

Tyson Ang

Department of Management & Marketing
College of Business Administration
Texas A&M University-Central Texas
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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

Ang, T., Wei, S., & Anaza, N.A. (2018). Livestreaming vs. pre-recorded: How social viewing strategies impact consumers' viewing experiences and behavioral intentions. *European Journal of Marketing* (forthcoming).

Wei, S., Ang, T., & Anaza, N.A. (2018). The power of information on customers' social withdrawal and citizenship behavior in a crowded service environment. *Journal of Service Management* (forthcoming).

Ang, T., Liou, R., & Wei, S. (2018). Perceived cultural distance in intercultural service encounters: Does customer participation matter?. *Journal of Services Marketing*, 32(5). 547-558.

Adjei, M., Nowlin, E., & Ang, T. (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, A., Feldman, L., Phongkusalchit, K., & Ang, T. (2011). Website satisfaction, trust, and loyalty: The moderating role of reputation. *Journal of Business and Economic Perspectives*, 37(2), 61-68.

Manuscripts Under Review

Ang, T., Wei, S., & Eng, B. Life events and customer citizenship behavior: An empirical examination.

Status: Revised and resubmitted (2st round revision) at *Journal of Consumer Behaviour*.

Wei, S., Ang, T., & Jancenelle, V.E. Willingness to pay more for green products: The interplay of consumer characteristics and customer participation.

Status: Revised and resubmitted (1st round revision) at *Journal of Retailing and Consumer Services*.

Jancenelle, V.E., Wei, S., & Ang, T. Market orientation heterogeneity and new joint venture formation announcements: Creating value for parent firms.

Status: Under review at *Journal of Strategic Marketing*.

Conference Papers

Wei, S., Ang, T., & Anaza, N.A. (2018). Whose fault is it? What happens to ethics during service co-creation. *Society for Marketing Advances (SMA) Conference Proceedings*, November, West Palm Beach, FL.

Ang, T., & Wei, S. (2018). Does premium price impede green purchasing? Implications for managers. *Society for Marketing Advances (SMA) Conference Proceedings*, November, West Palm Beach, FL.

Wei, S., Ang, T., & Anaza, N.A. (2018). What happens in co-created service failures: The journey to recovery. *Frontiers in Service Conference*, September, Austin, TX.

Wei, S., Ang, T., & Liou, R. (2018). Global versus local cause-related marketing: Moderating effects of country-of-origin and individual cultural orientation. *American Marketing Association (AMA) Summer Educators' Conference Proceedings*, August, Boston, MA.

Wei, S., Ang, T., & Anaza, N.A. (2017). Increasing customer compliance in services: The interplay of goal types and responsabilization. *Society for Marketing Advances (SMA) Conference Proceedings*, November, Louisville, KY.

Ang, T., & Wei, S. (2017). Increasing customer citizenship behavior: Do life events matter?. *Society for Marketing Advances (SMA) Conference Proceedings*, November, Louisville, KY.

Ang, T., Wei, S., & Anaza, N.A. (2017). The role of social viewing in digital marketing strategy. *American Marketing Association (AMA) Summer Educators' Conference Proceedings*, August, San Francisco, CA.

Wei, S., & Ang, T. (2016). Toward an understanding of customer citizenship behavior: The context of airline services. *Academy of Marketing Science (AMS) Annual Conference Proceedings*, May, Lake Buena Vista, FL.

Ang, T., & Wei, S. (2014). Customers' responses to service failures: The interactive effects of self-congruence and coping strategy. *Association for Consumer Research (ACR) Annual Conference Proceedings*, October, Baltimore, MD.

Wei, S., & Ang, T. (2013). Increasing customer compliance in services: The relative importance of the actual and the ideal self. *Association for Consumer Research (ACR) Annual Conference Proceedings*, October, Chicago, IL.

Wei, S., & Ang, T. (2012). The role of self-congruence in consumers' responses to service failures. *Association for Consumer Research (ACR) Annual Conference Proceedings*, October, Vancouver, Canada.

Angriawan, A., Abebe, M., & Ang, T. (2009). 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, LA.

TEACHING EXPERIENCE

- Internet and Digital Marketing
- Marketing Management
- Strategic Marketing
- Marketing Research
- Consumer Behavior
- International Marketing

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.

Invited Talks

Invited Panelist, “Top 10 Challenges with Classroom for Professors Today,” StratX Simulations, Summer AMA, Boston, MA, 2018.