

BEIBEI (BACY) DONG

A. BIOGRAPHICAL INFORMATION

Business Address:

Lehigh University
College of Business
Department of Marketing
621 Taylor Street
Bethlehem, PA 18015-3117

Home Address:

330 Sawgrass Dr.
Allentown, PA 18104
Tel : (610) 758-3439
E-mail: bdong@lehigh.edu
Fax: (610) 758-5928

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

B. PUBLICATIONS AND OTHER SCHOLARLY WORK

B.1 Publications

Google Scholar Citations (as of July 2024): Total: 2,372; h-index: 11; i10-index: 11

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.

Articles in Referred Journals

Sun, Haoyan, Eric Fang, **Beibei Dong**, and Xiaoling Li (2024), “Swimming with the Shark: The Effects of Platform Price Promotion and In-Platform Advertising on Third-Party Retailer Performance in Hybrid Online Retailing,” *Production and Operations Management*, <https://doi.org/10.1177/10591478241243385> (Equal authorships for the first three authors).

Dong, Beibei, Mengzhou Zhuang, Eric (Er) Fang, and Minxue Huang (2024), “Tales of Two Channels: Digital Advertising Performance Between AI Recommendation and User Subscription Channels,” *Journal of Marketing*, 88 (2), 141-162 (Equal authorships for the first three authors).

Google Scholar # of Citations: 4

Media release:

Lehigh Valley Business, Feb 2, 2024 <https://lvb.com/ai-impacts-consumer-response-to-advertising/>

Op-ed, The Philadelphia Inquirer, Jan 10, 2024

<https://www.inquirer.com/opinion/commentary/tiktok-for-you-page-algorithm-new-year-20240110.html>

Digital Information World <https://www.digitalinformationworld.com/2023/12/study-reveals-why-youre-more-likely-to.html>

Lehigh News <https://www2.lehigh.edu/news/is-ai-consuming-your-feed>

Knowledia <https://news.knowledia.com/GB/en/articles/ai-recommendation-vs-user-subscription-analyzing-in-feed-digital-f0026ebd4129f80cc30d7f765441904f5f9db9b4?source=rss>

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)
Google Scholar # of Citations: 6

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-e1qu1dm>

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.
Google Scholar # of Citations: 50

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: 49

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
Google Scholar # of Citations: 293

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: 75

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: 308

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: 68

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: 52

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: 227

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: 32

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: 1138

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: 49

Edited Publications and Other 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/>

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

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.

B.2 Other Scholarly Work

Public-facing Scholarship

Lehigh Valley Business,

Feb 2, 2024

“AI impacts consumer response to advertising,” <https://lvb.com/ai-impacts-consumer-response-to-advertising/>

Received an interview with the reporter of *Lehigh Valley Business* to discuss the interesting findings of our research on how AI impacts consumer response to advertising.

The Philadelphia Inquirer,

Jan 10, 2024

Op-ed “Your social media algorithm is hurting your wallet. Here’s how to break free.” <https://www.inquirer.com/opinion/commentary/tiktok-for-you-page-algorithm-new-year-20240110.html>

Wrote a commentary on how moderating online media diet may impact consumer spending by sharing our study published in the *Journal of Marketing*.

Digital Information World,

Dec 16, 2023

“Study Reveals Why You’re More Likely to Click Ads in Your “For You” Channel But Less Likely To Buy” <https://www.digitalinformationworld.com/2023/12/study-reveals-why-youre-more-likely-to.html>

A news article dedicated to sharing the insights from our research published in the *Journal of Marketing*.

Lehigh News,

Nov 7, 2023

“Is AI Consuming Your Feed?” <https://www2.lehigh.edu/news/is-ai-consuming-your-feed>

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>

Interviewed and discussed the pros and cons of technology, big data and AI in the context of digital marketing.

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

Discussed the research project on how the competition and cooperation between the giant platform and third-party sellers after the platform owner entered the marketplace.

Research Bulletins “Buy Now/Learn More” <https://business.lehigh.edu/news/lehigh->

[business-magazine/issue-no-8-fall-2022/research-bulletins](https://business.lehigh.edu/news/lehigh-business-magazine/issue-no-8-fall-2022/research-bulletins)

Discussed our research on newsfeed advertising and talked about how advertisers can utilize ad appeal (informational or emotional content) and the associated decision links (“Buy Now” vs. “Learn More”) to engage with newsfeed advertising.

Lehigh Business Magazine, Issue No. 7, Fall 2021

October, 2021

“Beibei Dong and Eric Fang say AI in your newsfeed is making you lazy.”
<https://business.lehigh.edu/news/lehigh-business-magazine/issue-no-7-fall-2021/consider-source>

Reviewed our research on AI-newsfeed platforms and discussed the fundamental differences between these newsfeed models (user subscription vs. AI recommendation) and how these differences affect the way viewers navigate news and process information.

iLUmuniatic

June 15, 2021

“The Risks of Letting AI Choose Your News”
<https://business.lehigh.edu/blog/2021/beibei-dong-risks-letting-ai-choose-your-news>

Worked with a reporter and developed a podcast to discuss how artificial intelligence, or AI, is changing the way many of us get our news online. Discussed the fundamental differences of AI-based news platforms and their resulting impact on consumer information processing. The podcast concluded with the implications of AI to the future of news consumption.

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May 4, 2021

“Hands-On Business Classes Give Students Real-World Advantages”
<https://business.lehigh.edu/news/2021/hands-business-classes-give-students-real-world-advantages>

Shared the experience about the student consulting project, “Bike Minded” in my service innovation and marketing course (MKT 366) and discussed how faculty could identify interesting opportunities on campus to engage students in hands-on experiences as part of the Campus as a Living Lab program.

Kitchen Table Talks at:

May 2020

“Service Solutions in the Pandemic” <https://business.lehigh.edu/news/kitchen-table-talks>

Discussed why service industries have gotten hit the most, what service industries could do DURING the pandemic and what they could do AFTER the pandemic.

“In Marketing, Is Co-creation a Double-edged Sword?”
<https://cbe.lehigh.edu/blog/tags/co-creation>

Worked with reporter and developed a podcast to discuss how companies can use customer cocreation as an important marketing tool to build and develop brands. Incorporated some published articles to draw insights from research and connected to real-world marketing practices (e.g., Burger King’s recent amazing Whopper Detour campaign).

Marketingscale

Sep 28, 2018

“Marketing From the Palm of Your Hand with Beibei Dong, Associate Professor of Marketing at Lehigh University” <https://marketscale.com/industries/software-technology/marketing-from-the-palm-of-your-hand-with-beibei-dong-associate-professor-of-marketing-at-lehigh-university/>

Traditional marketing has evolved; companies no longer are the ones providing value for their customers. Instead, consumers are getting to craft a company’s identity, becoming the value-adders themselves. On a recent podcast from MarketScale's Digital Marketing University Series, I joined the hosts and spoke on the changes that smart technology is bringing to marketing strategy and the ways it is shaping how consumers interact with brands directly.

C. 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

D. RESEARCH FUNDING

Competitively Awarded Research Grants

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

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

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

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

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

Institutional Grants

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

E. CURRENT AND PENDING SUPPORT (Not Applicable)

F. EDITORIAL ACTIVITIES

F.1 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.

F.2 Reviewer Activity

Journals

Journal of Marketing (2020 – 2024)

Journal of Marketing Research (2020 – 2021)

Journal of Business Research (2016 – 2023)

Journal of Service Research (2010 – 2024)

Journal of the Academy of Marketing Science (2016 – 2024)

Journal of Retailing (2018 – 2024)

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 – 2024)

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)

G. SCHOLARLY PRESENTATIONS

Invited Presentations

Dong, Beibei (2024), “The Mitigating Effects of Sender and Content Personalization on Name Personalization in Promotional Campaigns,” *Fudan University*, Shanghai, China.

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*

Referred Presentations (Presenter marked with an asterisk)

- Zhuang, Mengzhou, **Beibei Dong***, Eric (Er) Fang, and Maggie Chuoyan Dong (2024), “The Mitigating Effects of Sender and Content Personalization on Name Personalization in Marketing,” *INFORMS Service Science Conference, Macau, China.*
- 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 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

Organized or Chaired Sessions/Conferences

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

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

H. TEACHING

Courses Taught

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

I. SERVICE AND LEADERSHIP ROLES

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

Consulting Service

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.

Other 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.

<https://wallethub.com/cool-credit-cards/#beibei-dong> Feb 2018

Provided expert advice on how consumers perceive credit cards and how companies should design “coolest” cards to appeal to different market segment, and the associated marketing strategies.

<https://wallethub.com/edu/best-winter-holiday-destinations/7930/#expert=beibei-bacy-dong> Nov 2019

Provided expert advice on how consumers should prepare for winter family vacation and what are the important decision-making criterion to consider to form an informed decision.

https://wallethub.com/best-credit-card-for-groceries#experts=Beibei_Dong Apr 2020

Provided expert advice on how consumers view grocery store credit cards, and the marketing implications for designing rewards program of grocery stores.

[https://wallethub.com/cheap-car-insurance/pennsylvania#experts=Beibei_\(Bacy\)_Dong](https://wallethub.com/cheap-car-insurance/pennsylvania#experts=Beibei_(Bacy)_Dong) Feb 2021

Provided expert advice on how car insurance companies have marketed to customers during the pandemic, including refunds to customers, celebrity endorsement and other marketing strategies.

https://wallethub.com/edu/ci/geico-car-insurance-review/62236#expert=Beibei_Dong Aug 2021

Provided expert advice on how auto insurance companies should manage consumer reviews and marketing communications.

MoneyGeek at:

<https://www.moneygeek.com/insurance/auto/cheapest-car-insurance-quotes-companies/#expert=beibei-dong> Feb 2021

Provided expert advice on how consumers should compare, react and find low-cost car insurances, and how better understand the relationship between price and quality.

<https://www.moneygeek.com/insurance/auto/compare-quotes/#expert=beibei-dong> Feb 2021

Provided expert advice on consumer purchase of car insurance.