

MENGZE SHI

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Rotman School of Management
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EDUCATION

- 1997 Ph.D. in Marketing
Graduate School of Industrial Administration
Carnegie Mellon University, Pittsburgh, PA.
- 1994 M.S. in Industrial Administration (Marketing)
Graduate School of Industrial Administration
Carnegie Mellon University, Pittsburgh, PA
- 1992 M.A. in Business Administration
University of International Business and Economics, Beijing, China
- 1989 B.S. in Operations Research
Fudan University, Shanghai, China.

EXPERIENCE

- Since July 2004 Associate Professor of Marketing
Rotman School of Management, University of Toronto
- Spring 2008 Visiting Associate Professor of Marketing
Cheung Kung School of Business, Beijing.
- Fall 2007 Visiting Associate Professor of Marketing
Tepper School of Business, Carnegie Mellon University
- July 2001 – June 2004 Assistant Professor of Marketing
Rotman School of Management, University of Toronto
- July 1997 – June 2001 Assistant Professor of Marketing
Hong Kong University of Science and Technology

HONORS and AWARDS

- 2003 Roger Martin and Nancy Lang Awards for Excellence in Research,
Rotman School of Management, University of Toronto
- 1997 – 1998 Wei Lun Senior Fellow
Hong Kong University of Science and Technology
- 1996 AMA Doctoral Consortium Fellow
- 1992-1995 William Larimer Mellon Doctoral Fellowship,
Carnegie Mellon University
- 1994 Fellowship for National Professors' Institute,
Direct Marketing Association

RESEARCH GRANTS

- Principal Investigator, SSHRC Standard Research Grant, 2005 ~ 2008 \$70,647
- Connaught New Staff Matching Grants, 2002-2004, \$20,000
- Connaught New Staff Starting Grants, 2001 – 2003, \$10,000
- Principal Investigator, Hong Kong RGC Research Grant, 1998 ~ 2001, HK\$414,000
- Principal Investigator, Hong Kong RGC Research Grant, 2000 ~ 2002, HK\$700,000

RESEARCH

RESEARCH PUBLICATIONS

- Kalra, A. and M. Shi (2009), "Customer Value-maximizing Sweepstakes & Contests: A Theoretical and Experimental Investigation," forthcoming in *Journal of Marketing Research*.
- Yang, Yupin, Mengze Shi, and Avi Goldfarb (2009), "Empirically Investigating the Value of a Brand Alliance in Professional Team Sports," forthcoming in *Marketing Science*.

- Gurnani, H. and M. Shi (2006), "A B2B Bargaining Model for a First-time Interaction under Asymmetric Beliefs on Supply Reliability," June, *Management Science*.
- M. Shi, J. Chiang and B. Rhee (2006), "Price Competition with Reduced Consumer Switching Costs: The Case of Wireless Number Portability in the Cellular Phone Industry," *Management Science*, Vol. 52, No.1, 27-38.
- Fruchter, G., Ram Rao, and M. Shi (2006), "Dynamic Network-based Pricing Strategies," *Journal of Optimization Theory and Applications*, Vol. 128, March.
- Shi, M. with D. Godes and many others (2005), "Firm's management of social effect," *Marketing Letters*, December, 415-428.
- Kim, B., M. Shi, and K. Srinivasan (2004), "Managing Capacity through Reward Programs," *Management Science*, Vol. 50, No. 4, 503-520.
- Shi, M. (2003), "Social Network-based Discriminatory Pricing," *Marketing Letters*, Vol. 14, No. 4, 239-256.
- Soman, D. and M. Shi (2003), "Virtual Progress: The Effect of Path Characteristics on Perceptions of Progress and Choice Behavior," *Management Science*, Vol. 49, No. 9, 1229-1251.
- Kalra, A., M. Shi, and K. Srinivasan (2003), "Salesforce Compensation Scheme and Consumer Inference," *Management Science*, Vol. 49, No. 5, 655-672.
- Kim, B., M. Shi, and K. Srinivasan (2001), "Reward Programs and Tacit Price Collusion," *Marketing Science*, Vol. 20, No.2, 99-120.
- Kalra, A. and M. Shi (2001), "Designing Optimal Sales Contest: A Theoretical Perspective," *Marketing Science*, Vol. 20, No.2, 170-193.
- Gonul, F., B. Kim, and M. Shi (2000), "Mailing Smarter to Catalog Customers," *Journal of Interactive Marketing*, Vol. 14, No. 2, 2-16.
- Gonul, F. and M. Shi (1998), "Optimal Mailing of Catalogs: A New Methodology Using Estimable Structural Dynamic Programming Models," *Management Science*, Vol. 44, No. 9, 1249-1262.

PAPERS UNDER REVIEW/COMPLETED WORKING PAPERS

- Shi, M. and Y. Yang, "Strategic Feedback Control during Sales Contests".
- Chen, Y. and M. Shi, "A Theoretical Analysis of Customer Recommendation Programs".
- Shi, M. and Andrea C. Wojnicki, "Money Talks".

Shi, M., "Managing Consumer Switching Costs through Loyalty Incentives".

Lu, Steven and M. Shi, "Reward Programs in Asymmetric Duopoly: A Theoretical and Empirical Study".

Shi, M. and J. Chiang, "How Does a Multi-Level Loyalty Program Work? Evidence from an Airline Frequent Flier Program".

Cui, T., Shi, M., and R. Raju, "Fairness and sales force compensation".

Shi, Mengze, B. Yang, and J. Chiang, "A Dyad Model of Calling Behaviour with Tie Strength Dynamics".

INDUSTRY PAPER

"What do managers say about category captainship programs? – A field study with Canadian manufacturers and retailers." with Jie Li.

MEDIA COVERAGE

My research has been widely highlighted/quoted in media including CBC radio, Global Mail, Toronto Star, National Post.

PROFESSIONAL EXPERIENCES

EDITORIAL EXPERIENCE

Guest Area Editor: Marketing Science

Guest Associate Editor: Canadian Journal of Administrative Science (Marketing Area)

Ad Hoc REVIEWER

Management Science
Marketing Science
Journal of Marketing Research
Journal of Consumer Research
SSHRC

Operations Research
Journal Economic Psychology
Marketing Letters

PROFESSIONAL MEMBERSHIP

The American Marketing Association
The Institute for Operations Research and Management Science

CONFERENCE PRESENTATIONS

- Marketing Science Conference, Tusa, Arizona, Spring 1996.
- Informs, October 1997, Dallas.
- Marketing Science Conference, Paris, July 1998.
- Marketing Science Conference, Syracuse, New York, May 1999.
- Marketing Science Conference, UCLA, June 2000.
- Marketing Science Conference, Germany, June 2001.
- BCRST Conference, University of Buffalo, May 2002.
- Marketing Science Conference, University of Alberta, July 2002.
- Marketing Science Conference, University of Maryland, June 2003.
- Summer Conference of Competitive Strategies, University of California at Berkeley, June 2003.
- Choice Symposium, Denver, Colorado, June 2004.
- Marketing Science Conference, Emory University, June 2005. (Session chair)
- MSI conference on Sales Productivity, Missouri University, April 2006.
- Marketing Science Conference, University of Pittsburgh, June 2006.
- Social network conference, University of Toronto, Nov 2007.

INVITED CAMPUS TALKS

- University of Texas at Dallas, September 1996.
- Hong Kong University of Science and Technology, October 1996.
- Chinese University of Hong Kong, November 1999.
- National University of Singapore, April 2001.
- University of Chicago, February 2003.
- Sloan School of Management, MIT, November 2003
- Syracuse University, December 2004
- Wharton School of Business, February 2005
- University of Texas, Dallas, March 2007
- University of British Columbia, May 2008

TEACHING

COURSES TAUGHT

Has taught in University of Toronto, Cheung Kung School of Business (China), Carnegie Mellon University, and HKUST.

- Sales and Channel Distribution Strategy (MBA, and Undergraduate)
- Marketing Design Practicum - New Product and Service Lab (MBA)
- Design Practicum (MBA)

- Marketing Management (Undergraduate)
- Marketing Research (MBA, and Undergraduate)

TEACHING AT EXECUTIVE PROGRAMS

International Marketing, *Certificate of International Management Program* (Rotman)
 Marketing Strategy, CEMBA Program (Rotman) and EMBA (HUST, China)

CASE DEVELOPMENT

Lenbrook Canada (*Manage Distribution Business*)
 Melissa Beth Design (A) and (B) (*Distributing New Consumer Fashion Products*)
 Avon China 2005 (*Multi-channel Management*)

PH.D. DISSERTATION COMMITTEE

Yupin Yang (Committee Chair)
 (2007, Simon Fraser University)

Xiupin Li (Committee Member)
 (2006, National University of Singapore)

Steven Lu (Committee Member)
 (2005, University of Sydney)

Xubin Zhang (Committee Member)
 (2005, Hong Kong Polytech University)

Jin Gyo Kim (Committee Member)
 (2002, MIT)

SERVICE

Member of Faculty Recruiting Committee for marketing area, 2002 ~ 2007
 Member of MBA Exchange Program Committee (Rotman), 2004
 Learning Resource Committee (Rotman), since 2004 ~ 2007
 Complement Advisory Committee (Rotman), 2005