ANNIE L. SHI

Email: annie.shi@warrington.ufl.edu
Personal Website: http://www.shiannie.com
Updated: Sep 16, 2025

ACADEMIC POSITION

Warrington College of Business, University of Florida, Gainesville, FL

- Assistant Professor of Marketing
2025 - Present

EDUCATION

Washington University in St. Louis, Olin Business School, St. Louis, MO   2025

- Ph.D. in Marketing
- *Dissertation Committee: Tat Y. Chan, Dennis J. Zhang, P.B. (Seethu) Seetharaman*

The University of California, Davis, CA   2018

- M.S. in Statistics
- M.A. in Economics

University of Washington, Seattle, WA   2015

- B.A. in Economics *(departmental honor and cum laude)*

RESEARCH INTERESTS

Substantive: Effects of Promotions on Consumer Behaviors on Online Platforms, Healthcare Marketing, Methodological Innovation in Marketing Models
Methodological: Causal Inference, Artificial Intelligence, Structural Modeling

RESEARCH

Manuscripts under Review

1. "Using Algorithmic Scores to Measure the Impacts of Targeting Promotional Messages", **Annie L. Shi**, Tat Y. Chan, Dennis J. Zhang, *Job Market Paper*, *revision at Journal of Marketing Research*
   – **AIM 2024 Jag Sheth Award for Best PhD Student Paper**
2. "Analytics-Driven Brand Differentiation for Social Impact: An Application to the Opioids Market", **Annie L. Shi**, P.B. (Seethu) Seetharaman, Anthony Sardella, Michael Wall, Chenthuran Abeyakaran, *reject and resubmit at Journal of Marketing*
   – **Olin Award 2023**
3. ""Please Take Your Medication!" The Impact of Marketing Communications on Medication Adherence", **Annie L. Shi**, Hai Che, Yang Qian, P.B. (Seethu) Seetharaman, *under review*
4. "AI Feynman: A Powerful New Approach to Discover Marketing Laws", with P.B. (Seethu) Seetharaman, *under review*

Working Papers

5. "Decision-Theoretic Loss Functions in Demand Estimation: An Application to Pricing", with P.B. (Seethu) Seetharaman, Durai Sundaramoorthi
6. "Impact of Covid-19 Lockdown on Customer Shopping: A Supermarket Retail Demand Perspective", with Guangying Chen, P.B. (Seethu) Seetharaman

Work in Progress

7. "Correlated Visits and Purchases on Online Retail Platform", with Tat Y. Chan, Shilei Luo, Dennis J. Zhang
8. "Brand Level Aggregation in Consumer Choice Models Estimated on Scanner Panel Data: Innocuous or Harmful? An Empirical Examination Across 5 Product Categories", with Yuhan Dong, P.B. (Seethu) Seetharaman

INVITED TALKS

Rutgers Business School, Rutgers University - Newark	Nov. 2024
Warrington College of Business, University of Florida	Oct. 2024
Goizueta Business School, Emory University	Oct. 2024
Carroll School of Management, Boston College	Oct. 2024
Rady School of Management, University of California San Diego	Oct. 2024
NUS Business School, National University of Singapore	Oct. 2024
Nanyang Business School, Nanyang Technological University	Oct. 2024
Neeley School of Business, Texas Christian University	Sep. 2024
Muma College of Business, University of South Florida	Sep. 2024

CONFERENCES PRESENTATIONS

Using Algorithmic Scores to Measure the Impacts of Targeting Promotional Messages

Biz AI Conference, UT Dallas	2025
18th Annual Bass FORMS Conference, UT Dallas	2024
4th AIM Conference, USC	2024
45th ISMS Marketing Science Conference, Miami	2023
33rd Annual POMS Conference, Orlando	2023
China India Insight Conference, USC	2022

Tackling the US Opioid Crisis: Data-Driven Detection of Suspicious Retail Buyers

InsightsOn Conference at Yale School of Management, Yale	2024
46th ISMS Marketing Science Conference, Sydney	2024
45th ISMS Marketing Science Conference, Miami	2023
33rd Annual POMS Conference, Orlando	2023
Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Harvard	2022
WashU Olin Brookings Commission, Brookings Institution, Washington DC	2022

AWARDS AND HONORS

INFORMS Marketing Science Doctoral Consortium Fellow	2021–2023

TEACHING INTERESTS & EXPERIENCE

Co-Instructor - Washington University in St. Louis

- **Master**

MKT 555.21 - Analytics Driven Brand Management	SP22
Teaching evaluation: 9.73/10	
MKT 555A - Data Analysis for Brand Management	SP22
Teaching evaluation: 9.50/10	

Teaching Assistant - Washington University in St. Louis

- **Ph.D.**

MGT 620 - Empirical Methods in Business, I, II	FL20, FL21, FL22

- **Master**

MKT 577 - Marketing Strategy	FL20, FL21, FL22
MKT 555.21 - Analytics Driven Brand Management	SP21, SP22, SP23
MKT 555A - Data Analysis for Brand Management	SP21, SP22, SP23
MKT 500Q - Intensive Industry Project	FL20, SP21
DAT 500 - A/B Testing in Business and Social Science	SP20
MKT 558 - Pricing Strategy	FL19

- **Undergraduate**

MGT 490 - Honor Seminar I	FL20, FL21
MKT 470 - Pricing Strategy	FL19

Teaching Assistant - University of California, Davis

ECN 140 - Econometrics	SP18
ECN 131 - Public Finance	FL17
ECN 100A - Intermediate Microeconomics Theory	SP17

INDUSTRY EXPERIENCE

Research Internship - Alibaba Group	2019 - 2025

REFERENCES

Tat Y. Chan	**Dennis J. Zhang**	**P.B. (Seethu) Seetharaman**
Olin Business School	Olin Business School	Olin Business School
Washington University in St. Louis	Washington University in St. Louis	Washington University in St. Louis
St. Louis, MO 63130	St. Louis, MO 63130	St. Louis, MO 63130
✉ chan@wustl.edu	✉ denniszhang@wustl.edu	✉ seethu@wustl.edu
☎ +1 314-935-6096	☎ +1 314-935-4590	☎ +1 314-935-3574