



Curriculum Vita Nov. 2025

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EDUCATION

Ph.D. in Business Administration (Major: Marketing), University of Florida 2015
(Dissertation: Marketing Analytics)

Master of Science (Statistics) University of Florida December 2014

TEACHING EXPERIENCE

08/2021-Present Associate Professor,
Department of Marketing and Business Analytics
Texas A&M University – Commerce

08/2015-Present, Assistant Professor,
Department of Marketing and Business Analytics
Texas A&M University – Commerce

2015 Spring Visiting Faculty,
Graduate School of Management
University of California- Davis

PUBLICATIONS

1. **Shi, Y.** & Han, B., & Gai, L. (2025). Programmatic Advertising impact on users' experiences in different application areas. Proceedings in Fall 2025 Reno Lake Tahoe, NV. Academy of Business Research Conference (Accepted).
2. **Shi, Y.**, Guo, S., & Myer, C. (2023). Delivery Time or Price: Customer Channel Adoption Behavior in a Multichannel Environment Paper. Proceedings in Summer 2023 Boston. Academy of Business Research Conference (PP.23).
3. **Shi, Y** (2022). How do different brand equity measures affect long-term promotional effectiveness. *Review of Marketing Science*. 20(1), 175-205
4. France S. **Shi, Y** & Kazandjian, B. (2021). Aggregating Google Trends: Multivariate Testing and Analysis. *Journal of Business Research*.132, 666-679.
5. France, S., **Shi, Y.**, Mahyar, V. S., & Zhao, H. (2021). Online Video Channels: Literature, Processes, and Decision Support. *International Journal of Information Management*, 59, 102244
6. Bradford K., Liu Y., **Shi, Y.** Weitz B. & Xu J. (2020) (Equal Contribution). Is Internal Support Key to Building Customer Relationships? *Keller Center Research Report*. 13(3), 1-7
7. **Shi, Y.**, Karniouchina K., Uslay C (2020). (When) Can Social Media Buzz Data Replace Traditional Surveys for Sales Forecasting? *Rutgers Business Review*. 5(1) (43-60) (SSRN's Top Ten download list)
8. Kazandjian, B.; France, S. L., **Shi, Y.**, Vaghefi, M., Wen, J. (2019). Marketing Visualization and Segmentation in the Era of Big Data Analytics. In Fowler, J. G., Weiser, J. (Eds.), Proceedings of the Society for Marketing Advances Annual Conference: Changing the 'Rhythm' of Marketing: Are We Listening? (pp. 423-424)
9. Bradford K., Liu Y., **Shi, Y.** Weitz B. & Xu J. (2019) (Equal Contribution) Harnessing Internal Support to Enhance Customer Relationships: The Role of Networking, Helping, and Relationship Orientation. *Journal of Marketing Theory and Practice*. 27(2), 140-158.
10. **Shi, Y.**, (2019). Is the simple price premium that simple? *Review of Marketing Science*, 16 (1), 25-47.
11. Stephen, F., & **Shi, Y.** (2019). Aggregating Google Trends: Multivariate Testing and Analysis. Proceedings in 2019 Academy of Marketing Science World Marketing Conference in Edinburgh, UK.

12. **Shi, Y., & Myer, C. (2019).** Customer migration in multichannel shopping. Proceedings in 2019 Academy of Marketing Science World Marketing Conference in Edinburgh, UK.
13. **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.
14. Bo H., & **Shi, Y.** (2018). Views vs. Subscriptions: Their Effects on YouTubers' Monetization Success. Proceedings of Academy of Business Research Annual Conference, New Orleans, LA, March 21-23, 2018.
15. **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,
16. 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.