

Rebecca Jen-Hui Wang

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Department of Marketing
Lehigh University
621 Taylor Street Office RBC 322
Bethlehem, PA 18015

rwang@lehigh.edu

Education

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|------------------|---|-------------|
| Ph.D. | Marketing, Kellogg School of Management, Northwestern University, IL, USA
Dissertation: <i>Essays on Mobile Marketing</i> | 2016 |
| M.E.M. | Thayer School of Engineering, Dartmouth College, NH, USA
Master of Engineering Management
A collaborative program taught by faculty from the Thayer School of Engineering and the Tuck School of Business | 2005 |
| A.B./B.E. | Dartmouth College, NH, USA
Engineering Sciences / Electrical Engineering with Honors | 2005 |

Employment

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|---|----------------|
| Assistant Professor of Marketing
Lehigh University, Bethlehem, PA
<i>College of Business and Economics</i> | 2016 – Present |
| Data Engineer
Connance, Inc, Waltham, MA
<i>Healthcare Software-as-a-Service Revenue Management</i> | 2008-2011 |
| <ul style="list-style-type: none"> • Communicated with healthcare providers about data management and analytics • Automated data reports and implemented web application features per client specifications • Ensured data integrity and efficiency of large databases | |
| Consultant and Software Engineer
Monitor Group, Cambridge, MA
<i>Strategy Consulting</i> | 2006-2008 |
| <ul style="list-style-type: none"> • Identified and analyzed business problems for Fortune 500 companies • Created automated analytics, data visualization, business software, and web dashboards • Gave departmental “Tech-Talk” | |

Research Interests

Managerial Implications: Mobile and Digital Marketing, Omni-channel Strategies, Customer Relationship Management, Social and New Media, Marketing Metrics

Methodologies: Causal Inference and Econometric Models, Data Mining and Analytics, Machine Learning, Network and Complexity Science

Peer-Reviewed Publications

Wang, Rebecca Jen-Hui, Su Jung Kim, and Edward C. Malthouse (2016), “Branded Apps and Mobile Platforms as New Tools for Advertising.” in *The New Advertising: Branding, Content, and Consumer Relationships in the Data-Driven Social Media Era*, Ruth E. Brown, Valerie K. Jones and Ming Wang Eds. Santa Barbara, CA: ABC-CLIO.

Kim, Su Jung, Rebecca Jen-Hui Wang, Ewa Maslowska, and Edward Malthouse. “*Understanding a Fury in Your Words: The Effects of Posting and Viewing Electronic Negative Word-of-Mouth on Purchase Behaviors.*” *Computers In Human Behavior*, 54 (2016), 511-521.

Wang, Rebecca Jen-Hui, Edward C. Malthouse, and Lakshman Krishnamurthi. “On the Go: How Mobile Shopping Affects Customer Purchase Behavior.” *Journal of Retailing*, 91.2 (2015): 217-234.

- Selected as one of the ten articles in “What Should Marketers Read? Our Academic Trustee’s Choices from 2015” by Marketing Science Institute (MSI)
<http://www.msi.org/articles/what-should-marketers-read-our-academic-trustees-choices-from-2015/>
- Featured in *Kellogg Insight*
<http://insight.kellogg.northwestern.edu/article/how-we-shop-differently-on-our-phones>
- Included in 2016 alum reunion special print edition of *Kellogg Insight* as one of the “favorite content in the past year”
- Other features in news media include
<http://phys.org/news/2015-05-impact-mobile-technology-patterns.html>
<http://www.sciencedaily.com/releases/2015/05/150505102314.htm>

Kim, Su Jung*, Rebecca Jen-Hui Wang* (* equal authorship), and Edward C. Malthouse. “The Effects of Adopting and Using a Brand's Mobile Application on Customers' Subsequent Purchase Behavior.” *Journal of Interactive Marketing*, 31 (2015), 28-41.

Papers under Review or Revision

Wang, Rebecca Jen-Hui, Lakshman Krishnamurthi, and Edward C. Malthouse. “Adding Value to a Service in the Mobile Era – An Empirical Study of a Coalition Loyalty Program.”

Humphreys, Ashlee and Rebecca Jen-Hui Wang. “The Value of Computer-Assisted Text Analysis to Consumer Research.”

Refereed Conference Publications

Wang, Rebecca Jen-Hui, Edward C. Malthouse, and Lakshman Krishnamurthi (2016). “How Mobile Shopping Affects Customer Purchase Behavior: A Retailer’s Perspective.” In *Let’s Get Engaged! Crossing the Threshold of Marketing’s Engagement Era* (pp. 703-704). Springer International Publishing.

Kim, Su Jung, Rebecca Jen-Hui Wang, Edward C. Malthouse (2016). “The Effects of Online Negative Word-of-Mouth: An Empirical Study.” In *Let’s Get Engaged! Crossing the Threshold of Marketing’s Engagement Era* (pp. 705-717). Springer International Publishing.

Kim, Su Jung, Rebecca Jen-Hui Wang, and Edward C. Malthouse (2015). “The Good and the Bad of Negative Word-of-Mouth: Empirical Investigation into the Effect of Online Messages.” In *Advances in Advertising Research (Vol. V)* (pp. 75-88). Springer Publishing.

Refereed/Invited Conference Presentations (as the presenter)

“Managing a Loyalty Program in the Mobile and Digital Era: An Empirical Study.” International Conference on Computational Social Science, Evanston, Illinois, June 24-26, 2016.

“How Does Mobile Marketing Affect Customer Purchase Behavior,” with Edward C. Malthouse. Ad Exchanger, Omni Digital Conference, Chicago, Illinois, September 10, 2015.
<http://omni.digital>

“Customer Relationship Management in the Digital Age,” with Edward C. Malthouse and Lakshman Krishnamurthi. INFORMS Marketing Science Society Conference, Baltimore, Maryland, June 17-20, 2015.

“Emergency Department Revisits and Patient Welfare: A Recommendation to Healthcare Providers on Analyzing Visit Data” with Vikram Kilambi, Sanjay Mehrotra, and Peter Pang. Kellogg Computational Sociology Summit, Evanston, Illinois, May 14-16, 2015.

“Shopping on the go: How mobile usage affects customer purchase behavior,” with Edward C. Malthouse and Lakshman Krishnamurthi. INFORMS Marketing Science Society Conference, Atlanta, Georgia, June 12-14, 2014.

“How Mobile Shopping Affects Customer Purchase Behavior,” with Edward C. Malthouse and Lakshman Krishnamurthi. Academy of Marketing Science Annual Conference, Indianapolis, Indiana, May 21-23, 2014.

“The Effects of Posting and Reading Negative Word-of-Mouth – An Empirical Study,” with Su Jung Kim and Edward Malthouse. Academy of Marketing Science Annual Conference, Indianapolis, Indiana, May 21-23, 2014.

“The Effect of Posting and Reading Customers’ Expressions of Emotions and Complaint Behavioral Intentions on Purchase Behavior,” with Su Jung Kim and Edward C. Malthouse. Annual Conference of the International Communication Association, London, United Kingdom, June 17-21, 2013.

Other Presentations

University of Massachusetts, Amherst (2015)
Northeastern University (2015)
Lehigh University (2015)
University of New Hampshire (2015)
Saint Louis University (2015)
University of Denver (2015)
National Sun Yat-Sen University, Kaohsiung City, Taiwan (2014)
IMC 498 Data Management, Medill School of Journalism, Media, and Integrated Marketing Communications, Northwestern University (2014)
IMC 442 Strategic Planning in an E-Commerce Environment at Medill School of Journalism, Media, and Integrated Marketing Communications, Northwestern University (2013)

Teaching Interests

Principles of Marketing, Marketing Strategy, Data Analytics, Customer Insights, Digital Marketing, New Media and Technology

Teaching Experience

Kellogg School of Management, Northwestern University, MBA and Executive Programs
Teaching Assistant

Data Analytics Decisions
Marketing Strategy with Markstrat
Customer Analytics
Digital Marketing Analytics

Dartmouth College, Undergraduate
Teaching Assistant / Tutor for engineering and physics courses
Received a letter of appreciation from Dartmouth Academic Skills Center

Dartmouth College, Undergraduate
Conversation and Pronunciation Drill Instructor / Tutor for Chinese courses
Selected from a competitive audition process

Professional Service

Ad-hoc Reviewer: *Journal of Retailing, Electronic Commerce Research and Applications*, 45th
EMAC Annual Conference

Recognition

Travel Grant, Northwestern University, 2015

Graduate Fellowship, Kellogg School of Management, Northwestern University, 2011 – 2016

John Bickel Scholarship, Thayer School of Engineering, Dartmouth College, 2004 – 2005

Engineering Teaching Assistantship, Thayer School of Engineering, Dartmouth College, 2004 – 2005

Microsoft Business Intelligence IT Professional Certificate, 2008

Microsoft SQL Server Technology Specialist Certificate, 2007

Six-Sigma Green Belt Certification, Thayer School, Dartmouth College, 2006

Engineer-In-Training Certification, National Council of Engineers and Surveyors, 2005