

CURRICULUM VITAE

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Education

1. Ph.D:

- April, 2005 / University of Florida / Mass Communication

Dissertation: Factors Affecting Evaluation of Cable Network Brand Extension:
Focusing on Parent Network, Fit, Consumer Characteristics and Viewing Habits
(Advisor: Dr. Sylvia M. Chan-Olmsted)

2. M.A.:

- May, 2001 / Michigan State University / Telecommunication

3. M.A.:

- February, 1998 / Yonsei University / Mass Communication

4. Undergraduate:

- February, 1996 / Yonsei University / Mass Communication

Areas of Specialization and Research Interests

1. Media/Contents Marketing

2. Media/Contents Management

3. Media/Contents Economics

4. Media/Contents Technology

5. Media/Contents Policy

Journal Articles

1. Nam, S., Kim, H., Chang, B., & Chan-Olmsted, S. (2021). Marketing theatrical films for the mobile platform: The roles of web content/social media, brand extension, WOM, and windowing strategies. *International Journal of Mobile Communications*, 19(4), 413-438.
2. Kim, H., Chan-Olmsted, S. M., Hwang, K., & Chang, B. (2021). Examining the use, perception, and motivation of cord-cutting: A consumer segment approach, *Journalism & Mass Communication Quarterly*, 98(1), 126-147.
3. Chen, X. & Chang, B. (2020). The impact of learning motivation on continuous use in the mobile game: Focusing on Chinese mobile game <King of Glory>. *International Journal of Contents*, 16(2), 78-91.
4. Wang, X. & Chang, B. (2020). The impact of the audience's continuance intention towards the Vlog: Focusing on intimacy, media synchronicity and authenticity. *International Journal of Contents*, 16(2), 65-77.
5. Kim, H. & Chang, B. (2020). A study on the effects of crowdfunding values on the intention to visit local festivals: Focusing on mediating effects of perceived risk and e-WOM. *Sustainability*, 12, 1-19.
6. Baek, S., Nam, S., & Chang, B. (2017). Feedback effect of brand extension in cable networks established by parent newspaper brands: Applying expectation disconfirmation theory. *Journal of Media Economics*, 30(4), 173-190.