

Curriculum Vitae

Dr Frances Y.M. Chang, PhD

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1. Education

PhD (2015), Macquarie University, Sydney

Thesis title: *“Creating Purposeful Networks in the Internationalization Process”*

Postgraduate Certificate in Research Methods (2010), Macquarie University, Sydney

Research project: *“Networks for Internationalization”*

Master of Business Administration (1995), University of Dubuque, Iowa, USA

Dissertation title: *“Consumers’ Service Perception of Fast Food Restaurants in Malaysia”*

Marketing Diploma (1986), The Chartered Institute of Marketing, UK

2. Awards and Recognition

- Teaching Success Award 2016 (Macquarie Uni, Dept of Marketing and Management)
- Australian Government Postgraduate Award 2013 (APA)
- Macquarie University Postgraduate Research Fund 2013 (MQPGRF)

3. Academic and Professional Activities

Visiting Scholar at Pontificia Universidad Javeriana, Bogota, Columbia, July 2015

Taught a module to a group of MBA students, titled: *“Entrepreneurship and Innovation”*

By invitation, presented at a seminar at Pontificia Universidad Javeriana, Bogota, Columbia, July 2015

Title of my paper: *“Influence of government, industry and professional networks on SMEs’ export likelihood”*

By invitation, presented at a seminar at the University of Goettingen, Germany, Dec 2013

Title of my paper: *“Collaboration networks as resources for international new ventures”*

By invitation, participated at the Faculty Development in International Entrepreneurship, Center for International Business Education (CIBER) at the Institute for International

Business, University of Colorado, Denver. Sponsored by the US Department of Education.

Held in Istanbul, 2013

Reviewed papers for academic journals:

- International Journal of Entrepreneurial Behaviour and Research (2017)
- Journal of Management and Organization (2016, 2017)
- Management Research Review (2015, 2016)

Reviewed papers for local and international academic conferences:

- Australia/New Zealand Academy of International Business (2013, 2016)
- European International Business Academy (2014)
- Academy of International Business (2013)
- Australia/New Zealand Academy of Management (2012, 2015)

Participated at PhD Colloquia - University of Sydney (2013) and Edith Cowan (2012)

Active engagement with Small and Medium-sized Enterprises (SMEA), Australia, since 2015

Active engagement with Ryde Macquarie Park Chamber of Commerce, since 2015

4. Affiliations

- Member, Academy of International Business (AIB)
- Member, European International Business Academy (EIBA)
- Member, Australian and New Zealand International Business Academy (ANZIBA)
- Member, Australian and New Zealand Academy of Management (ANZAM)

5. Research interests

- Entrepreneurship – Innovations and New Venture Management
- Business-to-Business (B2) Marketing and Supply Chains
- Internationalization and Global Marketing
- Social Networks

6. Publications – Academic and Industry

Chang, Frances, Jack, Rob and Webster, Cynthia M. (2017) “Pre and post entry resource needs for international entrepreneurs: The role of government and industry networks” *Journal of Management and Organization*, (23) 2 186-205 DOI <http://dx.doi.org/10.1017/jmo.2016.52>.

Chang, Frances and Webster, Cynthia M. “Influence of Government, Industry and Professional Networks on SME Export Likelihood” *Journal of Small Business Management*, Accepted for publication on 30 Sept 2017

Chang, F. and Webster, C.M. 2016 “How exporting can boost SME earnings by 65%” *MyBusiness online*, 29 June issue (official magazine for SMEs Australia), <http://www.mybusiness.com.au/growth/1866-how-exporting-can-boost-sme-earnings-by-65>

Chang, F. and Webster, C.M. 2016 request from *Dynamic Exports* to re-publish “How exporting can boost SME earnings by 65%” in *Dynamic Exports online*, 9 July issue (magazine for Australian exporters), <http://www.dynamicexport.com.au/export-finance-and-insurance/articles-finance/How-exporting-can-boost-SME-earnings-by-65-percent/>

Chang, Frances, Jack, Rob and Webster, Cynthia M. “Examining the interplay of international entrepreneurs’ role-related behaviors and network structure for the purpose of resource acquisition” *International Marketing Review*, R&R

7. Refereed Conference Papers Published in Full:

Chang, Frances and Webster, Cynthia M. (2017) “Examining entrepreneurial network processes and structure for internationalization: The role of pre-existing and multiplex ties” Paper accepted as a competitive paper in the forthcoming *Australia and New Zealand International Business Academy (ANZIBA) Conference*, **Adelaide, Australia**

Chang, F. and Webster, C.M. 2013 “Entrepreneurs’ Search for Resources in the Internationalization Process: The Role of Personal and Organizational Networks” *European International Business Academy (EIBA) Annual Conference*, Conference Proceeding, **Bremen, Germany**

Chang, F. and Webster, C.M. 2013 “Collaboration Networks as Resources for International New Ventures”, *Academy of International Business (AIB) Annual Conference*, Conference Proceeding, **Istanbul, Turkey**

Chang, F. and Webster, C.M. 2013 “Entrepreneurs’ Search for Resources in the Internationalization Process: The Role of Personal and Organizational Networks”, *Australia and New Zealand International Business Academy (ANZIBA) Conference*, Conference Proceedings, **Sydney, Australia**

Chang, F. and Webster, C.M. 2012 “Entrepreneurs’ Role in Creating Purposeful Business Networks”, *Australian and New Zealand Academy of Management Conference*, Conference Proceedings, **Perth, Australia**.

8. Refereed Conference Papers Published Abstract/Extended Abstract:

Chang, F. and Webster, C.M. 2014 “Relationships between Networks and Exports – an Australian Insight” *Australian and New Zealand Academy of Management (ANZAM) Conference*, **Sydney, Australia**

Chang, F. and Webster, C.M. 2012 “Developing International Business Networks” *4th Global Conference on SME, Entrepreneurship and Service Innovation*, Conference Proceedings, **Gold Coast, Australia**.

9. Other Seminar Papers:

Chang, F. and Webster, C.M. 2012 “Entrepreneurs’ Networks in the Internationalization Process”, FBE HDR Expo, Sydney, Australia

Chang, F and Webster, C.M. 2011 “Creating Purposeful Networks in the Internationalization Process”, FBE HDR Expo, Sydney, Australia

10. In-Preparation academic papers soon to be submitted (co-authoring with Australian and international academics):

Chang, Frances and Webster, Cynthia M. “Entrepreneurial resource-creation through network bricolage” targeting: *Industrial Marketing Management*

Chang, Frances and Choi, Stanley (Australian National University). “Role of Innovation and Internationalization on Organization Performance” targeting: *Journal of World Business*

Chang, Frances. “Entrepreneurial Networks in the Supply Value Chain. An IMP Perspective” targeting: *Industrial Marketing Management*

Chang, Frances; Lai, Jennifer and Van Ewijk, Anne. “Do entrepreneurship students really want to be entrepreneurs?” targeting *Studies in Higher Education*

Van Ewijk, Anne; Cheng, Junjun and **Chang, Frances**. “The influence of cultural diversity on the outcomes of entrepreneurship education” targeting *Journal of Business Venturing*

Chang, Frances. “Integrating theories from resource dependency, social exchange and social network analysis in the context of collaboration” targeting *International Journal of Management Reviews*

11. Under-discussion research projects:

Project A: In collaboration with Dr Vesna Mandakovic, Universidad del Desarrollo, Santiago, Chile. “Role of Innovativeness and Environmental Competitiveness on Entrepreneurs International Market Entry”, an analysis of GEM data.

Project B: In planning stage with Ryde Macquarie Park Chamber of Commerce (MQCC) on a research project to explore SMEs opportunity-seeking and behavior-seeking in their pursuit of venture growth.

12. Teaching interests

Entrepreneurship, including social entrepreneurship
Social Marketing
Business-to-Business (B2B) Marketing
Internationalization, including Global Marketing

13. Teaching Experience

Macquarie University (2012 to present)

- Entrepreneurship and New Venture Management BBQ220 (Unit Convenor, Lecturer)
- Social Marketing MKTG309 (Unit Convenor, Lecturer and Tutor)
- Global Marketing MKTG209 (Unit Convenor, Lecturer and Tutor)
- Business-to-business Marketing MKTG205 (Unit Convenor in part and Tutor)
- Cross Cultural Management BBA340 (Lecturer and Tutor)
- Consumer Behavior MKTG203 (Tutor)
- Marketing Fundamentals MKTG101 (Tutor)

Central Queensland University, Sydney campus (2006 to 2011, Adjunct Lecturer, Postgrad and Undergrad)

Post grad Units:

- Innovation and Sustainability MGMT 20128
- Strategy Development and Initiatives MGMT 20112
- People, Work and Organization MGMT 20124
- Service Product Marketing MRKT 20026
- Integrated Marketing Communications MRKT20024
- Buyer Behavior MRKT 20021
- Marketing Management MRKT 20019
- Global Marketing MRKT 20018

Undergrad units:

- Entrepreneurship, Innovation and New Ventures MRKT 19034
- Customer Relationship Marketing MRKT19049
- International Marketing MRKT 19038
- Marketing of Service Product MRKT 19036
- Consumer Behavior MRKT19031
- Promotions Marketing MRKT 19030

14. Industry Experience *(Details on request)*

General Manager
Natlink Asia Pty Ltd

Consumer Healthcare

Executive Partner/ Client
Service Director
Euro RSCG Partnership

International Advertising
Agency



Co-owner/GM
Classico Beverage Pty Ltd

Manufacturing & Marketing,
Beverage



Marketing Manager
Network Foods/Nestle

Manufacturing & Marketing,
Confectionery



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