
Cong Feng, Ph.D.

Assistant Professor of Marketing

Academic Background

Ph.D. Syracuse University, Marketing, 2017

M.S. Lehigh University, Economics, 2012

B.E. Shenzhen University, Finance and Banking, 2010

Academic Experience

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

Refereed Articles

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.

Papers Under Review

Feng, C. & Fay, S. (2018). "Consequences of Information Disclosure," Initial submission.

Feng, C. & Sivakumar, K. (2018). "Incremental New Product Improvements," Initial submission.

Feng, C., Fay, S., & Xiang, K. (2018). "Antecedents of Sales Performance," 1st revise and resubmit to *Journal of Business Research*.

Working Papers

Feng, C. & Fay, S. (2017). "Marketing Information Disclosure."

Presentation of Refereed Papers

International

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.

Research Honors and Awards

Award

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:

2017-2018: Marketing BBA Assessment Plan

Service to the Profession

Chair: Conference / Track / Program

2015: INFORMS Marketing Science Conference.

Reviewer: Conference Paper

2018: AMA Global SIG Conference.

2017: AMA Educators' Conference (Summer).

2016 – 2017: Product Development and Management Association (PDMA) Research Forum.

2015 – 2016: AMA Educators' Conference (Winter).

Teaching Honors and Awards

Award

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