

**Dr. Huanhuan Shi**  
University of Nebraska-Lincoln  
Marketing  
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## **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**

Search Committee Certification, EAD, University of Nebraska-Lincoln. (October 31, 2016 - October 31, 2019).

CFA Charter holder. (2010).

## **Development Activities Attended**

Conference Attendance, "AMA Summer Marketing Educator's Conference," American Marketing Association, Chicago, IL. (August 2019).

Faculty Development, "New Faculty Development Program," University of Nebraska-Lincoln, Lincoln, Nebraska, United States. (August 2018 - May 2019).

Conference Attendance, "AMA Winter Marketing Educators' Conference," American Marketing Association, Austin, Texas. (February 2019).

Conference Attendance, "AMA Summer Educators' Conference," American Marketing Association, Boston, Massachusetts. (August 2018).

Conference Attendance, "ISBM Conference," Boston, MA. (August 2018).

Conference Attendance, "Missouri Marketing Strategy Consortium," University of Missouri-Columbia, Columbia, Missouri. (March 2018).

"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 345, Market Research, 2 courses.

MRKT 350, Marketing Analytics, 7 courses.

MRKT 399, Special Project, 1 course.

### Directed Student Learning

#### Doctorate (committee member)

Doctorate (committee member), Marketing. (May 2019 - Present).

Advised: Ravi Agarwal

Doctorate (committee member), Marketing. (January 2018 - Present).

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. (2018). *Behind the Curtains: Evaluating the Value of Inside Sales Reps in Business-to-Business Collaborative Selling*. Boston, MA: 2018 ISBM Academic Conference.

- 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*. 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*. 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*. 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), 2018 ISBM Academic Conference, "Behind the Curtains: Evaluating the Value of Inside Sales Reps in Business-to-Business Collaborative Selling," Boston, MA. (August 2018).
- Shi, H. (Presenter & Author), Grewal, R. (Author Only), Sridhar, S. (Author Only), Inaugural Marketing Strategy Consortium, "Evaluating the Value of Inside Sales Reps in Business-to-Business Collaborative Selling," Columbia, MO. (March 2018).
- 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

- Haring Symposium, Faculty Representative, Indiana University. (April 2019).
- Early-career Faculty Fellow, Marketing Strategy Consortium. (March 2018).
- 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).

## **Intellectual Contributions in Submission**

### **Refereed Journal Articles**

Shi, H., Grewal, R., Sridhar, S. Organizational Herding in Advertising Expense Disclosure: Evidence and Mechanisms. *Journal of Marketing Research*.

## **SERVICE**

### **Department Service**

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

Committee Member, Faculty Search Committee, Open Rank. (July 2019 - September 2019).

Reader, First Year Paper Reviewer. (May 2019).

Committee Member, Faculty Search Committee, Open Rank. (July 2018 - September 2018).

Reader, Second Year Paper Reviewer. (May 2018).

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

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).