

## Center for Digital Marketing Strategy and Analytics (C-DMSA)

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### Director

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Dr. Fang's research focuses on digital marketing strategy in data-rich environments and international business ([link here \(https://business.lehigh.edu/directory/er-eric-fang/\)](https://business.lehigh.edu/directory/er-eric-fang/)).

### Digital Marketing Strategy and Analytics

The Center for Digital Marketing Strategy and Analytics will be updating this page with research and academic program information in the future. If you have questions about the Center, please contact the department of marketing, at: [inmarket@lehigh.edu](mailto:inmarket@lehigh.edu), or (610) 758-4743.

Dr. Fang discussed digital transformation and the new Center with Jack Croft, host of Lehigh's College of Business ILLUminate podcast (<https://business.lehigh.edu/news/>). Listen to the podcast here (<https://business.lehigh.edu/blog/2021/eric-fang-our-digital-transformation/>) and subscribe and download Lehigh Business on Apple Podcasts (<https://podcasts.apple.com/us/podcast/lehigh-university-business-thought-leadership/id1290369542/>) or wherever you get your podcasts. (You can also read the podcast transcript ([https://business.lehigh.edu/sites/default/files/2021-01/EricFangDigitalTransformation\\_TRANSCRIPT.pdf](https://business.lehigh.edu/sites/default/files/2021-01/EricFangDigitalTransformation_TRANSCRIPT.pdf))).