

FACULTY RESEARCH AND EXPERTISE

FACULTY MEMBER

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BIO: Dr. Fei Weisstein is an Assistant Professor of Marketing at BGSU. She earned her Ph.D. in marketing from the University of Illinois at Urbana-Champaign. Fei has conducted and published research focuses on pricing and marketing strategy, digital marketing, online consumer behavior, IT-mediated customer service and consumer decision making. She has received several research paper awards and academic excellence awards.

AREAS OF EXPERTISE

- Pricing Strategy
- Digital Marketing
- Online Consumer Behavior

RESEARCH INTERESTS

- Consumers' price perception
- Sales promotion strategy
- Digital marketing strategy
- Online product reviews
- Online consumer behavior

CONSULTING PROJECTS

- Digital Marketing Plan