business. (2011 - 2016).

### **Professional**

Associate Manager, China Financial Futures Exchange, Department of Clearing and Settlement. (June 2006 - May 2010).

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

## **Licensures and Certifications**

CFA Charter holder. (2010).

## **Development Activities Attended**

"ISMS Marketing Science Conference," Los Angeles, California. (June 2017).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, Orlando, Florida. (February 2017).

## **TEACHING**

### **Teaching Experience**

**University of Nebraska-Lincoln**  
MRKT 350, Marketing Analytics, 6 courses.

MRKT 399, Special Project, 1 course.

## Directed Student Learning

### Doctorate (committee member)

Doctorate (committee member), Marketing.  
Advised: Sen Argha

## Awards and Honors

Nominated, Ossian R. MacKenzie Teaching Award, The Pennsylvania State University, Smeal College of Business. (2015).

Nominated, Ossian R. MacKenzie Teaching Award, The Pennsylvania State University, Smeal College of Business. (2014).

## RESEARCH

### Published Intellectual Contributions

#### Refereed Journal Articles

Shi, H., Sridhar, S., Grewal, R., Lilien, G. (2017). Sales Representative Departures and Customer Reassignment Strategies in B2B Markets. *Journal of Marketing*, 81(2), 25-44.

#### Conference Proceedings

Shi, H., Grewal, R., Sridhar, S. (2017). *Organizational Herding in Advertising Spending Disclosures: Mechanisms and Evidence*. Los Angeles, CA: 39th Annual ISMS Marketing Science Conference.

Shi, H., Grewal, R., Sridhar, S. (2015). *Organizational Herding in Advertising, Spending Disclosures: Mechanisms and Evidence*. San Antonio, TX: 2015 AMA Winter Marketing Educators' Conference.

Shi, H., Sridhar, S., Grewal, R., Lilien, G. (2015). *Replacing a Departing Salesperson: New Hire, Clone, or Star*. Atlanta, GA: The 5th Theory + Practice in Marketing (TPM) Conference.

Shi, H., Sridhar, S., Grewal, R., Lilien, G. (2015). *Replacing a Departing Salesperson: New Hire, Clone, or Star*. Baltimore, Maryland: 37th ISMS Marketing Science Conference.

Shi, H., Sridhar, S., Grewal, R., Lilien, G. (2015). *Replacing a Departing Salesperson: New Hire, Clone, or Star*. Chicago, IL: 2015 AMA Summer Marketing Educators' Conference.

Shi, H., Grewal, R., Sridhar, S. (2014). *Organizational Herding in Advertising, Spending Disclosures: Mechanisms and Evidence*. Atlanta, GA: 36th ISMS Marketing Science Conference.

### Presentations Given

Shi, H. (Presenter & Author), Grewal, R. (Author Only), Sridhar, S. (Author Only), 39th Annual ISMS Marketing Science Conference, "Organizational Herding in Advertising Spending Disclosures: Mechanisms and Evidence," Los Angeles, CA. (June 2017).

Shi, H. (Presenter & Author), Grewal, R. (Author Only), Sridhar, S. (Author Only), 2015 AMA Winter Marketing Educators' Conference, "Organizational Herding in Advertising Expense Disclosure: Mechanisms and Evidence," American Marketing Association, San Antonio, TX. (2015).

Shi, H. (Presenter & Author), Sridhar, S. (Author Only), Grewal, R. (Author Only), Lilien, G. (Author Only), 37th ISMS Marketing Science Conference, "Replacing a Departing Salesperson: New Hire, Clone, or Star," Baltimore, MD. (2015).

Shi, H. (Author Only), Sridhar, S. (Author Only), Grewal, R. (Presenter & Author), L. G. (Author Only), The 5th Theory + Practice in Marketing (TPM) Conference, "Replacing a Departing Salesperson: New Hire, Clone, or Star," Atlanta, GA. (2015).

Shi, H., Sridhar, S., Grewal, R., Lilien, G., 2015 AMA Summer Marketing Educators' Conference, "Replacing a Departing Salesperson: New Hire, Clone, or Star," American Marketing Association, Chicago, IL. (August 2015).

Shi, H. (Presenter & Author), Grewal, R. (Author Only), Sridhar, S. (Author Only), 36th ISMS Marketing Science Conference, "Organizational Herding in Advertising Expense Disclosure: Mechanisms and Evidence," Atlanta, GA. (2014).

## **Awards and Honors**

Institute for the Study of Business Markets (ISBM) Fellowship, The Pennsylvania State University, Smeal College of Business. (2016).

2015 ISBM Doctoral Support Awards Competition, awarded \$7,500, ISBM. (2015).

David T. and M. Joan Wilson Business Markets Dissertation Award, The Pennsylvania State University, Smeal College of Business. (2015).

Institute for the Study of Business Markets (ISBM) Fellowship, The Pennsylvania State University, Smeal College of Business. (2015).

ISMS Doctoral Consortium Fellow. (2015).

Best Paper Award, 2015 AMA Summer Marketing Educators' Conference. (August 2015).

Haring Symposium Fellow, Indiana University. (2014).

Institute for the Study of Business Markets (ISBM) Fellowship, The Pennsylvania State University, Smeal College of Business. (2014).

ISMS Doctoral Consortium Fellow. (2014).

Jerome E. Scott Memorial Scholarship, The Pennsylvania State University, Smeal College of Business. (2014).

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

Smeal Small Research Grant, The Pennsylvania State University, Smeal College of Business. (2013).

Frank P. and Mary Jean Smeal Endowed Fund Scholarship, The Pennsylvania State University, Smeal College of Business. (2012).

Smeal Small Research Grant, The Pennsylvania State University, Smeal College of Business. (2012).

Dean's Summer Research Fellowship, The Pennsylvania State University, Smeal College of Business. (2011).

Frank P. and Mary Jean Smeal Endowed Fund Scholarship, The Pennsylvania State University, Smeal College of Business. (2011).

Graham Endowed Fellowship, The Pennsylvania State University, Smeal College of Business. (2010).

Citibank Scholarship, Fudan University. (2004).

Citibank Scholarship, Fudan University. (2003).

Guanghua Fellowship, Fudan University. (2002).

Jiang Xuemo Graduate Research Grant, Fudan University. (2002).

Guanghua Fellowship, Fudan University. (2001).

Honored Undergraduate Student, Shanghai Municipality. (2001).

People Scholarship Winner, Fudan University. (2000).

Xu Zengshou Scholarship, Fudan University. (2000).

Excellent Student Scholarship and Award, Fudan University. (1999).

People Scholarship Winner, Fudan University. (1999).

Unilever Scholarship, Fudan University. (1999).

Bank of Communications Scholarship, Fudan University. (1998).

People Scholarship Winner, Fudan University. (1998).

## **SERVICE**

### **Department Service**

Committee Member, Faculty Search Committee, Department of Marketing Chair. (September 2017 - Present).

Department of Marketing Grade Appeal Committee. (August 2017 - Present).

Reader, First Year Paper Reviewer. (May 2017).

### **Professional Service**

Reviewer, Ad Hoc Reviewer, Journal of Marketing Research. (2017 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Small Business Management. (2017 - Present).

Reviewer/Discussant, Conference Paper, 2015 AMA Summer Marketing Educators' Conference, Chicago, IL. (August 2015).

Reviewer/Discussant, Conference Paper, 2012 AMA Summer Marketing Educators' Conference, Chicago, IL. (August 2012).