



Big Data Marketing Track

Big Data is transforming marketing practices. The key to a firm's competitiveness in a dynamic, changing environment is to unleash the power of Big Data in quality decision-making with measurable marketing implications. We preferably solicit papers examining marketing issues by the use of Big Data in (but not limited to) the following areas:

- ✓ Brand loyalty, brand equity and branding strategy
- ✓ B2B marketing and channels of distribution
- ✓ B2C customer satisfaction, engagement, experience and retention
- ✓ C2C marketing communications, eWOM and online buying behavior
- ✓ Digital marketing, mobile marketing and social media marketing
- ✓ E-marketing in an integrated global economy
- ✓ Marketing analytics and data-driven marketing
- ✓ Market segmentation and product positioning
- ✓ Market research and predictive marketing
- ✓ Marketing ROI and marketing accountability
- ✓ Online advertising and sales promotion
- ✓ Product strategy and new product development
- ✓ Relationship marketing and services marketing

Track Chair: Tung-lung Steven Chang

Professor and Chair

Department of Marketing and International Business

College of Management

Long Island University

Dr. Chang teaches classes in the area of International Business and Marketing. He brings to the classroom a rich mix of teaching and research experience. He has taught MBA programs at the headquarters of Northrop Grumman, Olympus, Motorola and Verizon as well as IMBA/EMBA in Switzerland, the US, China and Taiwan. He has conducted seminars at various locations, including Beijing, Chengdu, Nanjing, Shanghai, Taipei, London, Miami, New York and the Headquarters of WTO in Geneva. He previously served on the Advisory Council of New Jersey State Export Finance Company and was an ad hoc reviewer for the Social Sciences and Humanities Research Council, Canada. Dr. Chang is a Fulbright Scholar. He has centered his research on marketing and global expansion strategy. His research has appeared in Journal of World Business, International Marketing Review, Decision Support Systems, Technological Forecasting and Social Change, Journal of Global Information Management, and Journal of Strategic Marketing.

Track Chair: Tong (Tony) Bao

Assistant Professor of Marketing

College of Management

Long Island University

Tong (Tony) Bao is an assistant professor at the College of Management at Long Island University at Post campus. He obtained his PhD degree from Cornell University's Johnson Graduate School of Management, and bachelor's degree in engineering from Shanghai Jiaotong University. His research interests are in digital marketing issues and big data analysis in social network and social media emerging from rapid development of internet technologies, particularly on research questions related to electronic word of mouth. He has published in Decision Support Systems and Electronic Commerce, International Journal of

Internet Marketing and Advertising, and International Journal of Business, and AMA Summer and Winter Educator's Conference Proceedings. He also has hands-on experiences in launching several innovative products in high-tech industry.