**Dr. Maggie Chuoyan Dong**

**Associate Professor**

Dr. Maggie Chuoyan Dong is an Associate Professor from the Department of Marketing at City University of Hong Kong. She received her Ph.D in marketing from the University of Hong Kong and her master's and bachelor's degrees in international business from Fudan University.

Dr. Dong’s primary research interests include marketing channels, digital marketing, B2B marketing, relationship marketing, sales management, and supply chain networks. She has published extensively in journals in the fields of marketing, information systems, and operations management, including *Journal of Marketing Research*, *Information Systems Research*, *Production and Operations Management*, *Journal of Operations Management*, *Journal of the Academy of Marketing Science*, *Industrial Marketing Management*, *Journal of International Marketing*, *Journal of Business Research*, *Technovation*, and *Long Range Planning*.  
  
She has served as an editorial board member of *Asia Pacific Journal of Management* and *Decision Sciences Journal*, and as a post hoc reviewer for a host of other leading journals. She also serves the role as National Representative for China of the European Marketing Academy (EMAC). Dr. Dong has taught marketing-related courses at the undergraduate, master, MBA and DBA levels, and served as program leader of Global Business BBA Program. She has received the teaching excellence award and service excellence award from her university.