

UMUC Faculty Profile Template

Dr. Tung-Zong Chang

Business & Executive Programs

Position(s) Held

Professor Chang has been a marketing educator since 1980s at a number of universities in the States and in his native country, Taiwan. He has also worked for Fortune 100 companies and consulted a number of international corporations.

Education/Degrees Held

Professor Chang received his Ph.D. in Marketing and MBA (marketing/finance) from University of Missouri-Columbia, and BBA (business) from National Chengchi University in Taipei, Taiwan.

Courses Instructed

His main teaching interests are marketing strategy, international marketing and marketing research.

Brief Statement About Instructor

Professor Chang has been a marketing educator since 1980s at a number of universities in the States and in his native country, Taiwan. He has also worked for Fortune 100 companies and consulted a number of international corporations. His recent consulting projects include critical assessment of business venture into the China market as well as international M&As in the Far East region.

His main teaching interests are marketing strategy, international marketing and marketing research. Dr. Chang has over 10+ journal publications in Supply Chain Management, Psychology of Marketing, Journal of Academy of Marketing Science, International Marketing Review, etc., and numerous professional presentations at national and international conferences such as AMA and AMS conferences. He is currently working on research in e-business management, leadership behavior, corporate marketing culture, and service quality management.

Publications

1. "Firm Size and Book-to-Market Equity as Risk Proxy in Investment Decisions," with Chen, S., T. H. Yu, and T. Mayes. (2005). *Management Research News*, 28(4), 1-24.
2. "A Descriptive Model of Online Shopping Process: Some Empirical Results," 2003, *Service Industry Management*, with S. Chen, 14(5), 556-569.
3. "Manufacturer Channel Management Behavior and Retailers' Performance: An Empirical Investigation of Automotive Channel," 2003, *Supply Chain*

- Management: An International Journal*, Vol. 8, No. 2, with P. Polsa and S. Chen, 132-9.
4. The Effect of Market Orientation on Effectiveness and Efficiency: The Case of Automotive Distribution Channels in Finland and Poland, 13(5), 1999, *Journal of Services Marketing*, with R. Mehta, et al., 407-418.
 5. Market Orientation, Service Quality, and Business Performance: An Empirical Study, Vol. 12 (4), 1998, *Journal of Services Marketing*, with S. Chen.
 6. "Impact of Product Information on the Use of Price as a Quality Cue," 1996 (January), *Psychology and Marketing*, with A. R. Wildt, 55-75.
 7. "Asian Consumer Perceptions of the United States and Japan as Countries of Origin: Implications for Positioning U.S. Exports to the Asia-Pacific Region," 1996, *Journal of Asia-Pacific Business*, 1(4), with D. Strutton, J. Al-Khatib, and L. Pelton, 3-23.
 8. "Price, Product Information and Purchase Intention: An Empirical Study," *Journal of The Academy of Marketing Science*, 1994(Winter), 22(1), pp. 12-27, with A. R. Wildt.
 9. "Parallel Importation in Taiwan: A View From A Newly Emerged Country and A Comparative Analysis," *International Marketing Review*, 1993, 10(6), pp. 30-41.
 10. "A Utility Separation Model for New Venture Evaluations," 1991, with S. Chen, *Journal of Business*, (in Chinese), 32(June), 385-394. (Taiwan)

Honors/Awards

- * Research Grants, National Science Council of Taiwan, 1991-1994
- * Outstanding Research Award, National Science Council of Taiwan, 1994.
- * AMA Doctoral Student Consortium Fellow, New York University 1987
- * Alpha Mu Alpha, Honorary Marketing Society, 1987
- * Ponder Fellowship, University of Missouri-Columbia, 1984-1988