

# Sue Ryung Chang

Terry College of Business  
University of Georgia  
310 Herty Drive, Brooks Hall 130  
Athens, GA 30602

Office: (706) 542 - 3768  
Fax: (706) 542 - 3738  
Email: suechang@uga.edu

---

## **EDUCATION**

### **New York University, Leonard N. Stern School of Business**

Ph.D., Marketing, 2012  
M.Phil., Marketing, 2009

### **Harvard University**

M.A., Statistics, 2006

### **Yonsei University, Seoul, Korea**

B.B.A., Business Administration, 2002

## **PROFESSIONAL EXPERIENCE**

### **University of Georgia, Terry College of Business (2012 – Present)**

Assistant Professor of Marketing

### **Unilever (2001 – 2003)**

Assistant Brand Manager, Marketing Department – Skincare & Deodorant Team, Seoul, Korea

### **Johnson & Johnson (2001)**

Intern, Marketing Department – Oncology Product Team, Sydney, Australia

## **RESEARCH INTERESTS**

Models of Consumer and Firm Behavior  
New Product Launch, Multichannel Strategy, Global Branding Strategy  
Big Data Analytics  
Dynamic Structural Models and Empirical Industrial Organization

## **JOURNAL PUBLICATION**

Toker-Yildiz, Kamer, Minakshi Trivedi, Jeonghye Choi, and Sue Ryung Chang, “Social Interactions and Monetary Incentives in Driving Consumer Repeat Behavior,” Forthcoming at *Journal of Marketing Research*

Erdem, Tulin and Sue Ryung Chang (2012), “A Cross-Category and Cross-Country Analysis of Umbrella Branding for National and Store Brands,” *Journal of the Academy of Marketing Science*, 40(1), p86-101

## **CONFERENCE PRESENTATIONS**

Association for Consumer Research (ACR) Conference, New Orleans, Louisiana, 2016  
Theory and Practice in Marketing (TPM) Asia Conference, Seoul, Korea, 2016  
Society for Consumer Psychology (SCP) Conference, St. Petersburg, Florida, 2015  
INFORMS Marketing Science Conference, Atlanta, Georgia 2014  
INFORMS Marketing Science Conference, Istanbul, Turkey, 2013  
INFORMS Marketing Science Conference, Houston, Texas, 2011  
INFORMS Marketing Science Conference, Cologne, Germany, 2010  
INFORMS Marketing Science Conference, Ann Arbor, Michigan, 2009

## **HONORS & AWARDS**

UGA Career Center Acknowledgment for Student Career Development, 2015  
Winner, Mary Kay Academy of Marketing Science Doctoral Dissertation Award, 2013  
Direct Grant for Research with Dr. Mantian Hu, Chinese University of Hong Kong, HKD35,000, 2013  
AMA Sheth Foundation Doctoral Consortium Fellow, 2009  
Doctoral Fellow, INFORMS Marketing Science Conference Doctoral Consortium, 2007, 2009  
Graduate Fellowship, New York University, 2006-2012  
Research Assistant Fellowship, Yonsei University, 2003 – 2004

## **TEACHING EXPERIENCE**

**Instructor – Marketing Strategies and Decision Making (undergraduate course)**  
Terry College of Business, University of Georgia, Spring 2013, 2014, 2015 and 2016

**Instructor – Introduction to Marketing (undergraduate core course)**  
Leonard N. Stern School of Business, New York University, Summer 2008

## **TEACHING INTERESTS**

Marketing Strategy, Marketing Research, Marketing Models, Big Data Analytics, Global Marketing,  
New Product Development, Innovation Management, Integrated Marketing Communications

## **PROFESSIONAL SERVICES**

Reviewer, Marketing Letters, 2015 - Present  
Reviewer, European Journal of Marketing, 2016 - Present  
Reviewer, International Marketing Review, 2016 - Present  
Ad hoc Reviewer, Journal of Consumer Psychology, 2014  
Reviewer, Marketing Strategy Track, Society for Marketing Advances Conference, 2014  
Member, Specialty Certificate Programs Committee, University of Georgia, 2016 - Present  
Member, International Business Coordination Committee, University of Georgia, 2013-2015  
Mentor, Center for Undergraduate Research Opportunities (CURO), 2014-2015  
Thesis Advisory Committee for Statistics Master's students, 2014-2016