

Ludwig M K CHANG  
Assistant Professor  
Department of Management, Marketing and Information Systems  
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## Chinese Name

鄭敏傑

## Employment

**Assistant Professor**  
Department of Management, Marketing and Information Systems  
Hong Kong Baptist University  
14 Mar 2008 → present

## Research outputs

**Harvesting sustainability: how social capital fosters cohesive relationships between green social media influencers and consumers to drive electronic word-of-mouth behaviours**

Cheung, M. L., Leung, W. K. S., Chang, M. K., Shi, S. & Tse, S. Y., 3 Oct 2024, (E-pub ahead of print) In: *Psychology & Marketing*. 26 p.

Research output: [Contribution to journal](#) › [Journal article](#) › [peer-review](#)

**Driving engagement in metaverse-mediated tourism environments: exploring the role of perceived realism**

Cheung, M. L., Leung, W. K., Chang, M. K., Wong, R. Y. M. & Tse, S. Y., 11 Sept 2024, (E-pub ahead of print) In: *Internet Research*. 29 p.

Research output: [Contribution to journal](#) › [Journal article](#) › [peer-review](#)

**From Resistance to Acceptance: Developing Health Task Measures to Boost mHealth Adoption among Older Adults: Mixed-Methods Approach and Innovation Resistance**

Leung, W. K., Law, S. P. M., Cheung, M. L., Chang, M. K., Lai, C. Y. & Liu, N., 29 Aug 2024, (E-pub ahead of print) In: *Internet Research*. 44 p.

Research output: [Contribution to journal](#) › [Journal article](#) › [peer-review](#)

**A Longitudinal Study of the Antecedents and Impacts of Using Game-Based Cognitive Training Apps**

Chang, M. K., Leung, W. K., Cheung, M. L., Shi, S., Lam, J. & Law, S. P. M., 3 Jul 2024.

Research output: [Contribution to conference](#) › [Conference paper](#) › [peer-review](#)

**Understanding the Adoption of Mobile Health Apps Among the Elderly: A New Scale Development for Health Task Management Support**

Leung, W. K., Chang, M. K., Cheung, M. L., Lai, C. Y. & Ip, S. Y., 3 Jul 2024, *Proceedings of Academy of Marketing 2024 Annual Conference and Doctoral Colloquium: Marketing: Fusing resilience and power for public value – igniting marketing's social spirit*. Strong, C., Bosangit, C., Koenig-Lewis, N., Lee, Z., Moldes Andres, O. & Rosier, E. (eds.). Academy of Marketing, 107

Research output: [Chapter in book/report/conference proceeding](#) › [Conference proceeding](#) › [peer-review](#)

**Immersive time in the metaverse and visits to the physical world: why not both? A holistic customer engagement framework**

Cheung, M. L., Leung, W. K., Chang, L. M. K., Aw, E. C-X. & Wong, R., 2 Jul 2024, (E-pub ahead of print) In: *International Journal of Contemporary Hospitality Management*.

Research output: [Contribution to journal](#) › [Journal article](#) › [peer-review](#)

### **Longitudinal Assessment of mHealth Continuance: A Task-Technology Fit Perspective**

Leung, W. K., Chang, M. K., Cheung, M. L., Tse, F. S., Wong, R. & Law, S. P. M., Jul 2024, *PACIS 2024 Proceedings*. Association for Information Systems, 17 p. 1411. (Pacific Asia Conference on Information Systems).

Research output: [Chapter in book/report/conference proceeding](#) > [Conference proceeding](#) > [peer-review](#)

### **Driving loyalty intentions of mobile games: a motivation theory perspective**

Cheung, M. L., Leung, W. K. S., Chang, L. M. K. & Shi, S., Dec 2023, In: *Quality and Quantity*. 57, 4 Supplement, p. 657–682 26 p.

Research output: [Contribution to journal](#) > [Journal article](#) > [peer-review](#)

### **Investigating the adoption intention of mobile health applications in Hong Kong Ageing Population: The moderating role of Technology Anxiety**

Leung, W. K., Chang, M. K., Cheung, M., Shi, S., Wong, R. Y. M., Lam, J. & Chan, C. K., 3 Jul 2023, *Proceedings of Academy of Marketing 2023 Annual Conference and Doctoral Colloquium: From Revolution to Revolutions*. University of Birmingham, p. 130-132 3 p.

Research output: [Chapter in book/report/conference proceeding](#) > [Conference proceeding](#) > [peer-review](#)

### **Understanding the Determinants of Blockchain Adoption in Supply Chains: An Empirical Study in China**

Leung, K. S. W., Chang, M. K., Cheung, M. L., Shi, S. & Chan, P. C. K., Jun 2023, *ECIS 2023 Proceedings*. Association for Information Systems, 19 p. 366

Research output: [Chapter in book/report/conference proceeding](#) > [Conference proceeding](#) > [peer-review](#)

### **VR tourism experiences and tourist behavior intention in COVID-19: an experience economy and mood management perspective**

Leung, W. K. S., Chang, M. K., Cheung, M. L. & Shi, S., 11 Apr 2023, In: *Information Technology and People*. 36, 3, p. 1095-1125 31 p.

Research output: [Contribution to journal](#) > [Journal article](#) > [peer-review](#)

### **Exploring the nexus of social media influencers and consumer brand engagement**

Cheung, M. L., Leung, W. K. S., Yang, M. X., Koay, K. Y. & Chang, M. K., 22 Nov 2022, In: *Asia Pacific Journal of Marketing and Logistics*. 34, 10, p. 2370-2385 16 p.

Research output: [Contribution to journal](#) > [Journal article](#) > [peer-review](#)

### **Understanding Individual Participation in NGOs' Time Banking**

Leung, W., Chang, L. M. K., Cheung, M. L. & Cheung, T. N., Nov 2022.

Research output: [Contribution to conference](#) > [Conference paper](#) > [peer-review](#)

### **Understanding consumers' post-consumption behaviors in C2C social commerce: the role of functional and relational customer orientation**

Leung, W. K. S., Chang, M. K., Cheung, M. L. & Shi, S., 4 Jul 2022, In: *Internet Research*. 32, 4, p. 1131-1167 37 p.

Research output: [Contribution to journal](#) > [Journal article](#) > [peer-review](#)

### **The role of virtual reality interactivity in building tourists' memorable experiences and post-adoption intentions in the COVID-19 era**

Leung, W. K. S., Cheung, M. L., Chang, M. K., Shi, S., Tse, S. Y. & Yusrini, L., 10 Jun 2022, In: *Journal of Hospitality and Tourism Technology*. 13, 3, p. 481-499 19 p.

Research output: [Contribution to journal](#) > [Journal article](#) > [peer-review](#)

### **Swift trust development and prosocial behavior in time banking: A trust transfer and social support theory perspective**

Leung, W. K. S., Chang, M. K., Cheung, M. L. & Shi, S., Apr 2022, In: *Computers in Human Behavior*. 129, 11 p., 107137.

Research output: [Contribution to journal](#) > [Journal article](#) > [peer-review](#)

### **The role of social media elements in driving co-creation and engagement**

Cheung, M. L., Pires, G., Rosenberger, P. J., Leung, W. K. S. & CHANG, L. M. K., 25 Oct 2021, In: *Asia Pacific Journal of Marketing and Logistics*. 33, 10, p. 1994-2018 25 p.

Research output: [Contribution to journal](#) > [Journal article](#) > [peer-review](#)

### **The Features and Effectiveness of Chinese Language Online Recommendations**

Ng, R., Prendergast, G. P. & Chang, L. M. K., 8 Aug 2021, In: *Journal of International Consumer Marketing*. 33, 4, p. 371-385 15 p.

Research output: [Contribution to journal](#) › [Journal article](#) › [peer-review](#)

### **Effects of supply chain strategies and practices on firm performance**

Cheung, W., Chang, L. M. K. & Leung, J., 2015, In: *Proceedings of the International Conference on Electronic Business (ICEB)*. 2015-January, p. 211-217 7 p.

Research output: [Contribution to journal](#) › [Conference article](#) › [peer-review](#)

### **A Study of Service Quality, Perceived Risk and Personal Innovativeness in Internet Banking**

Siu, N. Y. M. & Chang, L. M. K., 5 Nov 2014, *Revolution in Marketing: Market Driving Changes: Proceedings of the 2006 Academy of Marketing Science (AMS) Annual Conference*. Spotts, H. E. (ed.). 1st ed. Springer, p. 78-83 6 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Research output: [Chapter in book/report/conference proceeding](#) › [Chapter](#) › [peer-review](#)

### **Building trust online: Interactions among trust building mechanisms**

Chang, L. M. K., Cheung, W. & Tang, M., Nov 2013, In: *Information and Management*. 50, 7, p. 439-445 7 p.

Research output: [Contribution to journal](#) › [Journal article](#) › [peer-review](#)

### **Predicting unethical behavior: A comparison of the theory of reasoned action and the theory of planned behavior**

Chang, M. K., 2013, *Consumer research methods*. Sage Publications, Vol. 2. p. 351-363 13 p. (SAGE Benchmarks in Social Research Methods).

Research output: [Chapter in book/report/conference proceeding](#) › [Chapter](#)

### **IT capability, IT investment and efficiency of Chinese enterprises**

Chang, M. K. & Ng, Y. C., Jul 2012.

Research output: [Contribution to conference](#) › [Conference paper](#)

### **Predicting Unethical Behavior: A Comparison of the Theory of Reasoned Action and the Theory of Planned Behavior**

Chang, M. K., 12 Jun 2012, *Citation Classics from The Journal of Business Ethics: Celebrating the First Thirty Years of Publication*. Michalos, A. C. & Poff, D. C. (eds.). 1st ed. Springer, Dordrecht, p. 433-445 13 p. (Advances in Business Ethics Research; vol. 2).

Research output: [Chapter in book/report/conference proceeding](#) › [Chapter](#) › [peer-review](#)

### **Predicting enterprise efficiency: The impact of IT capability**

CHANG, L. M. K. & NG, Y. C., 2012, *Proceedings of the 45th Annual Hawaii International Conference on System Sciences, HICSS-45*. IEEE Computer Society, p. 4545-4551 7 p. 6149444. (Proceedings of the Annual Hawaii International Conference on System Sciences).

Research output: [Chapter in book/report/conference proceeding](#) › [Conference proceeding](#) › [peer-review](#)

### **Social capital and knowledge sharing in online communities: A mediation model**

LAW, S. P. M. & CHANG, L. M. K., 2012, *Proceedings of the 45th Annual Hawaii International Conference on System Sciences, HICSS-45*. IEEE Computer Society, p. 3530-3539 10 p. 6149250. (Proceedings of the Annual Hawaii International Conference on System Sciences).

Research output: [Chapter in book/report/conference proceeding](#) › [Conference proceeding](#) › [peer-review](#)

### **The impact of IT-business alignment and IT capability on firm performance: A preliminary study**

Ng, Y. C. & Chang, M. K., Dec 2010.

Research output: [Contribution to conference](#) › [Conference paper](#)

### **Predicting unethical behaviors test of an augmented theory of planned behavior**

Chang, M. K., Oct 2010.

Research output: [Contribution to conference](#) › [Conference paper](#)

**Rethinking the Value of Business Ethics: Introduction on the Special Issue**

CHAN, A. K. K., CHANG, L. M. K., Luk, V. W. M. & SIU, N. Y. M., 2010, In: Journal of Business Ethics. 91, SUPPL. 1, p. 1-2 2 p.

Research output: Contribution to journal › Editorial

**Building trust in online shopping: The moderating effect of individualism and collectivism**

Cheung, S. H. & Chang, L. M. K., 2009, *Proceedings of the 9th International Conference on Electronic Business (ICEB 2009)*. p. 527-534 8 p. (Proceedings of the International Conference on Electronic Business (ICEB)).

Research output: Chapter in book/report/conference proceeding › Conference proceeding › peer-review

**Factor structure for Young's Internet Addiction Test: A confirmatory study**

CHANG, L. M. K. & LAW, S. P. M., 17 Sept 2008, In: Computers in Human Behavior. 24, 6, p. 2597-2619 23 p.

Research output: Contribution to journal › Journal article › peer-review

**Understanding ERP system adoption from the user's perspective**

CHANG, L. M. K., Cheung, W., Cheng, C. H. & Yeung, J. H. Y., Jun 2008, In: International Journal of Production Economics. 113, 2, p. 928-942 15 p.

Research output: Contribution to journal › Journal article › peer-review

**Favoriser l'échange de connaissances dans les communautés en ligne: Une approche par le capital social**

Law, S. P. M. & CHANG, L. M. K., 2008.

Research output: Contribution to conference › Conference paper › peer-review

**System development service quality: A comparison of the in-house development and the application outsourcing environment**

Chang, L. M. K. & Lui, L., 2008.

Research output: Contribution to conference › Conference paper › peer-review

**Corporate e-banking: A study based on delone and McLean's is success model**

Chang, L. M. K. & Wu, G., 2007, In: Proceedings of the International Conference on Electronic Business (ICEB). p. 119-124 6 p.

Research output: Contribution to journal › Conference article › peer-review

**Literature derived reference models for the adoption of online shopping**

CHANG, L. M. K., Cheung, W. & Lai, V. S., May 2005, In: Information and Management. 42, 4, p. 543-559 17 p.

Research output: Contribution to journal › Journal article › peer-review

**Online trust production: Interactions among trust building mechanisms**

Chang, L. M. K. & Cheung, W., Jan 2005, *Proceedings of the 38th Hawaii International Conference on System Sciences (HICSS-38)*. IEEE, 8 p. (Proceedings of the Annual Hawaii International Conference on System Sciences).

Research output: Chapter in book/report/conference proceeding › Conference proceeding › peer-review

**Impact of computerization on firm performance: A case of Shanghai manufacturing enterprises**

Ng, Y. C. & Chang, M. K., Oct 2003, In: Journal of the Operational Research Society. 54, 10, p. 1029-1037 9 p.

Research output: Contribution to journal › Journal article › peer-review

**The use of the Internet in Hong Kong: Manufacturing vs. service**

Cheng, C. H., Cheung, W. & Chang, M. K., 1 Oct 2002, In: International Journal of Production Economics. 75, 1-2, p. 33-45 13 p.

Research output: Contribution to journal › Journal article › peer-review

**Organizational downsizing: Psychological impact on surviving managers in Hong Kong**

Leung, A. S. M. & Chang, L. M. K., 2002, In: Asia Pacific Business Review. 8, 3, p. 76-94 19 p.

Research output: Contribution to journal › Journal article › peer-review

**Determinants of the intention to use Internet/WWW at work: A confirmatory study**

CHANG, L. M. K. & Cheung, W., Nov 2001, In: Information and Management. 39, 1, p. 1-14 14 p.

Research output: Contribution to journal › Journal article › peer-review

**Adapting consumer style inventory to chinese consumers:A confirmatory factor analysis approach**

Siu, N. Y. M., Wang, C. C. L., Chang, L. M. K. & Hui, A. S. Y., 1 Jan 2001, In: Journal of International Consumer Marketing. 13, 2, p. 29-47 19 p.

Research output: Contribution to journal › Journal article › peer-review

**An investigation of decision-making styles of consumers in China**

Hui, A. S. Y., Siu, N. Y. M., Wang, C. C. L. & Chang, L. M. K., 2001, In: Journal of Consumer Affairs. 35, 2, p. 326-345 20 p.

Research output: Contribution to journal › Journal article › peer-review

**Prediction of Internet and World Wide Web usage at work: A test of an extended Triandis model**

Cheung, W., Chang, M. K. & Lai, V. S., 15 Dec 2000, In: Decision Support Systems. 30, 1, p. 83-100 18 p.

Research output: Contribution to journal › Journal article › peer-review

Predicting unethical behavior: A comparison of the theory of reasoned action and the theory of planned behavior

Chang, M. K., Dec 1998, In: Journal of Business Ethics. 17, 16, p. 1825-1834 10 p.

Research output: Contribution to journal › Review article › peer-review

**Predicting Unethical Behavior: A Comparison of the Theory of Reasoned Action and the Theory of Planned Behavior**

Chang, M. K., Dec 1998, In: Journal of Business Ethics. 17, 16, p. 1825-1834 10 p.

Research output: Contribution to journal › Journal article › peer-review

**A Speech-Act-Based Negotiation Protocol: Design, Implementation, and Test Use**

Chang, L. M. K. & Woo, C. C., 10 Jan 1994, In: ACM Transactions on Information Systems. 12, 4, p. 360-382 23 p.

Research output: Contribution to journal › Journal article › peer-review

## Activities

**Journal of Business Ethics (Journal)**

Ludwig M K CHANG (Member of editorial board)

2013 → 2020

**Asian Journal of Business Ethics (Journal)**

Ludwig M K CHANG (Member of editorial board)

2011 → ...

**Journal of Business Ethics (Journal)**

Ludwig M K CHANG (Guest editor)

2008 → 2010

## Prizes

**Best Paper Award**

Leung, Ka Shing Wilson (Recipient), CHANG, Ludwig M K (Recipient), Cheung, Man Lai (Recipient) & Cheung, Tsz Nok (Recipient), 10 Jul 2021

**Best Paper Award**

LEUNG, Ka Shing Wilson (Recipient), CHANG, Ludwig M K (Recipient), Cheung, Man Lai (Recipient), Shi, Si (Recipient) & LAM, Jessica (Recipient), Nov 2022

## Projects

### **Critical determinants for blockchain technology adoption in Chinese supply chain companies**

Leung, W. K., CHANG, L. M. K. & Cheung, M.  
25/11/21 → 24/05/23

### **Investigating the Motivators and Obstacles of Mobile Health Apps Adoption and Continuance by Elderly: A Longitudinal Study using Extended Expectation-Confirmation Theory**

Leung, W. K., CHANG, L. M. K., Cheung, M., Ng, P. M. & Fong, B. Y.  
1/01/22 → 31/12/23

### **Prevention is Better than Cure? How the Gamification Elements of Gerontechnology Influence the Elderly Mental Well-being and Cognitive Health: A Longitudinal Study in Hong Kong**

Leung, W. K., CHANG, L. M. K., Cheung, M. & Si, S.  
1/01/23 → 30/09/25

### **The role of Metaverse richness in building user experiences and satisfaction: an experience economy and media-richness theory perspective**

Leung, W. K., CHANG, L. M. K. & Cheung, M.  
14/12/22 → 13/06/24

### **To Give or Not to Give? Investigating the Effects of Trust on Time Banking Participation: A Longitudinal Study in Hong Kong Aging Population**

Leung, W. K., CHANG, L. M. K., Cheung, M., Si, S. & Fong, B. Y.  
1/01/21 → 30/10/23

## Other Professional Engagements

2018-Present Member, Undergraduate Regulations Committee  
2015-Present Member, Scholarship Selection Panel  
2024 Member, Planning Committee of MarTech Concentration  
2023 Member, Selection Panel of Hall Master  
2022-2023 Chairperson, Student Activity Fund Committee  
2021-2023 Member, Appeal Panel  
2021-2023 Member, Student Affair Committee  
2022-2023 Member, Student Residence Management Board  
2023 Reviewer, IIBD Case Competition, School of Business, HKBU  
2023 Reviewer and Judge, BizSpark Competition, School of Business, HKBU  
2017-2021 Member, Teaching and Learning Policy Committee  
2014-2018 Member, Undergraduate Admissions Committee  
2004-Present Member, BBA (Hons) Degree Programme Management Committee  
2004-Present Member, BBA (Hons) Degree Programme Examination Board  
2009-Present Member, Student-Staff Consultative Committee, Undergraduate  
2004-Present Member, School of Business Computing & Equipment Committee