

BEIBEI (BACY) DONG

Lehigh University
College of Business
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, Lehigh University, Bethlehem, PA

Assistant Professor of Marketing July 2009 – May 2016
College of Business, 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, Mei Li and K. Sivakumar (2019), “Online Review Characteristics and Trust: A Cross-Country Examination,” *Decision Sciences*, 50 (3), 537-566.
[Google Scholar # of Citations: 10](#)

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.
Google Scholar # of Citations: 14

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.
Named the Finalist of the Best Service Article Award of 2017 by the AMA SERVSIG
Google Scholar # of Citations: 116

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.
Google Scholar # of Citations: 40

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: 184

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: 44

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: 29

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: 129

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: 19

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: 838

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: 37

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

Teaching Innovation Grant, College of Business, Lehigh University, July 2019

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

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 26th 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 (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 – present
<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

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 – 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 Policy Committee, College of Business, Lehigh University	2018 – 2021
Member, College Promotion and Tenure Committee, College of Business, Lehigh University	2020 – present
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	May 2019 – Dec 2019
Search Committee for Professor and Iacocca Chair	August 2018 – Dec 2019
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, <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 – 2017

PROFESSIONAL ACTIVITIES AND SERVICE

Media Related Service

<i>Kitchen Table Talks</i> at:	May 2020
https://business.lehigh.edu/news/kitchen-table-talks	
“Service Solutions in the Pandemic”	
<i>iLUMuniate</i> at:	
https://cbe.lehigh.edu/blog/tags/co-creation	June 15, 2021
“The Risks of Letting AI Choose Your News”	
https://cbe.lehigh.edu/blog/tags/co-creation	May 14, 2019
“In Marketing, Is Co-creation a Double-edged Sword?”	
<i>Marketingscale</i> 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”	
<i>Wallethub</i> 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	Apr 2020
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	Aug 2021
<i>MoneyGeek</i> 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

Journal of Service Research is the world's leading service research journal. My role includes reviewing six papers on average each year and providing additional editorial service to the journal.

ERB, *Journal of Business Research* 2019 – Present

Journal of Business Research is widely considered premier journal in business and marketing. My role includes reviewing 4 papers on average each year and providing additional editorial service to the journal.

Reviewer Activity

Journals

Journal of Marketing (2020 – 2021)
Journal of Marketing Research (2020 – 2021)
Journal of Business Research (2016 – 2021)
Journal of Service Research (2010 – 2021)
Journal of the Academy of Marketing Science (2016 – 2021)
Journal of Retailing (2018 – 2021)
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)
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)

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 – 2021)
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)

Conference Organization

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