

Chang Ma, Ph.D.

Columbia, SC 29201 • (803) 777-1003 • CM301@mailbox.sc.edu

EDUCATION

- Purdue University** West Lafayette, IN
Ph.D. in Hospitality and Tourism Management May 2025
Dissertation: *Examining consumer experiences with interactive technologies in service: insights on adoption, design, and privacy concerns*
- The Chinese University of Hong Kong** Hong Kong
M.Sc. in Data Science and Business Statistics July 2019
Academic Excellence Award 2019
- The Hong Kong Polytechnic University** Hong Kong
B.Sc. (Honors) in Hotel Management May 2015
First Class Honors, Dean's List

ACADEMIC EXPERIENCE

- University of South Carolina** Columbia, SC
Assistant Professor, College of Hospitality, Retail and Sport Management Aug 2025 – Present
- Purdue University** West Lafayette, IN
Graduate Instructor, School of Hospitality and Tourism Management Aug 2022 – Aug 2024
Teaching/Research Assistant Jan 2021 – May 2022

PUBLICATIONS

Refereed Publications

- Ma, C., Fan, A., & Mattila, A. S. (2024). Decoding the shared pathways of consumer technology experience in hospitality and tourism: a meta-analysis. *International Journal of Hospitality Management*, 11, 103685.
- Ma, C., Fan, A., & Lee, S. A. (2024). Unveiling the role of congruity in service robot design and deployment. *International Journal of Contemporary Hospitality Management*, 36(12), 4150–4170.
- Lu, L., Ma, C. & Hall, C.M. (2024). Sustainability or instant gratification? A study on Generation Z's perspectives of 'Pay-as-You-Use' smart energy meters in hotels. *Tourism and Hospitality Research*, 14673584241309215.
- Fan, A., Wu, L., Ma, C. & Wang P. (2025). The manipulative effects in the technology-facilitated preservice tipping experience. *Cornell Hospitality Quarterly*, 66(1), 56–70.

- Dou, X., **Ma, C.**, & Fan, A. (Accepted) The impact of robotic integration on prospective hospitality employees: Job anxiety, career Intention, and the moderating role of emotional intelligence. *International Journal of Contemporary Hospitality Management*. (Accepted)
- Jia, S. J., **Ma, C.**, Chi, O. & Fan, A. A socio-technical exploration of bias in generative AI travel planners. *Tourism Management* (Under 2nd round review)
- Dong, Y., Fan, A. & **Ma, C.** Leveraging digital sensory marketing in online wine sale – a moderated serial mediation model. *International Journal of Contemporary Hospitality Management* (Under 2nd round review)
- Ma, C.**, Fan, A. & King, K. To disclose or not: how technological vs. human service agents influence consumers' willingness to share private information. *Journal of Hospitality and Tourism Management* (Under review)
- Shi, J. & **Ma, C.** Is more always better? The role of mixed communication strategies in promoting hotel guests' sustainable behavior. *International Journal of Hospitality Management* (Under review)
- Ma, C.**, Park, J. E, Fan, A. & Wu, L. Elevate your Sunday: the impact of experience therapy on alleviating Sunday Blues. *Psychology & Marketing* (Under review)

GRANTS & FELLOWSHIPS

Internal Grant-Funded

- IMPACT Week, Purdue University (\$1,000) 2024
- Purdue Graduate School Summer Research Grant 2024
- Advanced Service-Learning Fellows Program, Purdue University (\$5,000) 2024
- Service-Learning Fellows Program, Purdue University (\$2,000) 2023
- Course-based Undergraduate Research Experiences, Purdue University (\$2,000) 2023
- Travel Grant by Purdue Graduate Student Government (\$750) 2022

HONORS & AWARDS

- Best Paper Award, 2025 ICHRIE Global Conference (2025)
- Outstanding Doctoral Student, School of Hospitality and Tourism Management, Purdue University (2024)
- Best Paper Award, 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism (2024)
- Employee Recognition Award, School of Hospitality and Tourism Management, Purdue University (2024)
- Best Research Proposal, CentralCHRIE Conference (2023)
- Recipient of the CentralCHRIE Future Educator Scholarship (2022)
- Best Presentation, School of Hospitality and Tourism Management annual Graduate Research Recognition (GRR) Week (2022)

CONFERENCE

Proceedings & Presentations

- Shi, J., & **Ma, C.** (2025, June). *Enhancing guest participation in hotel sustainability: the role of combined communication strategies*. Paper presented at the 2025 ICHRIE Global Conference in Indianapolis, IN, United States.
- Dong, Y., Fan, A., & **Ma, C.** (2025, January). *Leveraging digital sensory marketing for online wine sales*. Paper presented at the 30th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism in Houston, TX, United States.
- Ma, C.**, Fan, A., & Lee, S. (2024, January). *Unveiling the role of congruity in service robot design and deployment*. Selected as the Best Paper at the 29th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism in Miami, FL, United States.
- Ma, C.**, Dou, X., & Fan, A. (2023, October). The impact of service robots on the future hospitality and tourism workforce. Selected as the Best Research Proposal presented at 2023 CentralCHRIE Fall Hybrid Conference “The Spirit of Hospitality” in West Lafayette, IN, United States.
- Ma, C.** & Fan, A. (2023, January). *Consumers’ technology adoption and experiences in hospitality and tourism: a meta-analysis*. Paper presented at the 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism in Los Angeles, CA, United States.

Poster Presentation

- Shi, J., & **Ma, C.** (2024, November). *Leveraging communication strategies to promote hotel guests’ sustainable behaviors*. Paper presented at 2024 CentralCHRIE Virtual Conference.
- Park, J. E., **Ma, C.**, & Fan, A. (2023, October). *The impact of linguistic styles on message delivery in encouraging the use of leftover bags for food waste reduction*. Paper presented at 2023 CentralCHRIE Fall Hybrid Conference “The Spirit of Hospitality” in West Lafayette, IN, United States.
- Ma, C.** & Fan, A. (2023, January). *Who are Generation Z listening to? Online influencers or peers*. Paper presented at the 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism in Los Angeles, CA, United States.
- Ma, C.** & Fan, A. (2022, September). *Hotel à la carte pricing strategy and its effects on consumer response*. Paper presented at 2022 CentralCHRIE Conference/Spirit of Hospitality Summit at Purdue University, West Lafayette, IN, United States.

TEACHING

University of South Carolina

2025 – Present

Instructor, College of Hospitality, Retail and Sport Management

- HTMT 440 Services Management for Hospitality and Tourism [Face-to-Face]

Purdue University

2021 – 2024

Graduate Instructor, School of Hospitality and Tourism Management

- HTM 231 Hospitality and Tourism Marketing [Face-to-Face]
- HTM 381 Revenue Management in The Lodging Industry [Face-to-Face]
- HTM 255 Advanced Spreadsheet Techniques [Hybrid]

Teaching Assistant, School of Hospitality and Tourism Management

- HTM 291 Introduction to Foodservice Management [Face-to-Face]
- HTM 492 Hospitality Operation Management and Leadership [Hybrid]

IMPACT Cohort	2024
Certificate of Practice in College Teaching	2023
Certificate in Foundations of College Teaching	2022

ENGAGEMENT & SERVICES

Ad Hoc Reviewer for Refereed Journals

- International Journal of Hospitality Management
- Journal of Hospitality and Tourism Management
- International Journal of Contemporary Hospitality Management

Services

- Webinar Moderator, “Leading the Horizon Through Marketing & Servicescape Design,” ICHRIE Hospitality Sales & Marketing SIG, July 7, 2025.
- Vice Chair of Scholarly Engagement, Hospitality Sales & Marketing SIG, ICHRIE (2024-2025).
- HTM Senators at Purdue Graduate Student Government (2023-2024).
- Judge for the 2023 Fall Undergraduate Research Expo in-person poster symposium.
- Academic and Professional Co-Chair for Hospitality and Tourism Management (HTM) Graduate Student Association (2022-2023).
- Grant Reviewer for Grant Review & Allocation Committee (GRAC), Purdue Graduate Student Government (2022-2024).

PROFESSIONAL EXPERIENCE

Industry Experience

- Director of HFTP Asia Research Center, Hospitality Financial and Technology Professionals (HFTP®), Hong Kong (2016-2020)
- Associate Consultant, Eames Consulting Group, Hong Kong (2015-2016)
- In-Country Analyst, Euromonitor International, Hong Kong (2015)
- Project Trainee, Mandarin Oriental Hotel Group (2014)
- Service Trainee, InterContinental Hong Kong (2013)

Industry Publications

Lopez, B., & Ma, E. (2020). *Your Connectivity Compass: Building Wireless Networks for the Future* [White paper]. Hospitality Financial and Technology Professionals. Retrieved January 22, 2022, from <https://www.pineapplesearch.com/file/152008785.pdf>

Ma, E. (2020, January 22). *China Releases New Standards to Rate Quality of Hotel Online Services*. HFTP Connect. <https://blog.hftp.org/china-hotel-rating-standards-2020/>

Ma, E. (2019, April 25). *A Review of Today's Hotels of the Future*. HFTP Connect. <https://blog.hftp.org/a-review-of-todays-hotels-of-the-future>

Ma, E. (2018, August 13). *Business Continuity Plans: Enhance Cybersecurity in the Hospitality Industry*. HFTP Connect. <https://blog.hftp.org/business-continuity-plans-enhance-cybersecurity-in-the-hospitality-industry>

As a contributor:

Hospitality Financial and Technology Professionals. (2017). *Hospitality Data Security – strategy for data protection and regulation compliance* [White paper]. PineappleSearch. Retrieved from <https://www.pineapplesearch.com/file/152008388.pdf>

Hospitality Financial and Technology Professionals. (2018). *Standards in the travel distribution industry: Past, Present and Future (Part I)* [White paper]. HFTP. Retrieved from <https://www.hftp.org/i/downloads/Travel%20Standards%20Part%201.pdf>