

Erasmus University Rotterdam, the Netherlands
CSC PhD 2015 Project Description

School/Department:	Department of Technology and Operations Management Rotterdam School of Management Erasmus University
Project Title:	Mobile Analytics in China
Abstract:	<p>China's mobile users represent the world's largest smartphone market. China spends more money on mobile ads than the rest of the world combined. Consumers' increased use of Internet on mobile devices has challenged modern firms, who are struggling to respond to this changed behavior. Over the last few years, mobile apps, mobile internet and mobile advertising, and mobile commerce grew fast and drove rapid growth in digital marketing and digital advertising. Consumers shift their time spend on the Internet towards mobile devices challenging advertisers and publishers. Both sides of the network are struggling on how to respond to this changed behavior resulting in less efficient advertising, lower spending and lower revenues per consumer. For example, while Chinese smartphone owners spent an average of 109 minutes consuming media, according to a recent study, those consumers are reluctant to pay for apps and quickly abandon apps for new ones.</p> <p>This complicates monetization efforts. This project will tap into the big data opportunity that specifically pertains to mobile generated data. Examples of mobile big data applications are location based marketing, localized m-commerce, and user-profile driven design differentiation- and optimization.</p> <p>Take mobile advertising for example, the shift of time spent on the Internet towards mobile devices affects advertising driven business models of online publishing companies. Due to smaller screen sizes on mobile devices, there is less space to display advertisements on such devices and as a result the average number of ads shown to platform users decreases. At the same time dissatisfaction about the results causes advertisers to be reluctant in investing on mobile channels. As a result the income per click for publishers is lower than average on mobile devices. To date the number of scientific studies evaluating mobile advertising effectiveness is scarce. Thus, it is critical to examine the effectiveness of advertising creative in Web and mobile advertisement. Prior work did not distinguish between smartphones and tablets as they are lumped together into a mobile category even though there is a notable difference in terms of screen size and portability. It is important to study the differential effects of the effectiveness of different ad creatives across PC, tablet, and</p>

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	<p>smartphone at the creative-level instead of the product-level; and investigate the interdependency between mobile, tablet, PC, and offline advertisings.</p> <p>This research project will involve data collection from multiple sources, for example: collecting user data through survey and experiments to understand at the individual level how individuals use mobile commerce, mobile internet, and mobile apps; collecting mobile data through field experiments; and extracting mobile generated data in location-based marketing, localized m-commerce, and user-profile driven design differentiation- and optimization. It will also use econometrics modelling techniques to develop and test empirical models to unpack mechanism that stimulate user behavior on mobile environment.</p>
Requirements of candidate:	<ul style="list-style-type: none"> • At least an MSc, MA or MPhil degree in business or economics, or from related fields such as psychology, sociology, computer science, engineering, mathematics, statistics, etc. • Excellent results in their first degree/graduate study. • Explicit interest in and motivation for scientific research. • Commitment and drive to execute excellent PhD research; • International orientation and the capacity to speak and write in English fluently; • IELTS Grade: 7.5; or TOEFL: 100 on the internet based test and 600 on the paper based test
Supervisor information:	<p>Associate Professor Ting Li Associate Professor Email: tli@rsm.nl Website: http://www.rsm.nl/people/ting-li/</p> <p>Selected Recent Publications</p> <ul style="list-style-type: none"> • Li, Ting, Kauffman, R.J., van Heck, E., Vervest, P., and Dellaert, B. 2014. Consumer Informedness and Firm Information Strategy. <i>Information Systems Research</i>, 25(2), 345-363. • Li, Ting, and Slee, T. 2014. The Effects of Information Privacy Concerns on Digitizing Personal Health Records. <i>Journal of the American Society for Information Science and Technology</i>, 65(8), 1541-1554. • Li, Ting, Berens, G., and de Maertelaere, M. 2013/2014. Corporate Twitter Channels: The Impact of Engagement and Informedness on Corporate Reputation. <i>International Journal of</i>

	<p><i>Electronic Commerce</i>, 18(2), 97-126.</p> <ul style="list-style-type: none">• Li, Ting, and Meshkova, Z. 2013. The Influence of Interactive Media on Consumer Willingness to Pay in Online Stores. <i>Electronic Commerce Research and Application</i>, 12(6), 449–461.• Lovric, M., Li, Ting, and Vervest, P. 2013. Sustainable Revenue Management: A Smart-Card Enabled Agent-Based Modeling Approach. <i>Decision Support Systems</i>, 54(4), 1587-1601.• Li, Ting, and Kauffman, R.J. 2012. Adaptive Learning in Service Operation. <i>Decision Support Systems</i>, 53(2), 306-319.• Li, Ting, and Unger, T. 2012. Willingness to Pay for Quality Personalization? Trade-off between Quality and Privacy. <i>European Journal of Information Systems</i>, 21(6), 621-642.• Kauffman, R.J., Li, Ting, and Heck, E., 2010, Business Network-Based Value Creation in Electronic Commerce. <i>International Journal of Electronic Commerce</i>, 15(1), 111-142.
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