

Hannah H. Chang

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Education

Columbia University, Graduate School of Business

Ph.D., Marketing 2008

M.Phil., Marketing 2006

University of California, Irvine

B.A., Economics (*Summa Cum Laude*) 2002

Phi Beta Kappa, Order of Merit Award, UROP Fellowship

Academic Positions

Singapore Management University, Lee Kong Chian School of Business (LKCSB)

Associate Professor of Marketing (with Tenure) 2017–Present

Assistant Professor of Marketing 2009–2016

Lecturer 2008

Georgetown University

Short-Term Scholar 2024

Columbia University

Research Assistant and Teaching Assistant 2003–2008

Administrative Roles

Chair, Institutional Review Board, SMU 2024–Present

Faculty Senate Chair, SMU 2022–2024, 2025–2026

Deputy Chair, Institutional Review Board, SMU 2023–2024

Director, LKCSB PhD Programmes 2020–2023

Research Interests

Consumer behavior; judgment and decision making; affect (feelings and moods); consumer experience; innovation and technology-mediated marketplace (crowdfunding, crowdsourcing, AI & LLMs, voice technology).

Professional Affiliations

Association for Consumer Research · Society for Consumer Psychology · Society for Judgment and Decision Making · European Marketing Society · INFORMS · AAAI

Publications (Refereed)

ACADEMIC PUBLICATIONS

Journal Publications

1. Lin, J., Keinan, A., **Chang, H. H.**, and Lehmann, D. R. (2025). The Robin Hood Effect in Consumer Transgressions Against Firms. *Journal of Consumer Research*, forthcoming.
2. Fišar, M. et al. (2024). Reproducibility in Management Science. *Management Science*, 70(3), 1343–1356.
3. **Chang, H. H.**, Mukherjee, A., and Chattopadhyay, A. (2023). More Voices Persuade: The Attentional Benefits of Voice Numerosity. *Journal of Marketing Research*, 60(4), 687–706.
4. **Chang, H. H.** and Pham, M. T. (2018). Affective Boundaries of Scope Insensitivity. *Journal of Consumer Research*, 45(August), 403–428.
5. **Chang, H. H.** and Hung, I. W. (2018). Mirror, Mirror on the Retail Wall: Self-focused Attention Promotes Reliance on Feelings in Consumer Decisions. *Journal of Marketing Research*, 55(August), 586–599. [Equal authorship]
6. Hong, J. and **Chang, H. H.** (2015). I Follow My Heart and We Rely on Reasons: The Impact of Self-Construal on Reliance on Feelings versus Reasons in Decision Making. *Journal of Consumer Research*, 41(April), 1392–1411. [Equal authorship]
7. **Chang, H. H.** and Pham, M. T. (2013). Affect as a Decision-Making System of the Present. *Journal of Consumer Research*, 40(June), 42–63.
8. Pham, M. T. and **Chang, H. H.** (2010). Regulatory Focus, Regulatory Fit, and the Search and Consideration of Choice Alternatives. *Journal of Consumer Research*, 37(December), 626–640.
9. Weber, E., Johnson, E., Milch, K., **Chang, H.**, Brodscholl, J., and Goldstein, D. (2007). Asymmetric Discounting in Intertemporal Choice: A Query Theory Account. *Psychological Science*, 18(6), 516–523.

Book Chapters

1. **Chang, H. H.** and Mukherjee, A. (2023). Using Machine Learning to Extract Insights from Consumer Data. In J. Wang (Ed.), *Encyclopaedia of Data Science and Machine Learning* (pp. 1779–1793). IGI Global.
2. **Chang, H. H.** and Mukherjee, A. (2023). Artificial Intelligence, Consumers, and the Experience Economy. In J. Wang (Ed.), *Encyclopaedia of Data Science and Machine Learning* (pp. 567–578). IGI Global.
3. Mukherjee, A., **Chang, H. H.**, and Chattopadhyay, A. (2019). Crowdfunding: Sharing the Entrepreneurial Journey. In R. W. Belk, G. M. Eckhardt, and F. Bardhi (Eds.), *Handbook of the Sharing Economy* (pp. 152–162). Edward Elgar.

Conference Proceedings

16 refereed conference proceedings (2007–2023), with publications in *Advances in Consumer Research*, *AMA Winter Academic Conference Proceedings*, *Proceedings of the European Marketing Academy*, *ANZMAC Conference Proceedings*, and *Asia-Pacific Advances in Consumer Research*.

Full list available upon request.

PEDAGOGICAL PUBLICATIONS

Casewriting

1. Managing the Personalization Paradox: Lessons from Spotify's AI DJ. *Journal of Information Technology Teaching Cases*, forthcoming.
2. Marriott International—Deploying AI Across Hotel Brands in Singapore. SMU Case (SMU-22-0016), with Teaching Note.
3. Funding Societies: Using Fintech to Support Small Businesses in Singapore. SMU Case (SMU-20-0006), with Teaching Note.
4. Growing a Global Forest: Ant Financial, Alipay, and the Ant Forest. SMU Case (SMU-19-0019), with Teaching Note.
5. 1436: The First Pure Chinese Luxury Fashion Brand? Harvard Business School Case (HBS-N9-517-100).
6. Pyra: Delighting Millennials with Beauty in a Subscription Box. SMU Case (SMU-17-0011), with Teaching Note.

Textbook

1. Chang, H.-J. and **Chang, H. H.** (2004). *G. Casella and R.L. Berger's Statistical Inference*. Taipei: Hwa-Tai Ltd.
2. Chang, H.-J. and **Chang, H. H.** (2003). *Statistical Problems*. Taipei: Hwa-Tai Ltd.

PRACTITIONER PUBLICATIONS & PUBLIC SCHOLARSHIP

1. Mukherjee, A. and **Chang, H. H.** (2025). Fluid Agency in AI Systems: A Case for Functional Equivalence in Copyright, Patent, and Tort. *The Washington Journal of Law, Technology & Arts*, forthcoming.
2. Mukherjee, A. and **Chang, H. H.** (2025). Copyright Laundering Through the AI Ouroboros: Adapting the "Fruit of the Poisonous Tree" Doctrine to Recursive AI Training. *The Rutgers Computer and Technology Law Journal*, forthcoming.
3. Mukherjee, A. and **Chang, H. H.** (2023). Managing the Creative Frontier of Generative AI: The Novelty-Usefulness Tradeoff. *California Management Review Insights*, 1–13.
4. **Chang, H. H.**, Mukherjee, A., and Chattopadhyay, A. (2023). Boosting Persuasion: The Attention Benefits of Multiple Narrating Voices. *California Management Review Insights*, 1–9.
5. **Chang, H. H.** and Zhang, J. (2025). Will Labubu be a keeper like Hello Kitty and Pokemon? *The Straits Times*, January 5.
6. **Chang, H. H.** (2023). In Customer Service, when is a Full Refund Justified? *The Straits Times*, October 12.
7. **Chang, H. H.**, Guillermo, E. J., and Chai, C. (2021). Leveraging Reward-based Crowdfunding during Covid-19. *The Business Times*, December 9.
8. **Chang, H. H.** (2018). How Parents Decide on Baby Milk Purchases. *The Straits Times*, February 9.
9. Mukherjee, A. and **Chang, H. H.** (2018). Innovation and Small Business Success. *Tabla!*, June 8.

10. **Chang, H. H.** (2014). A Dynamic and Growing Community of Marketing Academics in Singapore. *The EMAC Chronicle*, May 4, 19–20.

Competitive Research Grants

EXTERNAL GRANTS

PI, Singapore MOE AcRF Tier 2 (T2EP40124-0019), 2025–2028	S\$572,923
PI, Singapore MOE AcRF Tier 2 (MOE-T2EP40221-0008), 2022–2025	S\$388,297
PI, Singapore MOE AcRF Tier 2 (MOE2019-T2-1-183), 2019–2022	S\$283,272
PI, Singapore MOE AcRF Tier 2 (MOE2018-T2-1-181), 2019–2022	S\$354,624
Co-I, National Research Foundation (BSEWWT2017_04), 2017–2020	S\$482,405

INTERNAL GRANTS

PI, ABRI Grant, 2025–2026	S\$7,600
PI, ABRI Grant, 2023–2024	S\$7,800
PI, SMU Societal Challenge Research Capacity Building, 2018–2020	S\$170,000
PI, Singapore MOE Tier 1 (17-C207-SMU-002), 2017–2019	S\$71,151
PI, Singapore MOE Tier 1 (15-C207-SMU-006), 2015–2018	S\$58,757
PI, Singapore MOE Tier 1 (14-C207-SMU-013), 2014–2016	S\$24,297
PI, Singapore MOE Tier 1 (13-C207-SMU-006), 2013–2014	S\$24,917
PI, Singapore MOE Tier 1 (10-C207-SMU-019), 2010–2012	S\$24,073
PI, Singapore MOE Tier 1 (09-C207-SMU-007), 2009–2010	S\$14,486

Awards and Recognitions

Fellow, Longevity Economies and Societies Institute, SMU	2026–Present
AMA MarComm SIG Innovations in Marketing Communications Research Award	2024
Financial Times Responsible Business Education Award (Teaching Cases)	2022
SCP Doctoral Consortium Faculty	2022
SMU MSc in Management Program Meritorious Service Award	2020
SMU Excellent Teacher Award Nominee (University Level)	2019
Lee Kong Chian Fellowship for Research Excellence	2018–2019
ACR Doctoral Consortium Faculty	2018
Retail Research Scholar, Retail Centre of Excellence	2018–2020
SMU Faculty Contribution to Student Life Award	2018, 2019
SMU Dean's Teaching Honour List (Top 20 Faculty)	2008–2022 (10 years)
SMU Dean's Postgraduate Teaching Honour List	2018–2019
Academic Fellow, Institute on Asian Consumer Insight	2016–2018
Lee Foundation Fellowship for Research Excellence	2011–2012
La Londe Conference Best Paper Award	2009
Trans-Atlantic Doctoral Conference Fellow	2008
Columbia Business School Doctoral Fellowship	2003–2008
Summa Cum Laude, Phi Beta Kappa, Order of Merit Award, UC Irvine	2002

Teaching

SINGAPORE MANAGEMENT UNIVERSITY, LKCSB — OVER 85 SECTIONS (2009-2025)

Doctoral Level (DBA, PhD)

MKTG708: Marketing Strategy
THES721: Dissertation

MGMT726: Introductory Research Project
MKTG713: Measurement, Questionnaire Design, & Data Analysis
MGMT757: Experimental Methods for Business
MKTG711: Behavioral Decision Research for Marketing Practice
MKTG704: Consumer Behavior PhD Seminar
MKTG730: Pro-Seminar in Marketing
IDST707: Independent Study
IDST708: Independent Study

Masters Level (MBA, MSc)

MKTG625: Consumer Behavior
MKTG640: Behavioral Science in Marketing
MGMT685: Team Projects (IE-SMU MBA) as faculty advisor

Undergraduate Level

MKTG101: Marketing (School Core, Course Coordinator)
MKTG103: Marketing Research (Major Core, Course Coordinator)
MGMT301: Business Study Mission: Taiwan (SMU-SUTD)

Executive Education — Pernod Ricard, OCBC, PropertyGuru

GUEST LECTURES

School of Social Science, SMU: Contingent Valuation (2017)
Tamkang University, Taiwan: Social Power and Decision Making (2018)
Columbia University: Conjoint Analysis, MBA Tutorial (2006–2008)

TEACHING ASSISTANTSHIPS AT COLUMBIA UNIVERSITY

Managing Marketing Programs (MBA Core), New Product Development (EMBA/MBA), Marketing Arts Culture & Education (MBA), Experimental Design and Analysis (PhD), Introduction to Marketing (Undergraduate)

Doctoral Dissertation Committees

COMMITTEE CHAIR

Chen Hongrui, CKGSB-SMU DBA candidate, 2027 (expected)
Liu Huicheng, CKGSB-SMU DBA candidate, 2027 (expected)
Wang Xiaosong, CKGSB-SMU DBA candidate, 2027 (expected)
Sun Bo, SJTU-SMU DBA candidate, 2027 (expected)
Zhang Hongjun, CKGSB-SMU DBA candidate, 2026 (expected)
Wang Liang, SJTU-SMU DBA candidate, 2026 (expected)
Valerie Lee Oon Ling, SMU DBA candidate, 2026 (expected)
Randy Sison De Guzman, SMU DBA candidate, 2026 (expected)
Sun Maohua, SJTU-SMU DBA candidate, 2026
Chen Hao, CKGSB-SMU DBA, 2025
Yao Shuoyu, CKGSB-SMU DBA, 2025
Huang Xiaowei, CKGSB-SMU DBA, 2025
Luo Pingan, CKGSB-SMU DBA, 2023
James Tan Lai Hing, SMU PhD (General Management), 2023

COMMITTEE MEMBER

John Chen Ting Shi, SMU PhD (General Management) candidate, 2026
Choi Jungkiu, SMU DBA, 2025
He Ting, SJTU-SMU DBA, 2025
Caleb Chu, SMU DBA, 2024
Shi Haifeng, SJTU-SMU DBA, 2024
Cheng Yu, CKGSB-SMU DBA, 2023

Service

SERVICE TO THE ACADEMIC COMMUNITY

Editorial Roles

Associate Editor (Research Articles), <i>Journal of Consumer Psychology</i>	2026–Present
Area Editor, <i>International Journal of Research in Marketing</i>	2024–Present
Associate Editor (Research Reports), <i>Journal of Consumer Psychology</i>	2021–2023

Editorial Review Boards: *International Journal of Research in Marketing* (2022–2024); *Frontiers in Psychology* (2018–Present); *Journal of Business Research* (2016–Present); *Journal of Consumer Psychology* (2018–2020, 2024–2026)

Ad Hoc Reviewer: *Journal of Consumer Research*; *Journal of Marketing Research*; *Journal of Marketing*; *Psychological Science*; *Emotion*; *Journal of Retailing*; *Journal of Consumer Psychology*; *Journal of Public Policy and Marketing*; *Marketing Letters*; *Journal of Experimental Psychology: General*; *Journal of Personality and Social Psychology*; *Information Systems Research*; *npj Artificial Intelligence (Nature)*; *npj Science of Learning (Nature)*; and others

Conference Leadership

Track Co-chair, Consumer Behavior Track, AMA Winter Conference	2025
Co-chair, Early Career Workshop, ACR Annual Conference	2023
Associate Editor, ACR Annual Conference	2021
Program Committee: ACR (2019–Present), SCP (2018–Present), AMA (2022–Present)	
National Representative for Singapore, EMAC Executive Committee	2014–2020

External Service: External Grant Reviewer, Hong Kong Research Grants Council (2025–Present); External Examiner for Faculty Promotion and Tenure (2019–Present); IDEAS Festival, Singapore SSRC (2025–Present)

UNIVERSITY SERVICE AT SMU

Administrative Roles

IRB Chair (2024–2026)
Faculty Senate Chair (2022–2024, 2025–2026)
IRB Deputy Chair (2023–2024)
Director, LKCSB PhD Programmes (2020–2023)

Committees

LSEI Search Committee (2025–Present)
IRIS-IRB Project Steering Committee (2024–2026)
FACTL (2022–2025)
Inaugural Singapore Doctoral Conference Steering Committee (2022–2024)

PGRPC (2020–2023)
Graduate College Task and Finish Group (2020–2021)
SMU Futures Thinking Group (2020–2021)
Taskforce for Interdisciplinary Research and Teaching (2023)

SCHOOL SERVICE AT LKCSB

LKCSB Scholarship Committee (2023–Present)
Dean Evaluation Committee for MOE Grants (2019–Present)
School Evaluation Committee (2020–2023)
MSc in Management Programme Committee (2020–2022)
Chair, Faculty Recruitment Committees (2018–2020)
PhD Student Admission Committee (2018–2023)
Behavioral Lab Manager (2010–2016)
Faculty Interviewer, SMU Undergraduate Admissions (2012–Present)
Participant, External Academic Review and EQUIS Re-accreditation Panels (2016, 2021)

Conference and Invited Presentations

Over 80 presentations (2005–2026), including invited seminars at Georgetown University, INSEAD, Johns Hopkins University, Peking University, HEC Paris, Columbia University, HKUST, NUS, Zhejiang University, Lingnan University, and others. Keynote addresses at the International Conference on Management Sciences and Decision Making. Conference presentations at ACR, SCP, AMA, EMAC, ANZMAC, ISMS Marketing Science, La Londe, and SJDM.

Full list available upon request.

Selected Media Coverage

Over 150 media appearances (2014–2026). Regularly interviewed as an expert on consumer behavior, retail trends, and marketing by media outlets including *The Straits Times*, *The Business Times*, *Channel NewsAsia*, *TODAY*, *Lianhe Zaobao*, *Berita Harian*, and *Channel 8*.

Selected Television: Channel NewsAsia's *Singapore Tonight*; Channel 5's *Talking Points*, *News 5 Tonight*, and *Mind Blown*; Channel 8's *Hello Singapore*, *Money Week*, *Morning Express*, and *World News*

Selected Print/Online: *The Straits Times*; *The Business Times*; *TODAY*; *CNA Online*; *The New Paper*; *Lianhe Zaobao*; *Berita Harian*; *VICE Digital*; *Asian Scientist Magazine*; *Financial Times*

Full list available upon request.