

Curriculum Vitae



Dr Dianna Y. L. Chang

Senior Lecturer, Marketing Programme
School of Business

Tel : +65 6248 0077

Education Qualifications

PhD (Marketing), Melbourne Business School, University of Melbourne
MBA, Hong Kong University of Science and Technology
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

Selected Publications

- **Chang, D.**, Chang, X., He, Y., & Tan, K. "The Determinants of COVID-19 Morbidity and Mortality across Countries", *Scientific Reports* (by Nature Portfolio, IF 3.8), 2022, 12: 5888, <https://www.nature.com/articles/s41598-022-09783-9>
 - [Top 10 most downloaded papers](#) (60,569 downloads) among 21,840 papers published by Scientific Reports in 2022.

- Covered by over 30 media outlets and gained significant attention on social media; received over 33K likes and 1.6K comments on Reddit.
- Achieved an Altmetric score of 440, placing it in the top 1% of online attention among 430K tracked papers.
- He, Y., **Chang, D.**, & Wei R. “Local Financial Agglomeration and Corporate Green Innovation”, *Asia-Pacific Journal of Financial Studies*, (ABDC/B, IF 1.5), 2023, 52 (4), 539-564, <https://doi.org/10.1111/ajfs.12443>
- Lou, C., Goh, Y., **Chang, D.**, Tan H., Yap X., & Zhang X. “What is brand activism? Explicating consumers’ perceptions of its characteristics, authenticity, and effectiveness”, *Journal of Interactive Advertising* (ABS1, ABDC/B, IF 5.8), 2024, <https://doi.org/10.1080/15252019.2024.2346889>
- **Chang, D.**, Chang, X., & Yan, W. “CEO Locality and Corporate Social Responsibility”, *British Journal of Management*, (ABS4, ABDC/A, IF 4.5), 2024, <http://doi.org/10.1111/1467-8551.12859>

Book Chapter

- **Chang, D.** “Managing Customer Experiences through Digital Disruption”, in “Leading in a Digitally Disruptive World” Edited by Wong A & Lee YH, *World Scientific*, 2023, https://doi.org/10.1142/9789811278570_0005

Reports

- “A Survey on Trends and Digital Adoption in China’s Outbound Tourism 2023”, published by the Center of Sustainable Financial Innovation (CSFI), Nanyang Business School. [Link](#) to the summary and full reports.
- Relaxation Through Streaming: A Survey on Paid Video-On-Demand (VOD) In Southeast Asia, with Xin Chang, Xin Deng (Cindy) & Darren Wong. Published by the Center of Sustainable Financial Innovation (CSFI), Nanyang Business School. [Link to the summary](#) and [full report](#).
- Game On: A Survey On the Rise of Paid Online Gaming in Southeast Asia, with Xin Chang, Xin Deng (Cindy) & Darren Wong. Published by the Center of Sustainable Financial Innovation (CSFI), Nanyang Business School. [Link to the summary](#) and [full report](#).

Selected Conference Papers

- He, Y., **Chang, D.**, & Wei, R. “*Local Financial Agglomeration and Corporate Green Innovation*”, International Conference on Sustainability, Environment, and Social Transition in Economics and Finance, Paris, Dec 2022
- **Chang, D.**; Chang, X., Huang, J., & Zhang, W. “Are Overconfident CEOs Better at Branding Innovations?”. Australia and New Zealand Marketing Academy Conference, Melbourne/Australia, Dec 2021
- **Chang, D.**; Chang, X., & Yan, W. “Executive’s Hometown Favouritism and Corporate Social Responsibility”, Multinational Finance Society, Crete/Greece, June 2019
- **Chang, D.** “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, 2016

- **Chang, D.** “The Resourceful Consumer: An Experimental Exploration of the Effects of Self-Regulatory Resources on Consumer Openness to Opportunities”. Poster Presentation. Society of Judgement and Annual Conference, Chicago, U.S.A, 2014

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

Service to SUSS

- Member, Institutional Review Board, SUSS, 2018-2020
- Program Ethic Review Committee (PERC/MGT Program), 2023 – 2024
- Program Ethic Review Committee (PERC/Digital Marketing), 2024
- Leader of Pedagogy Committee, School of Business/ SUSS, 2017- Present
- SUSS Teaching Awards Judging Panel, 2024-2026
- Raffles Marina X SUSS Case Competition Judge, 2024
- SUSS Brand Challenge Judge, 2020, 2021,2022
- SUSS Brand Challenge Committee, 2019 – Present
- Alumni Workshop Committee, 2019
- Classroom Recording Vendor Selection Committee, 2018
- UniSIM Faculty Volunteer in Student Outward Bound Training, Ubin Island, 2016
- UniSIM Advertising Agency Review Committee, 2016
- UC Marketing Committee, 2015
- UniSIM Rebranding Committee, 2015

Conference Leadership

- Co-Chairman, SIAM SUSS International Academic Conference, 2022 (Virtual)
- Co-Chairman, SIAM SUSS International Academic Conference, 2023 (Bangkok)
- Organising Committee, [World Sustainability Forum](#), SUSS/2023

Advisory & Talks

- Steering Committee, Sustainability Exchange, [EB Impact](#), 2023
- Guest Speaker: [IPB University Summer Course](#) on Green Consumer, Nov 2022
- Harvard Business Review Advisory Council, 2024 –

Reviewer for Journals

- Journal of Consumer Psychology
- PNAS Nexus
- Australian Marketing Journal
- PLOS ONE
- International Journal of Advertising
- International Journal of Internet Marketing and Advertising
- International Journal of Business and Emerging Market

Reviewer: Conference/Competition/Textbook

- SUSS Brand Challenge Judging Panel, 2020 – 2024
- Mumbrella Asia Awards Competition Juror, 2019 (Singapore)
- Conference reviewer: SIAM SUSS International Academic Conference 2022 (Virtual)
- Conference reviewer: the 22nd International Conference on Electronic Business, 2022
- Conference reviewer: World Sustainability Forum 2023
- Conference reviewer: Australia and New Zealand Marketing Academy Annual Conference (ANZMAC) 2024
- Textbook reviewer: Cases for the Global Edition (17e), Marketing Management, Kotler et al

Media Coverage/Interviews

Media Coverage of our Covid Research

Selected media coverage available at the [Altmetric site](#)

Report by [NBS Research Blog](#)

I have given 70+ media interviews. Here is a selection of recent years' interviews. A full list can be found [here](#).

- CNA 938 live radio: Should we be pre-ordering items online?, 08/07/24, [Link to CNA Daily Cuts](#)
- CNA 938 live radio. Rising prominence of unmanned stores in Singapore. 27/05/24, [Link to CNA Daily Cuts](#)
- CNA938 live radio: What could attract people back to Orchard Road, 28/03/24, [Link to CNA Daily Cuts](#)
- Straits Times: Search for Singapore's best customer service providers back for 3rd year running, 19/03/24, [Link](#)
- CNA938 live radio: Are shopping malls still relevant for CNY? 13/02/24, [Link to CNA Daily Cuts](#)
- Hello Singapore, Financial Planning in the New Year, 07/02/24, [Link](#)
- CNA938 live radio, Why Chinatown festive fairs' sales have fallen, 30/01/24, [Link to CNA Daily Cuts](#)
- CNA, Comment on Prime drink, 20/01/24, [link to the article](#)
- CNA TV, CASE launches voluntary accreditation scheme for e-businesses, 10/23. [Link](#)
- The Straits Times, Mr. Tharman and pineapple, 09/09/23, [Link](#)

- Channel 8, Consumer Complaints, 08/08/23, [Link](#)
- Today Online, Explainer: What went wrong with Shein's influencer campaign? [Link](#)
- Channel 8, Singapore Airlines adds appetiser back. 31/05/2023. [Link](#), 6.5K views
- Today Online, Meta and paid subscriptions. 23/02/2023. [Link](#)
- NA Digital, on Media performance inflation. [Link](#). 10/01/23

Teaching Areas

- Marketing Management
- Digital Marketing
- Consumer Behaviour
- Integrated Marketing Communications
- Customer Experience Management
- Innovation and Strategy
- Service Innovation and Excellence (Chinese)

Consultation and Executive Experience

- Lazada Digital Marketing Training for Top Sellers, 2021

Honors and Awards

- SUSS Outstanding Teaching Award (university level), 2023
- SUSS Teaching Award Honorary Mentions (university level), 2022
- Melbourne Research Scholarship, 2005-2009

Updated on 30 August 2024