

HaeJung Maria Kim, Ph.D.

Department of Merchandising and Digital Retailing
College of Merchandising, Hospitality, and Tourism
University of North Texas
1155 Union Circle #311100
Denton, Texas 76203-1100

Phone: 940. 369. 6624
FAX: 940. 565. 4348
E-Mail: haejung.kim@unt.edu

EDUCATION

- Post-doctorate University of North Texas, TX, USA (January 2003 - August 2004)
School of Merchandising and Hospitality Management
• Research Area: Consumer behavior and experience management
- Ph.D. Ewha Womans University, Seoul, Korea (February 2002)
College of Human Ecology, Department of Clothing & Textiles (Fashion Marketing & Merchandising)
• Dissertation: A conceptual framework of building fashion brand equity: Focused on casual brands.
- M.S. Ewha Womans University, Seoul, Korea (August 1991)
College of Home Science and Management, Department of Clothing & Textiles (Fashion Marketing)
• Master Thesis: The strategic positioning of brand image: Focused on ladies' wear.
- B.S. Ewha Womans University, Seoul, Korea (February 1984)
College of Home Science and Management,
• Major: Clothing and Textiles, Minor: Household Administration

EMPLOYMENT

Academic Experience

Professor (Tenured)

September 2016 – Present

Department of Merchandising & Digital Retailing, College of Merchandising, Hospitality & Tourism.
Interdisciplinary Information Science (IIS) Ph.D. Program with a concentration in Consumer Behavior & Experience Management, College of Information (2016-2019)
University of North Texas, Denton, TX

- Research (30% working load): Conduct multidisciplinary research focusing on social media analytics using network visualization, brand community, and sustainability stewardship. Sought and applied for internal and external grants (A total submitted grant amount of \$5,149,897, Funded \$149,952 as of 2022).
- Teaching (50% working load): Teach 3 and 2 courses per AY: Ph. D (CMHT6500 Big data implementation in SNA (Social Network Analysis), CMHT 6600 Network analysis and visualization for digital retailing): Graduate (MDSE 5500 Merchandising Strategies, CMHT 5550 Promotion strategies, CMHT 5700 Service excellence) and Undergraduate (MDSE Advanced Applications) courses.
- Service (20% working load): Serve on committees for scholarly affiliations, university, college, and department; served as an academic advisor for graduate students and a supervisor for a visiting professor

Visiting Professor (Faculty development Leave in the Sabbatical period)

September 2012 - June 2013; September 2016- June 2017

Department of Consumer Science
College of Human Ecology, Seoul National University, Seoul, Korea

- Research: Conducted research – 'Developing Trendology for Consumer Experience in Digital Environments'; Implemented the research project funded by the University of North Texas
- Teaching: Taught ten workshops and seminar classes for graduate students about 'Smart Consumer Experience: Toward Theoretical Advancement and Methodological Innovation.'
- Continuing education: Took a doctorate course, 'Seminars on Social Network Analysis (Course #: 205-766), Department of Sociology, Seoul National University; Took four big data workshops/summits in diverse venues.

Associate Professor (Tenured)

September 2010 – August 2016

Department of Merchandising and Digital Retailing

College of Merchandising, Hospitality, and Tourism. University of North Texas, Denton, TX

- Research (40%): Conducted research collaboratively and interdisciplinary, focusing on digital consumer engagement, sustainability stewardship, brand experience, and social capital in QQ. China community; Research productivity - 19 paper publications, 33 conference proceeding publications & presentations; Member of UNT (University of North Texas) research cluster; Sought and applied for internal and external grants (A total grant amount of \$104,637 as of 2014, Funded two grants among six submitted).
- Teaching (40%): Taught two courses per semester; Developed two doctorate courses (CMHT 6500 Big data implementation in Social Network Analysis, CMHT 6550 Network analysis, and visualization) and three graduate courses (CMHT 5300 Research Methods, CMHT 5550 Promotion Strategies, CMHT 5700 Service Excellence); and two undergraduate courses (MDSE 4850 Brand Development, MDSE 3950 VMD (Visual Merchandising) & Promotions). Assisted in developing and revising the merchandising curriculum for future prospectus; Served as major thesis professor for three graduate students and on thesis committee for six graduate students.
- Service (20%): Serve as the coordinator of the Consumer experiences in digital Environments (CEDE) research group – developed the proposals (2009 -2011), structured research stream and identified research experts (2013-14), and explored partnerships and collaborations with departments, colleges, universities, and industries; Served on committees for university, college, and department; Analyzed the department competency, and curricula; Supervised visiting research scholars; and Served as an advisor for eight graduate students.

Assistant Professor (Tenure – track)

September 2004 - August 2010

Division of Merchandising

School of Merchandising and Hospitality Managements. University of North Texas, Denton, TX

- Research (30%): Conducted research; productivity of 17 papers publication, 35 papers presentation; Sought and applied for grants (a total grant amount of \$86,190, Funded 8 grants among 16 submitted proposals).
- Teaching (50%): Taught three courses per semester (5-6 preps, average 433 students per year); Developed 4 undergraduate and graduate courses: Served as thesis major professor and member for 3 graduate students.
- Service (20%): Served on the committees for university, school, and department; supervised a visiting scholar

Industrial Experience

Consultant

May 2001 – December 2001

Marketing Edge Korea, Seoul, Korea

- Position responsibilities include consulting client companies and analyzing customers and markets.

Designer

January 1984 – June 1988

Division of Christian Dior, Division of Women's Wear, LG Fashion, Seoul, Korea

- Position responsibilities include developing women's wear design and products and analyzing market trends.

SCHOLARSHIP

HONORS AND AWARDS

Award	Description	Date
Recognition	Dedicated Service Served as Associate Editor for seven years for the Clothing & Textile Research Journal, International Textiles and Apparel Association (ITAA.)	2022
Recognition	Big Ideas Award Marketing Strategy for the College of Merchandising, Hospitality, and Tourism	2022
Recognition	Outstanding Alumni of the Month (February) The graduate school, Ewha Womans University, South Korea	2021
Recognition	Award (1st place) 2019 Merchandising Competition for ESRAP (Educators for Socially Responsible Apparel Practices), International Textiles and Apparel Association (ITAA.) <ul style="list-style-type: none"> • Faculty advisor of Claudia Fayad (Undergraduate student) Project title: Tallo: Socially responsible fashion retailer 	2019
Recognition	Special Lecture <ul style="list-style-type: none"> • Korean Society for Clothing and Textiles • 2018 Spring Conference of the International Conference of Clothing and Textiles (Seoul, Korea) • Kim, H.J. (2018). A Multidisciplinary Platform for Digital Retailing 	2018
Recognition	Youngone Fashion and Textiles Best Paper Award (Humanities/social sciences areas) <ul style="list-style-type: none"> • Lee, S. Kim, H. J., & Yang, K. Impacts of sustainable value and business stewardship on lifestyle practice on clothing consumption. <i>Fashion and Textiles</i>. 2(1), 1-18 	2016
Recognition	Emerald Literati Network Awards for Excellence 2015 Highly Commended Paper in the 2015 Emerald Literati Network Awards for Excellence <ul style="list-style-type: none"> • Ran, H., Lee, S., Kim, H.J., & Evans, L. (2015). The impact of brand experiences on brand resonance in multi-channel fashion retailing. <i>Journal of Research in Interactive Marketing</i>, 9 (2), 129 – 147. 	2015
Recognition	Best Poster Award 2015 The Korean society of fashion business Conference (Seoul, Korea) <ul style="list-style-type: none"> • Yi, K., Ruddock, M., & Kim, H.J. (2015). Examining the functions of attributes of mobile applications to build a brand community 	2015
Recognition	CTRJ Reviewer Award International Textiles and Apparel Association, * SSCI. (Social Science Citation Indexed). Indexed Journal	2014
Nomination	Toulouse Scholars Award UNT (University of North Texas). Toulouse Graduate School	2014
Recognition	Best Paper Award 2013 The Society of Fashion & Textile Industry Conference (Seoul, Korea) <ul style="list-style-type: none"> • Jung, H.J., Oh, K., & Kim, H.J. (2013). Analysis of the US (United States) and UK consumers for the global market entry of ethical faux leather apparel products 	2013
Recognition	Paper of Distinction Award (Merchandising track) International Textiles and Apparel Association <ul style="list-style-type: none"> • Huang, R., Kim, H.J., & Kim, J. Y. (2012). Transformation of relational social capital to purchase intention in the virtual engagement at QQ. China 	2012

Recognition	Faculty Development Leave University of North Texas, Academic Affaire <ul style="list-style-type: none"> • Kim, H.J. Trend Literacy: Developing Trendology for consumer experience in digital environments 	2012
Recognition	Best Thesis Award (Honorable mention) International conference of the Korean Scholars of Marketing Science (KSMS.) <ul style="list-style-type: none"> • Thesis major professor of Stacy Lee (Master student) Thesis title: Exploring Sustainability VALS: Sustainability Value, Lifestyle-practices, and Stewardship 	2011
Recognition	Plenary Lecture Korean Society for Clothing and Textiles 2010 Spring Conference of the Korean Society for Clothing and Textiles (Seoul, Korea) <ul style="list-style-type: none"> • Kim, H.J., Forney, J. & Crowley, R. (2010). O·P·E·N Triad: Futuring the success for Individuals, Institutes, and Industries 	2010
Recognition	Best Paper Award International CHRIE (Council on Hotel, Restaurant, and Institutional Education) 15 th Annual Graduate Student Research Conference in Hospitality and Tourism <ul style="list-style-type: none"> • Thesis committee member of Jichul Jang (Master student) Title: The impact of career motivation and polychronicity on job satisfaction and turnover intention among hotel industry employees 	2010
Recognition	Best Graduate Paper Award International Textiles and Apparel Association (ITAA) 2009 Conference <ul style="list-style-type: none"> • Thesis major professor of Boram Park (Master student) Title: Blogging behavior: Impacts of blogging motivations and flow 	2009
Recognition	Best Paper Award The European Institute of Retailing and Service Studies (EIRASS.) 16 th International Conference in Recent Advances in Retailing and Service Science <ul style="list-style-type: none"> • Ahn, S., Kim, H.J., & Forney, J.C. (2009). Co-marketing alliances between heterogeneous products: Perceived match-up effects in product, brand, and alliance levels 	2009
Recognition	Best Research Award (Honorable mention) Korean Academy Marketing Science (KAMS) 2009 Conference Sponsor: Lotte Department, Ministry of Environment, Republic of Korea <ul style="list-style-type: none"> • Faculty mentors for the student research team: Stacy Lee (undergraduate) and Miranda Alvarado (graduate) • Title: O·P·E·N Lotte: Sustainability framework for global consumers 	2009
Nomination	Early Career Award for Research and Creativity Office of the Vice President for Research and Economic Development, UNT.	2009
Recognition	Best Graduate Paper Award International Textiles and Apparel Association (ITAA) 2006 Conference <ul style="list-style-type: none"> • Thesis committee member of Sua Jeon (Master student) Title: The effect of shopping motivations on online auction behaviors 	2006
Recognition	Junior Faculty Summer Research Award University of North Texas, Academic Affaire <ul style="list-style-type: none"> • Title: Future impacts of RFID on the supply chain in the textiles and apparel industry: A cross-cultural approach 	2006

GRANTSMANSHIP

External Grants

Date	Title of Proposal	Funding Source	Amount/Status
2022	Cultivating New Food and Agriculture Professionals in Food Analytics for Underserved Students (PI & PD)	NIFA (National Institute of Food and Agriculture)	\$4,999,945.00 Under Review
2019	Edu-Cotton: Collaborative Learning Environment (Co-PI.)	Cotton Incorporated, The Cotton Education	\$38,615
2013	Development of Eco-Friendly Artificial Fashion Leather from Biobased Polyurethane/ Nanocellulose project (Grant Subcontract)	National Research Foundation of Korea (NRF (National Research Foundation)), funded by the Ministry of Education, Science, and Technology	\$7,000
2010	O·P·E·N Triad: Futuring the success for Individuals, Institutes, and Industries (PI.)	Korean Society of Clothing & Textiles	\$2,547
2009	O·P·E·N Lotte: Sustainability Framework for Global Consumers (Competition Base, 3 rd place)	Lotte Department/ Ministry of Environment, Republic of Korea	\$900
2005	The Impact of RFID on the apparel retail industry: Issues and critical success factors (Co-PI)	International Council of Shopping Centers Educational Foundation	\$14,720

Internal Grants

Date	Title of Proposal	Funding Source	Amount/Status
2021	Learn – Lead – Connect Dynamics for Transformational Leadership: Building Students' Social Capital through Leadership Academy (Co-PI)	Research Seed Grant	\$9,579 Not funded
2019	Open knowledge at UNT (University of North Texas). Frisco (OK@UNTF): Discovering the future of the global tourism industry (Co-PI)	The Charn Uswachoke International Development	\$6,700
2011	Consumer experiences in digital environments (Collaborative college proposal)	UNT research cluster	Funded (Three Faculties Line Support)
2009	Building the global experience: Exploring the supply chain to BlogShpere (Collaborative Division Proposal, Co-PI)	UNT Hispanic & global studies initiatives	\$20,225
2009	People, Planet, Profit: Consumer and Industry Perspectives (Co-PI)	Undergraduate Research Fellowship Program	\$8,000
2008	e-POCE (Point of Consumer Experience): A marketing information system for retail and hospitality industries (SMHM Research Task Force, Co-PI)	UNT, Research Infrastructure Support Initiative UNT.	\$25,000
2007	Generation Y: The myth and reality about their retail work experience (PI.)	UNT Faculty Research Grant	\$4,775
2007	Building a global WebSphere (Collaborative Merchandising Division Proposal, Co-PI)	UNT Hispanic & global studies initiatives	\$16,470

2006	Future impacts of RFID on the supply chain in the textiles and apparel industry: A cross-cultural approach (PI.)	U.N.T. Junior faculty summer research fellowship	\$5,000
------	--	--	---------

PUBLICATIONS

Publications in Refereed Journals (R= refereed, double-blind reviewed)

42. Huang, R., Krier, L., Josiam, B. & **Kim, H.J.** (2021). Understanding Consumer–Pet Relationship during Travel: A Model of Empathetic Self-Regulation in Canine Companionship, *Journal of Quality Assurance in Hospitality & Tourism*, <https://doi.org/10.1080/1528008X.2021.1955236>. **SCOPUS Indexed (R)**
41. Jung, H., Oh, K.W., & **Kim, H. M.** (2021). Country Differences in Determinants of Behavioral Intention towards Sustainable Apparel Products. *Sustainability*, 13 (2), 558 <https://doi.org/10.3390/su13020558>. **SSCI Indexed (R)**
40. Yang, K., **Kim, H.M.**, & Tanoff, L. (2020). Signaling trust: Cues from Instagram posts, *Electronic Commerce Research and Applications*, **SSCI Indexed (R)**
39. **Kim, H. M.**, Oh, K.W., & Jung, J. (2020). Socialization on Sustainable Networks: The Case of eBay Green's Facebook. *Sustainability*, 12 (8), 3476, Doi:10.3390/su12083476 **SSCI Indexed (R)**
38. Chong, M., & **Kim, H.M.** (2020). Social roles and structural signatures of top influentials in the #PrayforParis Twitter network. *Quality & Quantity*. 54, 315–333, DOI 10.1007/s11135-019-00952-z. **SSCI Indexed (R)**
37. Yang, K., **Kim, H.M.**, & Zimmerman, J. (2020). Emotional Branding on Fashion Brand Websites: Harnessing the Pleasure-Arousal-Dominance (P-A-D) Model. *Journal of Fashion Marketing & Management*, DOI 10.1108/JFMM-03-2019-0055 **SSCI Indexed (R)**
36. Yi, K.H., Jeon, S., **Kim, H.J.**, & Forney, J. (2016). Impacts of Information Source and E-service Quality on Mobile Shopping Behavior in KakaoTalk. *Journal of Fashion Business*, 20 (6), 32-51. **KSCI Indexed (R)**
35. **Kim, H.J.**, Kim, JY, Oh, K. & Jung, H. J. (2016). Adoption of green textile products: Motivating consumer attitude with the Value-Belief-Norm framework. *Clothing and Textiles Research Journal*, 34 (4), 239-256. **SSCI. Indexed (R)**
34. Jung, H.J., **Kim, H.J.**, & Oh, K. (2016). Green leather for ethical consumers in China and Korea: Facilitating ethical consumption with Value-Belief-Attitude logic. *Journal of Business Ethics*, 135 (3), 483–502. DOI: 10.1007/s10551-014-2475-2. * **ISI impact factor 1.837, SSCI. Indexed (R)**
33. Lee, S. **Kim, H. J.**, & Yang, K (2015). Impacts of sustainable value and business stewardship on lifestyle practice on clothing consumption. *Fashion and Textiles*. 2(1), 1-18, DOI: 10.1186/s40691-015-0043-8), * **SCIE Indexed, 2016 Youngone Fashion, and Textiles Best Paper Award (Humanities/social sciences areas) (R)**
32. Yi, K., Ruddock, M., & Kim, H.J. (2015). Examining the functions of attributes of mobile applications to build brand community. *Journal of Fashion Business*. 19 (6), 82-100, DOI: 10.12940/jfb.2015.19.6.82 **KSCI Indexed (R)**
31. Huang, R., Lee, S., **Kim, H.J.**, & Evans, L. (2015). The impact of brand experiences on brand resonance in multi-channel fashion retailing. *Journal of Research in Interactive Marketing*, 9 (2), 129 – 147. Doi: /10.1108/JRIM-06-2014-0042. **SSCI Indexed (R) *Highly Commended Paper in the 2015 Emerald Literati Network Awards for Excellence**
30. **Kim, H.**, Lee, H., & Yang, K. (2015). The heuristic-systemic model of sustainability stewardship: Facilitating sustainability value, beliefs, and practices with corporate social responsibility drives and eco-labels/indices, *International Journal of*

Consumer Studies, 39, 249-260. DOI: 10.1111/ijcs.12173. **SSCI. Indexed (R)**

29. Yang, K., Li, X., **Kim, H.J.**, & Kim, Y. (2015). Social shopping website quality attributes increasing consumer participation, positive eWOM, and co-shopping: The reciprocating role of participation. *Journal of Retailing and Consumer Services*, 24(3), 1-9. **SSCI Indexed (R)**.
28. **Kim, H.J.** Ahn, S., & Forney, J. (2014). Shifting paradigms for fashion: From total to global to smart consumer experience. *Fashion and Textiles.1*, 1-15 Doi: 10.1186/s40691-014-0015-4. (R) **SCIE Indexed**
27. Jung, H.J., Lee, Y., **Kim, H.J.**, & Yang, H. (2014). Impacts of country images on luxury fashion brand: Facilitating with the brand resonance model. *Journal of Fashion Marketing & Management*, 18(2), 187-205. **SSCI Indexed (R)**.
26. **Kim, H.J.**, Kim, J. Y., & Huang, R. (2014). Social capital in a virtual community: Impacts on the social shopping model for QQ. China, *Global Economic Review*, 43(4), 3-24 (R). **ISI impact factor 0.412 * SSCI Indexed (R)**.
25. Park, H., Xiang, Z., Josiam, B., & **Kim, H.J.** (2014). Personal identify information as cues of credibility in online travel reviews. *Anatolia: Information and Communication Technologies in Tourism 2013*, 230-241. **SCOPUS Indexed (R)**.
24. **Kim, H.J.**, Kim, J. Y., & Yang, K. (2013). Profiling customer engagement with their "Snuggie" experience in social media, *Journal of the Korean Society for Clothing Industry* 15 (1), 95-102, **KSCI Indexed (R)**.
23. Huang, R., **Kim, H.J.**, & Kim, J. Y. (2013). Social Capital in QQ. China: Impacts on Virtual Engagement of Information Seeking, Interaction Sharing, Knowledge Creating and Purchasing Intention, *Journal of Marketing Management*. 29 (3-4), 292-316. **SSCI. Indexed (R)**.
22. **Kim, H.J.**, (2012). Fashion-brand experience: Aligning brand equity approaches, *Journal of Fashion Marketing & Management*, 16 (4), 418-441. **SSCI. Indexed (R)**
21. Crutsinger, C., Knight, D., & **Kim, H.J.** (2010). Teens' consumer interaction style: The impact of assertive and aggressive behavior on attitudes toward marketing practices. *International Journal of Consumer Studies*, 34(2), 196-203. **SSCI Indexed (R)**.
20. **Kim, H.J.**, Forney, J. & Crowley, R. (2010). O-P-E-N Triad: Futuring the success for Individuals, Institutes, and Industries. *Journal of the Korean Society of Clothing and Textiles*, 34(12), 1980-1991. **KSCI Indexed (R)**
19. Ahn, S., **Kim, H.J.**, & Forney, J. (2010). Fashion collaboration or collision? Examining the match-up effect in co-marketing alliances, *Journal of Fashion Marketing & Management*, 14(1), 6-20. **SSCI Indexed (R)**.
18. Park, B., Ahn, S., & **Kim, H.J.** (2010). Blogging: Mediating impacts of flow on motivational behavior, *Journal of Research in Interactive Marketing*, 4 (1), 6-29. **SSCI Indexed (R)**.
17. **Kim, H.J.**, Knight, D., & Crutsinger, C. (2009). Generation Y employees' retail work experience: The mediating effect of job characteristics. *Journal of Business Research*, 62 (5), 548-556. **SSCI Indexed (R)**.
16. Ahn, S., **Kim, H.J.**, & Forney, J. (2009). Co-marketing alliances between heterogeneous industries: Examining perceived match-up effects in product, brand and alliance levels, *Journal of Retailing and Consumer Sciences*, 16(6), 477-485. **SSCI Indexed (R)**
15. Jeon, S., Crutsinger, C., & **Kim, H.J.** (2008). Exploring online auction behaviors and motivations. *Journal of Family and Consumer Sciences*, 100(2), 31-40. (R)
14. Kim, E.Y., Ko, E.J., **Kim, H.J.**, & Koh, C. (2008). Comparison of benefits of radio frequency identification: Implications for strategic business performance in the US and Korean retailers. *Industrial Marketing Management*, 37(7), 797-806.

SSCI Indexed (R).

13. Knight, D., **Kim, H.J.**, & Crutsinger, C. (2007). Examining the effects of role stress on customer orientation and job performance of retail salespeople. *International Journal of Retailing and Distribution Management*, 35(5), 381-392. **SSCI Indexed (R).**
12. **Kim, H.J.** & Kim, E.Y. (2006). An exploratory study of RFID benefits for apparel retailing. *Journal of the Korean Society of Clothing and Textiles*, 30(12), 1695-1705. (R) **KSCI Indexed**
11. Koh, C., **Kim, H.J.**, & Kim E.Y. (2006). The impact of RFID in retail industry: Issues and critical success factors, *Journal of Shopping Center Research*, 13(1), 101-117. (R) **Google citation of 102** as of 2/5/2023
10. Knight, D., Crutsinger, C., & **Kim, H.J.** (2006). The impact of retail work experience career expectation and job satisfaction on retail career intention. *Clothing and Textiles Research Journal*, 24(1), 1-14. **SSCI Indexed (R).**
9. **Kim, H.J.**, Crutsinger, C., & Knight, D. (2005). A comprehensive approach to model development: The effect of US retail employees' work experience on job performance, job satisfaction, and retail career intention. *Journal of the Korean Society of Clothing and Textiles*, 29(12), 1571-1581. (R) **KSCI Indexed**
8. **Kim, H.J.**, Lim, S.J., Crutsinger, C., & Knight, D. (2004). Testing for measurement invariance of fashion brand equity. *Journal of the Korean Society of Clothing and Textiles*, 28(12), 1583-1595. (R) **KSCI Indexed**
7. Knight, D., Crutsinger, C., & **Kim, H.J.** (2004). The teen employee: An investigation of motivations, expectations, and experiences. *TAFCS Research Journal*, 1(9), 22-23. (R)
6. **Kim, H.J.**, & Lim, S.J. (2004). The conceptual framework of building fashion brand equity: Focused on casual wear brand. *Journal of the Korean Society of Clothing and Textile*, 28(2), 252-261. (R) **KSCI Indexed**
5. Park, H.J., & **Kim, H.J.** (2004). Cultural and consumption values in the Korean fashion industry. *Journal of the Korean Society of Clothing and Textile*, 28(1), 1-11. (R) **KSCI Indexed**
4. **Kim, H.J.**, & Lim, S.J. (2002). The components of consumer-based fashion brand equity. *The Research Journal of the Costume Culture*, 10(6), 680-696. (R) **KSCI Indexed**
3. Park, H.J., **Kim, H.J.**, Rhee, Y.J., & Lim, S.J. (2002). A case study of fashion marketing research using multiple methods. *The Research Journal of Costume Culture*, 10(6), 601-616. (R) **KSCI Indexed**
2. **Kim, H.J.**, & Lim, S.J. (2002). How to measure fashion brand equity. *Journal of the Korean Society of Clothing and Textiles*, 26(11), 1660-1671. (R) **KSCI Indexed**
1. **Kim, H.J.**, & Lim, S.J. (1992). A study on the positioning of brand image of ready-made ladies' wear. *Journal of the Korean Society of Clothing and Textiles*, 16(2), 170-179. (R) **KSCI Indexed**

Publications in Refereed Journals (under review) (R= refereed, double-blind reviewed)

1. **Kim, H.M.**, & Chakraborty, S. (1st Revision). Diffusion of "#Metaverse Fashion": Interactions, Communication, and Collaborations on the Twitter Networks. *Internet Research*
2. Huang, R. Lee, S., & **Kim, H.M.** (Under review). Insights of the # VR Community Network for Digital Retailing: Structure Signature of a Twitter Network. *Journal of Interactive Marketing*

Publications in Refereed Journals (In preparations) (R= refereed, double-blind reviewed)

6. **Kim, H.M.**, & Lee, S. (In preparation). The Open Knowledge Platform for Advanced Application: Building a Digital Capstone Course. *Journal for Advancement of Marketing Education (JAME.)*
5. **Kim, H.M.**, Ahn, S., & Park, B. (in preparation). Flow in blogging: Impacts on consumer engagement and e-shopping. *Cyberpsychology, Behavior, and Social Networking*, * SSCI. (R)
4. **Kim, H.M.**, & Kim, J. (In preparation). Attitude functions in accepting an eco-friendly product: Comparing value-attitude relations in China, US, and UK groups. Targeting *Journal of International Marketing*, * SSCI. (R)
3. Knight, D., **Kim, H.M.**, & Vasquez, V. (In preparation). Cobranding with Pinterest: Expediting apparel retail brand experience, Targeting at *Clothing and Textiles Research Journal* * SSCI. (R)
2. **Kim, H.J.**, Knight, D., & Crutsinger, C. (In preparation). The currency of Two-Factor Theory in job satisfaction approach: An empirical finding from Generation Y employees at retail work. Targeting at *Managing Service Quality*. * SSCI. (R)
1. **Kim, H.J.**, Jeon, S., & Crutsinger, C. (In preparation). Online auction experience: Examining the mediating role of auction attitudes. Targeting at *International Journal of Consumer Studies*. * SSCI. (R)

Abstracts /Extended abstracts / Full Papers in Refereed Proceeding & Clearinghouse (R= refereed, double-blind reviewed)

87. Ahn, S., & **Kim, H.M.** (Accepted). Backer's Decision Making Process in Crowdfunding: The Sympathy-Empathy, Motives, Participation, & Share Model. Oral Presentation, The Recent Advances in Retailing and Consumer Services Sciences, Lyon, France, France. 2023
86. Jeong, M., Yang, K., **Kim, H.**, & Min, J. (Accepted). Curating subscription box services: Implications for the Pet Industry. Oral Presentation, The Recent Advances in Retailing and Consumer Services Sciences, Lyon, France, France. 2023
85. **Kim, H.M.**, & Lee, S (2022). Social Network Analysis of the # Metaverse Fashion on the Twitter: The Community Structure and the Social Role of Influencers, 2022 ICCT (International Conference of Clothing and Textiles) Conference, May 28, Seoul, Korea
84. **Kim, H.M.**, & Lee, D (2021). The Open Knowledge Platform for Advanced Application: Building a Digital Capstone Course in COVID-19, The 2021 ITAA Virtual Conference.
83. Lee, S., Huang, R. & **Kim, H.M.** (2021). Social Capital of the # VR Community Network for Digital Retailing: Structure Signature of a Twitter Network. The 2021 ITAA Virtual Conference.
82. **Kim, H. M.**, Ryu, E., Yi, K, & Ahn, S. (2020). Visualizing Social Roles and Structural Signatures of the Cosmetic Brands on Sephora's Twitter, Poster presentation at the annual ITAA virtual conference November 2020 (R) Int'l*
81. **Kim, H.M.**, Kim, J., & Huang, R. (2019). Visualizing the # VR Network on Twitter: Social Network Analysis, Poster presentation at the annual ITAA conference in Las Vegas, NV, October 2019 (R) Int'l*
80. Fayad, C., & **Kim, H.M.** (2019). Tallo: Socially responsible fashion retailer, Merchandising Competition for ESRAP, Poster presentation at the annual International Textiles and Apparel Association in Las Vegas, NV, October 2019 (R) Int'l* - **Award (1st place)**
79. **Kim, H.J.** (2018). A multidisciplinary platform for digital retailing, Special Lecture on 2018 Spring Conference of the International Conference of Clothing and Textiles, KSCT, in Seoul, Korea.
78. **Kim, H.J.** (2018). Big-Data Labs: Merchandising Informatics by Using Hyperlinks and Network Analysis Visualization Approaches. Oral presentation at the annual ITAA conference in Cleveland, OH, November 2018 (R)

Int'l* Nominated to the best paper award

77. Tanoff, L., Yang, K., & **Kim, H.J.** (2018). Fashion brand sponsored Instagram posts: Mediated by trust. Oral presentation at the annual ITAA conference in Cleveland, OH, November 2018 (R) Int'l* Nominated to the best paper award
76. Moore, A., Yang, K., & **Kim, H.J.** (2018). Influencer Marketing: Influentials' Authenticity, Likeability, and Authority in social media. Poster presentation at the annual ITAA conference in Cleveland, OH, November 2018 (R) Int'l
75. **Kim, H.J.**, Yi, K., & Yang, K. (2016). S-WOM in WeChat and KakaoTalk: Impacts of E-S-QUAL in Mobile Social Platforms, Oral presentation at the annual ITAA conference in Vancouver, Canada, November 2016 (R) Int'l
74. Knight, D., **Kim, H.J.** & Vasques, L. (2016). Cobranding with Pinterest: Expediting Apparel Retail Brand Experience. Oral presentation at the annual ITAA conference in Vancouver, Canada, November 2016 (R) Int'l
73. Yang, K., Zimmerman, J, & **Kim, H.J.** (2016). The Function of Dominance and Arousal in Consumer Resonance with Fashion Brand Website and Store. Poster presentation at the annual ITAA conference in Vancouver, Canada, November 2016 (R) Int'l
72. Yi, K.H., **Kim, H.J.**, & Forney, J. (2016). Social, mobile shopping experience at KakaoTalk: Impacts of information source and e-service quality. [Abstract] Poster presentation, Conference proceedings of *the Korean Society of Fashion Business* conference, Seoul, Korea, April 2016. (R) Int'l
71. Jung, M., & **Kim, H.J.** (2016). #PrayforParis with celebrities: The social role of influentials in a Twitter network, [*Full paper], Multimedia presentation at *Global Marketing Conference (GMC)*, Hong Kong, China, July 2016. (R) Int'l
70. Huang, R., Krier, L., Josiam, B. & **Kim, H.J.** (2016). Empathetic self-regulation in dog owners' travel behaviors, [Full paper], [*Full paper], Oral presentation at *2016 AGHTC conference*, Seoul, Korea, May 2016. (R) Int'l
69. Yi, K.H. Ruddock, M., & **Kim, H.J.** (2015). Examining the functions of attributes of mobile applications to build brand community. [Abstract] Poster presentation, Conference proceedings (pp. 130-134) of the Korean society of fashion business conference in Seoul, Korea, October 30, 2015. (R) Int'l
68. Li, X., Yang, K., **Kim, H.**, Kim, Y. (2015). Examining e-loyalty models on social shopping websites. Abstract published in the Proceedings of the European Institute of Retailing and Services Studies (EIRASS), Montreal, Canada, July 27-30, 2015. (R) Int'l
67. Lee, S., **Kim, H.J.**, & Yang, K. (2015). Sustainable Stewardship: The Heuristic-Systemic Approach to Sustainable Attitude-Behavior Gap, [Abstract], Oral presentation at annual ITAA conference in Santa Fe, NM, November 2015. (R) Int'l
66. Yi, K.H. Ruddock, M., & **Kim, H.J.** (2015). Examining the functions of attributes of mobile applications to build brand community. [Abstract] Poster presentation, Conference proceedings (pp. 130-134) of the Korean society of fashion business conference in Seoul, Korea, October 30, 2015. (R) Int'l
65. Krier, J.L, Josiam, B, & **Kim, H.J** (2015). Have Dog – Will Travel: An Examination of Dog Owner Travel Desires Using the Model of Goal-Directed Behavior, [*Full paper], Oral presentation at the 13th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference, Auckland, New Zealand, June 2015. (R) Int'l
64. **Kim, H.J.**, Oh, K. Ahn, S. & Jung, K. J. (2014). Who Leads the Eco-friendly Market in social media? Big Data Implementation for Social Network Analysis. [Abstract] Conference Proceedings of the International Textile and Apparel Association. www.itaaonline.org. Oral presentation at the annual ITAA conference in Charlotte, North Carolina, November 2014. (R) Int'l
63. Lee, X. Yang, K. **Kim, H. J.**, & Kim, Y. H. (2014). Dimensionalizing Social Shopping Website Quality: Its Impact on e-

- Satisfaction and eWOM. [Abstract], Oral presentation at the European Institute of Retailing and Services Studies (EIRASS), Bucharest, Romania, July 7-10, 2014. (R) Int'l
62. Lee, X. Yang, K. **Kim, H. J.**, & Kim, Y.H. (2014). Identifying social shopping website quality attributes increasing customer participation, positive eWOM, and co-shopping: the salience of participation. Oral presentation at American Collegiate Retailing Association, Dallas, TX. March 2014. (R)
61. **Kim, H.J.**, Kim, JY, Oh, K. & Jung, H. J. (2014). Green Leather for a Green Economy: Taking a VBN approach to Consumer Acceptance Attitude. [Full paper] Oral presentation at American Collegiate Retailing Association, Dallas, TX. March 2014. (R)
60. Ran, H., Lee, S. **Kim, H.J.**, & Evans, L. (2014). Expediting the Fashion Brand Resonance: Impacts of Sensory, Affective, Cognitive and Relational Brand Experience [Full paper] Oral presentation at American Collegiate Retailing Association, Dallas, TX. March 2014. (R)
59. Jung, H.J., Oh, K., & **Kim, H.J.** (2013). Analysis of the US and UK Consumers for the Global Market Entry of Ethical Faux Leather Apparel Products. [Abstract] *Conference Proceedings of The Society of Fashion & Textile Industry* (Oral presentation at 2013 annual SFTI conference of Conference, November 16, 2013, Seoul, Korea. (R)
58. Meal, K., Knight, D, **Kim, H. J.**, & Stidham. J. (2013). Identifying Apparel Attributes: The Relationship between Risks, Perceived Copyright Infringement and Purchase Intention of Knockoff Fashion Apparel Products. [Abstract] *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in New Orleans, October 2013). (R)
57. Jung, Y., Kim, J. & **Kim, H.** (2013). Developing a Conceptual Model on Consumer Socialization Process in social media: The Impact of Social media e-WOM on Brand Trust. [Abstract] Oral presentation at the 2013 Conference of The European Institute of Retailing and Services Studies, Philadelphia, PA. (R)
56. Jung, H.J., **Kim, H.J.**, & Oh, K. (2013). Artificial Leather Products for Korean and Chinese Consumers: Facilitating Ethical Consumptions with The Value-Belief-Attitude Model. [Abstract] Oral presentation at the 2013 Conference of The European Institute of Retailing and Services Studies, Philadelphia, PA. (R)
55. Zimmerman, J., Yang, K., **Kim, H.**, & Josiam, B. (2013). Online store attributes building trust and repatronage intention. [Abstract] Oral presentation at the 2013 Conference of The European Institute of Retailing and Services Studies, Philadelphia, PA. (R)
54. Park, H., Xiang, Z., Josiam, B., & Kim, H.J. (2013). Personal identify information as cues of credibility in online travel reviews. [Full paper] International Federation for IT and Travel & Tourism (IFITT) ENTER 2013 conference, <http://www.enter-2013.org/> (Oral presentation at 20th-anniversary conference, Innsbruck, Austria, January 2013). (R)
53. **Kim, H.J.** (2012). Digital Engagement in Consumer Experience: Toward Formalizing Theory (Distinguished scholar speaker at the 2012 Spring Conference of the Korean Society of Clothing and Textiles, Seoul, Korea, April 2012). (Invited)
52. Forney, F., **Kim, H. J.**, Knight, D. Last, R., & Xiang, Z. (2012). Shifting Paradigm in the Network Society, [Abstract] *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Special Topic Sessions at annual ITAA conference in Hawaii, November 2012). (R)
51. Huang, R., **Kim, H.J.**, & Kim, J. Y. (2012). Transformation of relational social capital to purchase intention in the virtual engagement at QQ. China, [Abstract] *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in Hawaii, November 2012). (R)
50. Lee, S., **Kim, H.J.**, & Yang, K. (2012). Eco-Citizens in Clothing Consumptions: Impacts of Business Stewardships and Consumer Sustainability Value on Their Lifestyle Practices, [Abstract] *Conference Proceedings of the International*

Textile and Apparel Association. www.itaonline.org. (Oral presentation at annual ITAA conference in Hawaii, November 2012). (R)

49. **Kim, H.J.**, Kim, J. Y., & Huang, R. (2012). From gamers to shoppers: Impacts of relational social capital and virtual engagement on social shopping behaviors in QQ. China, [Abstract] *Conference Proceedings of Global Marketing Conference (GMC) at Seoul, Korean Scholars of Marketing Science (KSMS)*, Korea, July 2012. (R)
48. Lee, S., **Kim, H.J.**, & Yang, K. (2012). Facilitating Corporate Sustainability Stewardships in the Sustainability VBN. (Value-Belief-Norm) Framework, [Abstract] *Conference Proceedings of Global Marketing Conference (GMC) at Seoul, Korean Scholars of Marketing Science (KSMS)*, Korea, July 2012. (R)
47. Jeon, S., & **Kim, H.J.** (2012). Clicking or Buying? Impacts of website quality and website attitude on e-Impulse buying intention, [Extended Abstract]. *Conference Proceedings of Academy of Marketing Science/CPM* (Oral presentation at annual AMS/CPM conference in New Orleans, LA, April 2012). (R)
46. Huang, R., **Kim, H.J.**, & Kim, J. Y. (2012). Prosumers in QQ. China: Transforming Relational Social Capital to Transactional Capital with a Mediation of Virtual Engagements, [Full paper] *Academy of Marketing Association / American Collegiate Retailing Association Inaugural Conference*, Seattle, WA. April 2012 (R)
45. Lee, S., & **Kim, H. J.** (2011). Exploring sustainability VALS: Sustainability Value, Lifestyle-practices, and Stewardship, [Abstract] *Conference Proceedings of International conference of the Korean Scholars of Marketing Science (KSMS)* in Seoul, Korea, November 2011. (R)
44. Jeon, S., & **Kim, H.J.** (2011). Clicking or Buying? Determinants of e-Impulse Buying, [Abstract]. *Conference Proceedings of the International Textile and Apparel Association. www.itaonline.org*. (Poster presentation at annual ITAA conference in Philadelphia, November 2011). (R)
43. Knight, D., **Kim, H.J.**, & Spears, D. (2011). Undergraduate Research: Pedagogy for the 21st Century [Abstract]. *Conference Proceedings of the International Textile and Apparel Association. www.itaonline.org*. (Poster presentation at annual ITAA conference in Philadelphia, November 2011). (R)
42. **Kim, H.J.**, Ahn, S., and Park, B. (2011). Are you in flow? Dimensionality and Influence of Flow on Blogging Engagements [Abstract]. *Conference Proceedings of the International Textile and Apparel Association. www.itaonline.org*. (Oral presentation at annual ITAA conference in Philadelphia, November 2011). (R)
41. Evans, L. & **Kim, H.J.** (2011) Experience the Fashion-brand: Impacts of Experience Dimensions and Experience Types on Brand Resonance [Abstract]. *Conference Proceedings of the International Textile and Apparel Association. www.itaonline.org*. (Poster presentation at annual ITAA conference in Philadelphia, November 2011). (R)
40. Crutsinger, C., Knight, D., & **Kim, H.J.** (2011). Young part-time employees: Understanding the impact of work experiences on job outcomes in the retail and service sectors. The 16 International Conference of the EAERCD in Parma, Italy, June-July 2011. (R)
39. **Kim, H.J.** Ahn, S., & Forney, J. (2011). O·P·E·N Retailing: A transformational paradigm for the global consumer experience. *International Journal of Retailing and Distribution Management. [Extended Abstract]* (Oral presentation at American Collegiate Retailing Association, Boston, MS. March 2011). (R)
38. **Kim, H.J.** Park, B. & Forney, J (2010). O·P·E·N Future: Prospecting Research and Practices in Apparel Retailing. [Abstract]. *Conference Proceedings of the International Textile and Apparel Association. www.itaonline.org*. (Oral presentation at annual ITAA conference in Toronto, Canada, November 2010). (R)
37. **Kim, H.J.**, Forney, J. & Crowley, R. (2010). O·P·E·N Triad: Futuring the success for Individuals, Institutes, and Industries [Extended Abstract]. (*Conference Proceedings of Competitive research plenary speaker at Korean Society of Clothing*

& *Textiles Spring Conference* in Seoul, Korea, April 17, 2010). (R)

36. Jang, J. Tas, R. & **Kim, H.J.** (2010). The impact of career motivation and polychronicity on job satisfaction and turnover intention. [Full Paper]. (Oral presentation at the International Council on Hotel, Restaurant, and Institutional Education at the 15th Annual Graduate Student Research Conference in Hospitality and Tourism in Chantilly, VA, January 2010). (R)
35. Alvarado, M., Lee, S., **Kim, H.J.**, & Knight, D. (2009). OPEN Lotte: Sustainability framework for global consumers. Conference research final competition at the annual *Korean Academy of Marketing Science/Korean Strategic Marketing Association Fall Conference* in Seoul, Korea, November 21, 2009). (R)
34. Ahn, S., **Kim, H.J.**, & Forney, J.C. (2009). Are you in alliance with a fashion brand? Alliance attitude in partner selection: Controlling tangibility and intangibility of Products. [Abstract]. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in Seattle, WA, November 2009). (R)
33. Park, B. & **Kim, H.J.** (2009). Blogging behavior: Impacts of motivations with the mediation of flow. [Abstract]. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in Seattle, WA, November 2009). (R)
32. **Kim, H.J.** Knight, D., & Crutsinger, C. (2009). Generation Y differences at retail work. [Abstract]. *Conference Proceedings of EIRASS* (Oral presentation at annual European Institute of Retail and Services Studies (EIRASS) 16th international conference on Recent Advances in Retailing and Service Science, Niagara Falls, Ontario, Canada, July 2009). (R)
31. Ahn, S., **Kim, H.J.**, & Forney, J.C. (2009). Co-marketing alliances between heterogeneous products: Perceived match-up effects in product, brand, and alliance levels. [Abstract]. *Conference Proceedings of EIRASS* (Oral presentation at annual European Institute of Retail and Services Studies (EIRASS) 16th international conference on Recent Advances in Retailing and Service Science, Niagara Falls, Ontario, Canada, July 2009). (R)
30. Crutsinger, C., Knight, D., & **Kim, H.J.** (2009). Teens' consumer interaction style: The impact of assertive and aggressive behavior on attitudes toward marketing practices. [Abstract]. *Conference Proceedings of International Consumer Science* (Oral presentation at International Consumer Sciences Research Conference in Edinburgh, Scotland, June 2009). (R)
29. Taylor, J., Crutsinger, C. **Kim, H.J.**, Connor, P., & Brandon, L. (2009). The impact of environmental attitudes on US Students' Intention to use reusable shopping bags. [Abstract]. *Conference Proceedings of International Consumer Science* (Oral presentation at International Consumer Sciences Research Conference in Edinburgh, Scotland, June 2009). (R)
28. Ahn, S.K., **Kim, H.J.**, & Forney, J. (2009). How the cell phone wears jeans: Examining perceived match-up effects in co-marketing alliances. [Full Paper]. *ACRA Clearinghouse*. (Oral presentation at American Collegiate Retailing Association, Las Vegas, NB. May 2009). (R)
27. Jeon, S., **Kim, H.J.**, & Crutsinger, C. (2008). Online auction experience: Examining the mediating role of auction attitudes. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at the annual ITAA conference in Schaumburg, IL, November 2008). (R)
26. Ahn, S.K., **Kim, H.J.**, & Forney, J. (2008). Framing criteria for partner selections in co-marketing alliances: Focused on the match-up hypothesis. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in Schaumburg, IL, November 2008). (R)
25. **Kim, H.J.**, & Forney, J. (2008). Fashion-brand experience: Intervening customer value and brand equity. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual

ITAA conference in Schaumburg, IL, November 2008). (R)

24. **Kim, H.J.**, Jeon, S., & Ko, E.J. (2008). Searching, bidding, buying and selling in online auctions: Differentiating between the US and Korean consumers using auction motivations. [Extend Abstract]. *Conference Proceedings of Academy of Marketing Science/CPM* (Oral presentation at annual AMS/CPM conference in New Orleans LA., January 2008). (R)
23. Jeon, S., **Kim, H.J.**, & Crutsinger, C. (2007). *E-Bay* tribe: Impacts of shopping motivations and attitudes on online auction behavior. [Full Paper]. *ACRA Clearinghouse*. (Oral presentation at American Collegiate Retailing Association, Chicago, IL. May 2007). (R)
22. **Kim, H.J.**, Crutsinger, C., & Knight, D., (2007). Employee perceptions of the retail work experiences: Examining gender differences. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in Los Angeles, CA., November 2007). (R)
21. Jeon, S., & **Kim, H.J.** (2007). Taiwanese college student's purchase intention toward US branded apparel: Effects of purchase criteria and brand attitude. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in Los Angeles, CA., November 2007). (R)
20. **Kim, H.J.**, Kim, E.Y., & Ko, E.J. (2007). The impact of RFID on strategic business performance: Implications for global supply chain between the US and Korean retailers. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in Los Angeles, CA., November 2007). (R)
19. **Kim, H.J.**, Kim, E.Y., & Chang, K. (2006). Perceptions and realities of RFID for fashion marketing: Right product, right place, and the right time. *Conference Proceedings of the Academy of Marketing Science/Korean Academy of Marketing Science*. (Oral presentation at annual AMS/KMAS CPM conference in Seoul, Korea, July 2006). (R)
18. Jeon, S., Crutsinger, C., **Kim, H.J.**, Kim, E.Y., & Pelton, L. (2006). The effect of shopping motivations on online auction behaviors. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in San Antonio, TX., November 2006). (R)
17. Crutsinger, C., Knight, D., & **Kim, H.J.** (2006). Teen's aggressiveness and assertiveness: The gender and age difference in the retail markets. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in San Antonio, TX., November 2006). (R)
16. Schanchez, M., **Kim, H.J.**, & Dotter, V. (2006). University bookstore merchandise purchasing behavior: Shopping motivation, product satisfaction, and purchase intention. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in San Antonio, TX., November 2006). (R)
15. **Kim, H.J.**, Knight, D., & Crutsinger, C. (2006). Generation Y employees' work experience in the retail industry: The impact on job performance, job satisfaction, and career intention [Full-Text Paper]. *ACRA Clearinghouse*. Paper presented at American Collegiate Retailing Association, Fayetteville, AR. April 2006). (R)
14. Crutsinger, C., **Kim, H.J.**, & Knight, D. (2005). The effect of supervisor's behavior on their job satisfaction and perception of teen employees' job performance [Full-Text Paper]. *ACRA Clearinghouse*. (Paper presented at American Collegiate Retailing Association, New York, NY. January 2005). (R)
13. **Kim, H.J.**, Crutsinger, C., & Knight, D. (2005). A comprehensive approach to model development: The effect of US retail employees' work experience on job performance, job satisfaction, and career intention. *Conference Proceedings of the Seoul International Textile and Apparel Association*. (Oral presentation at Seoul International Clothing and Textiles Conference in Seoul, August 2005). (R)

12. Knight, D., **Kim, H.J.**, & Crutsinger, C. (2005). Impact of retail work experience on job outcomes: An investigation of job performance, job satisfaction, and retail career intention, *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Poster presentation at annual ITAA conference in Washington DC, November 2005). (R)
11. **Kim, H.J.**, Sanchez, M., and Stouffer, A. (2005) Mini line; A comprehensive project for merchandising students. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Poster presentation at annual ITAA conference in Washington DC, November 2005). (R)
10. Crutsinger, C., **Kim, H.J.**, & Knight, D. (2005). Retail Work Experiences: A Comparison between high school and college students. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at the annual ITAA conference in Washington DC, November 2005). (R)
9. Crutsinger, C., Knight, D., & **Kim, H.J.** (2004). The teen employee: An investigation of motivations, expectations, and experiences. [Abstract]. Annual of Refereed Paper, pp9-10, (Oral presentation at annual *Texas Association of Family and Consumer Science conference* in San Antonio, March 2004). (R)
8. Knight, D., Crutsinger, C., & **Kim, H.J.** (2004). Teens' retail work experience, job satisfaction, and job intention. AAFCS. *Conference Proceedings*, www.aafcs.org/abstracts/abstracts.html. (Oral presentation at the annual AAFCS conference in San Diego, June 2004). (R)
7. Knight, D., **Kim, H.J.**, & Crutsinger, C. (2004). The effects of supervisory behaviors on teens' job performance. [Abstract]. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Poster presentation at annual ITAA conference in Portland, November 2004). (R)
6. Crutsinger, C., **Kim, H.J.**, & Knight, D. (2004). Determinants of college students' retail career intention: A comparison by career expectation. [Abstract]. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Poster presentation at annual ITAA conference in Portland, November 2004). (R)
5. Park, E.J., Forney, J.C., & **Kim, H.J.** (2004). Mediating effects of shopping emotions on impulse buying behavior. [Abstract]. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at the annual ITAA conference in Portland, November 2004). (R)
4. Sullivan, P., Kim, E.Y., Park, E.J., & **Kim, H.J.** (2003). Predicting online apparel shoppers in e-markets. [Abstract]. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Poster Presentation at annual ITAA conference in Savannah, November 2003). (R)
3. Crutsinger, C., **Kim, H.J.**, & Knight, D. (2003). Career expectation as antecedents of retail job *satisfaction and job intention*. [Abstract]. *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Oral presentation at annual ITAA conference in Savannah, November 2003). (R)
2. **Kim, H.J.**, Lim, S.J., & Yang, Y. (2002). An empirical study of measuring fashion brand equity in Korea: Focused on casual brand, *Conference Proceedings of the International Textile and Apparel Association*. www.itaonline.org. (Poster presentation at annual ITAA conference in New York, August 2002). (R)
1. **Kim, H.J.**, & Lim, S.J. (2002). The conceptual framework of building fashion brand equity: Focused on casual wear brand. [Abstract]. *Proceedings of Korean Society of Clothing and Textile*. (Oral presentation at annual KSCT. Conference in Seoul, Korea, November 2002). (R)

White Paper (Published)

2. Yi, K. & **Kim, H.M.**, (2015). M-Branding: The functions of mobile fashion apps for building a brand in the mobile platform. Global Digital Retailing Research Center, http://gdrcenter.unt.edu/sites/default/files/whitepapers/4%20White%20Paper_Dr.%20HKim.pdf

1. Ahn, S., **Kim, H.J.** & Forney, J. (2014). Paradigm Shift of Consumer Experience. Global Digital Retailing Research Center, http://gdrcenter.unt.edu/sites/default/files/whitepapers/1%20White%20Paper%20Example_Dr.%20Ahn.pdf

Invited Research Presentation (Unpublished)

17. **Kim, H.M.** (2019). Greta Thunberg: #fridaysforfuture (Guest speaker at College of Human Ecology, The Catholic University of Korea, Seoul, Korea, October 11, 2019)
16. **Kim, H.M.** (2019). The future of retail (Guest speaker, 2019 Experiential lecture for Global Fashion Business at College of Human Ecology, Chonnam National University, Gwangju, Korea, October 15, 2019)
15. **Kim, H.J.** (2015). Adventures of an accidental scholar: How to explain the discipline identity without becoming a bore (Guest speaker at College of Human Ecology, The Catholic University of Korea, Seoul, Korea, June 5, 2015)
13. **Kim, H.J.**, Yang, K., & Pookulangara, S. (2014). Pioneering the Digital Rush (Featured speaker Executive + Scholar Lecture Series at Global Digital Retailing Research Center, College of Merchandising, Hospitality & Tourism, U.N.T., Denton, TX, November 11, 2014)
12. **Kim, H.J.** (2013). Five Deficiencies Model of Introduction (Guest speaker at Research Institute of Human Ecology, College of Human Ecology, Seoul National University, Seoul, Korea, May. 27, 2013)
11. **Kim, H.J.** (2013). Writing Strategies: Research questions and hypothesis, and Purpose Statement (Guest speaker at Research Institute of Human Ecology, College of Human Ecology, Seoul National University, Seoul, Korea, April 29, 2013)
10. **Kim, H.J.** (2013). The use of Theory (Guest speaker at Research Institute of Human Ecology, College of Human Ecology, Seoul National University, Seoul, Korea, April 22, 2013)
9. **Kim, H.J.** (2013). The Selection of Modern Research Design (Guest speaker at Research Institute of Human Ecology, College of Human Ecology, Seoul National University, Seoul, Korea, March 25, 2013)
8. **Kim, H.J.** (2012). Adventures of an accidental scholar: How to explain the discipline identity without becoming a bore (Featured speaker at Research Institute of Human Ecology, College of Human Ecology, Seoul National University, Seoul, Korea, November 28, 2012)
7. **Kim, H.J.** (2012). Consumer Experience: Theoretical Innovation and advancement (Guest speaker at Research Institute of Human Ecology, College of Human Ecology, Seoul National University, Seoul, Korea September 24, 2012)
6. **Kim, H.J.** & Forney, J. (2010). O-P-E-N Triad: Institutes, Industries, and Individuals (Featured speaker at Ewha Womans University, Seoul, Korea, April 10, 2010)
5. **Kim, H.J.** (2006). A retail ecosystem in the global marketplace (Guest speaker at Ewha Womans University, Seoul, Korea, July 2006)
4. **Kim, H.J.** (2005). Envisioning pedagogical innovations in the fashion marketing discipline. (Guest speaker at Ewha Womans University, Seoul, Korea, July 2005)
3. Crutsinger, C., Knight, D., & **Kim, H.J.** (2005). Retail: Part-time job or promising career? (Research presentation at February annual Merchandising Expo, University of North Texas, Denton)
2. Knight, D., Crutsinger, D., & **Kim, H.J.** (2004). Retail: Part-Time Job or Promising Career. (Featured speaker at Retailing Day at University of Alabama, Tuscaloosa)

1. Knight, D., Crutsinger, C., **Kim, H.J.**, & Hearn, R. (2004). Retail: It is more than a part-time job. Transitioning college recruits into career tracts. (Panel presented at *National Retail Federation Convention & Expo.* in New York, NY January. 2004)

Guest Lectures

1. Kim, H.M. (2021, 11,16). Play with Social Network Analysis: Introduction of NodeXL program, Guest lecture in CEXM 4550 Data Analysis and Visualization

TEACHING

TEACHING EXPERTISE

Course Developed: 2004 – 2023

Doctoral Courses:

- **CMHT 6500 Big data implementation in social network analysis** (3 Units): Approved in 2015 Spring / Redeveloped in AY 2022-23
The course was developed for the Interdisciplinary doctorate program of 'The College of Information Science with a concentration in Consumer Behavior and Experience Management.' Understand the theoretical and methodological concept of Link Analysis from the perspective of Social Network Analysis; Collect, analyze, visualize, and interpret big data of a large cloud of favorites, comments, tags, likes, ratings, and links; and develop a full paper by integrating topics, theory and research findings. Deliver by a mixed lecture/seminar/ workshop format. The workshops focus on data management practices, visualization and interpretation, and being familiar with NodeXL Pro programs. All course reading materials, assignments, and assessments were redeveloped in FA 2022.
- **CMHT 6600 Network Analysis and Visualization (NAV): Big Data Approach to Digital Retailing** (3 Units): Approved in AY 2015 Fall / Developed in AY 2022Fall
Tools and processes to analyze consumer network data in social media are essential for enabling practitioners and researchers to sustain the success of digital retailing. Based on the Network Analysis and Visualization (NAV) process model, the course articulates the analysis, interpretation, and visualization of big data collected from online networks in social media. This course aims to (1) Synthesize network analysis and graph theory in the broader fields of digital retailing theories; (2) Advance methods for collecting, analyzing, visualizing, and interpreting big data by using tools of Tableau, Gephi, and R; (3) Discover network patterns and consumer trends in social media based on the cluster and semantic analysis; and (4) Develop social media strategies.

Graduate Courses:

- **MDSE 5800 Social Media Analytics: Data Visualization and Insights** (3 Units): Approved in AY 2022-23 / Developed the proposal in Fall 22.
The course provides a new way to visualize and analyze network data from diverse social media platforms, particularly Twitter. Eight weeks of learning develop students' social media analytic skills in creating interactive network reports using 'NodeXL Insights' embedded with a Microsoft(MS) Power BI. Students practice essential data visualization skills for developing consumer insights by quickly pivoting around all social media dimensions: Tweets, users, groups, hashtags, media, sentiment, space, and time.
- **CMHT 5700 Service Excellence** (3 Units): Developed in AY 2014 Fall, Revised/approved in 2021 Fall from CLEAR
The online course focuses on customer-focused management and strategies to increase customer satisfaction through service excellence based on Service-Dominance Logic. The course objectives are to (1) analyze significant issues and challenges in services management and marketing areas across industries; (2) comprehend service-

dominant logic; (3) evaluate the impact of technology on service delivery, customer co-creation capability, and competitive business advantage; and (4) develop a defensible research proposal of service excellence with the pertinent theories and methodologies. Upon completing 12 modules and discussions, students develop a research proposal.

- **MDSE 5500 Merchandising Strategies (3 Units):** Developed in AY 2021-2022 / Approved in AY 2022-2023 from CLEAR
Developed a new pedagogy focusing on the currency of industry demands and market trends in line with the logic of Merchandising Planning, Merchandising Budgeting, Inventory Planning, and Retail Assortment Strategies. Twelve online modules are 1 The metamorphosis of merchandising, 2 Global economy impact: Uneven economy & Logistics gridlock, 3 Consumer shift: Domestic luxury, 4 Consumer shift: Wardrobe reboot, 5 Fashion system: Metaverse mindset, 6 Fashion system: Social shopping, 7 Fashion system: Circular textiles, 8 Fashion system: Product passport and Cyber resilience, 9 Merchandise planning: Merchandising pricing and budget (Kunz, chapter 11), 10 Merchandise development & distribution: Global sourcing and supply chain management (Kunz, Ch. 11), 11 Group case report, 12. Group case forums.
- **CMHT 5550 Promotional Strategies (3 Units):** Developed and Approved in AY 2020-2021 from CLEAR
The course comprehends promotional strategies, including advertising, direct marketing, interactive/Internet marketing, sales promotions, and public relations/publicity in the merchandising, hospitality, and tourism industries. The course enriches the knowledge of various social and digital promotional tools, including print and broadcast advertising, interactive media, sales promotion, public relations, special events, and influential social media, to discern their impacts on promotion strategies and ultimately develop the Integrated Brand Promotion strategy.
- **SMHM 5300 Research Methods (3 Units):** Developed in AY 2009 – 2010
Comprehend quantitative, qualitative, and mixed methods and analytical concepts in the research process. Theorize the research model formulation and apply measurement development in research contexts of consumer management. Develop three chapters of introduction, literature review, and methodology for the thesis proposal.

Undergraduate Courses:

- **MDSE 4660/5660 Advanced Applications (3 units):** Developed in AY 2020-2021, Revised in AY 2021 Fall
By adopting the Open-Knowledge (O.K.) platform, the pedagogy enhances the availability and access, reuse and redistribution, and universal participation among instructors (multiple sections) and students. It is the coping way to meet students' emergent needs and minimize the pressure of faculty resources to supervise them. The course pedagogy has the four-steps of foundation, application, integration, and dissemination approach to building the O.K. platform. All course contents and structure was redesigned following the TAPAC assessment.
- **RETL 4850/MDSE 5850 Brand Development (3 Units):** Developed in AY 2004 – 2005, Revised AY 2016 Fall
Consisting of three active learning models, the course integrates 'the science of brand' and 'the art of brand.' 'Active learning 1' focuses on building brand science by employing course modules. Each module is comprised of theory and practice. The theory includes the key concepts and review of related literature, and in the practice section, students are aware of key concepts/topics and become contented with the subject in most contemporarily brand cases. 'Active learning 2' emphasizes case-rich individual research to encourage proactive participation among undergraduate and graduate students. Finally, 'Active learning 3' integrates all brand science and art to develop an equitable brand portfolio as a group project.
- **DRTL 4860 Digital Branding in Practice** Developed the course proposal in AY 2016 Spring
Understands, analyses, and develops digital brand strategies using efficacious digital brand cases. Emphasize a brand mix, community, positioning, extension, and evaluation with contemporary brand tactics and metrics.
- **SMHM 3750 Consumer Studies (3 Units):** Developed in AY 2007 – 2008, Revised in AY 2009 – 2010
Comprehend theoretical and practical knowledge of various individual and environmental factors in consumer decision-making. Subject matters are synergized by transforming place-bound learning to virtual learning across

classes, industries, and cultures through a web-based *WebSphere*. The '*WebSphere*' project explores how technology impacts issues such as socio-cultural change, environmental sustainability, and customer-advocates in the global merchandising-retail industries.

- **SMHM 4000/5000 Study Abroad: Korea Sparkling!** Developed in AY 2009 – 2010
Enrich the study abroad program based on the '*Agile Education Supply Chain (AESC)*' model. Adapting the agile perspective, the organization's flexibility, and responsiveness of their supply chain management to the education supply chain, AESC posits the creation of a ground-breaking '*study tour*,' an embedded experiential '*international workshop*' and a ubiquitous '*Blogosphere*,' which enables students and educators to augment their global experience.

Courses Taught: 2004 – Present

- **Ph. D Courses:** CMHT 6500 Big Data Implementation in Social Network Analysis
CMHT 6600 Network Analysis and Visualization (NAV): Big Data Approach to Digital Retailing
- **Graduate Courses:** CMHT 5550 Promotional Strategy (100% Online)
CMHT 5700 Service Excellence (100% Online)
MDSE 5500 Merchandising Strategies (100% Online)
MDSE 5800 Social Media Analytics: Data Visualization & Insights (100% Online for the Accelerated Graduate Program)-In preparation
CMHT 5300 Research Methods
CMHT 5850 Brand Development
MDSE 5650 Global Merchandising (100% Online)
- **Undergraduate Courses:** MDSE 2350 Aesthetics and Environment
MDSE 3750 Consumer Studies
RETL 3950 Visual Merchandising and Promotion
MDSE 4560 Sustainable Strategy
MDSE 4660 Advanced Applications
RETL 4850 Brand Development

Serve as Committee member / External Examiner for Doctoral Dissertation

- Fung, Yi Ning (External examiner, 2022)
Institute of Textiles and Clothing, The Hong Kong Polytechnic University
Dissertation: *Sustainable Fashion Product Development: with Application in Fashion Sportswear*
- Kim, Min Kyung (Committee member, 2020-2021)
The College of Music, University of North Texas
Dissertation: *Music and Medicine: Memory Laps and Performance Anxiety*
- Wei, Xiaoyong (External examiner, 2020)
Institute of Textiles and Clothing, The Hong Kong Polytechnic University
Dissertation: *Effects of Brand Attachment on Consumer Intention to Use Commercial Sharing Systems: Implications for the Fashion Industry*

Serve as Major Professor / Committee member for master thesis

- Wilbourne, Kathy (Major Professor, 2021-2022)
Thesis: *Exploring the Circularity of Fast Fashion using Goal Framing Theory*
Recipient of the Best Graduate Research Award from the CMHT Research Competition.

Recipient of Thesis Data Fund (\$1000), CMHT Dean's office.

- Jeong, Misun (Committee member, 2022)
Thesis: *Curation Subscription Box Services: Implications for the Pet Industry*
- Krier, J. Leia (Committee member, 2013 – 2014)
Thesis: *Considering Canine Companionship: Dog Owner Involvement and Motivation Regarding Leisure Travel Accommodations.*
- Lee, Xiaoshu (Committee member, 2012 – 2013)
Thesis: *Examining E-Loyalty Model in Social Shopping Websites: The Impacts of Social Shopping Website Quality on E-Loyalty Formation.*
- Park, Heelye (Committee member, 2011 – 2012)
Thesis: *Personal Profile Information as Cues of Credibility in Online Travel Reviews.*
Current position: Ph. D student at Iowa State University.
- Meal, Kelly (Committee member, 2010 – 2012)
Thesis: *Examining the effects of apparel attributes on perceived copyright infringement and the relationship between perceived risks and purchase intention of knockoff fashion apparel.*
- Zimmerman, Jonelle (Committee member, 2011 – 2012)
Thesis: *Using the S-O-R model to understand the Impact of Website Attributes on the Online Shopping Experience.*
- Lee, Stacy (Major Professor, 2010 – 2011)
Thesis: *Exploring Sustainability VALS: Sustainability Value, Lifestyle-practices, and Stewardship.*
Recipient of the Best Thesis Award at the 2011 international KSMS conference.
Current position: Tenure track associate professor at Texas Tech University, Ph. D from the University of Missouri. Columbia
- Evans, Leslie (Major Professor, 2010 – 2011)
Thesis: *The fashion-brand experience: Impacts of experience dimensions and experience type on brand resonance.*
- Huang, Ran (Major Professor, 2010 – 2011)
Thesis: *Transformation of relational social capital to purchase intention in virtual engagements at QQ. China.*
Co-Recipient of the Paper of Distinction Award at the 2012 ITAA conference.
Current position: Tenure track assistant professor at Indiana State University, Ph. D from the University of Tennessee, Tallahassee
- Park, Boram (Major Professor, 2008 – 2009)
Thesis: *Blogging behavior: Impacts of blogging motivations and flow.*
Recipient of the Best Graduate Paper Award at the 2009 ITAA conference.
Current position: Lecturer at South Management University, Singapore, Ph. D from the University of Ohio, Columbia.
- Jang, Ji Chul (Committee member, 2007 – 2008)
Thesis: *The impact of career motivation and polychronicity on job satisfaction and turnover intention among hotel industry employees.*
Recipient of the Best Paper ward at the 2010 International CHRIE at the 15th Annual Graduate Student Research Conference in Hospitality and Tourism.
Current position: Tenured associate professor at Kansas State University, Ph. D from the University of Ohio, Columbia.

- Jeon, Sua (Committee member, 2005 – 2006)
Thesis: *The effect of shopping motivations on online auction behaviors.*
Recipient of the Best Graduate Paper Award at the 2006 ITAA conference.
Current position: Tenured associate professor at Texas Wesleyan University, Ph. D from the University of North Texas, College of Business

Serve as Advisor for Problem in Lieu of Thesis

- Abdul-Jaba, Leeann (Fall 2022)
PILOT (Problems in Lieu of Thesis) Project: Celebrity Influencer Makeup Lines and their Impact on Consumer Purchasing Decisions: The Fentch case.
- Davis, Ajia (Fall 2022)
PILOT (Problems in Lieu of Thesis) Project: Exploring the Influencer Marketing for the Cosmetic Brands: Social Network Approach.
- Kantabattthula, Roja (Fall 2022)
PILOT (Problems in Lieu of Thesis) Project: Visualizing and Interpreting the Structure, Influencers, and Semantic Network of #Sustainable Fashion on Twitter.
- Tatiana Mas Recuero (Summer 2018)
PILOT (Problems in Lieu of Thesis) Project: Attitude and perception that influence Latin American female consumers in purchasing luxury fashion brands.
- Jazmine Swanson (Spring 2016)
PILOT Project: M-Branding: Impacts of Mobile Apps on Brand Attitude.
- Zheng, Qianqian (Fall, 2015)
PILOT Project: Chatting or Talking: Impacts of information source and service quality on social media behavior in WeChat
- Kim, Youngjip (Fall, 2015)
PILOT Project: Chatting or Talking: Impacts of information source and service quality on social media behavior in Kakao Talk
- Samrith, Mullykar (Spring/Summer, 2015)
PILOT Project: Examining the functions of attributes of mobile applications to build brand community.
Paper presented at the annual conference of The Korean Society of Fashion Business, 2015 Oct.
 - Yi, K., Ruddock, M., & Kim, H.J. (2015). Examining the Functions of Attributes of Mobile Applications to Build Brand Community. *Journal of Fashion Business*. 19 (6), 82-100, doi: 10.12940/jfb.2015.19.6.82 KSCI Indexed

Serve as Advisor for Honors College Thesis

- My Nguyen (Spring, 2021)
Honor Contract, Individual Research Project: Digital Sprint in the circulation model
- Choi, Yujin (Spring, 2012)
Honor student's Thesis: Five experience rooms of Snuggies in a social media. The Eagle Feather
A Publication for Undergraduate Scholars, Honors College, UNT), <http://web3.unt.edu/honors/eaglefeather/2012/five-experience-rooms-of-snuggie-in-a-social-media/> (R)

Serve as Advisor for undergraduate/graduate students' research competition

- CMHT Research Competition (Spring 2022)
Best Graduate Research Award, Wilbourne, Kathy
Project title: Exploring the Circularity of Fast Fashion using Goal Framing Theory
- CMHT Research Competition (Spring 2022)
Best Undergraduate Research Award: The team of Gillespie, Jessica., Mechor, Arianna, & Stebbins, Katie.
Project title: Metaverse in Fashion
- My Nguyen (Spring/Summer 2021)
Submitted to 2021 Merchandising Competition for ESRAP, International Textiles and Apparel Association (ITAA.)
Project title: eCros: Sustainable and Fashionable for All
- Claudia Fayad (Spring/Summer 2019)
2019 Merchandising Competition for ESRAP, International Textiles and Apparel Association (ITAA.)
Project title: Tallo: Socially responsible fashion retailer *Award (1st place)
- Kaitlyn Sifford, Rina Alshaer, Chase Hill, & Yasamin Gholipor (Spring/Summer 2019)
2019 Merchandising Competition for ESRAP, International Textiles and Apparel Association (ITAA.)
Project title: Eipone: Sustainable movement on empowering women

Supervisor for post-doctorate visiting scholar and professor

- Dr. Ahn, Soo-kyoung: Ewha Womans University, Korea (2008 – 2010; 2013-2015)
Research Area: *Strategic co-marketing alliance between fashion and heterogeneous industries.*
Research productivity: 4 paper publications/ 1 manuscript under review/6 oral presentations.
Co-Recipient of the Best Paper Award at the 2009 European Institute of Retailing and Service Studies (EIRASS) conference.
Current position: Tenure track associate professor at Chonnam National University, Korea.,
- Dr. Kyong-Hwa Yi: Professor, The Catholic University of Korea (February 2014 – 2016)
Research Project: "*Smart Fashion Applications in the Digital Environment: Exploring Intellifit Application to Digital Environments*"

SERVICE & OUTREACH

ACTIVITIES

Memberships in Scholarly Associations

- Word Association of Triple Helix and Future Strategy Studies (WATEF) (University-Industry-Government Innovation and Entrepreneurship): 2014 to present
- International Textile and Apparel Association (ITAA): 2002 to present.
- Korean Society of Clothing and Textile (KSCT): 1998 to present.
- The Korean Society of Fashion Business (KSFB): 2013 to present.
- The Society of Fashion Textile Industry (SFTI): 2012 to 2021.
- American Collegiate Retailing Association (ACRA): 2006 to 2018
- Korean Scholars of Marketing Science (KSMS): 2006 to 2008, 2012 to 2013.
- The Academy of Marketing Science (AMS): 2006 to 2012.
- American Association of Family and Consumer Scientists (AAFCS): 2005 to 2007.

Professional Scholarly Assignments

Editorship / Editorial Board / Reviewer Assignments:

- ***Clothing and Textile Research Journal*, * SSCI listed Journal**
 - 2017 – 2022, Associate Editor: Consumer Behavior Research, International/ retailing/ merchandising
 - 2012 – 2016, Editorial board: Consumer Behavior Research, International/ retailing/ merchandising management, and industry analysis track
 - 2009 – 2012, Reviewer board: Consumer Behavior Research, International/ retailing/ merchandising management, and industry analysis track
 - 2004 – 2009, Ad hoc reviewer: Consumer Behavior Research, International/ retailing/ merchandising management, and industry analysis track
- ***Fashion & Textiles* * SCIE listed Journal**
 - 2016 – 2022, Associate editor, Fashion Business and Marketing: The Korean Society of Clothing & Textiles
 - 2013 – 2016, Editorial board, Fashion Business, and Marketing: The Korean Society of Clothing & Textiles.
- ***Sustainability* * SSCI listed Journal**
 - 2020– 2021, Editorial board, Guest Editor for the Special Issue of Sustainability in Digital Retailing
- ***Quality & Quantity* * SSCI listed Journal**
 - 2020– Present, Editorial Board
- ***Journal of Fashion Business***
 - 2013 – 2022, Editorial Board, The Korean Society of Fashion Business.
- ***Journal of the Korean Society for Clothing Industry***
 - 2012 – 2021, Editorial Board, The Society of Fashion Textile Industry.
- ***Journal of Research in Interactive Marketing* * SSCI listed Journal**
 - 2014 – Present, Ad hoc Reviewer: Brand Management
- ***Journal of Interactive Advertising***
 - 2019 – Present, Ad hoc Reviewer
- ***Journal of Consumer Marketing***
 - 2014 – Present, Ad hoc Reviewer: Brand Management
- ***Review of Managerial Science*, * SSCI listed Journal**
 - 2013 – 2014, Ad hoc Reviewer: Employee Management Research
- ***Journal of Business Research*, * SSCI listed Journal**
 - 2010 – 2012, Ad hoc Reviewer: Employee Management Research.
- ***International Journal of Hospitality Management***
 - 2011 – 2012, Ad hoc Reviewer: Employee Management Research.
- ***Fairchild Publication***
 - 2006, Textbook Reviewer: Proposal for Fashion Brand Merchandising.

Conference Assignment /Participation:

- ***International Textile and Apparel Association (ITAA.)***
 - 2005, 2013, Ad hoc Reviewer: Research Abstract Review
 - Annual Meetings Attended:
2020, 2021 – Virtual, 2018 – Cleveland, 2016 – Vancouver, Canada; 2015 – Santa Fe, 2014 – Charlottes, NC; 2012 – Honolulu, HI; 2011 – Philadelphia, PA; 2008 – Schaumburg, IL; 2007 – Los Angeles, CA; 2006 – San Antonio, TX; 2005 – Washington DC; 2004 – Portland, OR; 2003 – Savannah, GA; 2002 – New York, NY USA.

- **American Collegiate Retailing Association (ACRA.)**
 - 2017, Conference session chair of Consumer and Shopper Behavior, for the 2017 spring conference, Minnesota, MI
 - 2014, Conference co-chair for the 2014 spring conference
 - 2012, Track chair (Brand track) for the 2013 spring conference.
 - 2010 – 2014, Ad hoc Reviewer, Competitive Research Review Committee (Consumer behavior & Brand tracks).
 - Annual Meetings Attended:
2014 Dallas, TX; 2012 Seattle, WA; 2011 Boston, MA; 2009 Las Vegas, NB; 2007 Chicago, IL; 2006 Bentonville, AR; 2005 New York, NY USA.
- **The Academy of Marketing Science (AMS)**
 - 2009, 2011, Ad hoc Reviewer: Competitive Research Review Committee AMS/ACRA Triennial conference.
 - 2006, Ad hoc Reviewer: Research Abstract Review Committee AMS/ Korean Academy Marketing Science (KAMS.) CPM conference.
 - Annual Meetings Attended:
2008- New Orleans, LA USA (AMS/CPM conference). 2006- Seoul, Korea (AMS/KAMS CPM conference).
- **The Global Marketing Conference (GMS) / Korean Scholars of Marketing Science (KSMS.)**
 - 2016, Ad hoc Reviewer: Competitive Research Paper (Marketing in new media track), 2016 Global Marketing Conference at Hong Kong China, July:
 - 2012 Ad hoc Reviewer: Competitive Research Paper (Marketing in new media track), 2012 Global Marketing Conference at Seoul, Korea, July 12-14.
 - 2010, Ad hoc Reviewer: Competitive Research Paper (Fashion marketing track), 2010 Global Marketing Conference at Tokyo Japan, September 9-12.
 - Annual Meetings Attended:
2012 – Seoul, Korea; 2009 – Seoul, Korea.
- **The Korean Society of Clothing and Textiles (KSCT.)**
 - 2018, Organizing Board Member for the International Conference of Clothing and Textiles (ICCT),
 - Annual Meetings Attended:
2013, 2012, 2010, 2018, 2022 – Seoul, Korea.

Continuing Education

Date	Summit, Pre/Post Workshop & Seminars, and Course	Sponsoring Organization
Novmeber 14 & 22, 2022	NEXTGEN Extension Workshops 1 & 2 (Technical Advising for the Grant Proposal)	NextGen Extension Foundation
September 7, 2022	NEXTGEN-USDA NIFA FY2022 Overview Webinar	USDA-National Institute of Food and Agriculture
November 17, 2021	Webinar: NodeXL Pro INSIGHTS – A new way to understand Twitter discussions	Social Media Research Foundation
September 28, 2021	Pre-paid webinar Introduction to NodeXL – social media network analysis with a few clicks-Certificated	Social Media Research Foundation
June 18, 2016	Pre-paid workshop 'R' program implementation	Korea Society of Clothing and Textiles, Korea

October 23, 2013	Pre-paid summit Big data Innovation Summit	The Innovation Enterprise Group, Miami FL
March 2012 – June 2012	Auditory student , a doctorate-level course of " <i>Seminars on Social Network Analysis</i> " (Course number: 205-766), Department of Sociology	Seoul National University, Korea
May 9, 2013	Pre-paid seminars <i>Future Forecasting 2.0: 2020 Mobility Life</i> , KDRI urtrend.net,	Seoul National University, Korea
April 26, 2013	Pre-paid seminars <i>Big data, a Different View to World</i> , The 8 th Opinion Mining Workshop,	ONOFFMIX.com Seoul, Korea
April 5, 2013	Pre-paid seminars <i>Understanding Social Big data by Employing Network Analysis</i> , F.T.C., I-Fashion Center,	Seoul National University, Korea
November 2006	Pre-conference workshop Filed trip to San Marcus retail outlet.	ITAA conference
July 2006	Post-conference workshop Cultural Experience at a Korean Traditional village. Field trip to Sam Sung Semi-conductor company.	AMS/KAMS conference
April 2006	Post-conference workshop Visit Wal-Mart headquarters and RFID lab	ACRA conference
Date	University of North Texas Workshop Topic	Sponsoring Organization
December 16, 2021	Research BREAKS Session: Hispanic Serving Institution - Guidance on Proposal Writing	Research & Innovation
August 2020 August 2021 August 2022	Course in a Box Canvas Training Program: CMHT 5550 Course in a Box Canvas Training Program: MDSE 5550 Course in a Box Canvas Training Program: CMHT 5700	DSI CLEAR, UNT
October 29, 2021	Research Excellence seminar	CMHT research committee
August 5, 2015	Curriculog Training Curriculum/Catalog and Scheduling	
August 2006	WebCT Vista's Communication Tools Using WebCT Vista's Grade Book	Center for Distributed Learning (CDL)
January 2006	Getting Started with WebCT Vista	
September 2005	Dr. Carolyn Jarmon, Associate Director of the Center for Academic Transformation. " Enrichment and Academic Growth in Large-Enrollment Class (QEP.)	CDL Office of Provost

PROFESSIONAL SERVICES

Serve Scholarly Affiliations Committees

Date	Affiliation/Name of Committee	Institution
------	-------------------------------	-------------

2022 – Present	Publication Policy Committee / Appointed member by ITAA	International Textiles & Apparel Association (ITAA)
2013 – 2021	Publication Committee / The board member of the director Serve as a board member and represent the global perspective about journal scope and citation index issues.	The Korean Society of Fashion Business
2017 – 2019	International Committee / The board member of the director Serve as a board member, represent the opinions and issues of other international affiliations, Attend the board meeting four times to discuss the primary agenda, and develop an action plan for KSCT.	Korean Society of Clothing and Textiles (KSCT.)
2015 – 2017	Nomination Committee / Elected member at large Identify and recruit the appropriate and competitive applicants for the administration team of the 2015-2016 ITAA organization. Faculty Fellowships and Awards Committee / Member Reviewed and evaluated early career award applicants for the 2015 ITAA conference.	International Textiles & Apparel Association (ITAA) International Textiles & Apparel Association (ITAA)
2012 – 2014	Student Fellowships and Awards Committee / Chair (2014), Member (2012,13) As a committee chair in the Spring & Fall of 2014, revised the application form and the review process, reviewed and compiled all reviewers' evaluations, and reported the committee decision of awardees to the VP of Operation.	International Textiles & Apparel Association (ITAA)

Serve as an External Reviewer for Promotion /Tenure & Promotion

- 2020 Tenure and Promotion, 1 Faculty
- 2018 Promotion to full professor, 3 Faculties
- 2017 Tenure and Promotion, 1 Faculty

Serve University Committees

Date	University of North Texas / Name of Committee	Institution
2014 – 2016	University Undergraduate Curriculum Committee Member (College representative) designated by the Dean	Vice president for academic affairs
2014 – 2016	Steering Committee of Women's Faculty Network Member The Women's Faculty Network (WFN) is an organization that supports women at all stages of their careers by providing professional development, mentoring, and networking opportunities. Developed the mission and vision statement.	
2011 – 2016	Consumer Experiences in Digital Environments (CEDE) Research Group (the formal name was Research Cluster) at Global Digital Retailing Research Center Member (2011-2012) / Coordinator (2013- Present) CMHT was awarded a competitive 'UNT Research Infrastructure Support Initiative grant. Structuring and identifying CEDE research experts; developing partnerships and collaborations with intra- & inter-department colleges, universities, and industry members.	Research and Economic Development

2013	Search Committee Associate vice president/Member Reviewed the position announcement and candidates' dossiers; identified and recommended qualified candidates and made recommendations to the search committee chair.	Research and Economic Development
2004 to Present	Graduate Faculty, University Category II member: Attended CMHT graduate meetings and retreats; participated in the ballots for a chair and members elections for Graduate School.	Toulouse School of Graduate Studies
2004 – 2006	Design Review Committee of UNT branding Attended meetings to discuss and decide the UNT branding strategy focusing on a design-related brand identity such as tagline, logo, symbol, and color.	Communications and Marketing

Serve College / Department Committees

Date	College of Merchandising, Hospitality & Tourism Management /Name of Committee	Member/Chair
2020 – 2021	MDR Merchandising Program Coordinator Evaluate and report the merchandising program competencies and students' satisfaction to the chair	Coordinator
2020	CMHT Ad-hoc Curriculum Committee Ad-Hoc committee	Member
2013 Fall – 2016 Fall 2021Fall – 2022 Spring	CMHT Research Committee Developed and revised CMHT research competition criteria, evaluated the applicants, and developed CMHT journal guides for the faculty annual PAC review based on quality impact factors.	Chair/Member
2018 Fall 2021 Fall	MDR Ad-hoc Promotion Committee to full professor Review a candidate's dossier, discuss and vote for promotion	Member
2016 Fall, 2018 Fall- 2019 Spring 2022 Fall~Present	CMHT PAC Committee Review all CMHT faculties' annual dossier, discuss and evaluate their annual performance, Revise the evaluation rubric	Member
2006 – 2011, 2013, 2016, 2018 Fall- 2019 Spring 2022 Spring 2022- Present 2021	CMHT Graduate Committee CMHT / MDR Search Committee Reviewed applicant materials, interviewed and evaluated candidates according to required criteria, posted openings, checked references, and made recommendations to the Dean.	Member Chair / Member
2015 Spring – 2019 Spring	IIS Ph.D. Program Admission Committee Reviewed and evaluated IIS Ph. D program applications based on the qualification criteria from the college of information.	Member, College of Information
2008 – 2012 Spring,	Research Task Force (the formal ad-hoc name of the Research Committee) Created synergies and strengthened the college's research enterprise, including seeking internal and external grant opportunities across the departments.	Member

2011 – 2012 spring	Ph. D Steering Committee Discussed and identified essential concepts to address in curriculum and educational model for the CMHT Ph. D program; Organized and analyzed content analysis of interviews with CXO and Industry Executives involved with various aspects of consumer experience management.	Member
2007 – 2012 spring	Faculty Committee (the formal name: SMHM Executive) Represented faculty's perspectives to the Dean regarding issues related to the college. Members are elected by secret ballot to serve a one-year term.	Elected Member
2009 – 2010	Korea Study Abroad Program Initiated the planning and development of an international study abroad program in South Korea.	Coordinator
2007 – 2008	Center for Consumer Experience Studies Revised the conceptual and managerial direction to embrace contemporary academic and industry demands. Identified resources to enhance faculty research productivity and determined the method(s) for effective implementation.	Ad hoc Member
2005 – 2008	SMHM Scholarship Committee Reviewed and evaluated student applications based on approved procedures and criteria of the college and donors.	Member
2004 – 2007	SMHM Undergraduate Committee Set goals, confirmed and adjusted the existing executive summary plan, and suggested two short-term semester plans in AY.	Chair
2004 – 2005	Merchandising Inc. Supported the SMHM Student organization.	Faculty Sponsor

Serve for Community

CMHT Leadership Academy

- Sustainable Saturdays, October 30, 2021: Adopt-a-Block Project

PUBLIC RELATIONS

Newspaper/Magazine Coverage

- Topic: **Big data boom: UNT symposium helps retailers turn the wealth of data into business success.** (April 2016) *Inhouse@UNT*. [Article/Interview]. <http://news.unt.edu/news-releases/big-data-boom-unt-symposium-helps-retailers-turn-wealth-data-business-success>
- Topic: **Digital retailing: Defining industry trends.** (Spring 2015). *UNT Research Magazine* Vo. 24, pp. 36-39, [Article/Quote].
- Topic: **Think tank forms to track digital retail trends.** (December 1, 2014). *NT Daily.com*. [Article/Interview/Quote]. <http://ntdaily.com/think-tank-forms-to-track-digital-retail-trends/>

- Topic: **President of Nordstrom to speak about retail** (November 11, 2014). NT Dailiy.com. [Article/Interview/Quote]. <http://ntdaily.com/president-of-nordstrom-to-speak-about-retail/>
- Topic: **Distinguished Scholars** (Spring 2013). *UNT Research Magazine* Vo. 22, p. 10, [Article/ Quote].
- Topic: **UNT faculty members receive honors**. Featured in the local news headlines of the Denton Record-Chronicle for honored faculty (<http://www.dentonrc.com/local-news/local-news-headlines/20120424-unt-faculty-members-receive-honors.ece>) [Article/ Quote].
- Topic: **UNT (University of North Texas). Faculty members honored Korean Society Clothing and Textiles** (<http://www.unt.edu/president/insider/may12/korean-clothing-textiles.htm>) UNT Insider [Article/ Quote].
- Topic: **UNT faculty members honored Korean Society Clothing and Textiles** (<http://news.unt.edu/news-releases/unt-faculty-members-honored-korean-society-clothing-and-textiles>) *University of North Texas News*. [Article/Interview/Quote].
- Topic: **Faculty named international scholars** (<http://inhouse.unt.edu/three-merchandising-and-digital-retailing-faculty-named-international-scholars>) *Inhouse@UNT*. [Article/Interview/Quote].
- Topic: **Customers' digital renovation** (Spring 2011). *UNT Research Magazine* Vo. 20, pp. 34-37, [Article/ Quote].
- Topic: **UNT merchandising students won the award in an international marketing strategy competition** (December 17, 2009). *Inhouse@UNT*. [Article/Interview/Quote].
- Topic: **Online auction trends: US students want a good deal, while Koreans want fun** (January 10, 2008). *Inhouse@UNT*. [Article/Interview/Quote].
- Topic: **Impact of RFID on the retail industry** (Spring 2006). *UNT Research Magazine* Vo. 16 [Article/ Quote].