Curriculum Vitae

SAE HOON CHANG

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SUMMARY

I bring a unique blend of rigorous academic research, practical industry experience, and a strong commitment to impactful teaching. My research is focused on how firms can strategically create meaningful engagement with customers on digital platforms by designing their content, style, and linguistic characteristics to foster deeper connections. I explore the role of genuineness in Firm-to-Many (FTM) and Firm-to-One (FTO) communications, using advanced Natural Language Processing (NLP) techniques to understand brand-consumer interactions and provide actionable insights that help firms optimize their marketing strategies to build trust and enhance brand loyalty.

In addition to my research, I have extensive teaching experience in courses such as Marketing Strategy, Marketing Analytics, and International Marketing. My teaching philosophy is grounded in the belief that marketing education should be both theoretically robust and practically relevant, preparing students to navigate the complexities of the modern business landscape. I consistently strive to create an engaging, interactive learning environment, leveraging real-world examples from my professional background in business analytics and brand management.

My industry experience further enriches my academic contributions, providing me with a practical perspective on the strategic and analytical aspects of marketing. This background not only informs my research but also enhances my ability to bring real-world insights into the classroom, bridging the gap between theory and practice. As a well-rounded candidate, I am dedicated to contributing to the academic community through innovative research, effective teaching, and meaningful service.

EDUCATION

PhD in Management **2019 – 2025 (exp)**
J.R Smith School of Business
Queen's University, Kingston, Ontario
- Specialization in Quantitative Marketing.

Master of Management Analytics **2018**
J.R. Smith School of Business
Queen's University, Kingston, Ontario

Master of Business Administration **2015**
J.R. Smith School of Business
Queen's University, Kingston, Ontario

Chartered Professional Accountant/Certified Management Accountant (exp. 2024) **2013**
Chartered Professional Accountant (CPA) Program
Chartered Professional Accountant of Ontario

Bachelor of Commerce (with honours) **2008**
Ted Rogers School of Management
Ryerson University, Toronto, Ontario

HONORS & SCHOLARSHIPS

- AMA-Sheth Doctoral Consortium Fellow (2024)
- Dr. Shirley Taylor Memorial Scholarship (2024)
- Richard Hand Graduate Bursary (2022)
- D.I. McLeod Fellowship (2021, 2022)
- Melville S. Hatch Memorial Fellowship (2019)

RESEARCH INTERESTS

My research primarily explores the complexities of digital customer engagement, with a specific focus on firm-to-consumer interactions on social media platforms. Utilizing advanced Natural Language Processing (NLP) techniques, I dissect the dynamics of these interactions to offer strategic insights that enable firms to optimize their social media communication strategies, thereby enhancing customer engagement and brand loyalty.

A key area of my research is the study of genuineness in marketing communications, particularly within Firm-to-One (FTO) interactions. Genuineness, characterized by authenticity, spontaneity, and approachability, is increasingly critical in fostering consumer trust and engagement. My dissertation work explores this concept through the analysis of FTO messages, revealing their unique role in overcoming consumer skepticism and ad fatigue.

Building on my dissertation, I aim to expand the understanding of genuineness in marketing—a relatively understudied area. I am particularly interested in how firms can strategically craft their communications to maximize perceived authenticity and consumer trust, thereby driving engagement and loyalty. My future research will continue to investigate these dynamics, providing both theoretical contributions and practical strategies for brands navigating the complexities of modern digital marketing.

WORKING PAPERS

"The Strategic Value of Firm-to-One Communications: The Role of Genuineness in Building Engagement"Co-author(s): Ceren Kolsarici, Selin Atalay
- Manuscript complete.
- Target Journal: Journal of Marketing

"Optimal Content Design for Firm-to-One Messages: The Moderating Role of Conversation Starters" Co-author(s): Ceren Kolsarici, Selin Atalay
- Analysis Complete. Manuscript in progress.
- Target Journal: Journal of Marketing Research, expected submission, Spring 2026

WORK IN PROGRESS

"Thread Count: Decoding the Dynamics of Extended Twitter Conversations for Brand Engagement" Co-author(s): Ceren Kolsarici
- Data collection complete, Analysis in progress.
- Target Journal: Marketing Science, expected submission, Summer 2026

"The Genuineness Advantage: Decoding Its Role in Firm-to-Many (FTM) and Firm-to-One (FTO) Marketing Communications" Co-author(s): Ceren Kolsarici
- Data collection complete, Analysis in progress.
- Target Journal: Journal of Marketing Research, expected submission, Winter 2026

CONFERENCE PRESENTATIONS

Are You for Real? Strategic Firm Responses to Customer Generated Content on Social Media Platforms and Their Impact on Engagement
- *Marketing Dynamics Conference*, Santorini, Greece (2024), refereed
- *ET Symposium*, Vancouver, Canada (2024), refereed

Optimal Content Design for Firm-to-One Messages: The Moderating Role of Conversation Starters
- *Marketing Science Conference*, Miami, USA (2023)
- *ET Symposium*, Kingston, Canada (2023), refereed

Dynamics of Social Media Interactions
- *Marketing Dynamics Conference*, Atlanta, USA (2022), refereed
- *European Marketing Academics Conference (EMAC)*, Budapest, Hungary (2022), refereed
- *INFORMS* Annual Meeting, Online, (2021)

TEACHING INTERESTS

With a strong foundation in both academic research and professional practice, I bring a unique perspective to the classroom that bridges theoretical concepts with real-world application. My teaching experience spans multiple institutions and covers a wide range of marketing courses, including Marketing Strategy, Marketing Analytics, and International Marketing. I have consistently focused on making marketing education both theoretically sound and practically relevant, ensuring that students are well-prepared for the complexities of the modern business environment.

In courses like Marketing Strategy and Marketing Analytics, I emphasize the importance of data-driven decision-making, equipping students with the analytical tools necessary to navigate the digital marketing landscape. My professional background in business analytics and brand management allows me to infuse my teaching with practical insights, enabling students to understand the interplay between marketing theory and business practice.

I am particularly committed to fostering an engaging and interactive learning environment. By incorporating real-world case studies, hands-on projects, and collaborative discussions, I strive to make complex marketing concepts accessible and engaging for students at all levels. Additionally, my teaching philosophy is deeply rooted in the belief that marketing education should not exist in a vacuum; instead, it should be integrated with broader business functions such as finance and strategy, which I emphasize through interdisciplinary teaching methods.

Through my diverse teaching experiences, from large undergraduate lectures to more focused graduate seminars, I have developed a versatile and adaptive teaching style. I am dedicated to continuous improvement in my pedagogical approach, as evidenced by my positive course evaluations and my active participation in academic conferences focused on marketing education.

Core Areas:
- **Marketing Analytics & Quantitative Strategies:** Leveraging data-driven insights for decision-making.
- **Consumer Behavior & Strategy:** Understanding the psychology behind consumer choices and its strategic implications.
- **Market Research to Brand Management:** Guiding product life cycles from inception to market launch and beyond.
- **International Marketing:** Preparing students for the global business landscape.

Through real-world case studies, hands-on projects, and interactive discussions, I aim to equip students with the skills to navigate the complexities of modern marketing, all while highlighting the interplay between marketing and other key business functions.

TEACHING EXPERIENCE

Teaching Fellow
Smith School of Business, Queen's University   Winter 2024, Winter 2023, Fall 2023
- COMM 333 (Marketing Strategy)
- COMM 433 (Marketing Analytics)

Sessional Instructor
University of Toronto Mississauga, Institute for Management Innovation   Fall 2022, 2023
- IMI201H5 (Fundamentals of Marketing)

Part-Time Faculty
St. Lawrence College, Kingston   2019-2021
- ADMN5001 &5003 (AI in Marketing, Marketing Analytics)

SERVICE

Teaching Assistant
Smith School of Business, Queen's University   2019 - Current

- MMA831, MMAI831 (AI in Marketing, Marketing Analytics)

Research Assistant
Smith School of Business, Queen's University   **2020 - 2025**
- Analyzed comprehensive court expert case data to derive key insights and patterns, aiding in pivotal legal research and decision-making processes.

Volunteering
Smith School of Business, Queen's University   **2023**
- Volunteered to co-organize the Empirical Marketing Conference in Kingston, Ontario, successfully managing event logistics and fostering a collaborative academic environment.

PROFESSIONAL EXPERIENCE

With an extensive experience in business analysis and marketing, I have developed a deep understanding of the strategic and analytical aspects of marketing, particularly in digital platforms. My roles at Starbucks Coffee Company and The J.M. Smucker Company involved managing complex data-driven projects, optimizing labor and marketing strategies, and contributing to brand management initiatives. This industry experience has significantly informed my research in marketing analytics and consumer behavior, and it enables me to bring practical, real-world insights into the classroom. My background positions me to effectively bridge the gap between theory and practice, providing students with a comprehensive understanding of modern marketing challenges.

Business Analysis Manager – Store Analytics
Starbucks Coffee Company   Aug 2018 – Aug 2019

Business Analysis Manager – Labor Analytics
Starbucks Coffee Company   Oct 2017 – Aug 2018

Senior Financial Analyst, International Export
The J.M Smucker Company   May 2017 – October 2017

Interim Brand Manager, Foodservice Division
The J.M Smucker Company   July 2016 – September 2016

Senior Financial Analyst, Foodservice Division
The J.M Smucker Company   July 2015 – May 2017

Financial Analyst - Labor
Starbucks Coffee Canada   April 2014- July 2015

Retail Analyst/Accountant
Remedy Holdings Inc.   March 2013-April 2014

Intermediate Accountant
Mercedes-Benz Canada Inc.   February 2011-March 2013