

## BEIBEI (BACY) DONG

Lehigh University  
College of Business & Economics  
Department of Marketing  
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### EDUCATION

Ph.D., University of Missouri, Columbia, MO May 2009  
Major: Business Administration (Marketing)  
Supporting Areas of Emphasis: Management

B.A., Tongji University, Shanghai, China July 2002  
Major: Economic Law

### EMPLOYMENT

Associate Professor of Marketing May 2016 - present  
College of Business and Economics, Lehigh University, Bethlehem, PA

Assistant Professor of Marketing July 2009 – May 2016  
College of Business and Economics, Lehigh University, Bethlehem, PA

Instructor of Marketing May 2007 – May 2009  
College of Business, University of Missouri, Columbia, MO

Management Consultant Sep 2002- Aug 2004  
BearingPoint (Formerly KPMG Consulting), China

### PUBLICATIONS

#### Referred Journal Articles

- 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/>
- 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.  
Google Scholar # of Citations: 5
- 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/>

**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.  
Google Scholar # of Citations: 5

**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/>  
Google Scholar # of Citations: 55

**Dong, Beibei** (2015), ‘How a Customer Participates Matters: "I am Producing" versus "I am Designing",’ *Journal of Services Marketing*, 29 (6/7), 498-510.  
Google Scholar # of Citations: 12

**Dong, Beibei**, and K. Sivakumar (2015), “A Process-Output Classification for Customer Participation in Services,” *Journal of Service Management*, 26 (5), 726-750.  
Google Scholar # of Citations: 10

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**  
Google Scholar # of Citations: 59

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.  
Google Scholar # of Citations: 11

**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.  
Google Scholar # of Citations: 521

**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.  
Google Scholar # of Citations: 34

## 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

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

Services Marketing SIG's Article of the Year Award for 2014, American Marketing Association

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 and Economics 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

**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**

**Beibei Dong** (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 Strategies</i> , MBA course, Lehigh University	Fall 2014
<i>Principles of Marketing</i> , undergraduate course, Lehigh University	2009 – present
<i>Services Retailing and Marketing</i> , undergraduate course, Lehigh University	2012 – present
<i>Services Marketing</i> , undergraduate course, University of Missouri	2007 – 2009

### **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

Chair, Faculty Committee on Student Life, Lehigh University	2016 – 2017
Member, Faculty Committee on Student Life	2014 – 2016, 2017 – 2018
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, Global Steering Committee, College of Business and Economics, Lehigh University	2014 – 2017
Member, Accounting Quinquennial Review Committee, College of Business and Economics, Lehigh University	2015 – 2016
Member, College Faculty Nominations Committee, College of Business and Economics, Lehigh University	2011 – 2014
Member, Undergraduate Core Curriculum Committee, College of Business and Economics, Lehigh University	2011 – 2014
Member, AACSB Communication Continuous Improvement Committee, College of Business and Economics, Lehigh University,	2011 – 2014

### Department Level

Department Research Positioning Statement Revision Committee	Fall 2015
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, *Marketing Club* 2010 – 2012

**University, College, and Department Service Activities** Fall 2009 – present

**University level:**

Honors Convocation, Lehigh Founder's Day, Commencement.

**College level:**

Lehigh Life Day, Senior Open House, Major Appreciation Day, CBE Major Fair and Club Expo, CBE Faculty Luncheon, CBE Female Faculty Luncheon, Dean's Social Hours, Dean's Annual Dinner.

**Department level:**

Marketing Department Retreat, Marketing Department Research Symposium, Marketing Department Research Seminar, Marketing Department Teaching Seminar, Marketing Department Recruiting Presentations and Breakfast with Candidates, Marketing Club Presentations, Marketing Career Day, Marketing Career Fair.

**PROFESSIONAL AFFILIATIONS**

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

**PROFESSIONAL ACTIVITIES AND SERVICE**

**Media Related Service**

Wallethub at:

<https://wallethub.com/blog/back-to-school-sales/37500/#beibei-bacy-dong> July 2017  
Provided expert advice on how consumers should react to back-to-school sales by discussing the general consumer economic and psychological needs and marketing firm strategies on this topic.

**Editorial Review Board, *Journal of Service Research*** Jan 2015 – Present

*Journal of Service Research* is widely considered the world's leading service research journal. My role include reviewing six papers each year and provide additional editorial service to the journal.

**Reviewer Activity**

**Journals**

*Journal of Business Research* (2016, 2017)

*Journal of Service Research* (2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017)

*Journal of Services Marketing* (2015, 2016, 2017)  
*Journal of International Marketing* (2013, 2014, 2016)  
*Journal of the Academy of Marketing Science* (2016, 2017)  
*Journal of Service Management* (2016, 2017)  
*Marketing Letters* (2016)  
*Asia Pacific Journal of Management* (2012, 2014, 2016)  
*European Journal of Marketing* (2015, 2017)  
*International Journal of Hospitality Management* (2008, 2009)  
*Service Industries Journal* (2008)

### **Conferences**

*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, 2013, 2014, 2015, 2016, 2017)  
Clayton Doctoral Dissertation Proposal Competition, The Marketing Science Institute (2016)

### **Textbook**

*McGraw-Hill* (2012, 2013, 2015, 2016, 2017)  
*Cengage Learning* (2008)  
*Pearson* (2017)

### **Conference Organization**

Track Chair, Services Marketing Track, *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