
Cong Feng, Ph.D.

Morris Lewis Lecturer Associate Professor of Marketing

Academic Background

Ph.D. Syracuse University, 2017.

M.S. Lehigh University, 2012.

B.E. Shenzhen University, 2010.

Academic Experience

Associate Professor of Marketing & Morris Lewis Lecturer, University of Mississippi (2023 - Present), University, Mississippi.

Assistant Professor of Marketing, University of Mississippi (2017 - 2023), Oxford, Mississippi.

Lecturer of Marketing, Syracuse University (2015 - 2016), Syracuse, New York.

Refereed Articles

Feng, C., & Xiang, K. (2023). Structural Power of Female Executives and Retailer Profitability: A Contingent Resource-based Perspective. *Journal of Business Research*, 168, 114137.

Chatterjee, L., Feng, C., Nakata, C., & Sivakumar, K. (2023). The Environmental Turbulence Concept in Marketing: A Look Back and a Look Ahead. *Journal of Business Research*, 161, 113775.

Feng, C., & Fay, S. (2022). An Empirical Investigation of Forward-Looking Retailer Performance Using Parking Lot Traffic Data Derived from Satellite Imagery. *Journal of Retailing*, 98 (4), 633-646.

Fay, S., Feng, C., & Patel, P. (2022). Staying small, staying strong? Retail store underexpansion and retailer profitability. *Journal of Business Research*, 144, 663-678.

Feng, C., Fay, S., & Kashmiri, S. (2022). The Value Relevance of Descriptive R&D Intensity. *Journal of Business Research*, 139, 1394-1407.

Patel, P. C., Cong, C., & Guedes, M. J. (2021). Marketing capability and new venture survival: The role of marketing myopia. *Industrial Marketing Management*, 93, 307-326.

Feng, C., & Fay, S. (2021). Chief Stores Officer and Retailer Performance. *Journal of Retailing and Consumer Services*, 58, 102321.

Feng, C., Sun, J., Fang, Y., & Hasan, I. (2021). Executives with Customer Experience and Firm Performance in the B2B Context. *European Journal of Marketing*, 55 (7), 1805-1840.

Patel, P., & Feng, C. (2021). LGBT Workplace Equality Policy and Customer Satisfaction: The Roles of Marketing Capability and Demand Instability. *Journal of Public Policy and Marketing*, 40 (1), 7-26.

Feng, C., Patel, P., & Fay, S. (2021). The Value of the Structural Power of the Chief Information Officer in

- Enhancing Forward-Looking Firm Performance. *Journal of Management Information Systems*, 38 (3), 765-797.
- Babin, B., Feng, C., & Borges, A. (2021). As the wheel turns toward the future of retailing. *Journal of Marketing Theory & Practice*, 29 (1), 78-91.
- Feng, C., Fay, S., & Xiang, K. (2021). When Do We Need Higher Educated Salespeople? The Role of Work Experience. *Review of Managerial Science*, 15, 1391-1429.
- Feng, C., & Fay, S. (2020). Store Closings and Retailer Profitability: A Contingency Perspective. *Journal of Retailing*, 96 (3), 411-433.
- Feng, C., Patel, P., & Sivakumar, K. (2020). Chief Global Officers, Geographical Sales Dispersion, and Firm Performance. *Journal of Business Research*, 121, 58-72.
- Feng, C., Patel, P., & Xiang, K. (2020). The Well-trodden Path: Complementing Market and Entrepreneurial Orientation with a Strategic Emphasis to Influence IPO Survival in the United States. *Journal of Business Research*, 110, 370-385.
- Sivakumar, K., & Feng, C. (2019). Patterns of Product Improvements and Customer Response. *Journal of Business Research*, 104, 27-43.
- Feng, C., & Sivakumar, K. (2016). The Role of Collaboration in Service Innovation across Manufacturing and Service Sectors. *INFORMS: Service Science*, 8 (3), 263-281.
- Feng, C., Fay, S., & Sivakumar, K. (2016). Overbidding in Electronic Auctions: Factors Influencing the Propensity to Overbid and the Magnitude of Overbidding. *Journal of the Academy of Marketing Science*, 44 (2), 241-260.
- Feng, C., & Fay, S. (2016). Inferring Salesperson Capability Using Stochastic Frontier Analysis. *Journal of Personal Selling & Sales Management*, 36 (3), 294-306.
- Fay, S., Xie, J., & Feng, C. (2015). The Effect of Probabilistic Selling on the Optimal Product Mix. *Journal of Retailing*, 91 (3), 451-467.

Refereed Proceedings

Abstract Only

- Feng, C., & Sivakumar, K. (2018). R&D Information Disclosure in the Service-Providing Sector: An Abstract. *Academy of Marketing Science Conference*.

Presentation of Refereed Papers

International

- Chatterjee, L., Feng, C., Nakata, C., & Sivakumar, K. (2021). *The Concept of Environmental Turbulence in Marketing: A Look-Back and a Look Ahead*. AMA Conference (Winter), Las Vegas, Nevada.
- Feng, C., Fay, S., & Kashmiri, S. (2020). *The value relevance of R&D information disclosure (presented by co-author)*. AMA Conference (Winter), San Diego, California.
- Feng, C. & Sivakumar, K. (2018). *R&D Information Disclosure in the Service-Providing Sector*. Academy of Marketing Science Annual Conference, New Orleans, Louisiana.
- Feng, C. & Fay, S. (2017). *The Market Value of Voluntarily Disclosed Marketing Information*. INFORMS Marketing Science Conference, Los Angeles, California.
- Sivakumar, K. & Feng, C. (2016). *Impact of Pattern of Incremental New Product Improvements on Customer Response (presented by co-author)*. Product Development and Management Association (PDMA) Research Forum, Atlanta, Georgia.

Feng, C. (2015). *Does Higher Education Matter? An Empirical Study of Sales Performance in an Emerging Market*. INFORMS Marketing Science Conference, Baltimore, Maryland.

Feng, C. (2015). *The Role of Collaboration in Service Innovation across Manufacturing and Service Sectors*. INFORMS Conference, Philadelphia, Pennsylvania.

National

Feng, C. (2013). *Overbidding in Electronic Auctions: Factors Influencing the Propensity to Overbid and the Magnitude of Overbidding*. Pricing and Retailing Conference, Babson Park, Massachusetts.

Regional

Feng, C. & Xiang, K. (2019). *CMO confidence and securities class actions (presented by co-author)*. Southeast Marketing Symposium, Memphis, Tennessee.

Research Honors and Awards

Award

2022: Outstanding Junior Researcher, School of Business Administration, University of Mississippi.

2020: Outstanding Junior Researcher, School of Business Administration, University of Mississippi.

2017: Honorable Mention, Service Science Best Article Award, INFORMS.

2017: All-University Doctoral Prize, Syracuse University.

2015: Finalist, Service Science Best Student Paper Award, INFORMS.

Honor

2016: Fellow, AMA-Sheth Doctoral Consortium, University of Notre Dame.

2015: Fellow, ISMS Doctoral Consortium, Johns Hopkins University.

2013: Student Fellow, Columbia-Duke-UCLA Workshop on Quantitative Marketing, Duke University.

Service to the University

University of Mississippi

Department Assignments

Coordinator:

2022: Southern Association of Colleges and Schools Assessment Plan (Marketing BBA)

2017-2018 – 2020-2021: Southern Association of Colleges and Schools Assessment Plan (Marketing BBA)

Member:

2020-2021: Departmental Engagement and Impact Committee

2018-2019: Curriculum development committee (Digital marketing emphasis)

2017-2018: Curriculum development committee (Marketing analytics emphasis)

Writing Student Recommendations:

2022: Jasmine Parajuli

School Assignments

Member:

2022-2023: Assistant/Associate Professor of MIS Search Committee

2018-2019: Instructional Assistant/Associate Professor Search Committee

University Assignments

Program Representative:

2018-2019: University of Mississippi Faculty Senate (for meetings in February, March, and May 2019)

Dissertation Assignments

Chair:

2022: Aisha Ghimire

2022: Jasmine Parajuli

Member:

2018-2019: Ashley Morgan

Service to the Profession

Chair: Conference / Track / Program

2021: Academy of Marketing Science Annual Conference.

2015: INFORMS Marketing Science Conference.

Reviewer: Ad Hoc Reviewer for a Journal

2023: Journal of Business Research.

2023: Journal of Public Policy and Marketing.

2023: Journal of Management Information Systems.

2022 – 2023: Service Business.

2021 – 2023: Journal of Business Research.

2022: Journal of Marketing Theory and Practice.

2022: Production and Operations Management.

2021: Journal of Public Policy and Marketing.

2021: Entrepreneurship Theory and Practice.

2021: Entrepreneurship Theory and Practice.

2020 – 2021: Journal of Business Research.

2020: Journal of Retailing and Consumer Services.

2020: Journal of Marketing Theory and Practice.

2020: Journal of Personal Selling & Sales Management.
2020: Journal of Marketing Theory and Practice.
2019 – 2020: Service Business.
2019 – 2020: Journal of Retailing.
2018 – 2020: Journal of Business Research.
2019: International Journal of Electronic Marketing and Retailing.
2019: Corporate Reputation Review.
2019: Technological Forecasting & Social Change.
2019: Journal of Marketing Analytics.
2019: Service Business.
2019: IEEE Transactions on Engineering Management.

Reviewer: Conference Paper

2022: Academy of Marketing Science.
2022: Society for Marketing Advances Conference.
2021 – 2022: Academy of Marketing Science Mary Kay Dissertation Competition.
2019: Academy of Marketing Science.
2018: AMA Global SIG Conference.
2016 – 2018: Product Development and Management Association (PDMA) Research Forum.
2017: AMA Educators' Conference (Summer).
2015 – 2016: AMA Educators' Conference (Winter).

Teaching Honors and Awards

Award

2017: Dr. Torpey Teaching Award, Whitman School of Management, Syracuse University.

Certifications

Online Teaching Endorsement by the Office of Academic Outreach, University of Mississippi, 2021