Mobile apps and digital platforms have grown in popularity in recent years and impact consumers’ and firms’ decisions. However, their impact is not well-understood and they often suffer from low engagement. Therefore, it’s important to study how apps influence consumers and how firms can enhance engagement in online environments.

**Research Interests**
- Mobile apps and shopping
- Location data and privacy concerns
- User-generated content in digital platforms
- Learning platforms and generative AI

**Current Projects**
- Impact of mobile apps on consumers’ shopping in online/offline stores
- Value of geo-tracking data collected by mobile apps for predicting consumers’ offline store visits and its privacy trade-offs
- How the entry of e-scooters impact consumers’ mobility, shopping, and safety in a city

**Keywords**
Mobile apps, retailing, digital platforms, online learning platforms, text analysis, machine learning, causal models, marketing analytics, engagement, AI

**Interest Areas for Collaboration/Future Work**
Dr. Narang has experience and expertise in causal models, including field experiments and non-experimental observational studies. She is interested in working with experts in machine and deep learning as well as those engaged in lab experiments to address engagement in digital environments.