

SYLVIA SEO EUN CHANG

Email: sechang2@hawaii.edu

ACADEMIC EMPLOYMENT

Assistant Professor of Marketing 2024 - Present
University of Hawai'i at Mānoa, Shidler College of Business Honolulu, HI

EDUCATION

Doctor of Philosophy: Marketing
University of Washington, Foster School of Business Seattle, WA

Master of Science: Marketing
Northwestern University, Kellogg School of Management Evanston, IL

Bachelor of Arts: Economics & Psychology
Washington University in St. Louis, Magna Cum Laude St. Louis, MO

RESEARCH INTERESTS

Disposal, Sustainability, Consumer Well-Being

PUBLICATIONS

Rosen, Joshua E., Sylvia Seo Eun Chang, Spencer Williams, Joy S. Lee, DaHee Han, Nidhi Agrawal, Joseph H. Joo, Gary Hsieh, Katharina Reinecke, and Joshua M. Liao (2023), "Association between Risk Communication Format and Perceived Risk of Adverse Events after COVID-19 Vaccination," *Healthcare*, 11(30), 380.

Chang, Sylvia Seo Eun, Shailendra Pratap Jain, and Martin Reimann (2021), "The Role of Standards and Discrepancy Perfectionism in Maladaptive Consumption," *Journal of the Association for Consumer Research*, 6(3), 402-413.

Green, Leonard, Joel Myerson, Luís Oliveira, and Seo Eun Chang (2014), "Discounting of Delayed and Probabilistic Losses over a Wide Range of Amounts," *Journal of the Experimental Analysis of Behavior*, 101(2), 186-200.

Green, Leonard, Joel Myerson, Luís Oliveira, and Seo Eun Chang (2013), "Delay Discounting of Monetary Rewards over a Wide Range of Amounts," *Journal of the Experimental Analysis of Behavior*, 100(3), 269-281.

PAPERS UNDER REVIEW & WORKING PAPERS

So, Jane, Sylvia Seo Eun Chang, and Nidhi Agrawal, "Lacking a Resource or Being One: Money Scarcity Versus Time Scarcity Differentially Shape Self-Value and Consumer Preferences," invited for 3rd round revision at *Journal of Consumer Psychology*.

Chang, Sylvia Seo Eun, Jennifer D'Angelo, and Francesca Valsesia, "You're More Expendable: Consumers' Risky Usage of Repurposed Products," revising for resubmission at *Journal of Consumer Research*.

Chang, Sylvia Seo Eun, Scott Wallace, Shailendra Pratap Jain, and Nidhi Agrawal, "Integrating Disposal into Consumer Research: New Perspectives, Domains, and Questions," manuscript in preparation for *Journal of Marketing*.

Chang, Sylvia Seo Eun and Nidhi Agrawal, "Waste and Morality: Why Referencing Disposal Impacts Product Evaluations," manuscript in preparation for *Journal of Marketing Research*.

Chang, Sylvia Seo Eun and Shailendra Pratap Jain, "Consumers' Responses to Brand Transgressions: Role of Materialism and Brand Type," manuscript in preparation for *Journal of Marketing Research*.

SELECTED RESEARCH IN PROGRESS

Chang, Sylvia Seo Eun, Scott Wallace, and Nidhi Agrawal, "To Recycle or to Resell: Consumer Response to Companies' Take-Back Programs," data collection in progress.

Chang, Sylvia Seo Eun and Nidhi Agrawal, "Disposal Elaborations and Feelings of Loss," data collection in progress.

AWARDS AND HONORS

2023 Dean's Teaching Award, Foster School of Business, University of Washington

2021 AMA-Sheth Doctoral Consortium Fellow, Indiana University

John Wiley Doctoral Fellowship, University of Washington

Evert McCabe Endowed Fellowship, University of Washington

Eliot Academic Scholarship, Washington University in St. Louis

TEACHING EXPERIENCES

Shidler College of Business, University of Hawaii at Manoa <i>Instructor for BUS 312 Principles of Marketing</i>	Honolulu, HI Fall 2024
Foster School of Business, University of Washington <i>Instructor for MKTG 301 Marketing Concepts</i>	Seattle, WA Spring 2024
Foster School of Business, University of Washington <i>Instructor for MKTG 460 Marketing Research</i>	Seattle, WA Winter 2023
Foster School of Business, University of Washington <i>Instructor for MKTG 456 Advertising</i>	Seattle, WA Winter 2022
Foster School of Business, University of Washington <i>Teaching Assistant for MKTG 501 Marketing Management</i>	Seattle, WA Spring 2023

UNIVERSITY SERVICE

Faculty Senate Executive Committee, Marketing Department Representative (2024 – Present)
Founding Member and Coordinator, Behavioral Informal Discussion Series, University of Washington (2020 - 2024)
Lab Manager, Consumer Behavior Subject Pool, University of Washington (2018 - 2021)

INDUSTRY EXPERIENCES

Energy BBDO Advertising Agency
Research Analyst

Chicago, IL
2015 – 2017

CONFERENCE PRESENTATIONS (*presenter, **special session organizer)

Sylvia Chang,** Jennifer D’Angelo, and Francesca Valsesia, “You’re More Expendable: Consumers’ Risky Usage of Repurposed Products,” presented as part of a chaired special session titled *Go Green: Novel Insights into Promoting Sustainable Consumption* at the annual conference of the Society for Consumer Psychology, Puerto Rico (March 2023)

Sylvia Chang,** Jennifer D’Angelo, and Francesca Valsesia, “You’re More Expendable: Consumers’ Perceptions and Usage of Repurposed Products,” presented as part of a chaired special session titled *For a Greener World: Consumers’ Attitudes and Behaviors toward Sustainable Practices* at the annual conference of the Association for Consumer Research, Denver, CO (October 2022)

Sylvia Chang,* Jennifer D’Angelo, and Francesca Valsesia, “You’re More Expendable: Consumers’ Perceptions and Usage of Repurposed Products,” presented as a research talk at the UW-UBC Annual Marketing Conference, Seattle, WA (June 2022)

Sylvia Chang* and Nidhi Agrawal, “It’s Wasteful: When Talking about Disposal Hurts Product Evaluations,” presented as a flash talk at the annual conference of the Society for Consumer Psychology, Virtual (March 2022)

Sylvia Chang,* Jennifer D’Angelo, and Francesca Valsesia, “You’re Further Along in Your Life: Consumers’ Cavalier Usage of Repurposed Products” presented as a poster at the annual conference of the Society for Consumer Psychology, Virtual (March 2022)

Sylvia Chang** and Nidhi Agrawal, “It’s Wasteful: When Talking about Disposal Hurts Product Evaluations,” presented as part of a chaired special session titled *Variations in Consumer Responses to Waste and Disposal* at the annual conference of the Association for Consumer Research, Virtual (October 2021)

Sylvia Chang* and Nidhi Agrawal, “It’s Wasteful: When Talking about Disposal Hurts Product Evaluations,” presented as a research talk at the UW-UBC Annual Marketing Conference, Virtual (June 2021)

Sylvia Chang* and Nidhi Agrawal, “The Disposal Consideration Effect: How Thoughts of Disposal Influence Product Acquisition,” presented as a competitive paper at the annual conference of the Society for Consumer Psychology, Virtual (March 2021)

Sylvia Chang* and Nidhi Agrawal, “The Disposal Consideration Effect: How Thoughts of Disposal Influence Product Acquisition,” presented as a competitive paper at the annual conference of the Association for Consumer Research, Virtual (October 2020)

Sylvia Chang* and Shailendra P. Jain, “Consumers’ Responses to Brand Transgressions: Role of Brand Type and Materialism,” presented as part of a special session at the annual conference of the Association for Consumer Research, Virtual (October 2020)

Sylvia Chang* and Nidhi Agrawal, “The Disposal Consideration Effect: How Thoughts of Disposal Influence Product Acquisition,” presented at Kellogg on Designing Studies for Research Progress and Application conference, Virtual (June 2020)

Sylvia Chang* and Nidhi Agrawal, “The Disposal Consideration Effect: How Thoughts of Disposal Influence Product Acquisition,” presented at the poster session at UW Winter Marketing Camp, Seattle, WA (January 2020)

Sylvia Chang* and Shailendra P. Jain, “Consumers’ Responses to Brand Transgressions: Role of Experiential vs. Material Brands,” presented as a working paper at the annual conference of the Association for Consumer Research, Atlanta, GA (October 2019)

Sylvia Chang*, Shailendra P. Jain, and Martin Reimann, “Perfectionism and Maladaptive Consumption: Differential Role of Shame vs. Guilt,” presented as a working paper at the SCP Boutique Conference on Addiction and Maladaptive Consumption, Seattle, WA (August 2019)

Sylvia Chang*, Shailendra P. Jain, and Martin Reimann, “Perfectionism and Maladaptive Consumption: Differential Role of Shame vs. Guilt,” presented as a working paper at the annual conference of the Society for Personality and Social Psychology, Portland, OR (February 2019)

REFERENCES

Shailendra Pratap Jain

Professor of Marketing
Foster School of Business
University of Washington
spjain@uw.edu
206.221.2946

Francesca Valsesia

Associate Professor of Marketing
Foster School of Business
University of Washington
valsesia@uw.edu
206.543.3303

Nidhi Agrawal

Professor of Marketing
Foster School of Business
University of Washington
nidhia@uw.edu
206.543.8780

Martin Reimann

Associate Professor of Marketing
Eller College of Management
University of Arizona
reimann@arizona.edu
520.626.0993