

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
- Mumbrella 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

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