

## BEIBEI (BACY) DONG

### EDUCATION

Ph.D., University of Missouri, Columbia, MO Major: Business Administration (Marketing) Supporting Areas of Emphasis: Management	May 2009
B.A., Tongji University, Shanghai, China Major: Economic Law	July 2002

### EMPLOYMENT

Associate Professor of Marketing College of Business, Lehigh University, Bethlehem, PA	May 2016 – present
Assistant Professor of Marketing College of Business, Lehigh University, Bethlehem, PA	July 2009 – May 2016
Instructor of Marketing College of Business, University of Missouri, Columbia, MO	May 2007 – May 2009
Management Consultant BearingPoint (Formerly KPMG Consulting), China	Sep 2002- Aug 2004

### PUBLICATIONS

#### Referred Journal Articles

**Dong, Beibei**, Mengzhou Zhuang, Eric (Er) Fang, and Minxue Huang, “Tales of Two Channels: Digital Advertising Performance Between AI Recommendation and User Subscription Channels,” forthcoming at *Journal of Marketing*, <https://journals.sagepub.com/doi/abs/10.1177/00222429231190021> (First three authors equal authorship)

*Media release:*

*Knowledia* <https://sage.altmetric.com/details/153209458/news>

*PHYSORG* <https://phys.org/news/2023-08-ai-user-subscription-in-feed-digital.html>

*Newswise* <https://www.newswise.com/articles/ai-vs-sub-in-feed-ad-perf-on-twitter-google-tiktok?sc=rsla>

*ScienMag* <https://scienmag.com/ai-recommendation-vs-user-subscription-analyzing-in-feed-digital-advertising-performance-on-platforms-like-twitter-google-news-and-tiktok/>

*MIRAGE* <https://www.miragenews.com/ai-vs-user-subscriptions-analyzing-digital-ad-1070504/>

*EurekAlert!* <https://www.eurekalert.org/news-releases/999248>

*Business Telegraph* <https://www.businesstelegraph.co.uk/ai-vs-user-subscriptions-analyzing-digital-ad-performance-mirage-news/>

*American Marketing Association* <https://www.ama.org/2023/08/22/a-tale-of-two->

[channels-how-digital-ads-perform-in-ai-recommendation-vs-user-subscription-channels-on-platforms-like-twitter-google-news-and-tiktok/](#)

*iLuminate* Blog, <https://business.lehigh.edu/blog/2021/beibei-dong-risks-letting-ai-choose-your-news/>;

Media release: *Lehigh Business Magazine*, <https://business.lehigh.edu/news/lehigh-business-magazine/issue-no-7-fall-2021/consider-source/>;

Media release: *Mountain Talk: What Happens if You Let AI Choose Your News?* <https://eventscalendar.lehigh.edu/event/mountain-talk-what-happens-if-you-let-ai-choose-your-news#.Y3QH9XbMLgg>

Fang, Eric (Er), **Beibei Dong**, Mengzhou Zhuang, and Fengyan Cai (2023), ““We Earned the Coupon Together””: The Missing Link of Experience Cocreation in Shared Coupons,” *Journal of Marketing*, 87 (3), 451–471. (Equal authorship)

Media release:

PHYSORG <https://phys.org/news/2022-10-link-cocreation-coupons.html>

EurekAlert! <https://www.eurekalert.org/news-releases/969123>

702pros <https://702pros.com/press-release-from-the-journal-of-marketing-the-missing-link-of-experience-cocreation-in-shared-coupons/>

MIRAGE <https://www.miragenews.com/missing-link-of-experience-cocreation-in-shared-882609/>

ScienMag <https://scienmag.com/the-missing-link-of-experience-cocreation-in-shared-coupons/>

Newswise <https://www.newswise.com/articles/the-missing-link-of-experience-cocreation-in-shared-coupons>

The JM Buzz <https://anchor.fm/jm-buzz/episodes/We-Earned-the-Coupon-Together-The-Missing-Link-of-Experience-Cocreation-in-Shared-Coupons-e1quIdm>

American Marketing Association <https://www.ama.org/2022/10/25/we-earned-the-coupon-together-the-value-of-experience-cocreation-in-redeeming-shared-coupons/>

AMA Public Release <https://www.ama.org/2022/10/25/press-release-from-the-journal-of-marketing-the-missing-link-of-experience-cocreation-in-shared-coupons/>

**Dong, Beibei**, Mei Li and K. Sivakumar (2019), “Online Review Characteristics and Trust: A Cross-Country Examination,” *Decision Sciences*, 50 (3), 537-566.

**Dong, Beibei** and K. Sivakumar (2018), “Brand-Tier Advantage in Service Co-Production,” *Marketing Science Institute Working Paper Series*, No. 18-104.

<http://www.msi.org/reports/brand-tier-advantage-in-service-coproduction/>

Media release: “Which brands should capitalize on customer labor?” mentioned by “*What Marketers are Talking About*,” Marketing Science Institute, Feb 21, 2018.

Ye, Jun, **Beibei Dong**, and Ju-Yeon Lee (2017), “The Long-term Impact of Service Empathy and Responsiveness on Customer Satisfaction and Profitability: An Empirical Investigation in a Healthcare Context,” *Marketing Letters*, 28 (4), 551-564.

**Dong, Beibei** and K. Sivakumar (2017), “Customer Participation in Services: Domain,

Scope, and Boundaries,” *Journal of the Academy of Marketing Science*, 45 (6), 944–965.

**Finalist of the Best Service Article Award of 2017 by the AMA SERVSIG**

**Dong, Beibei** and K. Sivakumar (2016), “Customer Participation in Services: Domain, Scope, and Boundaries,” *Marketing Science Institute Working Paper Series*, No. 16-117.

<http://www.msi.org/reports/customer-participation-in-services-domain-scope-and-boundaries/>

*Media release*: “Customer participation in services,” mentioned by “*What Marketers are Talking About*,” Marketing Science Institute, Oct 21, 2016.

**Dong, Beibei**, K. Sivakumar, Kenneth Evans, and Shaoming Zou (2016), “Recovering Coproduced Service Failures: Antecedents, Consequences, and Moderators of Locus of Recovery,” *Journal of Service Research*, 19 (3), 291-306.

**Dong, Beibei**, K. Sivakumar, Kenneth Evans, and Shaoming Zou (2015), “Effect of Customer Participation on Service Outcomes: The Moderating Role of Participation Readiness,” *Journal of Service Research*, 18 (2), 160-176.

*Media release*: Center for Services Leadership Blog,

<https://research.wpcarey.asu.edu/services-leadership/2015/01/16/when-can-service-benefit-from-customer-participation/>

**Dong, Beibei** (2015), ‘How a Customer Participates Matters: "I am Producing" versus "I am Designing",’ *Journal of Services Marketing*, 29 (6/7), 498-510.

**Dong, Beibei**, and K. Sivakumar (2015), “A Process-Output Classification for Customer Participation in Services,” *Journal of Service Management*, 26 (5), 726-750.

Sivakumar, K., Mei Li, and **Beibei Dong** (2014), “Service Quality: The Impact of Frequency, Timing, Proximity, and Sequence of Failures and Delights,” *Journal of Marketing*, 78 (1), 41-58.

**Received the Best Services Marketing Article Award of 2014 by the AMA SERVSIG**

Standifer, Rhett L. Kenneth R. Evans, and **Beibei Dong** (2010), “The Influence of Spirituality on Buyer Perception Within Business-to-Business Marketing Relationships: A Cross-Cultural Exploration and Comparison,” *Journal of Relationship Marketing*, 9 (3), 132-160.

**Dong, Beibei**, Kenneth R. Evans, and Shaoming Zou (2008), “The Effects of Customer Participation in Co-Created Service Recovery,” *Journal of the Academy of Marketing Science*, 36 (1), 123-137.

**Dong, Beibei**, Shaoming Zou, and Charles R. Taylor (2008), “Factors That Influence MNCs’ Control of Their Operations in the Foreign Markets: An Empirical Investigation,” *Journal of International Marketing*, 16 (1), 98-119.

## Book Chapter

Mantrala, Murali, Manfred Krafft, **Beibei Dong**, and Kalyan Raman (2007), “The CRM Process and the Banking Industry: Insights from the Marketing Literature,” in *Advances in Banking Technology and Management: Impact of ICT and CRM* (eds: Vadlamani Ravi), IDEA Group Inc., 159-185.

## HONORS AND AWARDS

*Finalist, Best Services Article Award for 2017*, American Marketing Association Services Marketing SIG, Sep 2018

*Best Reviewer Award*, Journal of Service Research, 2015-2016

*Best Services Article Award for 2014*, American Marketing Association Services Marketing SIG, July 2015

*Thomas J. Campbell '80 Professorship*, Lehigh University, 2014 – 2015

*AMA Sheth Foundation Doctoral Consortium Fellow*, University of Missouri, June 2008

*Outstanding Graduate Research Assistant Award*, University of Missouri, May 2008

*1st Place*, 24th Annual Research and Creative Arts Forum, University of Missouri, Jan 2007

*Ponder Scholarship*, University of Missouri, August 2004 – August 2008

## RESEARCH FUNDING

Co-investigator, “Customer Value Cocreation and the Mediating Mechanism,” *National Natural Science Foundation of China*, RMB 650,000, August 2015

University Faculty Research Grant (\$5000), with Mei Li, Lehigh University, November 2012 – November 2014

University Faculty Research Grant (\$3,000), Lehigh University, June 2012 – June 2013

College of Business Research Grant (\$4,000), Lehigh University, Feb 2010

Lehigh Sloan Research Grant (\$6,000), Lehigh University, Feb 2010, Feb 2015

Juran Doctoral Award (\$5,000), Joseph M. Juran Center for Leadership in Quality, University of Minnesota, Jan 2007

Summer Competitive Research Award (\$4,100), University of Missouri, May 2006

eResearch Fellowship (\$1,000), eResearch Center, University of Missouri, Jan 2006

## PRESENTATIONS AND INVITED TALKS

### Peer-reviewed Conferences Presentations

Zhuang, Mengzhou, **Beibei Dong**, Eric (Er) Fang, and Maggie Chuoyan Dong (2023), “A Triadic View of Personalization Strategies in Social Media,” *the INFORMS of Marketing Science Conference*, Miami, FL.

- Guo, Wenjun (Emma), **Beibei Dong**, and Robert Palmatier (2022), “Why Would Consumers Purchase for Unknown Products?” *AMA Summer Educators’ Conference*, Chicago, IL.
- Sun, Haoyan, Eric Fang, **Beibei Dong**, and Xiaoling Li (2022), “Swimming with the Shark: The Effects of Platform Price Promotion and In-Platform Advertising on Third-Party Retailer Performance in Hybrid Online Retailing,” *Special Issue Paper Development Workshop for Production and Operations Management*, Dartmouth College, Hanover, NH.
- Dong, Beibei** and Jun Ye (2019), “The Dual-Learning Process in Customer Cocreation and Its Financial Impact,” *2019 INFORMS Conference on Service Science*, Nanjing, China.
- Dong, Beibei** and K. Sivakumar (2019), “The Paradigm of Sharing: A Unifying Conceptualization,” *the Academy of Marketing Science Conference*, Vancouver, Canada.
- Dong, Beibei** and K. Sivakumar (2017), “Role of Service Quality Tier and Customer Autonomy on Coproduction,” *AMA Summer Educators’ Conference*, San Francisco, CA.
- Dong, Beibei** and K. Sivakumar (2017), “Why Do You Ask Me to Coproduce?” Examining the Impact of Customer Inference of Firm Motivation on Coproduction and the Moderating Role of Quality Tier and Customer Autonomy in Leveraging Coproduction,” *the 26<sup>th</sup> Annual Frontiers in Service Conference*, New York City, NY.
- Maskulka, James, and **Beibei Dong** (2017), “Customer Co-Creation: What We Know. What We Don’t Know,” *2017 Annual Conference of Emerging Markets Conference Board*, Delhi, India
- Dong, Beibei**, and Jun Ye (2016), “The Long-term Impact of Service Empathy and Responsiveness on Profitability: A Frontline Employee Learning Perspective,” *the INFORMS of Marketing Science Conference*, Shanghai, China
- Dong, Beibei**, and Mei Li (2016), “To Trust, or Not to Trust—That is the Question: A Cross-Cultural Study of the Drivers and Moderators of Online Review Trustworthiness,” *the Academy of Marketing Science Conference*, Orlando, FL
- Dong, Beibei** and K. Sivakumar (2015), “Customer Participation in Services: What Is or Should Be the Domain?” *AMA Summer Educators’ Conference*, Chicago, IL
- Li, Mei and **Beibei Dong** (2015), “Online User Reviews and Trust: A Cross Cultural Study,” *Production and Operations Management Society (POMS) 26th Annual Conference*, Washington D.C.
- Ye, Jun and **Beibei Dong** (2014), “The Long-term Impact of Service Empathy and Responsiveness on Customer Satisfaction and Profitability,” *the 23rd Annual Frontiers in Service Conference*, Miami, FL

Ye, Jun and **Beibei Dong** (2013), “The Long-term Impact of Service Empathy and Responsiveness on Customer Satisfaction and Profitability,” *AMA Summer Educators’ Conference*, Boston, MA

Ye, Jun and **Beibei Dong** (2012), “A Longitudinal Investigation of the Impact of Customization-related Service Attributes on Customer Satisfaction and Profitability,” *International Joint Conference of Service Sciences*, Shanghai, China

**Dong, Beibei**, Kenneth R. Evans, and Shaoming Zou (2011), “What If a Co-created Service Fails? An Investigation of Customer Participation in Service Recovery,” *AMA Summer Educators’ Conference*, San Francisco, CA

Ye, Jun and **Beibei Dong** (2011), “A Longitudinal Investigation of the Impact of Customization-related Service Attributes on Customer Satisfaction and Profitability,” *ISES Global Conference of Service Excellence*, Singapore

**Dong, Beibei** (2008), “An Investigation of Cultural Influences on Customer Participation,” *Global Marketing Conference*, Shanghai, China

Standifer, Rhett L., Kenneth R. Evans and **Beibei Dong** (2008), “The Influence of Spirituality Upon Representative Perception Within Business-to-Business Marketing Relationships: A Cross-Cultural Exploration and Comparison,” *Academic Business World International Conference*, Nashville, TN

**Dong, Beibei**, Kenneth R. Evans and Shaoming Zou (2006), “Antecedents and Consequences of Customer Participation in Service Recovery,” *AMA Winter Educators’ Conference*, St. Petersburg, FL

**Dong, Beibei**, Kenneth R. Evans and Shaoming Zou (2006), “An Investigation of Customer Participation in Service Recovery,” *Fifteenth Annual Robert Mittelstaedt Doctoral Symposium*, University of Nebraska – Lincoln, NE

### **Invited Presentations**

**Dong, Beibei** (2023), “We Earned the Coupon Together” *Mountain Talk*, Lehigh University, Bethlehem, PA

**Dong, Beibei** (2022), “Customer Engagement in Data-rich Digital Environments,” *Conference on Marketing Trends in Data-rich Digital Environments*, Lehigh University, Bethlehem, PA

**Dong, Beibei** (2022), “Newsfeed Advertising Performance in AI vs. Subscription Newsfeed Channels,” *College of Business Research Retreat*, Lehigh University, Bethlehem, PA

**Dong, Beibei** (2022), “What Happens if You Let AI Choose Your News?” *Mountain Talk*, Lehigh University, Bethlehem, PA

**Dong, Beibei** (2020), “Mizzou Alumni Insights: Getting Off a Strong Start,” *Mizzou Marketing Impact Series, University of Missouri, Columbia, MO*

**Dong, Beibei** (2020), “Customer Participation and Co-creation,” invited Ph.D. seminar, *Tongji University, Shanghai, China.*

**Dong, Beibei** (2019), “The Dual-Learning Process in Customer Cocreation and Its Financial Impact,” *Fudan University, Shanghai, China.*

**Dong, Beibei** (2016), “Service Quality: The Impact of Frequency, Timing, Proximity, and Sequence of Failures and Delights,” *Xiamen University, Xiamen, Fujian Province, China.*

**Dong, Beibei** (2009), “How to Manage Your Campus Visits,” co-chaired and participated in panel discussion at the special session of “How to Prepare and Succeed in the Marketing Academia Job Market,” *AMA Summer Educators’ Conference, Chicago, IL*

**Dong, Beibei** (2008), “The Effects of Customer Participation on Service Outcomes,” *Research Forum, City University of Hong Kong, Hong Kong*

**Dong, Beibei** (2007), “Customer Participation in Co-created Service Recovery,” *24th Annual Research and Creative Arts Forum, University of Missouri, Columbia, MO*

**Dong, Beibei** (2006), “Customer Participation in Service Recovery,” *eResearch Center, University of Missouri, Columbia, MO*

## **COURSES TAUGHT**

<i>Global Marketing</i> , undergraduate course, Lehigh University	2019 – 2020
<i>Global Marketing Strategies</i> , MBA course, Lehigh University	Fall 2014
<i>Principles of Marketing</i> , undergraduate course, Lehigh University	2009 – present
<i>Services Marketing and Innovation</i> , undergraduate course, Lehigh University	2012 – 2020
<i>Services Marketing</i> , undergraduate course, University of Missouri	2007 – 2009

## **TEACHING PRESENTATIONS**

**Faculty Presenter**, “Marketing Strategy and Plan” and “Product Concept Development and Testing,” Iacocca Global Entrepreneurship Intensive Summer 2023

**Faculty Panelist**, “Synchronous Online Class Meetings: Designing and Delivering Interactive Lectures in Zoom,” LTS Teaching Workshop Summer 2020

**Faculty Presenter**, First Year 5 x 10 Lehigh Symposium Fall 2019, 2020

**Presenter**, Faculty Campus Expert, Integrating Sustainability Across the Curriculum Virtual Workshop Spring 2020

## TEACHING GRANT

**Teaching Innovation Grant, College of Business, Lehigh University** 2019-2020

*Responsibilities:* received an innovation grant to revamp and redesign the course, Services Marketing and Innovation as a pilot for college teaching. Revamped the course in Spring 2020 with a triadic approach: innovation-focused, technology-empowered, and practice-oriented. Partnered with Office of Sustainability to conduct a bike-sharing consulting project which had received extraordinary positive feedback from the client.

*Outcomes:*

- (1) Featured in media: “*Hands-On Business Classes Give Students Real-World Advantages*” – “*Bike Minded*,” <https://business.lehigh.edu/news/2021/hands-business-classes-give-students-real-world-advantages>
- (2) Students received the Department of Marketing Best Class Project with External Clients in 2021

## STUDENT ADVISING

### Directed Student Learning

Co-advisor, Undergraduate Senior Thesis, Cognitive Science, Lehigh University 2022-2023

*Advised:* Anoushka Shah (undergraduate student), “Applications of Supervised Machine Learning Techniques in Consumer Based Marketing”

Directed Individual/Independent Study, Lehigh University

*Advised:* Annie Finney (undergraduate student), “Fashion Marketing in a Global Marketplace” Spring 2018

*Advised:* Michael Ritter (undergraduate student), “Reversed Global Marketing for Companies in the Developing Countries to Developed Countries” Fall 2010

## INDUSTRY EXPERIENCE

**Management Consultant, BearingPoint (Formerly KPMG Consulting), China, 2002 – 2004**

*Overview:* Provided business consulting services in marketing management, business process reengineering and customer relationship management; accumulated hands-on experiences in providing end-to-end CRM solutions integrated with CRM strategy and operational transformation (process, organization and technology); developed deep understanding of business operations of services companies in China; major clients included the two largest telecommunication operators in China.

## CONSULTING EXPERIENCE

**Mentor, St. Luke’s Physician Group Patient Experience Excellence Project, Enterprise System Center, Lehigh University** Jun – August 2010

*Overview:* Mentored two Lehigh students on a marketing research project for St. Luke's Physician group. This project examined the patient, employee and physician experiences using four integrated research methods: observation, depth interview, secret shopper and



three-party surveys. This project well resided in my research area and the data collected using various methods were used for academic research as permitted by the client.

## **SERVICE**

### **University Level**

Executive Committee, Faculty Senate, Lehigh University	2023-2024
Faculty Senate, Lehigh University	2022 – present
Member, Faculty Affairs, Subcommittee of Faculty Senate, Lehigh University	2022 – present
Chair, Faculty Committee on Student Life, Lehigh University	2016 – 2017
Member, Faculty Committee on Student Life	2014 – 2016, 2017 – 2019
Member, Frank Hook Assistant Professorship Selection Committee	2019-2021
Member, Faculty Steering Committee, Lehigh University	2016 – 2017
Member, Student Affairs Committee, Lehigh University	2016 – 2017
Member, Visiting Lecturers Committee, Lehigh University	2011 – 2013
Member, Student Leadership Awards Selection Committee, Lehigh University	Spring 2016

### **College Level**

Member, College Promotion and Tenure Committee, College of Business, Lehigh University	2020 – present
Member, College Policy Committee, College of Business, Lehigh University	2018 – 2021
Member, Global Steering Committee, College of Business, Lehigh University	2014 – 2017
Member, Accounting Quinquennial Review Committee, College of Business, Lehigh University	2015 – 2016, 2020-2021
Member, College Faculty Nominations Committee, College of Business, Lehigh University	2011 – 2014
Member, Undergraduate Core Curriculum Committee, College of Business, Lehigh University	2011 – 2014
Member, AACSB Communication Continuous Improvement Committee, College of Business, Lehigh University	2011 – 2014

### **Department Level**

Chair, Search Committee for (Advanced) Assistant Professor	2023 - Present
Co-chair, Conference on Marketing Trends in Data-rich Digital Environments	2022
Chair, Search Committee for Advanced Assistant Professor	May 2019 – Dec 2019
Search Committee for Professor and Iacocca Chair	August 2018 – Dec 2019
Department Research Positioning Statement Revision Committee	Fall 2015

Updated 9/8/2023  
Beibei (Bacy) Dong

Marketing Major Curriculum Revision Committee	2013 – 2014
Marketing Case Competition Faculty Advisor	Fall 2014, 2015
Course Coordinator, <i>Principles of Marketing</i>	2010 – 2014
Principles of Marketing Curriculum Revision Committee	2012 – 2013
Faculty Advisor, <i>Marketing Club</i>	2010 – 2012

## PROFESSIONAL AFFILIATIONS

Member, American Marketing Association	August 2004 – Present
Member, Academy of Marketing Science	2016 – 2017
Member, INFORMS Society for Marketing Science (ISMS)	2016 – present

## PROFESSIONAL ACTIVITIES AND SERVICE

### Media Related Service

*Lehigh Business Magazine*, Issue No. 8, Fall 2022 October, 2022

Cover Story “Friction vs. Leverage: When do the benefits of technology outweigh the harms?” <https://business.lehigh.edu/news/lehigh-business-magazine/issue-no-8-fall-2022/friction-vs-leverage-when-do-benefits-technology>

Research Bulletins “Swimming with Sharks” <https://business.lehigh.edu/news/lehigh-business-magazine/issue-no-8-fall-2022/research-bulletins>

Research Bulletins “Buy Now/Learn More” <https://business.lehigh.edu/news/lehigh-business-magazine/issue-no-8-fall-2022/research-bulletins>

*Lehigh Business Magazine*, Issue No. 7, Fall 2021 at:

<https://business.lehigh.edu/news/lehigh-business-magazine/issue-no-7-fall-2021/consider-source> October, 2021

“Beibei Dong and Eric Fang say AI in your newsfeed is making you lazy.”

*iLUMuniate* at:

<https://business.lehigh.edu/blog/2021/beibei-dong-risks-letting-ai-choose-your-news> June 15, 2021

“The Risks of Letting AI Choose Your News”

*iLUMuniate* at:

<https://business.lehigh.edu/news/2021/hands-business-classes-give-students-real-world-advantages> May 4, 2021

“Hands-On Business Classes Give Students Real-World Advantages”

*Kitchen Table Talks* at: May 2020

<https://business.lehigh.edu/news/kitchen-table-talks>

*“Service Solutions in the Pandemic”*

<https://cbe.lehigh.edu/blog/tags/co-creation>

May 14, 2019

*“In Marketing, Is Co-creation a Double-edged Sword?”*

Marketingscale at:

<https://marketscale.com/industries/software-technology/marketing-from-the-palm-of-your-hand-with-beibei-dong-associate-professor-of-marketing-at-lehigh-university/>

Sep 28, 2018

*“Marketing From the Palm of Your Hand with Beibei Dong, Associate Professor of Marketing at Lehigh University”*

Wallethub at:

<https://wallethub.com/blog/back-to-school-sales/37500/#beibei-bacy-dong>

July 2017

<https://wallethub.com/cool-credit-cards/#beibei-dong>

Feb 2018

<https://wallethub.com/edu/best-winter-holiday-destinations/7930/#expert=beibei-bacy-dong>

Nov 2019

[https://wallethub.com/best-credit-card-for-groceries#experts=Beibei\\_Dong](https://wallethub.com/best-credit-card-for-groceries#experts=Beibei_Dong)

Apr 2020

[https://wallethub.com/cheap-car-insurance/pennsylvania#experts=Beibei\\_\(Bacy\)\\_Dong](https://wallethub.com/cheap-car-insurance/pennsylvania#experts=Beibei_(Bacy)_Dong)

Feb 2021

[https://wallethub.com/edu/ci/geico-car-insurance-review/62236#expert=Beibei\\_Dong](https://wallethub.com/edu/ci/geico-car-insurance-review/62236#expert=Beibei_Dong)

Aug 2021

MoneyGreek at:

<https://www.moneygeek.com/insurance/auto/cheapest-car-insurance-quotes-companies/#expert=beibei-dong>

Feb 2021

<https://www.moneygeek.com/insurance/auto/compare-quotes/#expert=beibei-dong>

Feb 2021

## Editorial Review Board

**Associate Editor**, *Journal of Service Research*

2021 – Present

**ERB**, *Journal of Service Research*

2015 – 2021

**ERB**, *Journal of Business Research*

2019 – Present

## Reviewer Activity

### Journals

*Journal of Marketing* (2020 – 2023)

*Journal of Marketing Research* (2020 – 2021)

*Journal of Business Research* (2016 – 2023)

*Journal of Service Research* (2010 – 2023)

*Journal of the Academy of Marketing Science* (2016 – 2023)

*Journal of Retailing* (2018 – 2023)  
*Journal of Services Marketing* (2015 – 2017)  
*Journal of International Marketing* (2013, 2014, 2016)  
*Journal of Service Management* (2016 – 2018)  
*Decision Science* (2019)  
*European Journal of Marketing* (2015, 2017, 2018, 2019, 2021)  
*Marketing Letters* (2016)  
*International Journal of Advertising* (2019)  
*Asia Pacific Journal of Management* (2012, 2014, 2016)  
*International Journal of Hospitality Management* (2008, 2009)  
*Service Industries Journal* (2008)  
*Cornell Hospitality Quarterly* (2017)  
*Service Science* (2020)

#### **Conferences**

*2019 Academy of Marketing Science's Conference*, Vancouver, Canada  
*2013 American Marketing Association Winter Educator's Conference*, Las Vegas, NV  
*2012 American Marketing Association Winter Educator's Conference*, St. Petersburg, FL  
*2009 American Marketing Association Summer Educator's Conference*, Chicago, IL  
*2009 Consortium for International Marketing Research*, Beijing, China

#### **Grant Proposals**

*Hong Kong Research Grant Council*, Hong Kong, China (2012 – 2023)  
Clayton Doctoral Dissertation Proposal Competition, *the Marketing Science Institute* (2016)

#### **Dissertation Competition Judge**

Mary Kay Doctoral Dissertation Proposal Awards Competition, *Academy of Marketing Science Conference* (2019)

#### **Textbook**

*McGraw-Hill* (2012 – 2019)  
*Cengage Learning* (2008)  
*Pearson* (2017 – 2019)  
*Six Red Marbles* (2022)

#### **Conference Organization**

Co-chair, *2022 Conference on Marketing Trends in Data-rich Digital Environments*, Bethlehem, PA

Session Chair, *2019 INFORMS Conference on Service Science*, Nanjing, China

Session Chair, *2019 Academy of Marketing Science Conference*, Vancouver, Canada

Track Chair, Services Marketing Track, *2018 American Marketing Educator's Summer Conference*, Boston, MA

Responsibility: roles includes selecting and assigning reviewers for articles' peer review, evaluating reviews and making article decisions, assigning sessions, selecting best paper in the track and organizing special sessions.

Session Chair, *2018 American Marketing Educator's Summer Conference*, Boston, MA

Session Chair, *2016 INFORMS Marketing Science Conference*, Shanghai, China

Session Chair, *2010 American Marketing Educator's Conference*, Boston, MA

Session Chair, *2009 American Marketing Association Summer Educator's Conference*, Chicago, IL