

## Curriculum Vitae



**Dr. Dianna Y. L. Chang**

Senior Lecturer, Marketing Programme  
School of Business

Tel : +65 6248 0077

### Education Qualifications

2014	PhD (Marketing), Melbourne Business School, University of Melbourne
2001	MBA, Hong Kong University of Science and Technology
1994	B.Sc. (Biology), Beijing Normal University

### Academic and Professional Experience

2020 – Present	Senior Lecturer (Marketing), School of Business, SUSS
2014-2019	Lecturer (Marketing), School of Business, SUSS
2016-2017	Visiting Research Fellow, Cambridge Judge Business School, University of Cambridge
2001-2007	Planning Manager/Director, D’Arcy/Publicis Hong Kong & Melbourne,
1998-1999	Marketing Manager, The Serono Group, Beijing

### Research Interests

- Consumer behaviour
- Well-being studies
- Sustainability
- Interdisciplinary research

### Selected Publications

- **Chang, D.**, Chang, X., He, Y., Tan, K. (2022) “The Determinants of COVID-19 Morbidity and Mortality across Countries”, Scientific Reports (an open access journal of Nature)

### **Conference Papers**

- **Chang, D.;** Chang, X., Huang, J., & Zhang, W. (2021) "Are Overconfident CEOs Better at Branding Innovations?". Australia and New Zealand Marketing Academy Conference, Melbourne/Australia
- **Chang, D.;** Chang, X., & Yan, W. (2019) "Executive's Hometown Favouritism and Corporate Social Responsibility", Multinational Finance Society, Crete/Greece
- **Chang, D.** (2016) "The Resourceful Decision Maker: Effects of Both Depletion and Accretion of Self-Regulatory Resources on Consumer Openness to Purchase Opportunities". International Conference on Well-Being, Singapore
- **Chang, D.** (2014) "The Resourceful Consumer: An Experimental Exploration of the Effects of Self-Regulatory Resources on Consumer Openness to Opportunities". Poster Presentation. Society of Judgement and Decision Making Annual Conference, Chicago, U.S.A

### **Research Grants**

- SUSS ARC Grant, 2019 SUSS Applied Research Committee Grant, SGD 10,000 Project title: Product Market Competition and Corporate Trademarks

### **Memberships and Professional Activities**

- Member, Institutional Review Board, SUSS, 2018-2020
- Umbrella Asia Awards Competition Juror, 2019
- Reviewer; Journal of Consumer Psychology
- Reviewer: International Journal of Internet Marketing and Advertising

### **Teaching Areas**

- Marketing Management
- Digital Marketing
- Consumer Behaviour
- Integrated Marketing Communications
- Customer Experience Management
- Innovation and Strategy

### **Consultation and Executive Experience**

- Lazada Digital Marketing Training for Top Sellers, 2021

### **Honors and Awards**

- Melbourne Research Scholarship, 2005-2009