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## Chang, Chun-Wei

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### Academic Experience

August 2012 – current Assistant Professor of Marketing, Governors State University, Illinois

### Education Background

2012 Ph.D., Marketing, University of Washington  
2005 M.S., Statistics, University of Michigan Ann Arbor  
2002 M.B.A., National Taiwan University  
2000 B.A., Economics, National Cheng-Chi University

### Awards

2011 Foster School of Business Doctoral Fellowship  
2010 Evert McCabe Fellowship  
2009-2010 Ministry of Education Studying Abroad-Dissertation Proposal Scholarship  
2008 Foster School of Business Dean's Achievement Award  
2007 Dean's Award in Recognition of Outstanding Achievement  
2001 Lung-Shan Temple Scholarship  
2001 Taiwan Straits Outstanding Youth Award (Lions Club International)

### Research Interests

Customer Relationship Management, Multichannel Marketing, Choice Modeling, Pricing, Marketing Strategy, Econometrics in Marketing, Bayesian Statistics, State-Space Modeling

### Research in Progress

- “The Effect of Unobservable Learning States on Customer's Channel Preference Evolution”, with Gary Erickson (under review at Journal of Retailing).
- “Heterogeneous Churn Rate Across Individuals and Channels with Limited Information”, with Gary Erickson (to be submitted to Journal of Interactive Marketing).
- “The Effects of Varying Channel Experiences and Direct Marketing on Customer Retention”, with Gary Erickson and Jonathan Zhang (to be submitted to Journal of Marketing Research).
- “Optimal Multichannel Resource Allocation”, with Gary Erickson.
- “The Effect of Unobservable Learning on Preference Evolution and Channel Choice Behavior,” with Gary Erickson and Nara Youn (major revision, Marketing Science)
- “The Effects of Supervisory Attitudes and Activities on Customer Loyalty,” with Rapeepan Kantavichai, University of Washington
- “Ambiguous Moderate Effects on Online Channel Addition Announcement”, with Robert Jacobson.

- “Perceived Risk and Prior Experience on Consumers’ Preference for Channel Choice”.
- “Channel Integration by Multi-Channel Retailers”, with Nara Youn.
- “Value Changes, Joint Venture and Supply Chain Integration,” with James Miller and Surya Pathak

### **Conference Presentations**

- “Using Hidden Markov Model to Discover Customer Channel Choice Behavior,”  
INFORMS Marketing Science Conference, Vancouver, Canada, June 2008
- 2008 ISMS Doctoral Consortium, Vancouver, Canada, June 2008
- “The Effect of Unobservable Learning States on Customer’s Channel Preference Evolution”,  
INFORMS Marketing Science Conference, Boston, June 2012
- 2012 ISMS Doctoral Consortium, Boston, June 2012

### **Teaching Experience**

2012	Instructor, Governors State University MKTG 3100 Introduction to Marketing Management MKTG 3200 Consumer Behavior
2011-2012	Teaching Assistant, University of Washington, Bothell ELCBUS 320 Marketing Management BBUS521 New Product Marketing
2010	Teaching Assistant, University of Washington, Seattle MKTG 485 Strategic Marketing Management
2010	Teaching Assistant, University of Washington, Seattle MKTG 410 Product Management
2009	Case Study Instructor & Teaching Assistant IBUS 300 International Business
2009	Teaching Assistant, University of Washington, Seattle MKTG 511 Business-to-Business Marketing
2007-2008	Teaching Assistant, University of Washington, Seattle MKTG 579 Services Marketing
2007	Teaching Assistant, University of Washington, Seattle MKTG 460 Marketing Research
2006-2007	Quiz Session Instructor, University of Washington, Seattle IBUS 300 International Business
2002	Teaching Assistant, Department of International Business, National Taiwan University
2000-2002	Tutor, Taiwan Economics and Statistics for the Ministry of Foreign Affairs Nationwide Exam

## **Service Activities**

2012-current Curriculum Management Committee

## **Work Experience**

2002-2003 Marketing Product Manager, MigoSoft Corp., Taiwan  
-Construct models focusing on pricing, brand, e-marketing and CRM.  
-Build interactive customer database for targeted marketing.

2001-2002 Internship, Aaeon Technology Inc., Taiwan  
Verify ERP process and programming

2000-2001 Marketing Researcher, BIGC Market Research and Opinion Company

1998 Sales, Estee Lauder Inc., Taiwan Branch