

-The Impact Symposium-

PRIVACY & SECURITY IN THE ERA OF BIG DATA

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Rebecca Wang joined Lehigh University starting in the Fall of 2016 as an Assistant Professor in the Department of Marketing within the College of Business and Economics. Prior to Lehigh, she was at Kellogg School of Management, Northwestern University, where she received her Ph.D. in (quantitative) marketing.

A combination of her interests in marketing, data science, and technologies, Rebecca's research focuses on customer relationship management in the contexts of digital and mobile channels and social media. By collaborating with industry partners and analyzing large datasets, she uses causal inference and statistical methods to answer questions related to omni-channel strategies and direct marketing with new media. She has published in numerous outlets, including *Journal of Retailing*, *Journal of Interactive Marketing*, and *Computers in Human Behavior*, and presented at conferences such as Marketing Science, Academy of Marketing Science, International Communication Association, AdExchanger in Chicago, and International Conference on Computational Social Science.

Prior to her doctoral studies, she worked as a consultant at Monitor Group in Cambridge, MA and later as a data engineer at a healthcare software-as-a-service company, Connance, Inc. in Waltham, MA for a total of six years.



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