

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
610-758-6370

Education

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|------------------|--|-------------|
| Ph.D. | Kellogg School of Management, Northwestern University, IL, USA Marketing | 2016 |
| M.S. | Kellogg School of Management, Northwestern University, IL, USA Marketing | |
| 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 | |
| A.B./B.E. | Dartmouth College, NH, USA Engineering Sciences / Electrical Engineering with Honors | |

Employment

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|---|----------------|
| Associate Professor of Marketing (with tenure) Lehigh University, Bethlehem, PA <i>College of Business and Economics</i> | 2022 – present |
| Assistant Professor of Marketing Lehigh University, Bethlehem, PA <i>College of Business and Economics</i> | 2016 – 2022 |
| Data Engineer Connance, Inc., Waltham, MA <i>Software-as-a-Service, Healthcare Management</i> | 2008-2011 |
| Consultant and Software Engineer Monitor Group, Cambridge, MA <i>Strategy Consulting</i> | 2006-2008 |

Research Interests

E-Commerce and Retailing, Customer Relationship Management and Engagement, Technologies, Reviews and Word-of-Mouth, Health Marketing, Consumer Beliefs and Welfare, Persuasion and Messaging, Text and Content Analysis, Machine Learning, Causal Inference.

Publications (Total Google Citations > 2265)

Peer-Reviewed Journal Publications

Mummalaneni, S., **Wang, R. J. H.**, & Isaac, M. S. (2024). Email Campaigns That Suit the Candidate: Leveraging Automated Text Analysis to Increase Political Donations. *Journal of Interactive Marketing*, 10949968241240453.

Schindler, R. M., Isaac, M. S., & **Wang, R. J. H.** (2023). Strategic use of just-below numbers in packaged-foods calorie information. *Marketing Letters*, 34(2), 237-250.

Koukova, N. T., **Wang, R. J. H.**, & Isaac, M. S. (2023). “If you loved our product”: Do conditional review requests harm retailer loyalty?. *Journal of Retailing*, 99(1), 85-101.

Lin, H. E., Yu, A., Stambaugh, J., Tsao, C. W., **Wang, R. J. H.**, & Hsu, I. C. (2023). Family CEO duality and research and development intensity in public family enterprises: Temporality as a model boundary. *Journal of Business Research*, 158, 113572.

Isaac, M. S., Obermiller, C., & **Wang, R. J. H.** (2021). The Downside of Divinity? Reputational Harm to Sectarian Universities from Overtly Religious Advertising. *Journal of Advertising*, 50(4), 423-440.

Humphreys, A., Isaac, M. S., & **Wang, R. J. H.** (2021). Construal matching in online search: applying text analysis to illuminate the consumer decision journey. *Journal of Marketing Research*, 58(6), 1101-1119.

- Developed a web-based text analysis tool that potentially supports further research related to quantifying construal level using text methods, live at www.construalscore.com
- <https://www.ama.org/2021/01/13/using-text-to-unlock-the-power-of-online-searches-in-the-consumer-journey/>
- Google Scholar citations = 68.

Wang, Rebecca Jen-Hui. “Branded Mobile Application Adoption and Customer Engagement Behavior.” *Computers in Human Behavior*, 106 (2020), published by Elsevier. <https://doi.org/10.1016/j.chb.2020.106245>

- Journal 5-Yr IF = 4.964, 2-Yr IF = 4.306, SNIP = 2.245, SJR = 1.711, H Index = 137.
- Mentioned in <https://www.comparecards.com/blog/subscriptions-affect-retail-qa-rebecca-wang/>
- Google Scholar citations = 85.

Humphreys, Ashlee and **Rebecca Jen-Hui Wang.** “Automated Text Analysis for Consumer Research.” *Journal of Consumer Research*, 44, 6 (2018), 1274-1306. <https://academic.oup.com/jcr/article-abstract/44/6/1274/4283031?redirectedFrom=fulltext>

- Google Scholar citations = 603.

Wang, Rebecca Jen-Hui, Lakshman Krishnamurthi, and Edward Malthouse. “When Reward Convenience Meets a Mobile App: Increasing Customer Participation in a Coalition Loyalty Program.” *Journal of Association for Consumer Research*, 3, 3 (2018): 314-329. <https://www.journals.uchicago.edu/doi/abs/10.1086/698331>

- Published by The University of Chicago Press. Journal thematic issue “Consumer Response to the Evolving Retailing Landscape.”
- Associated with and presented at Jay H. Baker Retailing Center Conference, The Wharton School, June 22-23, 2017.
- Google Scholar citations = 36.

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. <https://doi.org/10.1016/j.chb.2015.08.015>

- Journal 5-Yr. IF = 4.964, 2-Yr. IF = 4.306, SNIP = 2.245, SJR = 1.711, H-Index = 137.
- Google Scholar citations = 167.

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.

- 2016 Best Paper Award at *Journal of Interactive Marketing*.
- Journal 5-Yr. IF = 9.472, 2-Yr. IF = 3.864, SJR = 3.400, H-Index = 82, Accept. % = 7.4%.
- Google Scholar citations = 371.

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.

- One of the top downloads at *Journal of Retailing* since its publication.
- Selected as one of the ten articles in “What Should Marketers Read? Our Academic Trustee’s Choices from 2015” by Marketing Science Institute (MSI).
- 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.”
- Google Scholar citations = 824.

Peer-Reviewed or Refereed Book Chapters

Wang, R. J. H., & Chomiak, N. A. (2021). “Digital Transformation and Strategic Management of Frontline Services with Robotic Technologies.” In *Handbook of Research on Management and Strategies for Digital Enterprise Transformation* (pp. 42-60). IGI Global. (Nicola is a Lehigh undergraduate alumna, Class of 2020. This book chapter is based on her graduating senior project, for which I was the sole advisor.)

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.

- Google Scholar citations = 77.

- 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.
- Google Scholar citations = 1.

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.

- Google Scholar citations = 4.

Kim, Su Jung, **Rebecca Jen-Hui Wang**, and 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.

- Google Scholar citations = 3.

Refereed Academic Conference Presentations

As a presenting or co-presenting author or co-author

“Leaving Money on the Smartphones: Comparing Uses of Promotional Codes Between Mobile and PC Shoppers,” with Mathew Isaac, INFORMS Marketing Science Conference, virtually, June 18, 2022.

“Construal Matching in Online Search: Applying Text Analysis to Illuminate the Consumer Decision Journey,” with Ashlee Humphreys and Mathew Isaac. Part of special session, “Words and Beyond: Using Language to Better Understand Consumer Experiences and Goals,” ACR 51st Annual Conference, virtually, October 2020.

“Construal Matching in Online Search,” with Ashlee Humphreys and Mathew Isaac. Behavioral Insights from Text Conference, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, January 17, 2020.

“The Relationship Between Customer Engagement Behavior and Firm Promotional Activities in a Loyalty Program,” with Lakshman Krishnamurthi. Frontiers in Service, National University of Singapore, Singapore, July 18-21, 2019.

“Solicited Online Product Reviews,” with Nevena Koukova and Keith Botner. Frontiers in Service, National University of Singapore, Singapore, July 18-21, 2019.

“Construal Level in Search Activities,” with Ashlee Humphreys and Mathew Isaac. Interactive Marketing Research Conference, Texas A&M University, Houston, TX, March 27-29, 2019.

“Customer Engagement Behavior in a Coalition Loyalty Program” with Lakshman Krishnamurthi and Edward Malthouse. Interactive Marketing Research Conference, Vrije Universiteit, Amsterdam, Netherlands, March 23-24, 2018.

- “Complementarity or Substitution? An Empirical Examination of Customers’ Mobile App and Cross-Platform Engagement.” Marketing EDGE Summit, New Orleans, October 7-9, 2017.
- “When an Institutional Change Meets a Mobile App: An Empirical Study of a Coalition Loyalty Program,” with Lakshman Krishnamurthi and Edward Malthouse. American Marketing Association Summer Conference, San Francisco, California, August 4-6, 2017.
- “Awakening Customers: Tactics for Managing a Coalition Loyalty Program in the Digital Age” with Lakshman Krishnamurthi and Edward Malthouse. Jay H. Baker Retailing Center Conference, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania, June 22-23, 2017.
- “When an Institutional Change Meets a Mobile App: An Empirical Study of a Coalition Loyalty Program,” with Lakshman Krishnamurthi and Edward Malthouse. INFORMS Marketing Science Society Conference, University of Southern California, Los Angeles, California, June 7-10, 2017.
- “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.
- “Customer Relationship Management in the Digital Age,” with Edward C. Malthouse and Lakshman Krishnamurthi. INFORMS Marketing Science Society Conference, Johns Hopkins University, 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, Emory University, 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 Invited Presentations

As a non-presenting co-author

“How search signals can help transform your services and personalize customer engagement” with Ashlee Humphreys, Matthew Isaac, and industry partners. VivaTech Conference, Paris, France, May 24-26, 2018.

As a presenter/co-presenter

“Apps, Search, and Shopping Behavior: Revealing Consumer Insights from Data with Machine Learning and Causal Research,” 5x10 Symposium, Lehigh University First-Year Orientation, August 21, 2020.

“Differential Impact of Language Use in Campaign E-mails on Political Donations: Comparison by Candidate and Donor Gender,” Summer Language Lab, hosted by The Wharton School, University of Pennsylvania, August 13, 2020, with Simha Mummalaneni, Mathew Isaac, and Ashlee Humphreys.

“Apps, Search, and Shopping Behavior: Revealing Consumer Insights from Data with Machine Learning and Causal Research,” Cognitive Science Department, Lehigh University, March 30, 2020.

“Apps, Text, and Online Behavior: Gaining Consumer Insights from Data with Causal Inference and Machine Learning,” Keynote Speaker, Regional Event of the 5th Annual Women in Data Science Conference (WiDS), Lehigh University, Bethlehem, PA, March 2, 2020.

- <https://www.widsconference.org>.
- 50+ countries, 150+ regional events, 120K registrants worldwide.

“How Data Enables Customer-Centric Marketing,” CSE 160 Introduction to Data Science at Computer Science and Engineering, Lehigh University, February 5, 2020.

Panelist on “Data Analytics in Higher Education,” Quant Financial Engineering Conference, College of Business, Lehigh University, November 15, 2019.

“Redefining Marketing with Analytics.” CSE 160 Introduction to Data Science at Computer Science and Engineering, Lehigh University, October 30, 2019.

“Redefining Marketing with Analytics.” 5x10 Symposium, Lehigh University First-Year Orientation, August 23, 2019.

(Short-Take Presentation on a High-Impact Paper) “How Mobile Shopping Affects A Customer’s Shopping Behavior.” Lehigh University College of Business Research Retreat, May 2019.

“Data Analytics and Marketing.” CSE 160 Introduction to Data Science at Computer Science and Engineering, Lehigh University, February 11, 2019.

“Mobile App Engagement in a Coalition Loyalty Program.” Lehigh University College of Business Research Retreat, May 2018.

“Customer Analytics of a Coalition Loyalty Program.” CSE 160 Introduction to Data Science at Computer Science and Engineering, Lehigh University, November 15, 2017.

“TMI: The Privacy Risk of Social Media Addiction.” panelist, Data X Symposium, Lehigh University, November 6, 2017.

“Mobile Shopping and Data Analytics.” IMC 442 Strategic Planning in an E-Commerce Environment at Medill School of Journalism, Media, and Integrated Marketing Communications, Northwestern University, October 24, 2017.

“Privacy and Security in the Era of Big Data.” College of Business and Economics Annual Symposium, panelist on data and technology in marketing, Lehigh University, September 15, 2017.

“How to Trigger Repeat Behaviors and Increase User Engagement.” industry webinar presentation with Branch.io, May 31, 2017.

“The Bright and Dark Sides of Social Marketing.” with Ashlee Humphreys. Data X Symposium, *Found and Lost in Information: Perspectives from Marketing, Communications, and Computer Science*, Lehigh University, May 3, 2017.

“Deriving Mobile Marketing Insights from Consumer Data.” CSE 160 Introduction to Data Science at Computer Science and Engineering, Lehigh University, May 2017.

“The Devil’s in the Assumptions: Knowing What You Are Measuring.” CSE 160 Introduction to Data Science at Computer Science and Engineering, Lehigh University, December 2016.

“How Does Mobile Marketing Affect Customer Purchase Behavior.” with Edward C. Malthouse. Ad Exchanger, Omni Digital Conference, Chicago, Illinois, September 10, 2015.

“Shopping on the Go: How Mobile Usage Affects Customer Purchase Behavior.” National Sun Yat-Sen University, Kaohsiung City, Taiwan, December 2014.

“Automated Text Analysis.” IMC 498 Data Management, Medill School of Journalism, Media, and Integrated Marketing Communications, Northwestern University, 2014.

“Mobile Shopping Engagement.” IMC 442 Strategic Planning in an E-Commerce Environment at Medill School of Journalism, Media, and Integrated Marketing Communications, Northwestern University, 2013.

Selected Media Mentions

(2023) “8% Drop In Consumer Sentiment In March 2023,” PROGRESS in Lending, <https://mymortgagemindset.com/8-drop-in-consumer-sentiment-in-march-2023/>

(2022) The Morning Call, “Shoppers set to return this holiday season after 2 years of pandemic. Will the Lehigh Valley’s local stores feel the surge in business?” by Evan Jones. <https://www.mcall.com/business/mc-biz-holiday-shopping-outlook-20221123-mmj2g56mzvbx3asjlyy5fm7sri-story.html>

(2022) The Morning Call, “Want to return an online order? You may be able to keep it and get a

refund as well” by Evan Jones. <https://www.mcall.com/business/mc-biz-keeping-retail-returns-20220702-7butg3gyhdthkuxh4ukgmt6iy-story.html>

(2022) WalletHub on Reward Credit Cards by John Kiernan https://wallethub.com/best-credit-card-for-groceries#expert=Rebecca_Jen-Hui_Wang

(2022) WalletHub on Car Insurance by Mark Peterson https://wallethub.com/car-insurance/pennsylvania#rebecca_jen-hui_wang

(2021) American Marketing Association, “Using Text to Unlock the Power of Online Searches in the Consumer Journey” by Riley T. Krotz and Garrett M. Shipley. <https://www.ama.org/2021/01/13/using-text-to-unlock-the-power-of-online-searches-in-the-consumer-journey/>

(2021) The Washington Post, “This is how travel loyalty has changed during the pandemic” by Christopher Elliott. https://www.washingtonpost.com/lifestyle/travel/customer-loyalty-pandemic-safety-service/2021/03/03/eb9f4ddc-76d7-11eb-9537-496158cc5fd9_story.html

(2020) Lehigh Research Review, “Rebecca Wang Examines Mobile Shopping and Customer Purchase Behavior” by Stephen Gross. <https://www2.lehigh.edu/news/rebecca-wang-examines-mobile-shopping-and-customer-purchase-behavior> (also available in print)

(2020) CompareCards by LendingTree, “Will subscription services dominate the retail shopping experience? Q&A with Rebecca Wang” by Joshira Maudro. <https://www.comparecards.com/blog/subscriptions-affect-retail-qa-rebecca-wang/>

(2020) The Brown and White, “Professors discuss intersection of technology and human dynamics” by Kara Bonner. <https://thebrownandwhite.com/2020/04/28/lehigh-professor-discusses-social-media-behaviors/>

(2020) OneZero, a Medium Publication, “Two Book Startups Compete Where Amazon Won’t - Bookshop and Libro.fm hope to change your shopping habits. Will it last after the pandemic?” by Angela Lashbrook. <https://onezero.medium.com/two-new-book-startups-compete-where-amazon-wont-a0aa23dd8fa9>

(2020) LehighValleyLive.com, “‘Burnt out and stressed out’: COVID-19 fears stoking distrust at Bethlehem warehouse” by Pamela Sroka-Holzmann <https://www.lehighvalleylive.com/coronavirus/2020/04/burnt-out-and-stressed-out-covid-19-fears-stoking-distrust-at-bethlehem-warehouse.html>

(2020) OneZero, a Medium Publication, “Clothes-Fitting Technology Could Save Online Shopping” by Angela Lashbrook. <https://onezero.medium.com/clothes-fitting-technology-could-save-online-shopping-d44086ac2211>

(2020) The Brown and White, “National conference highlights women in data science” by Lenni Elias. <https://thebrownandwhite.com/2020/03/04/lehigh-national-conference-shares-women-in-data-science/>

(2019) CMS Wire, “Why Mobile Customer Experience is Still Lagging” by Phillip Britt. <https://www.cmswire.com/customer-experience/why-mobile-customer-experience-is-still->

[lagging/](#)

- (2019) WalletHub, “77.5 million Americans will look at cars to buy this Labor Day Weekend” <https://wallethub.com/blog/auto-loans-survey/65614/#expert=rebecca-j-h-wang>
- (2019) OneZero, a Medium Publication, “It’s a Good Thing That Shopping On Your Phone Is the Worst” by Angela Lashbrook. <https://onezero.medium.com/its-a-good-thing-that-shopping-on-your-phone-is-the-worst-bfb86cb1bfac>
- (2019) Speech Technology Magazine, “The Challenges of Monetizing Speech Applications” by Phillip Britt. <https://www.speechtechmag.com/Articles/ReadArticle.aspx?ArticleID=131634>
- (2018) Sidecar, “How Habit-Building Mobile Apps Can Transform Shoppers into Superfans: A Conversation with Rebecca Wang” by Ellen Harvey. <https://discover.getsidecar.com/habit-building-mobile-apps-can-transform-shoppers-superfans/>
- (2018) Lehigh Business Fall Semester Magazine, “Building Brand Loyalty, By App” by Daryl Nerl. <https://www1.lehigh.edu/news/rebecca-wang-building-brand-loyalty-by-app>
- (2018) The Lehigh Business Blog, <https://business.lehigh.edu/blog/2018/going-mobile-app-day-helps-customers-stay>
- (2017) “How to Trigger Repeat Behaviors and Increase User Engagement.” industry webinar with Branch.io. <https://video.branch.io/how-to-trigger-repeat-behaviors-and-increase-user>
- (2015) *Kellogg Insight*, “How Mobile Commerce Impacts Consumer Behavior” by Theo Anderson. <http://insight.kellogg.northwestern.edu/article/how-we-shop-differently-on-our-phones>
- (2015) Phys.org and Science Daily, “The Impact of Mobile Technology on Purchase Patterns” <https://phys.org/news/2015-05-impact-mobile-technology-patterns.html>
<http://www.sciencedaily.com/releases/2015/05/150505102314.htm>

Recognition

- Alfred Noble Robinson Faculty Award, Lehigh University, 2021
- Association for Consumer Research, Best Article Award Nominee, 2021
- One of twelve university-wide nominees, Frank Hook Assistant Professorship, Lehigh University, 2021
- International Travel Grant, Lehigh University, 2019
- Teaching Innovation Grant, College of Business and Economics, Lehigh University, 2018
- Certificate of Outstanding Contribution in Reviewing, *Journal of Interactive Marketing*, 2017
- Best Paper Award, *Journal of Interactive Marketing*, 2016
- Travel Grant, Northwestern University, 2015
- Graduate Fellowship, Northwestern University, 2011 – 2016
- 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, State of New Hampshire, National Council of Engineers and Surveyors

- John Bickel Scholarship, Dartmouth College, 2004 – 2005
- Engineering Teaching Assistantship, Dartmouth College, 2004 – 2005

Teaching and Advising

College of Business and Economics, Lehigh University

Instructor

- Principles of Marketing, Undergraduates
- Marketing Analytics in the Digital Space, Undergraduates
- Marketing Foundations, Master of Management Graduate Students
- Marketing Analytics, MBA Students

Faculty Mentor

- Students majoring or minoring in marketing
- Honors Senior Thesis and Senior Project advisor to undergraduate Cognitive Science students, 2018 – 2022

Service and Activities

Editorial Review Board

Journal of Advertising, Journal of Interactive Marketing

Ad Hoc Reviewer

- Selected Journals
Journal of Marketing Research,
Management Science,
Journal of Consumer Research,
Journal of Marketing,
International Journal of Research in Marketing,
Journal of Retailing,
Journal of Business Research
- Proposals
Hong Kong Research Grants Council
NWO Talent Programme 2022: Dutch Research Council
- Conferences
ACM (Association for Computing Machinery) Conference on Human Factors in Computing Systems (“CHI”)
Marketing EDGE Summit
American Marketing Association Conference
EMAC Annual Conference

Lehigh University

- Faculty Hiring Committee, Computer Science and Engineering, outside member, 2021-2022; 2023-2024
- Member, Global Affairs Committee, Fall 2021 – 2024

- Women in Data Science (WiDS) Co-ambassador/Co-host with the Computer Science Department, Regional Event at Lehigh University, 2021
- Admissions Office, Zoom presentations on research opportunities for admitted students, 2021
- Women in Data Science (WiDS) Keynote Speaker, March 2, 2020
- 5x10 Symposium Presentation, “Apps, Search, and Shopping Behavior: Revealing Consumer Insights from Data with Machine Learning and Causal Research,” Lehigh University First-Year Orientation, August 21, 2020
- 5x10 Symposium Presentation, “Redefining Marketing with Analytics,” Lehigh University First-Year Orientation, August 23, 2019
- CITL Teaching Innovation Presentation, April 10, 2019
- Teaching Innovation Panel, March 20, 2019
- Research council member of DISC (Data, Intelligence System, and Computation) Institute, 2017 – 2019
- (By invitation) Attendance at the annual Student Academic Awards Banquet, hosted by Academic Excellence for Alpha Gamma Delta and Phi Delta Theta, Spring 2018
- Data X, e.g., meet-and-greet with speakers and alums, programming, etc. 2016 – 2018
- Data X Fall 2017 Symposium on Digital Media Addiction with Seton Law School, planning, hosting, and panel presentation, Fall 2017
- Data X Spring 2017 Marketing, Journalism, & Computer Science Symposium “Found and Lost in Information” planning, hosting, and presentation, Spring 2017
- Participation in Lehigh Commencement, 2017, 2018, 2019
- Participation in Honors Convocation, Spring 2017, Spring 2018, Spring 2019
- Data Science Minor committee, 2016

Lehigh, Inter-department / College of Business

- Member, College Policy Committee, Fall 2021 – 2024
- Departmental representative for the Software and Database Committee, 2017 – present
- Business Analytics Certificate faculty co-coordinator, 2020 – present
- College of Business representative to Rossin College of Engineering, 2019 – 2022
- WISR Ambassador to admitted prospective students, Class of 2024, Spring 2020
- Faculty Hiring Committee, DATA Management senior faculty, outside member, Fall 2019 – Spring 2020
- Panelist on Data Analytics in Higher Education, Quant Financial Engineering Conference, College of Business, Lehigh University, November 15, 2019
- College of Business Teaching Innovation Grant Presentation, Spring 2019
- Faculty Hiring Committee, Management Department, Supply Chain Management Tenure-Track, Outside Member, Fall 2018
- Affiliated Faculty to Cognitive Science Department, 2017 – 2022
- Participation in College of Business and Economics Honors Rollcall, 2018, 2019
- College of Business Privacy and Security Symposium planning and panel presentation, Fall 2017

Lehigh, Marketing Department

- Co-organizer for the Lehigh Marketing Speaker Series, Fall 2021 – present
- Marketing Faculty Hiring Committee, member, Fall 2019
- Information Fair on College of Business Candidates Day, Saturday April 6, 2019
- Lunch and Learn with students, 2017 – 2019

- Recommendation letters to numerous former students, 2016 – present
- Held Marketing Datathon to promote marketing analytics and Mkt 326, Fall 2017
- Marketing faculty recruiting and interviews at American Marketing Association Summer Conference, San Francisco, 2017