

Fei Long

The University of North Carolina at Chapel Hill
Kenan-Flagler Business School
300 Kenan Center Drive, Chapel Hill

Phone: 919-962-1714
Email: Fei Long@kenan-flagler.unc.edu
Website: sites.google.com/site/feilongfaye

EDUCATION

- 2013 - 2019 Columbia Business School, PhD in Business (Degree earned Oct 2019)
- 2011 - 2012 Columbia University, M.S. in Operations Research (Degree earned May 2013)
- 2007 - 2011 Tsinghua University, B.E. in Electrical Engineering (Degree earned May 2011)

PROFESSIONAL EXPERIENCE

- 2019 - Current Kenan-Flagler Business School, Assistant Professor in Marketing,
University of North Carolina at Chapel Hill, Chapel Hill, NC
- 2012 - 2013 Hewlett-Packard, Research Scientist, Palo Alto, CA

REFERRED JOURNAL ARTICLES

1. Fei Long and Yunchuan Liu, Platform Manipulation in Online Retail Marketplace with Sponsored Advertising. *Marketing Science*, Published Online 2023
2. Fei Long, Kinshuk Jerath and Miklos Sarvary. Designing an Online Retail Marketplace: Leveraging Information from Sponsored Advertising. *Marketing Science*, Volume 41, Issue 1, January-February 2022.
– John D. C. Little Award, Finalist, 2022
3. Kinshuk Jerath and Fei Long. Multiperiod Contracting and Salesperson Effort Profiles: The Optimality of “Hockey Stick,” “Giving Up,” and “Resting on Laurels”. *Journal of Marketing Research*, 57.2 (2020): 211-235.

JOURNAL ARTICLES UNDER PEER REVIEW

4. Fei Long and Wilfred Amaldoss. Self-Preferencing: Role of Private Labels and Sponsored Advertising in E-commerce Marketplaces. *Conditional accepted at Marketing Science*.

RESEARCH PROJECTS IN PREPARATION FOR JOURNAL SUBMISSION

1. Fei Long. Retail Media at Online Platforms as Resellers or Marketplaces. Working paper.
2. Yi Liu and Fei Long. Designing Analytics Services for Marketplace Sellers. Working paper.
3. Tony Ke, Chenxi Liao, Fei Long and Michelle Lu. Social Product Design and Fashion Classics. Preparing for Submission.
4. Kinshuk Jerath, Tony Ke and Fei Long. Pay to Lose: A Theory of Digital Co-op. Working paper.
5. Fei Long and Kinshuk Jerath. Motivating Bold Actions. Working paper.

PROFESSIONAL SERVICE

Editorial Board (To discipline)

- Marketing Science

Ad-hoc Reviewer (To discipline)

- Journal of Marketing Research
- Management Science
- Production and Operations Management Society (POMS)
- International Journal of Research in Marketing (IJMR)

Other Service (To discipline)

- Special Session Organizer: Marketing Science Conference (2023)
- External reviewer: Research Grants Council (RGC) of Hong Kong (2023)
- Scientific Committee: Workshop on Platform Analytics (2024)

Faculty Search Committee (Within UNC-Chapel Hill)

- 2022, 2020

HONORS AND AWARDS

- ISMS Early Career Scholars, 2023
- John D. C. Little Award, Finalist, 2022
- Doctoral Fellowship, Columbia Business School, 2013-2018
- W.E. Deming Doctoral Fellowship: \$10,000 grant for research projects bridging theory and practice, 2017
- Frydman Fellowship, Columbia Engineering School, 2012
- Hong Kong S.M.T. Ltd. Academic Excellence Scholarship, 2009

SELECTED TALKS

- 2024: John Hopkins University, University of Connecticut, 18th Annual Bass FORMS Conference (UTD, Discussant)
- 2023: ISMS Marketing Science Conference (Session Chair, Miami), 17th Annual Bass FORMS Conference (UTD), POMS conference (Orlando), Workshop on Platform Analytics (Discussant, University of San Diego), Virtual Seminar Series on Digital Businesses (Discussant), Virtual Quantitative Marketing Seminar (Panelist)
- 2022: SICS Summer Institute in Competitive Strategy (UC Berkeley), ISMS Marketing Science Conference (Virtual), 2022 Informs Annual Meeting (Indianapolis), Yale University
- 2021: 15th Annual Bass FORMS Conference (UTD), 19th ZEW Conference on Economics of Information and Communication Technologies, SICS Summer Institute in Competitive Strategy (Discussant, UC Berkeley)
- 2020: 42nd Annual ISMS Marketing Science Conference (Virtual), Behavioral Insights from Text Conference (Wharton), Stitch Fix Public Algo
- 2019: 13th Annual Bass Forms Conference (UTD)
- 2018: 11th Workshop on the Economics of Advertising and Marketing (Columbia University), 12th Annual Bass FORMS Conference (UTD), University of California San Diego, University of Illinois Chicago, Cornell University, University of Florida, Miami University, National University of Singapore, Nanyang Technological University, Chinese University of Hong Kong, Hong Kong University, IESE Business School, Peking University, Fudan University, Northeastern University, University of Illinois Urbana-Champaign, University of North Carolina at Chapel Hill

- 2017: 39th Annual ISMS Marketing Science Conference, Conference on Digital, Mobile Marketing, and Social Media Analytics (NYU), The POMS 28th Annual Conference
- 2016: INFORMS Annual Meeting

TEACHING RECORD

University of North Carolina, Kenan-Flagler Business School

- Digital Marketing and Analytics (MBA 755): Mod III 2022, Mod III 2021

University of North Carolina, Kenan-Flagler Business School

- Digital Marketing (BUSI 558): Spring 2022, Spring 2021, Fall 2019 (Tools covered: [SpyFu](#), Google Ads, Google Analytics, Hootsuite, HubSpot)

Undergraduate Honor Projects, Kenan-Flagler Business School

- Grace Biddell (2022), Catherine Smith (2021), Carter Searcy (2021), Libby Lang (2020)

Last updated: Jan. 2024