

WEI SHI (Savannah)

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EDUCATION

PhD in Marketing, (expected) May 2011

University of Maryland, College Park, MD, U.S
Robert H. Smith School of Business
Minor: Economics

BS in Marketing, June 2006

Fudan University
School of Management
Shanghai, P.R.China.

RESEARCH INTERESTS

Hidden Markov Model and Its Extensions (e.g. Markov Cascade Model)
Bayesian Model
Customization
Path Data
Eye Tracking Related Research
Consumer Online Search Behavior
Online Shopping Behavior
Decision Theory

TEACHING INTERESTS

Marketing Strategy
Marketing Research
Marketing Management
Internet Marketing

WORK-IN-PROGRESS

Wei, Shi and Michel, Wedel, "A Markov Cascade Analysis of Information Search On Comparison Website", work in progress

Wei, Shi and Jie, Zhang, "Usage of Online Tools and Shopping Behavior Evolvment", work in progress.

Wei, Shi and Michael, Trusov, “Prediction of Click Through with Information Processing on Google Search Result”, work in progress.

HONORS AND AWARDS

Dean’s Summer Research Fellowship Fellow, 2006-Present
INFORMS Doctoral Consortium Fellow, 2008, Vancouver, Canada
1st Prize of Fudan University Scholarship, 2003, 2004
Hang-Seng Bank Scholarship, 2003

CONFERENCES

INFORMS Marketing Science Conference, Singapore, 2007
INFORMS Marketing Science Conference, Vancouver, 2008

PROFESSIONAL SERVICE

Quantitative Marketing and Economics

Manuscript QMET-274, co-reviewer with Michel, Wedel, Fall 2008

BOOK CHAPTERS

Wiley International Encyclopedia of Marketing (WIEM)

Cluster Analysis , Factor Analysis Model
Co-author with Michel Wedel, Spring 2009

TEACHING EXPERIENCE

Marketing Management (MBA), Fall 2008
Teaching Assistant, University of Maryland, College Park
Marketing Policies and Strategies (Undergraduate), Spring 2009
Instructor, University of Maryland, Shady Grove
Teaching Evaluation: 4.48

PROFESSIONAL EXPERIENCE

Research Assistant, Michel, Wedel, 2006-Present
University of Maryland, College Park
Research Assistant, Jie, Zhang, Fall 2006, 2007, Fall 2008
University of Maryland, College Park
Research Assistant, Michael, Trusov, Spring 2008
University of Maryland, College Park
Research Assistant, Xiongwen, Lu, Fall 2005-Spring 2006
Fudan University, Shanghai, P.R.China
Intern, Deloitte Touche Tohmastu, Fall 2005 – Spring 2006

Deloitte Touche Tohmastu, Shanghai, P.R.China
Intern, Commercial Department and Finance Department, Summer 2004
SIEMENS-VAI Industries (UK) Ltd, United Kingdom

COURSE WORK

Marketing Topics

Behavior Research in Marketing
Marketing Models in R
Marketing Models with Bayesian Methods
Marketing Models
Marketing Strategy
Mathematic Models in Marketing
Survey Research

Instructor

Joydeep, Srivastava
Michel, Wedel
Michel, Wedel
P.K, Kanna
Roland, Rust
Yogesh, Joshi
Janet, Wagner

Economics:

Quantitative Method I
Quantitative Method II
Microeconomics Analysis I

Microeconomics Analysis II

Instructor

John, Chao
Kelejian, Harry
Vincent, Daniel
Ausubel, Lawrence
Rachel, Kranton
Ozbay, Erkut

Statistics:

Applied Regression Analysis
Categorical Data Analysis

Instructor

Wolfgang, Jank
Paul, Smith

REFERNCES

Available upon request