

C. Angela Chang

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Marketing Group, D'Amore-McKim School of Business
Northeastern University, Boston, MA

EDUCATION

Kelley School of Business, Indiana University Ph.D., Marketing	Bloomington, IN 2003
National Taiwan University MBA	Taipei, Taiwan
National Taiwan University BBA, International Business	Taipei, Taiwan

ACADEMIC APPOINTMENTS

Northeastern University, D'Amore-McKim School of Business Teaching Professor Associate Teaching Professor	Boston, MA 2025 to Present 2018 - 2025
Simmons University, School of Management Boston, MA Associate Professor of Marketing	2014 - 2018
Central Michigan University, College of Business Administration Assistant Professor of Marketing	Mount Pleasant, MI 2012 - 2014
Shippensburg University, John L. Grove College of Business Associate Professor of Marketing Awarded Tenure	Shippensburg, PA 2004 - 2012 2009
Ramapo College, Anisfield School of Business Assistant Professor of Marketing	Mahwah, NJ 2002 - 2004

AREAS OF EXPERTISE

Consumer Behavior
Marketing Research
Health Marketing
Green Marketing
Prosocial Behavior

JOURNAL PUBLICATIONS

Lin, Ying-Ching and C. Angela Chang (2026), “‘Buy-One-Get-One-Free’ versus ‘Share-with-a Friend’ Deals: A Construal-Level Approach to Promotion Framing,” *Journal of Consumer Behaviour*, 25 (4), 2164-2177. [*Equal contribution]

Chang, C. Angela and Ying-Ching Lin (2024), “Giving a Conspicuously Branded Gift: The Role of Guilt,” *International Journal of Consumer Studies*, e13090. [*Equal contribution]

Park, Chanyun, C. Angela Chang, Boon Peng Ng, and Gary J. Young (2023), “Cost-related Medication Nonadherence among Medicare Beneficiaries with Cardiovascular Disease Risk Factors: The Role of Comprehension of the Medicare Program and its Prescription Drug Benefits,” *Journal of Evaluation in Clinical Practice*, 29 (1), 136-145.

Lin, Ying-Ching and C. Angela Chang (2021), “Influencing Consumer Responses to Highly Aesthetic Products: The Role of Mindsets,” *Journal of Retailing*, 97 (3), 459-476. [*Equal contribution]

Lin, Ying-Ching and C. Angela Chang (2017), “Exploring Wasteful Consumption,” *Journal of Environmental Psychology*, 49, 106-111. [*Equal contribution]

Chang, C. Angela and Ying-Ching Lin (2015), “Physical Activity and Food Consumption: The Moderating Role of Individual Dieting Tendency,” *Journal of Health Psychology*, 20 (5), 490-499. [*Equal contribution]

Huang, Edgar and C. Angela Chang (2014), “Case Studies of Implementation of Interactive E-health Tools on Hospital Web Sites,” *e-Service Journal*, 9 (2), 46-61.

Lin, Ying-Ching and C. Angela Chang (2012), “Double Standard: The Role of Environmental Consciousness in Green Product Usage,” *Journal of Marketing*, 76 (5), 125-134

Lin, Ying-Ching, C. Angela Chang, and Yu-Fang Lin (2012), “Self-Construal and Regulatory Focus Influences on Persuasion: The Moderating Role of Perceived Risk,” *Journal of Business Research*, 65 (8), 1152-1159.

Huang, Edgar and C. Angela Chang (2012), “Patient-Oriented Interactive E-Health Tools on U.S. Hospital Web Sites,” *Health Marketing Quarterly*, 29 (4), 329-345.

Huang, Edgar, C. Angela Chang, and Poonam Khurana (2012), “Users’ Preferred Interactive E-Health Tools on U.S. Hospital Web Sites,” *International Journal of Pharmaceutical and Healthcare Marketing*, 6(3), 215-229.

Henderson, Marlone D., Szu-Chi Huang, and C. Angela Chang (2012), “When Others Cross Psychological Distance to Help: Highlighting Prosocial Actions toward Outgroups Encourages Philanthropy,” *Journal of Experimental Social Psychology*, 48 (1), 220-225.

Chang, C. Angela and Monika Kukar-Kinney (2011), “The Effects of Shopping Aid Usage on Consumer Purchase Decision and Decision Satisfaction,” *Asia Pacific Journal of Marketing and Logistics*, 23 (5), 745-754.

Chiou, Wan-Jiun P., Alice C. Lee, and C. Angela Chang (2009), “Do Investors Still Benefit from International Diversification with Investment Constraints?” *Quarterly Review of Economics and Finance*, 49 (2), 448-483.

Chang, C. Angela and Raymond R. Burke (2007), "Consumer Choice of Retail Shopping Aids," *Journal of Retailing and Consumer Services*, 14 (5), 339-346.

Chang, C. Angela and Monika Kukar-Kinney (2007), "The Impact of a Pioneer Brand on Competition among Later Entrants," *Journal of Customer Behaviour*, 6 (2), 195-210.

CONFERENCE PRESENTATIONS

Lin, Y. & Chang, C. A. (2026). 'Buy-One-Get-One-Free' versus 'Share-with-a-Friend' Deals: A Construal-Level Approach to Promotion Framing. *American Marketing Association Summer Academic Conference*, Denver, Colorado.

Chang, C. A. (2025). 'Buy-One-Get-One-Free' versus 'Friends-and-Family' Deals: A Construal-Level Approach to Promotion Framing. *The 33rd Annual Conference on Pacific Basin Finance, Economics, Accounting and Management*, Taoyuan, Taiwan.

Lin, Y. & Chang, C. A. (2024). Exploring the Effect of Guilt on Giving a Conspicuously Branded Gift. *American Marketing Association Summer Academic Conference*, Boston, MA.

Chang, C. A. & Lin, Y. (2024). Giving a Conspicuously Branded Gift: The Role of Guilt. *Society for Affective Science Annual Conference*, New Orleans, LA.

Park, C., Chang, C. A., and Ng, B. (2021). Cost-related Medication Nonadherence among Medicare Beneficiaries with Cardiovascular Disease Risk Factors: The Role of Comprehension of the Medicare Program and Its Prescription Drug Benefit. *Association for Marketing and Health Care Research Conference*, virtual.

Lin, Y. & Chang, C. A. (2018). Influencing Consumer Response to Products with High Styling: The Role of Mindsets. *Association for Consumer Research North American Conference*, Dallas, Texas.

Lin, Y., Chang, C. A., & Huang, S. (2017). The influence of pro-environmental credentials on wasteful consumption. *American Marketing Association Winter Marketing Educators' Conference*, Orlando, Florida.

Markarian, A. & Chang, C. A. (2016). Optimizing the Benefits of Competition Based Learning: The Example of the National Student Advertising Competition. *Marketing Management Association Spring Conference*, Chicago, Illinois.

Lin, Y., Chang, C. A., & Huang, S. (2014). Waste in Consumption—Who Does It? *Association for Consumer Research North American Conference*, Baltimore, Maryland.

Chang, C. A., Lin, Y., & Cheng, S. (2013). Physical Activity and Food Consumption: The Moderating Role of Dieting Tendency. *Association for Consumer Research North American Conference*, Chicago, Illinois.

Henderson, M., Huang, S., & Chang C. A. (2013) When Others Cross Psychological Distance to Help: Highlighting Prosocial Actions toward Outgroups Encourages Philanthropy. *The 14th annual convention of The Society for Personality and Social Psychology*, New Orleans, Louisiana.

Huang, E. & Chang, C. A. (2012). Case Studies of E-health Implementation on U.S. Hospital Web Sites. *Stanford Medicine X Conference, Stanford, California.*

Huang, E., Chang, C. A., & Khurana, P. (2012) Users' Preferred Interactive E-Health Tools on U.S. Hospital Web Sites. *Association for Marketing and Health Care Research Conference, Park City, Utah.*

Lin, Y. & Chang, C. A. (2011). Consumer Usage of Green Products. *Association for Consumer Research North American Conference, St. Louis, Missouri.*

Huang, E. & Chang, C. A. (2011). Patient-Oriented Interactive E-health Tools on U.S. Hospital Web Sites. *The 10th International Conference on Health Economics, Management and Policy, Athens, Greece.*

Lin, Y., Chang, C. A., & Lin, Y. (2010). The Effect of Self-Construal and Regulatory Focus on Persuasion: The Moderating Role of Perceived Risk. *Association for Consumer Research North American Conference, Jacksonville, Florida.*

Chang, C. A. & Yang, X. (2010). Threats to Hope and Restoration of Self-Efficacy. *Society for Consumer Psychology Winter Conference, St. Pete Beach, Florida.*

Chang, C. A. & Yang, X. (2009). Confidence, Mindset, and Self-Efficacy in Goal Pursuit. *Association for Consumer Research North American Conference, Pittsburgh, Pennsylvania.*

Chang, C. A. (2008). Restoring Hope and Enhancing Self-Regulation. *Association for Consumer Research North American Conference, San Francisco, California.*

Chang, C. A. & Burke, R. R. (2007). The Effects of Consumer Segments and Situational Factors on Consumer Use of Retail Shopping Aids. *American Marketing Association Summer Marketing Educators' Conference, Washington, D.C.*

Chang, C. A. (2006). Salesforce Control Systems and Salesperson Knowledge Development. *INFORMS/Marketing Science Conference, Pittsburgh, Pennsylvania.*

Chang, C. A. (2006). Cue Utilization and Consumer Expertise. *American Marketing Association Summer Marketing Educators' Conference, Chicago, Illinois.*

Chiou, W. P. & Chang, C. A. (2006). Integrating Advertising and Trial: The Moderating Role of Expertise. *INFORMS/Marketing Science Conference, Pittsburgh, Pennsylvania.*

Chang, C. A. & Burke, R. R. (2003). An Investigation of Solutions to Purchase Deferral. *INFORMS Marketing Science Conference, College Park, Maryland.*

Chang, C. A. (2002). The Effects of Technology-Intensive Shopping Aids on Consumer Decision Making. *American Marketing Association Winter Marketing Educators' Conference, Austin, Texas.*

Chang, C. A. (2002). The Effects of Customer-Interface Technology on Purchase Postponement and Decision Satisfaction. *Society for Consumer Psychology Winter Conference, Austin, Texas.*

Chang, C. A. (2000). Examining Pioneering Advantage and Competition among Later Entrants from an Accessibility-Diagnosticity Perspective. *Society for Consumer Psychology Winter Conference, San Antonio, Texas.*

BOOK CHAPTERS

Huang, E. & Chang, C. A. (2012). Patient-Oriented Interactive E-health Tools on U.S. Hospital Web Sites. In *New Perspective of Contemporary Marketing*, E. Centeno & C. Veloutsou (eds.), Athens Institute for Education and Research: Athens, Greece, 227-239.

TEACHING

Teaching assignments at Northeastern University:

- Introduction to Marketing
- Marketing Research
- Marketing Research (online MBA; facilitator)

Courses taught at other institutions:

- Marketing Management (MBA)
- Healthcare Marketing (MBA)
- Principles of Marketing
- Advertising
- Marketing Research
- Marketing Strategy for Entrepreneurs
- Consumer Behavior
- International Marketing

SERVICE AND PROFESSIONAL DEVELOPMENT

Service to Northeastern University

Department service

- Member, Peer Merit Evaluation Committee, Spring 2025 – Present
- Coordinator, Marketing Research course for NU global network, Fall 2024 – Present
- Member, Non-tenure-track Faculty Recruiting Committee, Spring 2026
- Coordinator, Introduction to Marketing course, Spring 2019 – Spring 2021

College service

- Member, Faculty Policy Committee, Spring 2023 – Spring 2025; Fall 2026 – Present
- Evaluative Faculty Member, Fall 2022 – Present
- Member, Teaching and Learning Committee, Fall 2023 – Spring, 2025
- Member, Student Engagement Taskforce, Summer, 2019

University service

- Member, Women of Color in the Academy Conference Planning Committee, 2019 – Present

Member, Faculty Senate Administrator Evaluation Oversight Committee, Fall 2025 – Present

Member, Faculty Senate Library and Information Collaboration Committee, Fall 2021 – Spring 2023

Service to the Discipline/Profession

Journal Editorship

Associate Editor, International Journal of Consumer Studies
Editorial Board, Health Marketing Quarterly

Ad Hoc Reviewer

Journal of Retailing and Consumer Services
Journal of Business Research
Environment and Behavior
Advances for Consumer Research Conference

Service to the Community/Public

Member, Harvard Municipal Housing Affordable Trust, Harvard, MA
Volunteer, Loaves and Fishes Food Pantry, Devens, MA

Professional Development

The Partnership Fellows – Class of 2023 Leadership Development Program