

ANNIE L. SHI

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Knight Hall 401
Brookings Dr. St. Louis,
MO 63130 USA

RESEARCH INTERESTS

Effects of Promotions on Online Retailing Platforms, Advertising in Healthcare

EDUCATION

Olin Business School, Washington University in St. Louis — Expected 2025

- Ph.D. Candidate in Marketing (Quantitative)
- Advisor: Tat Y. Chan (Chair), P.B.(Seethu) Seetharaman, Dennis J. Zhang

The University of California, Davis — 2018

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

University of Washington — 2015

- B.A. in Economics

RESEARCH

1. "Using Algorithmic Scores to Measure the Impacts of Targeted Promotional Messages", **Annie L. Shi**, Dennis J. Zhang, Tat Y. Chan, *Working Paper*
2. "Nip it in the Bud!" Managing the Opioid Crisis: Supply Chain Response to Anomalous Buyer Behavior", **Annie L. Shi**, P.B. (Seethu) Seetharaman, Anthony Sardella, Michael Wall, Chenthuran Abeyakaran, *Working Paper*
3. "Decision-Theoretic Loss Function: An Application to Pricing", with P.B. (Seethu) Seetharaman, Durai Sundaramoorthi, *Working Paper*
4. "Please Take Your Medication!" The Impact of Marketing Communications on Medication Adherence", with Hai Che, Yang Qian, P.B. (Seethu) Seetharaman, *Working Paper*
5. "Shopping Behavior During the Covid-19 Pandemic: A Supermarket Perspective", with Guangying Chen, P.B. (Seethu) Seetharaman, *Work in Progress*

CONFERENCE PRESENTATIONS

1. Using algorithmic Scores to Measure the Impacts of Targeted Promotional Messages
 - China India Insight Conference, USC, 2022
 - 33rd Annual POMS Conference, Orlando, 2023

- 45th ISMS Marketing Science Conference, Miami, 2023
 - Advances with Field Experiments (AFE), University of Chicago, 2023 (scheduled)
2. “Nip it in the Bud!” Managing the Opioid Crisis: Supply Chain Response to Anomalous Buyer Behavior
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Harvard, 2022
 - 33rd Annual POMS Conference, Orlando, 2023
 - 45th ISMS Marketing Science Conference, Miami, 2023

TEACHING EXPERIENCE

Co-Instructor

1. MKT 555A - Data Analysis for Brand Management, Spring 2022
2. MKT 555.21 - Analytics Driven Brand Management, Spring 2022

Teaching Assistant

1. MKT 620 - Empirical Methods in Business
2. MKT 555A - Data Analysis for Brand Management
3. MKT 555.21 - Analytics Driven Brand Management

INDUSTRY EXPERIENCE

- Research Intern, 2019 - Present

SKILLS

Programming Language

Python, R, SQL

Software and Tools

Python IDE (Spyder), R Studio, High-performance computing system

REFERENCES

Professor Tat Y. Chan

Olin Business School

Washington University, St. Louis, MO, USA

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Professor P.B.(Seethu) Seetharaman

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Professor Dennis J. Zhang

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