

## CURRICULUM VITAE

### Yuying Shi

Dept. of Marketing and Business Analytics  
Texas A&M University - Commerce  
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#### **EDUCATION**

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Ph.D. in Business Administration (Marketing), University of Florida May 2015

Master of Science (Statistics) University of Florida December 2014

#### **ACADEMIC AND TEACHING EXPERIENCE**

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##### **Texas A&M University – Commerce**

- BUSA 501 Introduction to Business Analytics
- MKT 436 Global Marketing Research
- MKT 572 Marketing Research Seminar
- MKT 521 Marketing Management

##### **University of California, Davis**

- MGP/MGB/MGT 234 Pricing (Full time MBA and Professional MBA)

##### **University of Florida**

- MKT4316 Marketing Research
- MKT4156 International Marketing

#### **PUBLICATIONS**

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1. **Shi, Y.**, (2019). Is the simple price premium that simple? *Forthcoming in Review of Marketing Science*
2. **Shi, Y.**, Lim, J., Weitz, B. & France S. (2018). The impact of retail format diversification on retailers' financial performance. *Journal of the Academy of Marketing Science*. 46,147–167.
3. **Shi, Y.**, Leite W., & Algina, J. (2010). The impact of omitting the cross-classified factors interaction in cross-classified random effects model. *British Journal of Mathematics and Statistics Psychology*, 63, 1-15,
4. Leite, W., Svinicki, M., & **Shi, Y.**, (2010). Attempted validation of the scores of the VARK:

Learning styles inventory with multitrait–multimethod confirmatory factor analysis models. *Educational & Psychological Measurement*. 70, 323-339.

## **CONFERENCE PRESENTATIONS**

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Stephen, F., & **Shi, Y.** (2019). Aggregating Google Trends: Multivariate Testing and Analysis. Paper was presented in 2019 Academy of Marketing Science World Marketing Conference in Edinburgh, UK.

**Shi, Y.**, & Myer, C. (2019). Customer migration in multichannel shopping. Paper was presented in 2019 Academy of Marketing Science World Marketing Conference in Edinburgh, UK.

Bo H., & **Shi, Y.** (2018). Views vs. Subscriptions: Their Effects on YouTubers' Monetization Success. Paper was presented in the Academy of Business Research Conference in New Orleans.

Bradford K., Liu Y., **Shi, Y.** Weitz B. & Xu J. (2018), Harnessing Internal Support to Enhance Customer Relationships: The Role of Networking, Helping, and Relationship Orientation. 33rd Annual Conference of the Society for Industrial and Organizational Psychology, Chicago, IL 2018

**Shi, Y.** & Karniouchina K. (2017). Examining relative effectiveness of forecasting approaches in mass vs. niche markets for gestalt products. Paper was presented in the annual meeting of INFORMS Decision Analysis, Austin, TX 2017.

**Shi, Y.**, Guo, S. & France, S. (2016). The impact of business managers' response to negative online reviews. Paper was presented in the Marketing Edge conference, Houston, TX 2016.

**Shi, Y.**, Weitz, B., & Wang, Q. (2011). The asymmetric relationship between buyer and supplier." Paper was presented in the annual meeting of Marketing Science, Houston, TX Summer, 2011.

## **SERVICES**

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*Texas A&M University –Commerce, 08/2015-Present*

Research and Faculty Credential Committee

Faculty Tenure and Promotion Committee

Data base committee

Faculty search committee

Student organization committee

Advisor of Master project

*Professional Services*

Reviewer for *Industrial Marketing Management, Technological Forecasting & Social Change, International Journal of Information Systems and Operation Management, Journal of Marketing Theory and Practice, Journal of Marketing Education*

Ad-hoc Reviewer for Marketing Edge Conference, 2016

