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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.

Personalized Nutrition Initiative

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