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Chun-Wei Chang



Chun-Wei Chang is an Assistant Professor of Marketing at Governors State University College of Business. She has a Ph.D. from University of Washington Business Administration. Chun-Wei's present research interests lie in quantitative modeling, empirical application of econometrics and statistics in issues relating to multichannel retailing, dynamic choice modeling, preference evolution, mobile marketing and e-commerce, international marketing, and customer relationship management.

Dr. Chang's recent publications:

Chang, C. and Ijose, O. (2016), Measuring Customer Lifetime Value: An Application in Credit Card Industry, Academy of Business Research Journal, Vol. 1., P.7-24
(<http://search.proquest.com/docview/1863563954?pq-origsite=gscholar>)

Chang, C., and Zhang, J (2016), The Effects of Channel Experiences and Direct Marketing on Customer Retention in Multichannel Settings, Journal of Interactive Marketing, Vol. 36, P. 77-90 (<http://www.sciencedirect.com/science/article/pii/S1094996816300287>)