

Tyson Ang

Department of Management & Marketing
College of Business Administration
Texas A&M University-Central Texas
Founder's Hall, Office 318-E
1001 Leadership Place
Killeen, Texas 76549

EDUCATION

Ph.D. in Marketing

Southern Illinois University
August 2015

Master of Business Administration

Concentration: Marketing
Southern Illinois University
August 2010

Bachelor of Science in Marketing

Minor: Advertising
Southern Illinois University
August 2008

ACADEMIC EMPLOYMENT

Assistant Professor of Marketing, 06/2016 – current

Department of Management and Marketing, Texas A&M University – Central Texas

Assistant Professor of Marketing, 08/2015 – 05/2016

Department of Business and Technology, Hutson-Tillotson University, Austin, TX

RESEARCH ACTIVITY

Publications

Adjei, Mavis, Edward Nowlin, and Tyson Ang (2016), "The Dark Side of C2C Communications on Social Networking Sites: The Moderating Role of Firm Responsiveness and Perceived Fairness," *Journal of Marketing Theory and Practice*, 24 (2), 166-185.

Angriawan, Arifin, Lori Feldman, Kiattisak Phongkusolchit, and Tyson Ang (2011), "Website Satisfaction, Trust, and Loyalty: The Moderating Role of Reputation," *Journal of Business and Economic Perspectives*, 37 (2), 61-68.

Conference Papers:

Wei, Shuqin, Tyson Ang, and Nwamaka A. Anaza (2017), "Increasing Customer Compliance in Services: The Interplay of Goal Types and Responsibilization," *Society for Marketing Advances (SMA) 2017 Conference Proceedings*, November, Louisville, KY.

Ang, Tyson and Shuqin Wei (2017), "Increasing Customer Citizenship Behavior: Do Life Events Matter?," *Society for Marketing Advances (SMA) 2017 Conference Proceedings*, November, Louisville, KY.

Ang, Tyson, Shuqin Wei, and Nwamaka A. Anaza (2017), "The Role of Social Viewing in Digital Marketing Strategy," *American Marketing Association (AMA) 2017 Summer Educators' Conference Proceedings*, August, San Francisco, CA.

"Toward an Understanding of Customer Citizenship Behavior: The Context of Airline Services," *Academy of Marketing Science (AMS)*, Orlando, May 2016. (with Shuqin Wei)

"Customers' Responses to Service Failures: The Interactive Effects of Self-Congruence and Coping Strategy," *Association for Consumer Research (ACR)*, Baltimore, October 2014. (with Shuqin Wei)

"Increasing Customer Compliance in Services: The Relative Importance of the Actual and the Ideal Self," *Association for Consumer Research (ACR)*, Chicago, October 2013. (with Shuqin Wei)

"The Role of Self-Congruence in Consumers' Responses to Service Failures," *Association for Consumer Research (ACR)*, Vancouver, October 2012. (with Shuqin Wei)

"R&D and Firm Performance: The Moderating Role of the Proposition of Outside Directors," *Proceedings of the 40th Annual Meeting of the Decision Sciences Institute (DSI)*, New Orleans, 2009. (With Arifin Angriawan and Michael Abebe)

TEACHING EXPERIENCE

Undergraduate:

- Internet Marketing
- International Marketing
- Consumer Behavior
- Principle of Marketing
- Marketing Strategy
- Marketing Research

Graduate:

- Marketing Management
- Business Research
- New Product Development

HONORS AND AWARDS

- Award Recipient, 2017 Outstanding Faculty Quantitative Research Award (with \$3,000 cash award), Texas A&M University-Central Texas.
- Consortium Fellow, Society for Marketing Advances Doctoral Consortium, 2013

SERVICE

Academy:

Reviewer, *Journal of Services Marketing*, since 2017

Reviewer, *American Marketing Association*, San Francisco, CA, 2017

Session Chair, *American Marketing Association (AMA)*, San Francisco, CA, 2017

Reviewer, *Society for Marketing Advances*, Louisville, KY, 2017

University:

Search Committee Member, University Director of Marketing, Texas A&M University-Central Texas, 2017.

Faculty Advisor, Texas A&M University-Central Texas International Student Association, 08/2016 – present.

Director, Marketing Research Center, College of Business and Technology, Huston-Tillotson University, Austin, TX, 08/2015 – 05/2016.

Committee Member, Research Standards and Institutional Review Board (IRB), Huston-Tillotson University, Austin, TX, 08/2015 – 05/2016.

Committee Member, Library and Learning Resources, Huston-Tillotson University, Austin, TX, 08/2015 – 05/2016.

Faculty Advisor, American Marketing Association (AMA) Chapter, Huston-Tillotson University, Austin, TX, 08/2015 – 05/2016.