

Curriculum Vita
Jiyoung Kim, Ph.D.
Associate Professor

Department of Merchandising and Digital Retailing
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EDUCATION

2008	Ph.D	Consumer Sciences <i>Dissertation:</i> Effects of institutional environment and social capital on rural consumers' inshopping behavior	The Ohio State University
2005	MS	Design, Housing and Merchandising <i>Thesis:</i> An integrative model of e-loyalty development process: The role of e-satisfaction, e-trust, etail quality and situational factors	Oklahoma State University
2003	BS	Clothing and Textiles	Yonsei University

PROFESSIONAL EXPERIENCE

Department of Merchandising and Digital Retailing, University of North Texas	
Sept. 2014- Present	Associate Professor & Graduate Faculty
Sept 2021- Present	Graduate Program Coordinator
Aug 2019- May 2020	Academic Affairs Fellow
Sept 2017-Jul 2019	Assistant Chair
Sept 2016- Jul 2019	MDSE Program coordinator
Jul 2015- Jul 2016	Interim Department Chair
Sept 2014- Jun 2015	Assistant Chair
Sept 2008-Aug 2014	Assistant Professor & Graduate Faculty

HONORS

2020	Distinguished Paper Award International Textile and Apparel Association
2019	Academic Affairs Fellow Office of the Provost, University of North Texas, Denton, TX
2014	Leadership Fellow Office of Faculty Success, University of North Texas, Denton, TX
2013	Best Paper Award American Collegiate Retailing Association Spring Conference, Nashville, TN

12/23/2021

- 2012 Distinguished Scholar,
Korean Society of Clothing and Textiles, KSCT Spring Conference in Seoul, S. Korea.

*One of 20 scholars of Korean origin from universities in China, Japan and the U.S. acknowledged for their contribution to the Korean and Global clothing and textiles industries and educational societies.
- 2012 Paper of Distinction
Merchandising-Visual & Promotion Track,
International Textile and Apparel Association 2012 conference, Honolulu, Hawaii.
- 2011 Highly Commended Award Winner
Emerald Publishing Literati Network Awards for Excellence 2011
- 2009 Best Paper Award
American Marketing Sciences/American Collegiate Retailing Association 2009 Fall Triennial Retailing Conference, New Orleans, LA
- 2008 Graduate Student Award
In Recognition of Excellence in Research 2007-2008,
Department of Consumer Sciences, The Ohio State University
- 2007 Consumer Sciences Graduate Research Award (\$1000)
Department of Consumer Sciences, The Ohio State University
- 2006 Runner up for the Best Paper Award
American Collegiate Retailing Association 2006 Fall Conference
- 2005 Best Paper Award
International Textiles and Apparel Association 2005 Fall Conference

EXTERNAL GRANTS & CONTRACTS

Funded

- Leung, X. & **Kim, J.** (2021). "Comparing Data-Driven with Contextual Advertising for Small Restaurants", Facebook Research, \$65,726
- Trippeer, B., Gam, H., Jestratijevic, I., & **Kim., J** (2021). Sustainable Futures: Innovation, Education and Fashion Design Development, Venture Well, \$30,000 (Invited to Resubmit)
- Kim, J.**, Gam, H., Trippeer, B. & Xu, B. (2020) Rethinking Cotton Learning: Innovation Through Collaboration, Cotton Incorporated, \$46,072
- Wood, P., Hawley, J. M., & Bennett, A. (2020). Globalizing the Educational Experience: The College of Merchandising, Hospitality, and Tourism. U.S. Department of Education. Key Personnel: Williams, K. Pookulangara, S. Jestratijevic, I. Leung, X., Agustin, S., Shenberger, A., Large, C. **Kim. J.**, Mhlanga, L., and Littrell, M. \$180,371.
- Kim, J.**, Kim, M., Yang, K., Xu, B., Bruder, K. & Hequet, E. (2019). Edu-Cotton: Collaborative Learning Environment, Cotton Incorporated, \$38,615
- Kim, J.**, & Xu, B. (2018). Cotton on the Move, Cotton Incorporated, \$24,889
- Kim, J.** (2006). Effects of Institutional Environment and Social Capital on Rural Consumers' Inshopping Behavior. The Ohio Agricultural Research and Development Center, \$5000.

Not Funded

- Kim J.**, Lee, S., Jestratijevic, I. & Hawley, J. (2020). The Effect of Game-Based Mobile Application on Clothing Disposal Behavior, Environmental Research and Education Foundation, \$102,000
- Kim, J.**, Zorola, M. & Crutsinger, C. (2020). The Protégé Effect: Creating Cotton Knowledge through the Learn by Teaching Model, Cotton Inc., \$50,791
- Kim, J.**, Leung, X. & Pamiddimukala, S. (2020) Improving Senior Users' Trust in AI Voice Assistants: A Self-Confidence Approach, Facebook, \$71,169
- Yang, K. & **Kim, J.** (2020). Developing Digital Strategies for Local Farmers Markets: Assessing the Needs and Opportunities. USDA, Local Food Promotion Program, requested fund \$90,427
- Pookulangara, S., **Kim, J.** & Yang, K. (2019). Does Hyper-Individualized Ad Content Impact User Experience and Trust? Facebook, \$49,899.80
- Yang, K., **Kim, J.** & Last, R. (2012). Conjoining Mobile Learning Site Attributes with Learners' Situational Contexts. Google Research, \$43,900
- Kim, J., Kim, M., Kim, J-H., **Kim, J.**, Lennon, S. & Stoel, L. (2011). Building Research Collaborations to Enhance the Sustainability of Rural Communities. USDA National Institute of Food and Agriculture, Agriculture and Food Research Initiative (AFRI) Competitive Grants Program, \$ 49,000
- Yang, K. & **Kim, J.** (2009). Designing Favorable Mobile Site Features: Conjoint Analysis Approach. Google Research, \$5000

INTERNAL GRANTS

2013	Sustainable Apparel: Awareness, Voice and Engagement (S.A.A.V.E.) PI	The Charn Uswachoke International Development Fund	\$2,910 Not funded
2013	Asian Faculty Mentoring Grant CO-PI: % of contribution: 40%	UNT Office of Faculty Success	\$ 5,000 Funded
2013	How Secure is your Website? Cyber –security and Its Influence on Consumers Online Purchase Intention CO-PI: % of contribution: 30%	UNT Faculty Research Grant, Research Enabling Grant	\$7,465 Funded
2013	Sustainability Projects PI	CLEAR Summer 2013 Transformative Instruction Initiative	\$2,000 Funded
2012	What promotional cues will bring community members to shop at local farmer's market?: Application elaboration likelihood model PI	UNT Faculty Research Grant, Research Opportunity Grant	\$6,850 Funded

12/23/2021

2012	Digital Platforms Promoting Locavore Movement CO-PI: % of contribution: 30%	UNT Faculty Research Grant, Research Enabling Grant	\$7,400 Funded
2012	Cybersecurity And Its Influence On Consumers Online Purchase Intention: An Exploratory Study. CO-PI: % of contribution: 40%	UNT Faculty Research Grant, Research Opportunity Grant	Not funded
2011	Do Immigrant Consumers Care About Small, Local Retailers in Their Rural Communities? PI: Sole author	UNT Junior Faculty Summer Research Fellowship	\$5,000 Funded
2010-2011	Mobile Learning Site: Conjoining Mobile Learning Site Attributes with Internship Program. CO-PI: % of contribution: 40%	UNT Faculty Research Grant, Research Opportunity Grant	\$7,475 Funded
2011	Consumer Experiences in Digital Environment Participant	UNT Research Cluster Proposal	
2011	Ethnic entrepreneurs' investment in social capital within the community: how business characteristics differ according to their social network beyond the ethnic community PI: Sole author	UNT Faculty Research Grant, Research Initiation Grant	Not funded
2011	Locavore Movement: Social Responsibility and Social Media Work Together. CO-PI: % of contribution: 30%	UNT Faculty Research Grant, Research Enabling Grant	Not funded
2011	Sustainable Strategies in Merchandising (MDSE 4560/5560) PI: Sole author	CLEAR Summer 2011 Transformative Instruction Initiative	\$2,000 Funded
2011	Online Agency Hub: Developing Promotional Campaign through intra- and intergroup collaboration PI: Sole author	CLEAR Learning Enhancement Grant Program 2011-2012	Not funded
2010	Immigrants versus long term residents in rural communities: their beliefs, attitudes and behavior towards small, local retailers PI: Sole author	UNT Faculty Research Grant, Research Enabling Grant	Not funded
2010	Enhancing Rural Customers' Support towards Small, Local Retailers: Effect of Community Level Effort on Retailer Social Action PI: Sole author	UNT Junior Faculty Summer Research Fellowship	\$5,000 Funded
2009	Global Consumer Experience CLUSTER CO-PI: % of contribution: 8%	UNT Research Cluster Proposal	Not funded

2009- 2010	Enhancing mobile site experience: effect of user involvement on mobile site feature preference PI	UNT Faculty Research Grant, Research Initiation Grant Program	Not funded
2008- 2009	<i>e</i> -POCE (Point of Consumer Experience): Marketing Information System for Retail and Hospitality CO-PI: Wrote % of contribution: 8%	UNT Research Infrastructure Support Initiative	\$25,000 Funded
2008- 2009	Influence of Virtual Communities on In-class Student Learning: A Social Cognitive and Social Capital Theory Perspective CO-PI: % of contribution: 20%	UNT Faculty Research Grant, Research Initiation Grant Program	\$ 3,820 Funded
2008- 2009	Does Social Capital Matter?: Influence of Consumers' Perceived Social Capital on Retailer's Institutional Action PI	UNT Faculty Research Grant, Research Initiation Grant Program	\$4,970 Funded
2008- 2009	Community Sustainability: Do Consumers Care? Sustainable Development and Its Impact on Consumers' Perception toward Retailers' Institutional Actions PI: Sole author	UNT Junior Faculty Summer Research Fellowship	\$5,000 Funded

PUBLICATIONS

*Co-authored with graduate student

** Corresponding author

- Gam, H., **Kim, J.** & Trippeer, B. (2021). Developing a cooperative learning project: bridging the design, merchandising and retail processes. *International Journal of Fashion Design, Technology and Education*, <https://doi.org/10.1080/17543266.2021.1973579>
- Min, J., **Kim, J.** & Yang, K. (2021). How generations differ in coping with a pandemic: The case of restaurant industry. *Journal of Hospitality and Tourism Management*. SSCI Indexed
- ***Kim, J.**, Min, J., & Le, L (2021). Impacts of brand familiarity and responses on perceived brand credibility, similarity, and blog recommendation intention: a study of corporate blogs. *Journal of Fashion Marketing and Management*, DOI: 10.1108/JFMM-09-2020-0189. SSCI Indexed
- ***Kim, J.**, Min, J., **Yang, K.** & White, B. (2021). Hope, fear, and consumer behavioral change amid covid-19: application of protection motivation theory. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12700>. SSCI Indexed
- Min, J., **Yang, K.**, & **Kim, J.** (2021). The Role of Perceived Vulnerability in Restaurant Customers' Co-creation Behavior and Repatronage Intention During the COVID-19 Pandemic. *Journal of Vacation Marketing*. <https://doi.org/10.1177/13567667211014932>. SSCI Indexed
- ***Yang, K.**, **Kim, J.**, Min, J., & Hernandez Calderon, A. (2021). Effects of retailers' service quality and legitimacy on behavioral intention: The role of emotions during COVID-19. *The Services Industries Journal*. doi.org/10.1080/02642069.2020.1863373. SSCI Indexed
- ***Kim, J.**, Yang, K., Zeng, X. & Cheng, H-P (2020). The influence of perceived benefit on structural, cognitive and relational social capital in fashion blogs; the study of female

- users. *Journal of Fashion Marketing and Management*, 25(2). 310-330.
<https://doi.org/10.1108/JFMM-06-2019-0125>. SSCI Indexed
- ***Kim, J.**, Melton, R., Min, J. & Kim, B. (2020). Who says what?: exploring the impacts of content type and blog type on brand credibility, brand similarity and eWOM intention. *Journal of Fashion Marketing and Management*, 24(4). 611-630.
<https://doi.org/10.1108/JFMM-03-2019-0041>. SSCI Indexed
- *Mckneely, B., **Kim, J.****, Leung, C. & Pookulangara, S. (2020). Social Capital on Instagram: Application for Small Apparel Retailers, *Journal of Marketing Development and Competitiveness*, 14(4). doi:10.33423/jmdc.v14i4.3172
- Kim, J.** & Ha, S. (2020). Effects of corporate social responsibility and performative actions on retailer legitimacy and consumer loyalty. *International Journal of Marketing Studies*, 12(3), DOI:10.5539/ijms.v12n3p41.
- *Yang, K., **Kim, J.**, Castillo, Y. & Tasi, Y-L (2019)., Mobile shopping site attributes creating user value and service satisfaction, *International Journal of Sales, Retailing and Marketing*, 8 (1), 44-54.
- Kim, J.** & Zorola, M. (2018). Sustainable Innovation in the Apparel Supply Chain: Case Study on TAL Apparel Limited, In Chow et al. (Eds), *Contemporary Case Studies on Fashion Production, Marketing and Operations*, Springer.
- Kim, H., **Kim, J.**, Oh, K., & Jung, H. (2016). Adoption of Eco-Friendly Faux Leather: Examining consumer attitude with the value–belief–norm framework. *Clothing and Textiles Research Journal*, 34(4), 239-256. SSCI indexed
- *Jung, Y. & **Kim, J.** (2016). Facebook marketing for fashion apparel brands: effect of other consumer’s postings and type of brand comment on brand trust and purchase intention. *Journal of Global Fashion Marketing*, 7(3), 196-201. ESCI indexed
- *Kim, H., **Kim, J.** & Huang, R. (2014). From gamers to shoppers: impacts of relational social capital and virtual engagement on social shopping behaviors in QQ China. *Global Economic Review*, 43(1), 3-24. SSCI indexed
- ***Kim, J.**, Ha, S. & Fong, C. (2014). Retailers’ CSR: The Effects of Legitimacy and Social Capital in an Institutional Environment. *International Journal of Retail and Distribution Management*, 42(2), 131-150. SSCI indexed
- *Pookulangara, S., **Kim, J.**, Josiam, B. & Thombre, A. (2014). Intent to purchase from 3-D virtual environments: An exploratory study, *Journal of Global Fashion Marketing*, 5(4), 268-281. ESCI indexed
- Kim, J.** & Lennon, S. (2013). Effects of reputation and website attributes on consumers’ emotion, perceived risk and purchase intention: based on the stimulus-organism-response model. *Journal of Research in Interactive Marketing*, 7(1). 33-56.
<https://doi.org/10.1108/17505931311316734> . SSCI indexed
- Kim, H., **Kim, J.** & Yang, K (2013). Profiling customer engagement with “Snuggie” experience in social media. *Fashion & Textile Research Journal*, 15 (1), 95-102. ESCI indexed
- Kim, J.**, Yang, K. & Kim, B. (2013). Online retailer reputation and consumer response: Examining the cross cultural difference. *International Journal of Retail and Distribution Management*, 41(9), 688-705. SSCI indexed
- *Huang, R., Kim, H. & **Kim, J.** (equal contribution)(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. (R)(I) SSCI indexed
- Kim, J.** (2012). Educating Sustainable Development through Experiential Learning Methodology. *Retail Education Today*, 32(2), 6-10. (R)(I)

- Kim, B., **Kim, J** & Kan, Y-Y (2012). Analysis of consumer preferences for cosmetic essence-for-men via Choice-based Conjoint with new design of choice sets. *The Korean Journal of Applied Statistics*, 25(6), 987-997. KSCI indexed.
- Yang, K. & **Kim, J.** (2012). Creating Value in Mobile Learning: Application of the Means-End-Value Hierarchy Model. *Journal of Digital Marketing*, 3(1), 1-19. (R)(I)
- Kim, J.** & Stoel, L. (2010). Factors Contributing to Rural Consumer's Inshopping Behavior: Effects of Institutional Environment and Social Capital. *Marketing Intelligence & Planning*, 28(1), 70-87.
- Jin, B., Park, J. & **Kim, J.** (2010). Joint influence of online store attributes and offline operations on performance of multichannel retailers. *Behaviour & Information Technology*, 29(1), 85-96. SSCI indexed
- Jin, B., & **Kim, J.** (2010). Multichannel versus Pure E-tailers in Korea: Evaluation of Online Store Attributes and their impacts on E-Loyalty. *International Review of Retail, Distribution and Consumer Research*, 20 (2), 217-236.
- Kim, J.**, Jin, B. & Swinney, J. (2009). The role ofetail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of Retailing and Consumer Services*, 16(4), 239-247.
- Nam, J., Hamlin, R., Gam, H., Kang, J., **Kim, J.**, Kumphai, P., Starr, C. & Richards, L. (2007). The fashion conscious behaviors of mature female consumers. *International Journal of Consumer Studies*, 31(1), 102-108.

CONFERENCE PROCEEDINGS & PRESENTATIONS

R=Referred, I=International

*Co-authored with graduate student

- Hernandez, A., Leung, X., **Kim, J.** & Kennon, L. (2021). *Exploring the impacts of COVID-19 on hotel booking intentions: An application of the Protection Motivation Theory*. 2021 West Federation CHRIE Conference
- Kim, J.**, Min, J., & Yang, K. (2020). *Hope, fear, and consumer behavioral change amid COVID-19: A conceptual model based on the protection motivation theory*. Abstract published in 2020 Global Marketing Conference, Nov 5-8, Seoul, Korea. (R, I)
- Gam, H., **Kim, J.** & Trippeer, B. (2020). *Creating Cooperative Learning Environment through Cotton Capsule Wardrobe Project*. International Textile and Apparel Annual Meeting. Virtual. *Won the Distinguished Paper Award*. (R, I)
- *Phan, E., **Kim, J.**, Gam, H., and **Hawley, J.** (2020, November 20). *The Acceptance and Usage Intention of Menstrual Underwear*. International Textile and Apparel Annual Meeting. Virtual. (R, I)
- *McKneely, B., **Kim, J.**, Pookulangara, S., & Leung, X. (2020). *Social Capital on Instagram: Application for Small Apparel Retailers*. Accepted for Presentation at Association of Collegiate Marketing Educators (ACME) Annual Conference, San Antonio, TX (R, I)
- *Kaur, N., Santillana, A., Mann, A. & **Kim., J.** (2019). *Communicating Sustainable Practice Online: What are the most effective strategies?* Presented at International Textile and Apparel Association Annual Conference, Las Vegas, NV (R, I)
- *Kim.,H., **Kim., J.**, & Huang, R. (2019). *Visualizing the #VR network on Twitter: Social Network Analysis*. Presented at International Textile and Apparel Association Annual Conference, Las Vegas, NV (R,I)
- ***Kim., J.**, Nix, K., & Reddiboot, D. (2019). *Sustainable practice vs. Quality vs. Price: What*

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- Influences Millennial Consumers' Choice?* Presented at International Textile and Apparel Association Annual Conference, Las Vegas, NV (R, I)
- ***Kim, J.**, Ha, S., Cheng, H., Nix, K. & Min, J. (2018). *Impact of Immersive Virtual Environment Technology (IVET) Experience on Brand Attitude and Purchase Intention*. Presented at Global Marketing Conference, Tokyo, Japan. (R, I)
- ***Kim, J.**, Ha, S., Cheng, H., Nix, K. & Min, J. (2018). *VR in marketing: Shaping consumer brand experience*. Presented at Global Marketing Conference, Tokyo, Japan. (R, I)
- *Ruddock, M., **Kim, J.** (2016). *Understanding the effects of brand equity on the consumption of counterfeit luxury products*. Presented at Global Marketing Conference, Hong Kong. (R, I)
- *Zeng, X., **Kim, J.**, Yang, K. & Cheng, H (2016). *Fashion Blogs: Effects of blogging motivation and social capital on attitude and Blog engagement*. Presented at Global Marketing Conference, Hong Kong. (R, I)
- *Le, Linh & **Kim, J.** (2016). *Impacts of brand awareness and brand responses via blog page on Millennial's blog engagement: Implications to the fashion industry*. Presented at Global Marketing Conference, Hong Kong. (R, I)
- Yang, K. & **Kim, J.** (2016) *Mobile Shopping Site Attributes and Values Forming Service Satisfaction*. Presented at the American Collegiate Retailing Association 2016 Spring Conference, Bloomington, MN. (R, I)
- *Yang, K., **Kim, J.**, Yang, Y. & Pookulangara, S (2016). *Locavore Movement Through the Lens of Self-determination Theory*. Presented at the American Collegiate Retailing Association 2016 Spring Conference, Bloomington, MN. (R, I)
- ***Kim, J** & Higgins, K. (2015). *Effect of Perceived Fit and Attribution of CSR Programs on Brands' Moral Legitimacy, Customer Satisfaction and Brand Loyalty*. Presented at the 2015 AMA/ACRA conference, Miami, FL. (R, I)
- Yang, K., **Kim, J.**, & Pookulangara, S. (2015). Local store website attributes promoting locavore movement. EIRASS, Montreal, Canada, July 26-30, 2015
- *Jung, Y., **Kim, J.**, Pookulangara, S. & Josiam, B (2014.) *Facebook Marketing for Fashion Brands: Effect of Other Consumer's Postings and Type of Brand Comment on Brand Trust and Purchase Intention*. Presented at the American Collegiate Retailing Association 2014 Spring Conference, Dallas, TX. (R, I)
- *Jung, Y & **Kim, J** (2014.) *Building Social Capital in Fashion Facebook Brand Pages: Implication for Female Generation Y Consumers*. Presented at the Global Fashion Management Conference, London, England (R, I)
- *Melton, R., **Kim, J.**, Pookulangara, S. & Josiam, B. (2014). *Exploring the Impacts of Fashion Blog Type and Blog Message Type on Female Consumer Response Towards the Brand*. Presented at the American Collegiate Retailing Association 2014 Spring Conference, Dallas, TX. (R, I)
- Kim, H., **Kim, J.**, Oh, K., & Jung, HJ. (2014). *Green Leather for a Green Economy: Taking a Value-Belief-Norm approach to Consumer Acceptance Attitude*. Presented at the American Collegiate Retailing Association 2014 Spring Conference, Dallas, TX. (R, I)
- Kim J.** & Ha, S. (2013). *The Effect of Retailer Perceived Isomorphism and Performative Action on Legitimacy, Word-Of-Mouth and Purchase Intention*. Presented at 2013 Fall ITAA conference, New Orleans, Louisiana. (R)(I)
- *Jung, Y. & **Kim, J.** (2013). *Social Capital in Social Media and Its Effect on Brand Attachment and Purchase Intention*. Presented at 2013 Fall ITAA conference, New Orleans, Louisiana. (R)(I)
- Yang, K, Pookulangara, S & **Kim, J.** (2013) *Promoting Locavore Movement via Digital*

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- Platforms*. Presented at 2013 Fall ITAA conference, New Orleans, Louisiana. (R)(I)
- ***Kim, J.** & Luo, S. (2013). *Sustainable Innovation in the Apparel Supply Chain: Case Study on Supplier Innovation*. Presented at The European Institute of Retailing and Services Studies 2013 Conference, Philadelphia, PA. (R)(I)
- *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*. Presented at The European Institute of Retailing and Services Studies 2013 Conference, Philadelphia, PA. (R)(I)
- *Huang, R., Kim, H. & **Kim, J.** (2012). *Relational Social capital in the Virtual Network of QQ China: Transforming into Consumer Virtual Engagements and Purchase Intentions*. Presented at 2012 Fall ITAA Conference, Honolulu, Hawaii. (R)(I)
- *Kim, H., **Kim, J.** & Huang, R. (2012). *From gamers to shoppers: impacts of relational social capital and virtual engagement on social shopping behaviors in QQ China*. Presented at 2012 Global Marketing Conference, Seoul, Korea. (R)(I)
- Kim, J.**, Yang, K. & Kim, B. (2012). *Cross-Cultural Difference of the Role of Reputation and Etail Quality in Consumers' Emotional, Cognitive, and Behavioral Response*. Presented at 2012 Triennial AMA/ACRA conference, Seattle, WA. (R)(I)
- *Huang, R., Kim, H. & **Kim, J.** (2012). *Prosumers in QQ China: Transforming Relational Social Capital to Transactional Capital with a Mediation of Virtual Engagements*. Presented at 2012 Triennial AMA/ACRA conference, Seattle, WA. (R)(I)
- Kim, J.** & Fong, C. (2011). *Reclaiming American Life: The Effects of Social Capital on Urban Consumer Support and Retailer's Socially Responsible Actions*. Presented at 2011 Fall ITAA Conference, Philadelphia, PA. (R)(I)
- Kim, J.** (2010). *Sustainable Development and Its Impact on Consumers' Perception toward Retailers' Institutional Actions and Legitimacy*. Accepted for presentation at 2010 Fall ITAA Conference, Montreal, Quebec Canada. (R)(I)
- Kim, J.** & Pookulangara (2009) *Does Social Capital Matter?: Influence of Consumers' Perceived Social Capital on Retailer's Marketing Action* Presented at at the 2009 Fall ITAA Conference, Bellevue, WA. (R)(I)
- Kim, J.** & Stoel, L. (2009) *Effects Of Institutional Environment And Social Capital On Rural Consumers' Inshopping Behavior*. Presented at the 2009 Fall AMS/ACRA Conference, New Orleans, LA. (R)(I)
- Kim, J.** & Stoel, L. (2009) *The Effects of Institutional Action and Legitimacy on Rural Consumers' Support towards the Local Retailer*. Presented at the 2009 Spring ACRA Conference, Las Vegas, NE. (R)(I)
- Kim, J.** & Lennon, S. (2007). *Does Familiarity Leads to Purchase?: Effects of Website Familiarity and Website Quality on Perceived Risk and Purchase Intention*. Presented at at the 2007 Fall ITAA Conference, Los Angeles, LA. (R)(I)
- Kim, J.** & Stoel, L. (2007). *Developing a conceptual model to explain inshopping behaviors of rural consumers: social capital and institutional environment*. Presented at the 2007 Spring ACRA Conference, Chicago, IL. (R)(I)
- Kim, J.** & Lennon, S. (2006). *Effects of reputation and website quality on mood, perceived risk and purchase intention in online retailing context*. Presented at the 2006 Fall AMS/ACRA Conference, Orlando, FL. (R)(I)
- Jin, B., Park, J. & **Kim, J.** (2006). *Cross-cultural examination of the relationships among Firm reputation, e-satisfaction, e-trust, and e-loyalty*. Presented at the 2006 Spring ACRA Conference, Bentonville, AR. (R)(I)
- Kim, J.** & Jin, B. (2005). *An integrative model of e-loyalty development process: the role of e-*

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- satisfaction, e-trust and e-loyalty*. Presented at the 2005 Fall ITAA Conference, Washington DC. (R)(I)
- Jin, B. & **Kim, J.** (2005). *Profiles of Korean Multichannel versus Pure Online Shoppers*. Presented at the 2005 Winter ACRA Conference, New York, NY. (R)(I)
- Nam, J., Hamlin, R., Gam, H., Kang, J., **Kim, J.**, Kumphai, P., Starr, C. & Richards, L. (2005). *The fashion conscious behaviors of mature female consumers*. Presented at the 31st Annual Meeting and Educational Leadership Conference of the Association for Gerontology in Higher Education, Oklahoma City, OK. (R)

INVITED PRESENTATIONS

N=National, L=Local

- Kim, J.** (2012). *Building Consumer Social Capital: Its Effect on Retailer Socially Responsible Actions and Legitimization*. Presented at Korean Society of Clothing and Textile 2012 conference, Seoul, Korea. (N)
- Kim, J.** (2012). *Experiential Learning*. Presented at Korean Society of Clothing and Textile 2012 conference, Seoul, Korea. (N)
- Kim, J.** (2012). *Sustainable Strategies in Merchandising: Experiential Learning in an Online Class*. Presented at 2012 University Forum on Teaching and Learning, University of North Texas. Denton, TX (L)

CLASSES TAUGHT

RETL 4330 Consumer Analytics and Data Visualization

CMHT 5300 Research Methods

MDSE 3750 Consumer Studies

MDSE 4560/5560 Sustainable Strategies

CMHT 3950 Consumer Experience Management

MDSE 4660 Advanced Merchandising Applications

MDSE 4660 Advanced Merchandising Applications – Hong China Study Tour

SMHM 2350 Hot Topics and Cool Trends

SMHM 5550 Promotional Strategies

MDSE 3850 Promotions and Apparel and Home Furnishings

MDSE 3350 Survey of Historic and Contemporary Styles

STUDENT DIRECTED RESEARCH

Spring 21	Advisor, PILOT Jacqueline Baptiste
Fall 20-Spring 21	Member, Thesis Committee, Araceli Hernandez
Summer 20	Advisor, PILOT Brechey White
Summer 19-Fall 19	Chair, Thesis Committee, Brittany McKneely
Summer 19-Fall 19	Chair, Thesis Committee, Elizabeth Phan
Spring 19	Advisor, PILOT, Kimberly Nix
Fall 18-Spring 19	Member, Thesis Committee, Hsiang Wen

12/23/2021

Fall 17	Advisor, PILOT, Lauri Olguin
Fall 16	Advisor, PILOT, Hwa Ping Cheng
Fall 15	Advisor, PILOT, Linh Le
Spring 14	Advisor, PILOT, Xin Zheng
Spring 14	Advisor, PILOT, Xiwei Wang
Spring 13- Fall 13	Chair, Thesis Committee, Joy Jung
Spring 13- Fall 13	Chair, Thesis Committee, Rebecca Melton
Summer 13	Advisor, PILOT, Jiani Zhang
Fall 12	Advisor, PILOT, Serena Luo
Spring 12	Advisor, PILOT, Wen Lan Shih
Spring 11- Fall 11	Member, Thesis Committee, Ran Huang
Spring 11	Advisor, PILOT, Aliya Mavani
Fall 10- Spring 11	Member, Thesis Committee, Avantika Thombre
Fall 10	Advisor, PILOT, Clarissa Fong

UNIVERSITY SERVICE

Fall 19- Spring 20	Member, UNT EAB Analytics Team
Fall 17- Spring 18	Member, CMHT Dean Search Committee
Fall 16 – Spring 18	Dean’s designee, University Undergraduate Curriculum Committee
Fall 17	Member, Smart Campus Focus Group
Fall 14 - Spring 16	Member, President’s Advisory Council
Spring 16	Member, CMHT Dean 5-year review committee
Fall 14	Member, Ad-hoc interview, candidates for VP of Diversity and Inclusion
Fall 12 - Spring 14	Member, University Curriculum Committee
Fall 12 – Spring 14	Leader, UNT Asian Faculty/Staff Network
Spring 09 – Spring 15	Member, Academic Integrity Consultants and Appeal Panel

COLLEGE SERVICE

Summer 20	Organizer and moderator, CMHT COVID-19 webinar series
Spring 20- Fall 20	Ad-Hoc College Curriculum Committee
Fall 19- Spring 20	Chair, PAC Committee (Elected committee for the college)
Fall 18- Spring 19	Chair, PAC Committee (Elected committee for the college)
Spring 19	Member, Website Development Committee
Fall 17- Spring 19	Member, Research Committee
Fall 17- Spring 18	Chair, PAC Committee (Elected committee for the college)
Fall 16 - Spring 17	Chair, Research Committee
Fall 16 - Spring 17	Member, PAC Committee (Elected committee for the college)
Fall 13- Spring 15	Member, Graduate Committee

12/23/2021

Fall 12- Spring 13	Member, Graduate Research Competency Ad hoc Committee
Fall 12- Spring 2013	Faculty mentor, CMHT International (CMHT-i)
Fall 11- Spring 2014	Member, Customer Experience in Digital Retailing Research Cluster
Fall 10- Spring 12	Member, Undergraduate Committee
Fall 10- Spring 11	Chair, Undergraduate Committee
2010- 2011	Member, Alumni Committee
2010	Member, Ad hoc committee for counting Charter and PAC ballots
2008 - 2009	Member, Graduate Committee
2008 - 2009	Member, Research Task Force

DEPARTMENT SERVICE

Spring 20- Fall 20	Ad-Hoc Graduate Program Strategy Committee
Fall 19-Spring 20	Merch Inc. (student organization) Advisor
Fall 16- Spring 20	MDSE program coordinator
Fall 17- Spring 19	Assistant Chair
Fall 18-Spring 19	Chair, MDR Assistant Professor Search Committee
Fall 17 –Spring 18	Member, MDR Assistant Professor Search Committee
Fall 2015- Spring 2016	Interim Chair
Fall 2014- Spring 2015	Assistant Chair
Fall 2013- Spring 2014	Member, MDR Assistant Professor Search Committee
Spring 2012-Spring 2014	MDR Graduate Coordinator
Spring 2012-Fall 2012	Member, Graduate Students Application Review Committee
Fall 2011-Spring 2012	MDR Assistant Professor Search Committee
Spring 2011	Member, MDSE Lecturer Search Committee
Spring 2010	Member, Ad hoc subcommittee, graduate program strategic planning
Spring 2010	Member, MDSE Lecturer Search Committee
Fall 2009	Member, MDSE Lecturer Search Committee

PROFESSIONAL ACTIVITIES

- Article Editor, Sage Open, SSCI journal, April 2021~ present
- External Reviewer, Tenure Review, Summer 2020
- Member of the Editorial Board, Journal of Global Fashion Marketing, ESCI journal
Fashion Retailing and Service Marketing Track
May 2019~present
- Member of the Editorial Board, Sustainability Research Journal, SSCI journal,
July 2020~present

- Guest Editor for a special issue, Sustainability Research Journal (SSCI), 2020
“Sustainable Consumption Behavior in the disruptive Environment”
https://www.mdpi.com/journal/sustainability/special_issues/Consumption_Environment

Membership in Professional Organizations

- International Textiles and Apparel Association, Professional member
- American Collegiate Retailing Association, Member

Office Assignments in Professional Organizations

- Member (2008~present),
Student Fellowships & Awards Committee,
International Textile and Apparel Association
- Member (2013~2014),
Sustainable Apparel Coalition Educational Summit
- Member (2013~2014),
American Collegiate Retailing Association 2014 conference planning committee
- Chair (Nov. 2010-Dec. 2011),
Student Fellowships & Awards Committee,
International Textile and Apparel Association
- Presider (2008),
International Textiles and Apparel Association, 2008 Fall Conference, Schaumburg, IL

Additional Responsibilities and Other Activities

Ad-hoc Manuscript Reviewer:

- Clothing and Textiles Research Journal (SSCI Indexed)
- Journal of Fashion Marketing Management (SSCI Indexed)
- Journal of Research in Interactive Marketing
- Journal of Business Research (SSCI Indexed)
- International Journal of Retail & Distribution Management
- Journal of Business Ethics
- Journal of Small Business Management
- Behaviour and Information Technology
- Fashion, Style & Popular Culture Special Issue on Fashion and Social Responsibility
- Journal of Global Fashion Marketing
- American Collegiate Retailing Association
- International Textile and Apparel Association
- Journal of Product Innovation Management Global Marketing Conference Special Issue
- Journal of Business Research Global Marketing Conference Special Issue
- Asian Pacific Management Review
- International Journal of Physical Distribution & Logistics Management
- Information Sciences
- Journal of Tourism Management