

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.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

- | | |
|---|----------------|
| 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 |

Research Interests

Managerial Implications: Mobile and Digital Marketing, E-Commerce and Retailing, Customer Relationship Management and Engagement, Technologies, Social Influences, Product Reviews and Word-of-Mouth, Strategic Planning and Policies, Innovations

Methodologies: Causal Inference and Econometrics, Text and Content Analysis, Machine Learning, Network Analysis, Agent-based Modeling

Publications (Google Scholar citations = 810)

Peer-Reviewed Journal Publications

Humphreys, Ashlee, Mathew Isaac, and **Rebecca Jen-Hui Wang** (2020), formally accepted and forthcoming. “Construal Matching in Online Search: Applying Text Analysis to Illuminate the Consumer Decision Journey,” *Journal of Marketing Research*.

- Developed a web-based text analysis tool, available at www.construalscore.com

Wang, Rebecca Jen-Hui. “Branded Mobile Application Adoption and Customer Engagement Behavior.” *Computers in Human Behavior*, 106 (2020).

- Mentioned in <https://www.comparecards.com/blog/subscriptions-affect-retail-qa-rebecca-wang/>

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

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.

- 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

"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, 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.

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

"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. Marketing Science, New York University Stern School of Business, Rome, Italy, June 20-22, 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

- “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.
- “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.
- “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.

“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.

Selected Media Mentions

(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>

Selected Recognition

- International Travel Grant, Lehigh University, 2019

- Teaching Innovation Grant, College of Business and Economics, Lehigh University, 2018
- Best Paper Award, *Journal of Interactive Marketing*, 2016
- Microsoft Business Intelligence IT Professional Certificate, 2008
- Microsoft SQL Server Technology Specialist Certificate, 2007
- Engineer-In-Training, State of New Hampshire, National Council of Engineers and Surveyors

Teaching and Advising

College of Business and Economics, Lehigh University

Instructor

- Principles of Marketing, Undergraduate
- Marketing Analytics in the Digital Space, Undergraduate
- Marketing Foundations, Master of Science in Management

Undergraduate Marketing Faculty Mentor

- Students in the major track
- Senior project advisor, Cognitive Science, Fall 2019 & Spring 2020

Selected Service and Activities

Ad Hoc Reviewer

- Including but not limited to:
Journal of Consumer Research,
Journal of Retailing,
Journal of Interactive Marketing,
International Journal of Research in Marketing,
Journal of Business Research
- Conferences
ACM Conference on Human Factors in Computing Systems (“CHI”)
Marketing EDGE Summit
American Marketing Association Conference
EMAC Annual Conference

Lehigh University

- (tentative) 5x10 Symposium Presenter, “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 Presenter, “Redefining Marketing with Analytics,” Lehigh University First-Year Orientation, August 23, 2019
- Presenter, Center of Innovation, Technology, and Learning (CITL) Teaching Innovation Conference, April 10, 2019
- Participant, Center of Innovation, Technology, and Learning (CITL) Teaching Innovation Conference, Spring 2018, 2019
- Panelist, Teaching Innovation Panel, March 20, 2019
- Research council member, Data, Intelligence System, and Computation Institute, 2017 – 2019

- Data X, 2016 – 2018
- Presenter, Data X Fall 2017 Symposium on Digital Media Addiction with Seton Law School, Fall 2017
- Presenter and co-organizer, Data X Spring 2017 Marketing, Journalism, & Computer Science Symposium “Found and Lost in Information,” Spring 2017
- Participant, Lehigh Commencement, 2017, 2018, 2019
- Participant, Honors Convocation, Spring 2017, Spring 2018, Spring 2019
- Member, Data Science Minor committee, 2016

Lehigh, Inter-department / College

- Faculty co-coordinator, Business Analytics Certificate, Fall 2020 – present
- WISR Ambassador to admitted prospective students, Spring 2020
- Member, DATA Management senior faculty recruitment committee, 2019 – 2020
- Panelist, Data Analytics in Higher Education, Quant Financial Engineering Conference, College of Business, Lehigh University, November 15, 2019
- Member, Software and Database Committee, 2017 – present
- Member, Management Department, Supply Chain Management Tenure-Track Faculty Recruitment Committee, Fall 2018
- Participant, Inclusive Excellence in Teaching workshop, 2018
- Affiliated Faculty, Cognitive Science Department, 2017 – present
- Participant, College of Business and Economics Honors Rollcall, 2018, 2019
- Presenter, College of Business Privacy and Security Symposium, Fall 2017

Lehigh, Marketing Department

- Member, Marketing faculty recruitment committee, Fall 2019
- Information Fair, College of Business 2019
- Student mentoring 2017 – present
- Student engagement, e.g., Lunch and Learn sessions with students
- Recommendation letters to numerous former students
- Marketing Datathon, Fall 2017
- Marketing faculty recruiting and interviews at American Marketing Association Summer Conference, San Francisco, 2017