

Rebecca Jen-Hui Wang

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Department of Marketing
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Education

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

Employment

- | | |
|---|----------------|
| Assistant Professor of Marketing
Lehigh University, Bethlehem, PA
<i>College of Business and Economics</i> | 2016 – Present |
| 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 |

Publications

Peer-Reviewed Academic Journal Publications

- Humphreys, Ashlee and **Rebecca Jen-Hui Wang**. “Automated Text Analysis for Consumer Research.” *Journal of Consumer Research*, 44, 6 (2018), 1274-1306.
- 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.

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.

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*.

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).
<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>

Peer-Reviewed or Refereed Book Chapters

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**, 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 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**, 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.

Refereed Academic Conference Presentations (all as a presenter)

(upcoming) "Understanding the Relationship Between Construal Level in Search Activities and

Purchase Funnel,” 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.

Selected Media Mention

(2018) Sidecar “How Habit-Building Mobile Apps Can Transform Shoppers into Superfans: A Conversation with Rebecca Wang” <https://discover.getsidecar.com/habit-building-mobile-apps-can-transform-shoppers-superfans/>

(2018) Lehigh Business Fall Semester Magazine <https://www1.lehigh.edu/news/rebecca-wang-building-brand-loyalty-by-app>

(2018) The Lehigh Business Blog <https://cbe.lehigh.edu/blog/posts/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” <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>

Other Presentations

As a Non-presenting Co-author

“How search signals can help transform your services and personalize customer engagement” with Ashlee Humphreys, Mathew Isaac, Performics and Northwestern University Intent Lab, and Microsoft. VivaTech Conference, Paris, France, May 24-26, 2018.

As a Presenter

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

“Customer Analytics of a Coalition Loyalty Program.” CSE 198 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 198 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 198 Introduction to Data Science at Computer Science and Engineering, Lehigh University, December 2016.

“Customer Relationship Management in the Digital Age.”
 University of Massachusetts, Amherst, October 2015.
 Northeastern University, October 2015.
 Lehigh University, September 2015.
 University of New Hampshire, September 2015.
 Saint Louis University, September 2015.
 University of Denver, August 2015.

“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.

Recognition

- Teaching Innovation Grant, College of Business and Economics, Lehigh University, 2018
- 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, 2005
- 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
- One-credit research

Marketing Faculty Mentor

- Students interested in the data analytics marketing major track
- (unofficial capacity) Students interested in digital marketing, data analytics, or job application preparation

Service and Activities

Reviewer

- Ad Hoc Journal Reviewer
Journal of Interactive Marketing, Journal of Retailing, Information Systems Frontiers, Electronic Commerce Research and Applications, The Service Industries Journal, Journal of Global Fashion Marketing, International Journal of Environmental Research and Public Health, International Journal of Services Technology and Management, International Journal of Electronic Marketing and Retailing
- Ad Hoc Reviewer for Hong Kong Research Grants Council
- Conference Reviewer
Marketing EDGE Summit, American Marketing Association Conference
EMAC Annual Conference

Lehigh, Marketing Department

- Departmental representative for the Software and Database Committee, 2017 – present
- Student mentoring of official advisees, students of other majors, and former and current students, 2017 – present
- Lunch and Learn with students
- (By invitation) Attendance at the annual Student Academic Awards Banquet, hosted by Academic Excellence for Alpha Gamma Delta and Phi Delta Theta, Spring 2018
- 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

Lehigh, Outside or Inter-Department / College

- Committee Member: Management Department, Supply Chain Management Tenure-Track Faculty Recruitment, Fall 2018
- Participant: University-wide Center of Innovation, Technology, and Learning (CITL) Teaching Innovation Presentations, Spring 2018
- Participant: Inclusive Excellence in Teaching workshop
- Affiliated Faculty: Cognitive Science Department, 2017 – present
- Participant: College of Business and Economics Honors Rollcall, Spring 2018
- Presenter: College of Business and Economics Privacy and Security Symposium planning and panel presentation, Fall 2017

Lehigh University

- Research council member: Data, Intelligence System, and Computation Institute, 2017 – present
- Data X collaboration with alumna non-profit organization, Aequitas, 2016 – present
- 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
- Participation in Honors Convocation, Spring 2017, Spring 2018
- Data Science Minor committee, 2016