

Pingsheng Tong

Position Professor

Discipline Marketing

Final Degree Ph.D., Washington State University

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Biography

Dr. Pingsheng Tong is a Professor of Marketing in the College of Business Administration at California State University, Sacramento. She received both her Ph.D. and MBA in Business Administration (Marketing) from Washington State University and Master of Science in Sociology from Iowa State University. Dr. Tong teaches marketing management courses at both undergraduate and graduate levels. Dr. Tong's research interests include marketing strategies, relationship marketing, online advertising and technology, and marketing education among others. Her work has been published in *Journal of Business and Industrial Marketing*, *Internet Research*, *Journal of Education for Business* among others and presented at a number of conferences including the AMA Educators' Conferences and the INFORM Marketing Sciences Conference. Dr. Tong is also active in community services and professional consulting.

Faculty Scholarship

Refereed Journal Articles

Journal Article, Academic Journal

Tong, P., Umesh, U.N., Johnson, J. L., and Lee, R. P. (2016), "Collaborative Relationships: The Role of Information Technology", *International Journal of Innovation and Technology Management*, 13(3).

Shen, D., Tong, P., Kelley, C. (2014). A Comparison between U.S. Buyers and EU Buyers from Chinese Suppliers' Perspective. *International Journal of China Marketing*, 4(2), 22-36.

Ching, R., Tong, P. (2013). Narrative online advertising: identification and its effects on attitude toward a product. *Internet Research*, 23(4), 414-438.

Kelley, C., Shen, D., Tong, P. (2011). Developing Marketing Strategies to Build Stable Trade Relationships under WTO Rules: the Case of the Entry of China's Textile Industry in the U.S. *ASBBS E Journal*, 7(1), 42-54.

Choi, B. , Tong, P., Kelley, C. (2010). A Review of Marketing Department Assessment of Student Learning Programs at AACSB Schools. *Journal for Advancement of Marketing Education*, 16, 10-19.

Kelley, C., Tong, P., Choi, B. (2010). A Review of Assessment of Student Learning Programs at AACSB Schools: A Dean's Perspective. *Journal of Education for Business*, 85(3), 299-306.

Other Intellectual Contributions

Shen, D., Tong, P., and Kelley, C. (2011) *A Comparison between U.S. Buyers and EU Buyers from Chinese Suppliers' Perspective*, Global Business and Social Science Research Conference.

Kelley, C., Tong, P., Choi, B. (2010). *A Review of Marketing Department Assessment of Student Learning Programs of AACSB Schools*. Marketing Educators' Association Conference.