

**CURRICULUM VITAE****Youn-Kyung ‘Lydia’ Kim, Ph.D.***2014 Distinguished Scholar of International Textile and Apparel Association**Editor-in-Chief, Clothing and Textiles Research Journal*

Department of Retail, Hospitality, and Tourism Management  
 110 Jessie Harris Building  
 College of Education, Health, and Human Sciences  
 University of Tennessee  
 Knoxville, TN 37996-1911  
[ykim13@utk.edu](mailto:ykim13@utk.edu)

**EDUCATION**

<b>Year</b>	<b>Degree</b>	<b>Major</b>	<b>Institution</b>
1991	Ph.D.	Merchandising <i>Dissertation:</i> Professional Women’s Catalog Use and Its Relationship with Their Clothing Involvement and Lifestyle Advisor: Dr. Betty Feather	University of North Carolina-Greensboro, Greensboro, North Carolina
1986	M.S.	Merchandising <i>Thesis:</i> The Influence of Clothing Color of Older Women on Impression Formation Advisor: Dr. Esther Meacham	Ohio State University, Columbus, Ohio
1979	B.S.	Textiles and Clothing	Seoul National University, Seoul, South Korea

**PROFESSIONAL EXPERIENCE**

<b>Date</b>	<b>Position</b>	<b>Organization</b>	<b>Location</b>
Spring 2020	Interim Department Head Department of Retail, Hospitality, and Tourism Management	University of Tennessee	Knoxville, TN
August 2006 – Present	Professor Retail and Consumer Sciences Program, Department of Retail, Hospitality, and Tourism Management, College of Education, Health, and Human Sciences	University of Tennessee	Knoxville, TN
August 2011 – December 2011	Faculty Development Leave	University of Tennessee	Knoxville, TN
August 2012- July 2016	Director of Graduate Studies	University of Tennessee	Knoxville, TN
August 2003 –	Associate Professor	University of Tennessee	Knoxville, TN

July 2006	Retail and Consumer Sciences Program, Department of Retail, Hospitality, and Tourism Management, College of Education, Health, and Human Sciences	Tennessee	
August 1999 – July 2003	Associate Professor School of Merchandising and Hospitality Management	University of North Texas	Denton, TX
August 2000 – July 2003	Graduate Program Coordinator School of Merchandising and Hospitality Management	University of North Texas	Denton, TX
August 1993 - July 1999	Assistant Professor School of Merchandising and Hospitality Management	University of North Texas	Denton, TX
August 1991 - July 1993	Assistant Professor Apparel, Textiles, and Design Department	University of Wisconsin-Stout	Menomonie, WI
August 1986 - July 1990	Lecturer Department of Clothing and Textiles	University of North Carolina- Greensboro	Greensboro, NC
August 1987 - July 1989	Graduate Research Assistant Department of Clothing and Textiles	University of North Carolina- Greensboro	Greensboro, NC

## HONORS and AWARDS

Year	Description	Award/Honor
2022	College Advisory Board Endowed Professorship	Dr. Andrew D. Holt Endowed Professorship, \$4,000
2021	Song, S., <b>Kim, Y-K.</b> , & Jo, B. Trust in humanoid robots in footwear stores: A Crisp-Set QCA model.	Paper of Distinction Award, Management track, <i>International Textile and Apparel Association</i> .
2020	Song, S., & <b>Kim, Y-K.</b> Should we be afraid of artificial intelligence? Consumer willingness to share personal information with fashion sales robots.	Paper of Distinction Award, Management track, <i>International Textile and Apparel Association</i> .
2019	Fu, W., & <b>Kim, Y-K.</b> Eco-fashion consumption: Cognitive-experiential self-theory. <i>Family and Consumer Science Research Journal</i>	Emerging Scholar Award, <i>American Association of Family and Consumer Sciences</i>
2019	Zaman, M., Park, H., <b>Kim, Y-K.</b> , & Park, S. Consumer orientations of second-hand clothing shoppers. <i>Journal of Global Fashion Marketing</i>	Honorable Mention of Best Paper Award, <i>Global Alliance of Marketing &amp; Management Associations</i>
2019	Song, S., & <b>Kim, Y-K.</b> Consumers' adoption of fashion robot advisers: A joint-network analysis.	Paper of Distinction Award, ITAA, Management track, <i>International Textile and Apparel Association</i> .
2019	“Creating Emotional Consumer Experiences,” Invited speaker for International Symposium on Human Ecology,	College of Human Ecology, <i>Seoul National University</i> , South Korea

	celebrating the 50 <sup>th</sup> anniversary of the College, September 27.	
2019	College Senate Faculty Mentoring Award	College of Education, Health, and Human Sciences, <i>University of Tennessee</i> , \$2,500
2018	Faculty advisor for Chung Wha Ki. The drivers and impacts of social media influencers: The role of mimicry.	Honorable Mention, Doctoral Dissertation Award Competition, <i>Korean Scholars of Marketing Science</i>
2018	<b>Kim, Y-K.</b> , Ha, S., & Park, S. Competitive analysis for men's clothing retailers: A correspondence analysis and Rasch tree model.	Best Paper Award, <i>Colloquium on European Research in Retailing</i>
2017	Distinguished Alumna for the 100 <sup>th</sup> anniversary of Clothing and Textiles as a department	Department of Consumer, Apparel, and Retail Studies, <i>University of North Carolina-Greensboro</i>
2017	Faculty award for superlative research, teaching, or service	Jacquelyn Orlando DeJonge Faculty Award, College of Education, Health, and Human Sciences, <i>University of Tennessee</i> , \$3,000
2017	Ha, S., Childs, M., Fairhurst, A., & <b>Kim, Y-K.</b> After the Fire: Community Recovery Plan in Gatlinburg, Tennessee.	Frances Speight Clark Faculty Enrichment and Development award, College of Education, Health, and Human Sciences, <i>University of Tennessee</i> , \$2,000
2017	Ki, C., & <b>Kim, Y-K.</b> Sustainable versus luxury fashion purchase: Applying Self-Determination Theory	Best Paper Winner, <i>Family &amp; Consumer Sciences Research Journal</i> , Apparel, Textiles, and Merchandising track
2017	Yang, K., Kim, J., & <b>Kim, Y-K.</b> The effect of brand consciousness on interpersonal influences, brand values, and purchase intention: Cases for American and Korean college students.	Honorable Mention, <i>Journal of Global Fashion Marketing</i> Best Paper Award
2016	Kim, S., & <b>Kim, Y-K.</b> The impacts of regulatory focus and temporal distance on evaluation of online consumer reviews.	Paper of Distinction Award, ITAA, Merchandising track, <i>International Textile and Apparel Association</i> .
2014	Cho, E., Fu, W., Koo, W., & <b>Kim, Y-K.</b> Ethnic-inspired products: From the experiential consumption view.	Paper of Distinction Award, Culture track, <i>International Textile and Apparel Association</i> .
2014	<b>ITAA Distinguished Scholar</b>	ITAA Distinguished Lecturer, <i>International Textile and Apparel Association</i> , \$1,500
2014	Song, S., & <b>Kim, Y-K.</b> Law enforcement officers' high-visibility safety apparel: The effect of their attitudes on wearing behavior.	First Prize: Graduate Student Best Paper Award, <i>International Textile and Apparel Association</i> .
2012	Best Reviewer Award for <i>Clothing and Textiles Research Journal</i> .	Best Reviewer Award, <i>International Textile and Apparel</i>

		<i>Association</i>
2011	Yang, K., Kim, <b>Y-K.</b> , & Lee, H. The effect of brand consciousness on susceptibility to interpersonal influences and consequent response on brand equity and purchase intention: Cases for American and Korean college students.	Best Paper Award, <i>International Textile and Apparel Association-Korean Academy of Marketing Science Joint Symposium.</i>
2008	<b>Faculty advisor</b> for Kelly Atkins. The smart shopping construct: Scale development and validation.	Morris Mayer Dissertation Award (\$1,000), <i>American Collegiate Retailing Association</i>
2008	Lee, M., <b>Kim, Y-K.</b> , & Kim, H. Segmenting online auction consumers. <i>American Collegiate Retailing Association</i>	Best Paper Award
2007	Fairhurst, A., Jolly, L., & <b>Kim, Y-K.</b> A cross-cultural study on cultural tourism: Working with Polish craft retailers and tourists. <i>International Textile and Apparel Association</i>	Sara Douglas Fellowship (\$2,000)
2007	Kim, H., <b>Kim, Y-K.</b> , Jolly, L., & Fairhurst, A. Customer love: Antecedents and outcomes. <i>International Textile and Apparel Association</i>	Best Paper Award Merchandising 1: Management track
2007	Lim, C., <b>Kim, Y-K.</b> , & Park, S. Consumer perceptions toward retail attributes of value retailers: Functions of gender and repatronage intention. <i>American Collegiate Retailing Association</i>	Best Paper Award
2006	Lee, M., Atkins, K., <b>Kim, Y-K.</b> , & Park, S. "Competitive analyses between regional malls and big-box retailers: A correspondence analyses for segmentation and positioning" <i>American Collegiate Retailing Association</i>	Best Paper Award (\$1,000) <i>International Council of Shopping Centers (ICSC)</i>
2005	Kim, H., & <b>Kim, Y-K.</b> "Escapism, consumer lock-in, attitude, and purchase: An illustration from an online shopping context" <i>American Collegiate Retailing Association</i>	Best Paper Award (\$1,000) <i>International Council of Shopping Centers (ICSC)</i>
2003	Josiam, B., Kinley, T., & <b>Kim, Y-K.</b> "Involvement and the tourist shopper" <i>International Society of Travel &amp; Tourism Educators.</i>	Best Poster Paper Award
2002	Best Professor, Professional Leadership Program <i>College of Business and Administration, University of North Texas</i>	
2000	American Textile Manufacturer's Institute Award (as a Merchandising division at University of North Texas) <i>International Textiles and Apparel Association</i>	\$3,000
1999	Distributed Learning Pioneer <i>Center for Distributed Learning, University of North Texas</i>	
1998	Winner of the Citation for Distinguished Service to International Education, University of North Texas	\$3,000
1997	Developing Scholars Award, University of North Texas	\$2,500
1995	Certificate of Recognition Student Support Services	

Program, University of North Texas		
1989	International Student Scholarship <i>University of North Carolina-Greensboro</i>	\$2,000

## TEACHING

**Area of Expertise:** Consumer Experience  
Branding  
Sustainable Consumption  
Tourism Shopping

### I. Teaching

#### Courses Taught:

Content Area	Course	Title ( <i>G denotes graduate course</i> )	Institution*
<b>Research</b>	RHRM 614	Theories in Retail, Hospitality, and Tourism Management (G)	UT
	RHTM 616	Research Methods (G)	UT
	RHTM 615	Literature and Thought (G)	UT
	RCS 562	Research Methods (G)	UT
	RCS 497	Honors Class: Consumer Research	UT
	RHTM 590	Seminar (G)	UT
	SMHM 5300	Research Methods (G)	UNT
	SMHM 5400	Research Applications (G)	UNT
<b>Marketing/ Retailing</b>	RCS 538	Consumer Product and Service Development (G)	UT
	RCS 497	Honors Class	UT
	RCS 441	Branding	UT
	RCS 415	Retail Promotion	UT
	SMHM 5800	Experiential Retailing (G)	UNT
	SMHM 5600	Concept Merchandising (G)	UNT
	SMHM 5550	Promotional Strategies (G)	UNT
	SMHM 5240	Merchandising Practices (G)	UNT
	SMHM 4090	Visual Merchandising and Small Store Planning	UNT
	SMHM 3490	Fashion Merchandising	UNT
	ATD 790	Graduate Seminar in Retailing (G)	UW-Stout
	ATD 755	Special Topic: Catalog Retailing (G)	UW-Stout
ATD 329	Fashion Merchandising Promotions	UW-Stout	
<b>Consumer Behavior</b>	RCS 541	Consumer Analysis (G)	UT
	RCS 341	Consumers in the Global Marketplace	UT
	SMHM 3750	Consumer Studies in Apparel and Home Furnishings	UNT
<b>Global/ Core</b>	RCS 511	International Trade and Retail Analysis (G)	UT
	RCS 421	International Retailing	UT
	SMHM 5650	Global Merchandising (G)	UNT
	SMHM 4010	Global Textiles and Clothing Industries	UNT
	SMHM 2750	Consumers in a Global Market	UNT

	ATD 519	International Economic Trends in Textiles and Clothing	UW-Stout
<b>Presentation</b>	SMHM 3450	Presentation Techniques	UNT
	ATD 400	Self-Presentation in Business	UW-Stout
<b>Apparel &amp; Textiles</b>	SMHM 2360	Aesthetics and Environment	UNT
	SMHM 1320	Apparel Construction and Analysis	UNT
	ATD 200	Fashion Fabrics	UW-Stout
	CTX 241	Introductory Consumer Textiles	UNCG
	CTX 351	Social-Psychological Aspects of Clothing	UNCG
<b>Field Experience</b>	SMHM 3500	Advanced Field Experience	UNT
	ATD 398	Field Experience Paper & Seminar	UW-Stout

\*UT: University of Tennessee

UNT: University of North Texas

UW-Stout: University of Wisconsin-Stout

UNCG: University of North Carolina-Greensboro

**New Curriculum Development** (Credit courses passed university curriculum review process):

<b>Courses</b>	<b>Description</b>	<b>Institution</b>
<b>Honors: Consumer Research</b>	<b>RCS 497</b> (3 credit hours) Understanding the key concepts and methods of consumer market research, and apply the knowledge and skill students gained to solve real-life retail problems.	University of Tennessee
<b>Branding</b>	<b>RCS 441</b> (3 credit hours) Explore branding concepts related to consumer experiences derived from consumption of branded products, services, retailers, persons, and places. Investigate how the branding concepts influence consumer attitudes and behavior. Identify successful branding strategies to maximize consumer experiences and to improve retail sales.	University of Tennessee
<b>Experiential Retailing</b>	<b>RCS 441</b> (3 credit hours) Explore experiential retailing of tangible and intangible products, services and experiences that encompass utilitarian and hedonic consumption. Apply strategies for planning, developing, and presenting products or services to consumers using experiential components of the retail industry to create a total consumer experience.	University of Tennessee
<b>Consumer Product and Service Development</b>	<b>RCS 538</b> (3 credit hours) – graduate course Critical analysis of consumer product and service development process in services industry. Strategies for developing consumer products, services, programs, and service processes from conception to implementation and evaluation. [First taught in Spring 2004]	University of Tennessee
<b>Concept Merchandising</b>	<b>SMHM 5600</b> (3 credit hours) – graduate course Investigate merchandising strategies such as entertainment retailing, thematic merchandising, branding, lifestyle merchandising, brand extensions, co-branding, and strategic	University of North Texas

	alliance as opportunities to expand customer base and increasing profit. Examine product and service transformations in response to total consumer experience. [First taught in Fall 2002]	
<b>Experiential Retailing</b>	<b>SMHM 5800</b> (3 credit hours) – graduate course Explore tangible and intangible products, services and experiences that are linking merchandising and hospitality segments. Apply merchandising strategies of planning, developing, and presenting products and services in retail settings that provide a total consumer experience. [First taught in Summer 2001]	University of North Texas
<b>Research Applications</b>	<b>SMHM 5400</b> (3 credit hours) – graduate course Execute research projects with implications for fashion-oriented or hospitality industries. Emphasis is on conceptualizing problems, analyzing and interpreting data, and writing for industry and/or scholarly dissemination. [First taught in Summer 1999]	University of North Texas
<b>Consumer Studies</b>	<b>SMHM 3750</b> (3 credit hours) – undergraduate course Exploration of motivations influencing consumer purchase and use of apparel and home furnishing products. A comprehensive theoretical and practical knowledge base will be used to investigate various individual and environmental factors as they relate to the consumer purchase process and its outcomes. [First taught in Fall 1997]	University of North Texas

## II. Teaching Grants/Awards:

Author	Date	Title	Agency	Amount
<b>Kim, Y-K.</b>	2014	Faculty First Program	<i>University of Tennessee, Office of Information Technology</i>	Honorarium
<b>Kim, Y-K.</b>	2000	Teaching for Technology Grant, “Research Applications”	<i>Center for Distributed Learning, University of North Texas</i>	\$4,000 (Funded)
<b>Kim, Y-K.</b>	1999	Teaching for Technology Grant, “Promotional Strategies”	<i>Center for Distributed Learning, University of North Texas</i>	\$6,000 (Funded)

## III. Student Advising

### Major Professor:

#### *Ph.D. Students*

#### University of Tennessee

Kim, Inhwa  
Frankel, Sarah

Entered Ph.D. program in Fall 2021.  
Received Ph.D. degree in Summer 2023. (Co-chair)  
*Dissertation:* Thinking differently consuming differently: Exploring marginalized Gen Z’s psychological trauma as a catalyst to alternative

- consumption during the Covid-era  
 Zaman, Md Mostafa Received Ph.D. degree in Spring 2022.  
*Dissertation:* Effects of economic development status and eco-product on consumption values: From the perspective of US consumers
- Alshammari, Faten Received Ph.D. degree in Spring 2020.  
*Dissertation:* Saudi Arabian entrepreneurs at festivals for women: Roles of empowerment and social support
- Kwon, Hyunjin Received Ph.D. degree in Summer 2019.  
*Dissertation:* The influence of shared attention on product evaluation
- Ki, Chung Wha Received Ph.D. degree in Summer 2018.  
*Dissertation:* The drivers and impacts of social media influencers: The role of mimicry
- Song, So Young Received Ph.D. degree in Spring 2017.  
*Dissertation:* Modeling the consumer acceptance of retail service robots
- Kim, Seeun Received Ph.D. degree in Fall 2016.  
*Dissertation:* The Impacts of Regulatory Focus and Temporal Distance on the Evaluation of Consumer Reviews
- Fu, Wei Received Ph.D. degree in Fall 2016.  
*Dissertation:* Eco-Fashion Consumption: Cognitive-Experiential Self-Theory
- Yoon, Donghwan Received Ph.D. degree in Summer 2015. (Co-chair)  
*Dissertation:* Corporate Social Responsibility (CSR) Advertising and Consumer Responses in the Lodging Industry: Functions of Green Marketing Motive and Appeal Type
- Koo, Wanmo Received Ph.D. degree in Fall 2014.  
*Dissertation:* Online Store Atmospherics: Development of a Gender-Neutral Measure
- Kim, Yunhee Received Ph.D. degree in Fall 2014.  
*Dissertation:* Organic Food Consumption: Application of the Means-End Theory
- Park, Hyejune Received Ph.D. degree in Fall 2011.  
*Dissertation:* The Role of Social Network Websites in Consumer-Brand Relationship
- Bhardwaj, Vertica Received Ph.D. degree in Fall 2010.  
*Dissertation:* The Effects of Consumer Orientations on the Consumption of Counterfeit Luxury Brands
- Kumar, Archana Received Ph.D. degree in Fall 2010.  
*Dissertation:* The Effect of Store Environment on Consumer Evaluations and Behavior Toward Single-Brand Apparel Retailers
- Lim, Chae-Mi Received Ph.D. degree in Fall 2009.  
*Dissertation:* Luxe-Bargain Shopping: Consumer Orientations, Perceived Values, Satisfaction, and Future Intentions
- Atkins, Kelly Received Ph.D. degree in December 2008.  
*Dissertation:* The Smart Shopping Construct: Scale Development and Validation
- Lee, Min-Young Received Ph.D. degree in Summer 2007.  
*Dissertation:* Bidding as a Shopping Experience: The Impact of Consumer Characteristics and Hedonic Shopping Motivations on Shopping Values in Online Auctions Influencing Consumer Preference and Intentions

- Fogle, Alycia Received Ph.D. degree in Summer 2007. (Co-chair)  
*Dissertation:* The Influence of Atmospherics on Consumer Perceptions of Service Quality, Merchandise Price, and Merchandise Quality Influencing Behavioral Intentions: A Retailing Study of Outlet Malls
- Kim, Hye-Young Received Ph.D. degree in Spring 2007.  
*Dissertation:* Toward Customer Love: Investigating the Antecedents and Outcomes of Satisfied Customers' Emotional Attachments to Retailers
- Nute, Carol Lynn S. Received Ph.D. degree in Summer 2005.  
*Dissertation:* Acculturation and Food Retailer Store Type: Determining Hispanic Consumers' Attitudes Toward Store Attributes in the San Antonio Market

### *Master's Students*

#### University of Tennessee

- Atkins, Kelly Received M.S. degree in Summer 2005.  
*Thesis:* Analysis of Town Center Mixed-Use Developments to Determine Key Retailer Success Factors
- Zhang, Wei Received M.S. degree in Summer 2004.
- Chadaga, Shubha Received M.S. degree in Summer 2004.

#### University of North Texas

- Pookulangara, Sanjukta Received M.S. degree in Spring 2003.  
*Thesis:* Viability of Multi-Channel Retailing: Function of Retail Synergy and Consumers' Perceived Benefits and Costs.
- Buhrman, Tiffany Received M.S. degree in Summer 2002.  
*Thesis:* Effects of Hedonic and Utilitarian Shopping Satisfaction on Mall Consumption.
- Sanchez, Marissa Received M.S. degree in Summer 2002.  
*Thesis:* A Comparison in Mall Shopping Behavior Between Hispanic-Americans and Anglo-Americans.
- Pak, Yoon Joo Received M.S. degree in Fall 2002.
- Kumar, Shefali Received M.S. degree in Spring 2000.  
*Thesis:* Consumers' Intention toward Internet Shopping.
- Kim, Yeon Sook Received M.S. degree in Spring 2000.  
*Problem in Lieu of Thesis:* Gift Shopping: Motivations and Shopping Behavior.
- Han, Seunghae Received M.S. degree in Summer 2000.
- Chandra, Riko Received M.S. degree in Summer 1998.
- Aoyama, Yumi Received M.S. degree in Spring 1998.
- Park, Jinsoo Received M.S. degree in Spring 1998.  
*Independent Research Project:* Social Advertising: Impact on Consumers' Perception and Purchase Decision.
- Palani, Ponmozhi Received M.S. degree in Fall 1996.

#### University of Wisconsin-Stout

- Guo, Chuangpu Received M.S. degree in 1992.

*Thesis: Female College Students' Clothing Catalog Use: Its Relationship with Their Lifestyle and Perceived Importance of Clothing Attributes.*

**Dissertation/Thesis Committee Member:**

*Ph.D. Students*

University of Tennessee

Bedford, Sergio	Entered Ph.D. program in Fall 2016.
Jung, Eunkyong	Received Ph.D. degree in Fall 2020.
Alqahtani, Thamer	Received Ph.D. degree in Spring 2020.
Huang, Ran	Received Ph.D. degree in Spring 2018.
Sunthithammasoot, Cherry	Received Ph.D. degree in Fall 2017.
Kaewnopparat, Justin	Received Ph.D. degree in Fall 2017.
Doss, Melanie	Received Ph.D. degree in Fall 2016.
Sneed, Chris	Received Ph.D. degree in Fall 2014.
Talbert, James	Received Ph.D. degree in Fall 2014.
Daniell, Ripp	Received Ph.D. degree in Fall 2013.
Beckman, Eric	Received Ph.D. degree in Fall 2013.
Sneed, Chris	Received Ph.D. degree in Fall 2014.
Doss, Melanie	Received Ph.D. degree in Spring 2017.
Park, Jeesun	Received Ph.D. degree in Fall 2010.
Wilhoit, Sarah	Received Ph.D. degree in Spring 2010.
Lee, Hyunjoo	Received Ph.D. degree in Fall 2008.
Smith, Sylvia	Received Ph.D. degree in Summer 2007.
Yang, Kiseol	Received Ph.D. degree in Fall 2006.
Park, Hyungchul	Received Ph.D. degree in Summer 2005.
Kim, Minsung	Received Ph.D. degree in Fall 2004.
Rankin, Kelly	Received Ph.D. degree in Summer 2004.

*Master's Students*

University of North Texas

Knight, Dee K.	Received M.S. degree in Spring 1996.
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**Undergraduate Student Mentor:**

Katrina Laemmerhirt, Consumer Perceptions of Sustainability in the Fast Fashion Industry: Will These Companies Need to Change? *Global Leadership Scholars* Senior Thesis. Business Administration 497. Spring 2015-Spring 2016.

**IV. Teaching Professional Development:**

Thoughtful Teaching with AI (Part II). Teaching and Learning Innovatoin, *University of Tennessee*, June 19, 2024.

Thoughtful Teaching with AI (Part I). Teaching and Learning Innovatoin, *University of Tennessee*, June 17, 2024.

Helping Students Respond to Each Other: Effective Peer Review, *University of Tennessee*, July

- 16, 2020
- Commenting on Drafts with Online Tools: Using PowerNotes, *University of Tennessee*, July 9, 2020
- Responding to Student Writers: A Workshop with Nancy Sommers, *University of Tennessee*, June 23, 2020
- Virtual Vol Bootcamp: Canvas Overview, Office of Information Technology, *University of Tennessee*, May 13, 2020
- Virtual Vol Bootcamp: Zoom Essentials, Office of Information Technology, *University of Tennessee*, May 15, 2020
- Virtual Vol Bootcamp: Online Assessment, Office of Information Technology, *University of Tennessee*, May 20, 2020
- Virtual Vol Bootcamp: Managing Your Online Class, Office of Information Technology, *University of Tennessee*, May 22, 2020
- Empowering Women to Deal With Unit-Level Conflicts. Commission for Women Office of the Provost Human Resources, *University of Tennessee*, March 29, 2019.
- Canvas Online Class Workshop. Office of Information Technology, *University of Tennessee*, May 10, 2017.
- Blackboard Online Assessment Workshop. Office of Information Technology, *University of Tennessee*, November 14, 2013.
- Adobe Captivate Workshop. Office of Information Technology, *University of Tennessee*, September 23, 2013.
- Camtasia Workshop. Office of Information Technology, *University of Tennessee*, September 4, 2013.
- World Wide Web Course Tools, Center for Distributed Learning & Academic Computing's Web Support Team, *University of North Texas*, Fall 1998 (8 sessions).
- Teaching with Technology Workshop. *University of North Texas*, May 1996.
- Welcoming Diversity. *University of North Texas*, July 1, 1994
- Learning Styles. *University of North Texas*, November 12, 1993
- Improving the Student-Teacher Relationship. *University of North Texas*, November 1, 1993
- Multimedia Presentation Systems. *University of North Texas*, October 27, 1993
- Presentation Skills. *University of North Texas*, September 10 & 17, 1993

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## RESEARCH

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**Research Topic of Interest:** Consumer Experience  
 Branding  
 Sustainable Consumption  
 Cultural and Ethnic Influences  
 Tourist Shopping Behavior

### I. Publications

**Book:**

**Kim, Y-K.,** Sullivan, P., & Forney, J. (2007). *Experiential retailing: Concepts and strategies that sell*. New York: Fairchild Publications.

**Refereed Journal Publications:**

- 123 Kim, I., Ki, C., Lee, H., & **Kim, Y-K.** (2024). Virtual influencer marketing: Evaluating the influence of virtual influencers' form realism and behavioral realism on consumer ambivalence and marketing performance. *Journal of Business Research*, 176, <https://www.sciencedirect.com/science/article/abs/pii/S0148296324001152>
- 122 Fu, W., Zhang, H., Whaley, J., & **Kim, Y-K.** (2023). Do consumers perceive cultivated meat as a sustainable substitute to conventional meat? Assessing its facilitators and inhibitors. *Sustainability*, <https://www.mdpi.com/2071-1050/15/15/11722>
- 121 Frankel, S.E., Childs, M.L., & **Kim, Y-K.** (2023). Tattooed individuals in a community: Motivations and identities. *Deviant Behavior*, 44(4), 620-635. <https://www.tandfonline.com/doi/full/10.1080/01639625.2022.2079442>
- 120 Song, S., **Kim, Y-K.**, Jo, B., & Park, S. (2022). Trust in humanoid robots in footwear stores: A Large-N Crisp-Set qualitative comparative analysis (csQCA) model. *Journal of Business Research*, 152, 251-264. <https://doi.org/10.1016/j.jbusres.2022.07.012>
- 119 Song, S., & **Kim, Y-K.** (2022). The role of human-robot interaction in consumer acceptance of retail service robots. *Journal of Business Research*, 146, 489-503. <https://doi.org/10.1016/j.jbusres.2022.03.087>
- 118 Kim, S., & **Kim, Y-K.** (2022). The impact of regulatory goals on consumer responses to hotel online reviews: The moderating roles of temporal distance and temporal orientation. *Journal of Hospitality and Tourism Management*, 50, 21-30. <https://doi.org/10.1016/j.jhtm.2022.01.006>
- 117 Ki, C., Park, S., & **Kim, Y-K.** (2022). Investigating the mechanism through which consumers are “inspired by” social media influencers and “inspired to” adopt influencers’ exemplars as social defaults. *Journal of Business Research*, 144, 264-277. <https://doi.org/10.1016/j.jbusres.2022.01.071>
- 116 Song, S., & **Kim, Y-K.** (2022). Factors Influencing Consumers’ Intention to Adopt Fashion Robot Advisors: Psychological Network Analysis. *Clothing and Textiles Research Journal*, 40(1), 3-18. <https://journals.sagepub.com/doi/10.1177/0887302X20941261>
- 115 Ha, S., Childs, M., Fairhurst, A., & **Kim, Y-K.** (2022). After the fire: An assessment of small business preparedness and recovery in Gatlinburg, Tennessee. *International Journal of Hospitality & Tourism Administration*. 23(2), 216-242. <https://www.tandfonline.com/doi/full/10.1080/15256480.2020.1727812>
- 114 Song, S., & **Kim, Y-K.** (2021). Predictors of consumers' willingness to share personal information with fashion sales robots. *Journal of Retailing and Consumer Services*, 63. [10.1016/j.jretconser.2021.102727](https://doi.org/10.1016/j.jretconser.2021.102727)
- 113 Frankel, S., Childs, M., & **Kim, Y-K.** (2021). Alternative hedonism: Its relation to tattoo coverage and community type. *International Journal of Marketing Studies*, 13(1). DOI:10.5539/ijms.v13n1p1
- 112 Kwon, T. A., Choo, H. J., & **Kim, Y. K.** (2020). Why do we feel bored with our clothing and where does it end up?. *International Journal of Consumer Studies*, 44(1), 1-13. <https://onlinelibrary.wiley.com/doi/10.1111/ijcs.12540>
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## II. Grants

### Research Grants – Federal

Authors	Date	Title	Agency	Amount (Funded)
<b>Kim, Y-K.</b> , Fairhurst, A., & Runyan, R.	August 2009 – July 2011	International Retail Management: Curriculum and Instructional Module Development	<i>United States Department of Education: Business and International Education Program</i>	\$93,070
Hawley, J., <b>Kim, Y-K.</b> , Sullivan, P., Norum, P., & Forney, J.	August 2003 – July 2006	Textile Products Recycling: Curriculum Design and an Instructional Delivery System	<i>United States Department of Agriculture: Higher Education Challenge Grant</i>	\$99,685
<b>Kim, Y-K.</b> , Pelton, L., Knight, D., & Forney, J.	July 2002 – September 2005	Retail Internationalization: Implications for U.S. Apparel Retailers	<i>United States Department of Education: Business and International Education Program</i>	\$93,627

### Research Grants – External (Non-Federal)

Authors	Date	Title	Agency	Amount (Funded)
Gupta, S., <b>Kim, Y-K.</b> , Gentry, J., & Cho, E.	2013	Fashion vs. style: Its relationship with sustainable apparel consumption.	<i>Transformative Consumer Research Grant Proposal, Association for Consumer Research.</i>	\$750
Kumar, A., Fairhurst, A., & <b>Kim, Y-K.</b>	2007	Ethnocentric Tendencies of Indian Consumers - Impact on preference for domestic versus foreign products	<i>Emerald/AIMS Research Fund Award</i>	\$4,000
<b>Kim, Y-K.</b> , Jolly, L., & Fairhurst, A.	May 2004 – March 2005	Mixed-Use Retail Development: Creating a Model of Key Success Factors	<i>International Council of Shopping Centers</i>	\$15,000

<b>Kim, Y-K.</b>	May 2003 - March 2004	Who will be Winners and Losers?: Competitive Analyses Between Regional Malls and Big-Box Retailers	<i>International Council of Shopping Centers</i>	\$15,000
<b>Kim, Y-K.,</b> Sullivan, P., & Forney, J.	May 2002 – March 2003	Lifestyle Shopping Center: A Retail Evolution of the 21 <sup>st</sup> Century	<i>International Council of Shopping Centers</i>	\$15,000
Kinley, T., Josiam, B., & <b>Kim, Y-K.</b>	May 2002 – March 2003	Why and Where Tourists Shop: Motivations of Tourist-Shoppers and Their Preferred Shopping Center Attributes	<i>International Council of Shopping Centers</i>	\$15,000
<b>Kim, Y-K.</b>	May 2001 – March 2002	Multi-Channel Retailing: Impact on Retail Profitability and Consumers' Perceived Shopping Benefits and Costs	<i>International Council of Shopping Centers</i>	\$15,000
Kinley, T., <b>Kim, Y-K.</b> , & Forney, J.	May 2001 – March 2002	Tourist-Destination Shopping Centers: Importance-Performance Analysis of Attributes	<i>International Council of Shopping Centers</i>	\$15,000
Kang, J. K. & <b>Kim, Y-K.</b>	May 1998 - March 1999	Role of entertainment in cross-shopping and in the revitalization of regional shopping centers.	<i>International Council of Shopping Centers</i>	\$10,000
<b>Kim, Y-K.</b> & Kang, J. K.	January 1997 - August 1999	Developing a consumer shopping value scale and applying it as a market segmentation.	<i>J.C. Penney Research Program, Institute of Retail Management, Marriott School of Management, Brigham Young University</i>	\$9,000
<b>Kim, Y-K.</b> & Kang, J. K.	May 1996 - March 1997	Consumers' perceived shopping cost: Its relationship with the developmental trends of shopping centers.	<i>International Council of Shopping Centers</i>	\$10,000
Kang, J. K. & <b>Kim, Y-K.</b>	June 1995 - May 1996	Toward an enhancement of the well-being of the socially-isolated elderly: Factors affecting their shopping motives.	<i>American Association of Family and Consumer Sciences</i>	\$4,970
Kang, J. K. & <b>Kim, Y-K.</b>	May 1995 - March 1996	Understanding the mall shoppers and their shopping behavior: The influence of demographic changes in the United States.	<i>International Council of Shopping Centers</i>	\$10,000
<b>Kim, Y-K.</b> & Kang, J. K.	May 1994 - March 1995	The shopping patterns of ethnic consumer groups in the United States.	<i>International Council of Shopping Centers</i>	\$10,000

### Research Grants – Internal

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**Authors**

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	<b>Date</b>	<b>Title</b>	<b>Agency</b>	<b>Funded Amount</b>
<b>Kim, Y-K.,</b> Jolly, L., Fairhurst, A., Salazar, J., & Park, W.	March 2004 - February 2005	Sustainable Tourism Development Strategies for Rural Areas Near a Gateway Community	<i>University of Tennessee, Professional Development Award</i>	\$5,000
<b>Kim, Y-K.,</b> Sullivan, P., & Forney, J.	September 2002 – August 2003	Lifestyle Shopping Center: A Retail Evolution of the 21 <sup>st</sup> Century	<i>University of North Texas, Research Opportunities Program</i>	\$4,500
<b>Kim, Y-K.</b>	August 2001 – August 2002	Multi-Channel Retailing: Impact on Retail Profitability and Consumers' Perceived Shopping Benefits and Costs	<i>University of North Texas, Research Opportunities Program</i>	\$3,000
Forney, J., & <b>Kim, Y-K.</b>	September 2000 - August 2001	Shopping mall branding: Its relationship to total shopping experience and cross-shopping	<i>University of North Texas, Research Opportunities Program</i>	\$3,500
<b>Kim, Y-K.</b>	September 2000 - August 2001	Internet versus mall shopping: Comparison in shopping benefits and costs	<i>University of North Texas, Research Opportunities Program</i>	\$2,500
<b>Kim, Y-K.</b>	June 2000 - February 2001	Experiential retailing: An interdisciplinary approach to success in domestic and international retailing	<i>University of North Texas, Enhancement Funded Research Grant</i>	\$5,000
<b>Kim, Y-K.</b>	September 1998 - August 1999	Role of entertainment in cross- shopping and in the revitalization of regional shopping centers	<i>University of North Texas, Research Opportunities Program</i>	\$2,500
<b>Kim, Y-K.</b>	September 1997 - August 1998	Social advertising: Impact on consumers' perception and purchase decision	<i>University of North Texas, Research Opportunities Program</i>	\$3,500
Kang, J. K. & <b>Kim, Y-K.</b>	January 1997 - May 1998	Developing a consumer shopping value scale and applying it as a market segmentation	<i>University of Wisconsin-Madison</i>	\$10,000
<b>Kim, Y-K.</b>	May 1997 - August 1997	Developing a consumer shopping value scale and applying it as a market segmentation	<i>University of North Texas</i>	\$750
<b>Kim, Y-K.</b>	September 1996 - August 1997	Impact of shopping efficiency on retail trends	<i>University of North Texas</i>	\$1,800
Kang, J. K. &	June 1994	Toward an understanding of	<i>Helen C. Dawe Fund,</i>	\$4,610

<b>Kim, Y-K.</b>	- May 1995	culturally diverse ethnic minority families in the U.S.: Comparison of purchase decision-making variables	<i>University of Wisconsin-Madison</i>	
<b>Kim, Y-K.</b>	October 1993 - August 1994	A comparison between professional women and professional men catalog shoppers: Profiles and segmentation	<i>University of North Texas</i>	\$1,800
<b>Kim, Y-K.</b>	October 1991 - May 1994	Segmentation and profiles of professional men catalog shoppers	<i>University of Wisconsin-Stout</i>	\$2,526

### III. Conference Presentations (\*poster presentation; all others are oral presentations):

*Presentations published in refereed journals are not listed.*

116. **Kim, Y-K.**, Hodges, N., Chang, J., Ha, S., Kang, J., Lee, Y-A., Reddy-Best, K., Zhao, L. (2023). Getting published in CTRJ: A conversation with the journal's editorial team. Special Topic session, *International Textile and Apparel Association*, Baltimore, MD, November 8-11.
115. Lee, Y., Ha, S., **Kim, Y-K.** (2023). What drives green apparel consumption? "We" beyond "I". *International Textile and Apparel Association*, Baltimore, MD, November 8-11.
114. Kim, I., Childs, M., Lee, B., **Kim, Y-K.** (2023). Does influencer authenticity make a difference in the effect of homophily on social media ad effectiveness? Cause affiliation as a moderator. *International Textile and Apparel Association*, Baltimore, MD, November 8-11.
113. \*Song, S., Jo, B., & **Kim, Y-K.** (2023). Measuring human-robot interaction (HRI) in fashion stores: Scale development using Item Response Theory (IRT). *International Textile and Apparel Association*, Baltimore, MD, November 8-11.
112. Childs, M., Lee, B., **Kim, Y-K.**, & Smith, S. (2022). Cause message in an Instagram post: Do disclosure and homophily matter on attitudes toward the sponsorship? *International Textile and Apparel Association*, Denver, CO, October 26-29.
111. Kim, I., Ki, C., & **Kim, Y-K.** (2022). Are virtual fashion influencers (VFIs) cool and eerie? Effects of VFIs' form- and behavioral-realism on consumer ambivalence. *International Textile and Apparel Association*, Denver, CO, October 26-29.
110. Fu, W., & **Kim, Y-K.** (2022). Consumer acceptance of lab-grown meat. *Academy of Business and Public Administration Disciplines*. Orlando, FL, January 2-5.
109. Frankel, S., Ha, S., & **Kim, Y-K.** (2021). Working together to reduce: An examination of environmentally conscious consumption. *International Textile and Apparel Association*, Virtual conference, November 3-6.
108. Childs, M., Smith, S., **Kim, Y-K.** (2021). The Interplay of cause and fit on consumer responses to an instagram post. *International Textile and Apparel Association*, Virtual conference, November 3-6.
107. Song, S., Bae, K., **Kim, Y-K.**, & Jo, B. (2021). Value Co-Creation and Co-Destruction Potentials in Adopting Humanoid Service Robots in Apparel Stores. *International Textile and Apparel Association*, Virtual conference, November 3-6.
106. Smith, S., Lee, B., **Kim, Y-K.**, & Childs, M. (2021). Effects of cause and disclosure on attitudes toward an instagram post: Does the influencer's race matter?, *International Textile and Apparel Association*, Virtual conference, November 3-6.

105. Ki, C., Park, S., & **Kim, Y-K.** (2020). Are consumers ‘inspired-by’ social media influencers and ‘inspired-to’ adopt them as social defaults? *Global Marketing Conference*, Seoul, South Korea, November 5-8.
104. Song, S., & **Kim, Y-K.** (2020). Should we be afraid of artificial intelligence? Consumer willingness to share personal information with fashion sales robots. *International Textile and Apparel Association*, Virtual conference, November 18-21.
103. Frankel, S., Ha, S., & **Kim, Y-K.** (2020). Working together to reduce: An examination of environmentally conscious consumption. *International Textile and Apparel Association*, Virtual conference, November 18-21.
102. Song, S., & **Kim, Y-K.** (2019). The moderating role of self-efficacy on the relationship between warmth arousal and effectiveness of green apparel advertising. *Regent’s University London and International Textile and Apparel Association Joint Conference*. London, United Kingdom, July 30-August 1.
101. **Kim, Y-K.**, Ha, S., & Park, S. (2019). Competitiveness among second-hand clothing stores: A network analysis. *Regent’s University London and International Textile and Apparel Association Joint Conference*. London, United Kingdom, July 30-August 1.
100. Kwon, T., Zaman, M., Song, S., & **Kim, Y-K.** (2019). Profiling thrift store shoppers with a decision tree predictive model. *Regent’s University London and International Textile and Apparel Association Joint Conference*. London, United Kingdom, July 30-August 1.
99. Zaman, M., **Kim, Y-K.**, & Park, S. (2018). Consumer orientations of second-hand shoppers by store type: A profile analysis. *International Textile and Apparel Association*, Cleveland, OH, November 6-9.
98. \*Frankel, S., Childs, M., & **Kim, Y-K.** (2018). Does tattooing lead to alternative hedonism? *International Textile and Apparel Association*, Cleveland, OH, November 6-9.
97. \*Bedford, S., & **Kim, Y-K.** (2018). Fast fashion shoppers: Do they participate in sustainable divestment? *International Textile and Apparel Association*, Cleveland, OH, November 6-9.
96. Smith, S., Ownby, M., **Kim, Y-K.** (2018). The rise of athleisure and its impact on lululemon. *International Textile and Apparel Association*, Cleveland, OH, November 6-9.
95. Kwon, T., **Kim, Y-K.**, & Park, S. (2018). A comparative analysis of second-hand clothing retailers. *International Textile and Apparel Association*, Cleveland, OH, November 6-9.
94. \***Kim, Y-K.**, Zaman, M., Ha, S., & Fairhurst, A. (2018). Competitive analyses for shoes retailers: A correspondence analysis. *International Textile and Apparel Association*, Cleveland, OH, November 6-9.
93. Jordan, K., Whaley, J., & **Kim, Y-K.** (2018). Economic impact of domestic medical tourism. *Southeast, Central & South American Federation--International CHRIE*. May 1-2, Knoxville, TN.
92. \*Ki, C., Kwon, T. H., & **Kim, Y-K.** (2017). Luxury fashion consumers: Comparing high and low guilt groups. *International Textile and Apparel Association*, St. Petersburg, FL, November 14-18.
91. Zaman, M., Kwon, T. H., Laemmerhirt, K., & **Kim, Y-K.** (2017). Profiling second-hand clothing shoppers with decision tree predictive model. *International Textile and Apparel Association*, St. Petersburg, FL, November 14-18.
90. Koo, W., & **Kim, Y-K.** (2017). A classification of online store atmospheric cues. *American Collegiate Retailing Association*. Bloomington, MN, March 29–April 1.
89. Kwon, H., Cho, E., & **Kim, Y-K.** (2016). Identifying sustainable style consumers with decision tree predictive model. *International Textile and Apparel Association*, Vancouver, British Columbia, Canada, November 8-11.
88. Song, S., & **Kim, Y-K.** (2016). Green apparel advertising: Does it need to move toward a product-led approach? *International Textile and Apparel Association*, Vancouver, British Columbia, Canada, November 8-11.

87. \*Hur, S., & **Kim, Y-K.** (2016). The role of clothing involvement in evaluating fair trade advertisements. *International Textile and Apparel Association*, Vancouver, British Columbia, Canada, November 8-11.
86. Yoon, D., **Kim, Y-K.**, Chen, R. (2016). The impacts of hotels' CSR marketing on consumers' responses and behavioral intentions. *Asia Pacific Tourism Association (APTA) Annual Conference*, Beijing, China, June 1-4.
85. Ki, C., & Kim Y-K. (2016). Values of cultural creatives: Drivers of Ethnic-inspired design consumption. *American Collegiate Retailing Association*. Bloomington, MN, March 29-April 1.
84. Song, S., Kwon, H., & **Kim, Y-K.** (2016). The socially responsible purchase and disposal (SRPD) scale: Gender-based differential item functioning. *American Collegiate Retailing Association*. New York, NY, April 13-16.
83. Hur, S., & **Kim, Y-K.** (2016). Fair trade advertisement strategies: Promotion-hope versus prevention hope? *American Collegiate Retailing Association*. New York, NY, April 13-16.
82. Song, S., **Kim, Y-K.** (2016). Qualitative comparative analysis (QCA) of ecological consumers: Multiple green intelligences. *American Collegiate Retailing Association*. New York, NY, April 13-16.
81. Huang, R., & **Kim, Y-K.** (2016). Process value, product value, and value experience in personalization. *American Collegiate Retailing Association*. New York, NY, April 13-16.
80. \*Song, S., Cho, E., Kwon, T. H., & **Kim, Y-K.** (2015). Clothing communication via social media: A decision tree predictive model. *International Textile and Apparel Association*, Santa Fe, New Mexico, November 10-14.
79. Kim, S., Whaley, J., & **Kim, Y-K.** (2015). A tipping model for restaurants. *World Conference on Hospitality, Tourism and Event Research (WHTER) & International Convention and Expo Summit (ICES)*. Seoul, South Korea, May 20-22.
78. Ki, C., & **Kim, Y-K.** (2015). Sustainable luxury consumption: Antecedents and outcomes. *American Collegiate Retailing Association*. Miami, FL, March 4-7.
77. Cho, E., Song, S., & **Kim, Y-K.** (2014). Social media opinion leadership on clothing communication: Personality and gender differences. *International Textile and Apparel Association*, Charlotte, NC, November 12-16.
76. Lim, C., Kim, S., & **Kim, Y-K.** (2014). Extended self-concept and brand-related responses in the sensory modality Context. *International Textile and Apparel Association*, Charlotte, NC, November 12-16.
75. Cho, E., Fu, W., Koo, W., & **Kim, Y-K.** (2014). Ethnic-inspired products: From the experiential consumption view. *International Textile and Apparel Association*, Charlotte, NC, November 12-16.
74. Atkins, K., Kumar, A., & **Kim, Y-K.** (2014). Segmentation of smart apparel shoppers. *American Collegiate Retailing Association*. Dallas, TX, March 26-29.
73. Kumar, A., Kim, Y., **Kim, Y-K.**, & Fairhurst, A. (2013). Consumers' face-saving value, gift-giving orientations, and resource spending. *American Collegiate Retailing Association*. Nashville, TN, March 20-23.
72. Bhardwaj, V., & **Kim, Y-K.** (2012). The effects of consumer orientations on purchase intention of counterfeit luxury brands. *American Marketing Association Retailing & Pricing SIG and the American Collegiate Retailing Association Triennial Conference*, Seattle, WA, April 18-21.
71. Koo, W., & **Kim, Y-K.** (2012). Impacts of store environmental cues on attitudes, love and loyalty: Assessing gender differential item functioning. *American Marketing Association Retailing & Pricing SIG and the American Collegiate Retailing Association Triennial Conference*, Seattle, WA, April 18-21.
70. Lim, C., & **Kim, Y-K.** (2011). Luxe-bargain shopping: Fairness perception and satisfaction. *The European Institute of Retailing and Services Studies (EIRASS)*. San Diego, CA, July 15-18.
69. Koo, W., **Kim, Y-K.**, & Cho, E. (2011). Effects of hedonic and utilitarian self-congruity on assessing

- online store design functions. *International Textile and Apparel Association-Korean Academy of Marketing Science Joint Symposium*, Seoul, South Korea, May 26-29.
68. Lim, C., & **Kim, Y-K.** (2014). Luxe-bargain shopping: Relationships among perceived values, satisfaction, and future intentions. In Dato-on M. (eds.). *The Sustainable Global Marketplace: Proceedings of the Academy of Marketing Science*, Springer, Cham. p. 337.
  67. Koo, W., **Kim, Y-K.**, & Cho, E. (2011). Effects of hedonic and utilitarian self-congruity on assessing online store design functions. *International Textile and Apparel Association-Korean Academy of Marketing Science Joint Symposium*. Seoul, South Korea, May 26-29.
  66. Kim, Y., Lee, M., & **Kim, Y-K.** (2010). A new shopper typology: Utilitarian and hedonic perspectives. *American Collegiate Retailing Association*. Orlando, FL, June 23-25, 2010.
  65. Jones, R., Fairhurst, A., Lyu, J., Runyan, R., & **Kim, Y-K.** (2010). Problem-based approach to expatriate success a qualitative investigation of international retail management. *American Collegiate Retailing Association*. Orlando, FL, June 23-25, 2010.
  64. Kim, H., **Kim, Y-K.**, Jolly, L., & Fairhurst, A. (2009). The role of love in satisfied customers' relationships with retailers. *Academy of Marketing Science/American Collegiate Retailing Association Triennial Conference*. New Orleans, LA, September 30-October 3, 2009.
  63. Bhardwaj, V., Kim, Y., & **Kim, Y-K.** (2009). Competitiveness of U.S. and local brands in the Indian market. *Academy of Marketing Science/American Collegiate Retailing Association Triennial Conference*. New Orleans, LA, September 30-October 3, 2009.
  62. Lim, C., Park, H., & **Kim, Y-K.** (2008). Segmenting TV home shoppers by shopping motivation. *International Textile and Apparel Association*, Schaumburg, IL, November 5-8.
  61. Park, H., Lim, C., & **Kim, Y-K.** (2008). TV home shopping: Factors affecting telepresence. *International Textile and Apparel Association*, Schaumburg, IL, November 5-8.
  60. Lee, M., **Kim, Y-K.**, & Kim, H. (2008). Segmenting online auction consumers. *American Collegiate Retailing Association*. Durango, CO, May 16-17.
  59. Smith, S., Kumar, A., Costello, C., & **Kim, Y-K.** (2008). Culinary tourism: The role of shopping on satisfaction and destination loyalty. *American Collegiate Retailing Association*. Durango, CO, May 16-17.
  58. Kim, H., **Kim, Y-K.**, Jolly, L., & Fairhurst, A. (2007). Satisfied customers' love toward retailers: A cross-product exploration. *Association for Consumer Research*, Memphis, TN, October 25-28.
  57. Lim, C., Yu, N., **Kim, Y-K.**, & Forney, J. (2007). Chinese consumers' perceptions toward U.S. and local brand: Consumer segmentation and profile analysis. *International Textile and Apparel Association*, Los Angeles, CA, November 7-10.
  56. Kim, H., **Kim, Y-K.**, Jolly, L., & Fairhurst, A. (2007). Customer love: Antecedents and outcomes. *International Textile and Apparel Association*, Los Angeles, CA, November 7-10.
  55. \*Forney, J., Kinley, T., & **Kim, Y-K.** (2007). Predictors of first-time and repeat tourist shoppers satisfaction. *International Textile and Apparel Association*, Los Angeles, CA, November 7-10.
  54. Hawley, J., Norum, P., Crutsinger, C., **Kim, Y-K.**, Shephard, A., & Pookulangara, S. (2007). Graduate studies: From backpack to briefcase. *International Textile and Apparel Association*, Los Angeles, CA, November 7-10.
  53. Lee, M., & **Kim, Y-K.** (2007). A cross-cultural brand analysis: Comparison between global and local brands. *Academy of Marketing Science Annual Conference*, Coral Gables, FL., May 23-26.
  52. Atkins, K., & **Kim, Y-K.** (2007). Conceptual development of the "smart shopping" construct. *American Collegiate Retailing Association*, Chicago, IL., April 12-15.
  51. Kim, H., **Kim, Y-K.**, Jolly, L., & Fairhurst, A. (2007). Falling in love with a store: A satisfied customer typology. *American Collegiate Retailing Association*, Chicago, IL., April 12-15.
  50. Kumar, A., & **Kim, Y-K.** (2007). Gap analysis in a multi-channel retail environment. *American Collegiate Retailing Association*, New York, January 13-15.
  49. Lee, M., Fairhurst, A., & **Kim, Y-K.** (2007). "The games e-tailers play": A game theory approach for solving e-tailing problem. *American Collegiate Retailing Association*, New York, January 13-

- 15.
48. Kim, H., & **Kim, Y-K.** (2006). Retail advertising receptivity and desired shopping value perceptions: A contingency approach. *International Textile and Apparel Association*, San Antonio, TX, November 1-4.
47. Atkins, K., Lee, M., & **Kim, Y-K.** (2006). Virtual communities as an information source: Implications for clothing retailers. *International Textile and Apparel Association*, San Antonio, TX, November 1-4.
46. Knight, D., Kim, E., Pelton, L., & **Kim, Y-K.** (2006). Generation Y consumers' perceptions of a U.S. apparel brand: A Japanese perspective. *International Textile and Apparel Association*, San Antonio, TX, November 1-4.
45. Knight, D., Kim, E., Pelton, L. **Kim, Y-K.** (2006). Generation Y consumers' perceptions of a U.S. apparel brand: A Japanese perspective. *Academy of Marketing Science/Korean Academy of Marketing Science Cultural Perspectives in Marketing Conference*, July 12-15, Seoul, Korea.
44. Yang, K., Jolly, L., & **Kim, Y-K.** (2006). Conceptualizing consumer value on channel choice of Internet versus bricks and mortar: Moderating roles of internet usage and product type. *American Collegiate Retailing Association*, Fayetteville/Bentonville, Arkansas. April 6-8.
43. Archana, K., Lee, H., & **Kim, Y-K.** (2006). Factors affecting Indian consumers' brand loyalty toward a U.S. retail brand versus a local brand. *American Collegiate Retailing Association*, Fayetteville/Bentonville, Arkansas. April 6-8.
42. Kim, H., & **Kim, Y-K.** (2006). Shopping enjoyment propensity: Its influence on store shopping modes, hedonic shopping value, and re-patronage intention. *American Collegiate Retailing Association*, Fayetteville/Bentonville, Arkansas. April 6-8.
41. Bolat, S., Fairhurst, A. E., **Kim, Y-K.**, & Solak, S. (2006). Ph.D. students' value perceptions of their education: An application of means-end chain model. *Academy of Marketing Science*, San Antonio, TX, May 24-27, 2006.
40. Lee, M., & **Kim, Y-K.** (2005). Competitive analyses among big-box retailers for home improvement/furnishings. *International Textile and Apparel Association*, Alexandria VA, November 1-6.
39. Kim, H., & **Kim, Y-K.**, Jolly, L. (2005). Customer value, switching costs, retail preference, and E-loyalty: A structural modeling approach. *International Textile and Apparel Association*, Alexandria VA, November 1-6.
38. Kim, H., & **Kim, Y-K.** (2005). Escapism, consumer lock-in, attitude, and purchase: An illustration from an online shopping context. *American Collegiate Retailing Association*, Philadelphia, PA, April 14-17.
37. Kim, E., **Kim, Y-K.**, Pelton, L., Knight, D., & Forney, J. (2004). Determinants of apparel brand equity for Y-Generation consumers. *International Textile and Apparel Association*, Portland, OR, November 3-8.
36. Kim, H., & **Kim, Y-K.** (2004). Mall shopping motivations: Generation and ethnicity. *International Textile and Apparel Association*, Portland, OR, November 3-8.
35. **Kim, Y-K.**, Sullivan, P., Forney, J., & Kim, H. (2004). Concept merchandising: Integration of people, planet, and profit. *International Textile and Apparel Association*, Portland, OR, November 3-8.
34. Josiam, B.M., Kinley T.R., & **Kim, Y-K.** (2004). Using the involvement construct to segment the tourist shopper. *Second Asia Pacific Council on Hotel, Restaurant, & Institutional Educators (CHRIE) Conference*. Phuket, Thailand, May 2004.
33. **Kim, Y-K.**, Park, H., Kang, J. K. (2004). The relationship among healthiness, family and social interaction, loneliness, mall shopping motivation and mall consumption of older consumers. *American Collegiate Retailing Association*, Orlando, FL, June 24-26.
32. **Kim, Y-K.**, Kim, H., Park, S., Kinley, T., & Forney, J. (2004). Effects of travel motivations of the perceived importance of tourist-destination shopping center attributes. *American Collegiate Retailing Association*, Orlando, FL, June 24-26.

31. \*Josiam, B.M., Kinley T., & **Kim, Y-K.** (2003). Involvement and the tourist shopper. *The Annual Conference of the International Society of Travel & Tourism Educators*. Providence, RI, October 2003.
30. Kim, H., Pelton, L., **Kim, Y-K.**, Knight, D., & Forney, J. (2003). Perceptions toward U.S. apparel brands: A qualitative analysis of Japanese, Korean, and Taiwanese college students. *International Textile and Apparel Association*, Savannah, GA, November 8-11.
29. Dickson, M., Littrell, M., **Kim, Y-K.**, Hawley, J. Sullivan, P., Forney, J., Norum, P., Sontag, S., Hiller, K., & Crown, B. (2003). Sustainable development and educators for socially responsible apparel business. *International Textile and Apparel Association*, Savannah, GA, November 8-11.
28. Kim, H., Sullivan, P., & **Kim, Y-K.** (2003). Concept merchandising case study: The world of shopping wonder at The Forum Shops. *12th International Conference on Research in the Distributive Trades Conference Proceedings (on CD)*, European Association of Education and Research in Commercial Distribution (EAERCD), Paris, France, July 2-4.
27. **Kim, Y-K.**, & Kim, H. (2002). Gift-giving motivations and gift attributes: A comparison between Americans and Korean-Americans. *International Textile and Apparel Association*, New York, August 7-10.
26. Choi, Y., Kim, E., & **Kim, Y-K.** (2002). Fishbein model testing for American and Korean online consumers. *International Textile and Apparel Association*, New York, August 7-10.
25. \*Kinley, T., **Kim, Y-K.**, & Forney, J. (2002). Shopping on vacation: Tourist perspectives. *American Association for Family and Consumer Sciences*, Dallas, TX, July 1-2.
24. Pruekpairjkul, J., Sanchez, M., & **Kim, Y-K.** (2002). Comparison of mall shopping behavior between tourists and non-tourists. *First Asian Pacific Forum for Graduate Students' Research in Tourism*. Macau, Hong Kong, May 22.
23. Kim, E., **Kim, Y-K.**, & Sullivan, P. (2002). Online product category management: Its relationship to perceived online shopping benefits. *American Collegiate Retailing Association*. New York, NY, January 13.
22. Crutsinger, C., Brandon, L., Forney, J., Jackson, R., **Kim, Y-K.**, Kinley, T., & Sullivan, P. (2001). Encountering corporate cultures, making industry connections. *International Textile and Apparel Association*, Kansas City, MO, November 8-11.
21. Kang, J. K., & **Kim, Y-K.** Developing a measurement of consumer shopping value and applying it as a market segmentation tool. (2001). *American Collegiate Retailing Association*, Birmingham, AL, March 21-24.
20. Knight, D., Brandon, L., Crutsinger, C., Forney, J., Hawley, J., **Kim, Y-K.**, Kinley, T., & Lee, D. (2000). Campus catalog: Developing an experiential merchandising laboratory model. *International Textile and Apparel Association*, Cincinnati, OH, November 8-11.
19. **Kim, Y-K.**, Kumar, S., & Kang, J. K. (1999). Teenagers' shopping motivations and loneliness. *International Textile and Apparel Association*, Santa Fe, NM, November 10-13.
18. Kim, Y., **Kim, Y-K.**, & Kang, J. K. (1999). Generational differences in evaluation of shopping malls. *International Textile and Apparel Association*, Santa Fe, NM, November 10-13.
17. Han, S., **Kim, Y-K.**, & Kang, J. K. (1999). Perceived shopping value by ethnicity and gender. *International Textile and Apparel Association*, Santa Fe, NM, November 10-13.
16. Brandon, L., Crutsinger, C., Forney, J., Hawley, J., **Kim, Y-K.**, Kinley, T., & Knight, D. (1999). Making virtual connections: Graduate program delivery via the Web. *International Textile and Apparel Association*, Santa Fe, NM, November 10-13.
15. **Kim, Y-K.**, & Han, S. (1998). Perceived image of stores and brands: Comparison among three ethnic consumer groups. *International Textile and Apparel Association*, Dallas, TX, November 18-21.
14. Park, J., **Kim, Y-K.**, & Kim, Y. (1998). Impact of social advertising on consumer response. *International Textile and Apparel Association*, Dallas, TX, November 18-21.

13. Aoyama, Y., **Kim, Y-K.**, & Kang, J. K. (1998). Comparison in shopping patterns among three cultural groups: Japanese, Japanese-Americans, and White-Americans. *International Textile and Apparel Association*, Dallas, TX, November 18-21.
12. Forney, J. C., Crutsinger, C., **Kim, Y-K.**, Knight, D., Brandon, L., & Pate, S. (1998). Crossing fashion boundaries between apparel and home furnishings. *International Textile and Apparel Association*. Dallas, TX, November 18-21.
11. Kang, J. K., **Kim, Y-K.**, & Ryoo, M. (1997). Shopping motivations of elderly consumers. *International Textile and Apparel Association*. Knoxville, TN, November 12-15.
10. **Kim, Y-K.**, & Kang, J. K. (1997). The effects of ethnicity and product on store image. *The Academy of Marketing Science and The American Collegiate Retailing Association Triennial Conference*, St. Louis, MO, November 1-3.
9. Kang, J. K., & **Kim, Y-K.** Impact of ethnicity and acculturation on Asian-American market segmentation strategies. (1997). *1997 Summer Marketing Educators' Conference of American Marketing Association*. Chicago, IL., August 1-4.
8. Knight, D. K., Forney, J., & **Kim, Y-K.** (1996). Service quality and small apparel specialty store: Perceptions of female consumers. *International Textile and Apparel Association*. Banff, Alberta, Canada, August 1-4.
7. **Kim, Y-K.**, & Kang, J. K. (1996). The effects of ethnicity and product on informational influence. *American Collegiate Retailing Association*. New Orleans, LA, April 17-20.
6. **Kim, Y-K.**, & Kang, J. K. (1995). The shopping patterns of ethnic consumer groups: Comparison of Anglo Americans, African Americans and Hispanic Americans. *International Textile and Apparel Association*. Pasadena, CA, October 18-21.
5. **Kim, Y-K.**, Rhee, E. Y., Rhee, E. J., & Park, C. W. (1995). Retailing without stores: Present realities and future prospects for internationalization. *Korean Marketing Association/American Marketing Association*, Seoul, Korea, May 14-17.
4. Forney, J., Arnold, A., **Kim, Y-K.**, & Fortenberry, S. (1995). Managing the differences-How to benefit from the economic and cultural integration of North America, *The Texas Association of Family and Consumer Sciences*. San Antonio, TX, March 2.
3. Forney, J., Arnold, E., & **Kim, Y-K.** (1994). The impact of NAFTA: Texas as a case study. *International Textile and Apparel Association*. Special session. Minneapolis, MN, October 20-22.
2. **Kim, Y-K.** (1994). Catalog user segments of professional men. *American Collegiate Retailing Association*. Atlanta, GA, April 13-17.
1. **Kim, Y-K.**, McEnally, M., & Feather, B. L. (1992). The influence of personal characteristics, benefits sought and purchase rates measures on segmentation of the professional women's catalog user market. *The Atlantic Marketing Association, 8th Annual Conference*, Greensboro, NC, October 7-10.

#### IV. Research Professional Development:

Research Transparency and Methodological Rigor in the Treatment of Race, Ethnicity, and Culture.

*University of Tennessee*, February 22, 2024

R program. *University of Tennessee*, April 28, 2014.

Access. *University of Tennessee*, 2008

Applied Marketing Research. *American Marketing Association*, San Antonio, September 25-27, 2000.

Tourism: What Does It Mean for Retailing Spending? *International Council of Shopping Centers*, San Diego, CA, November 15-16, 1999.

Creating Customer Excitement. *17<sup>th</sup> Annual Fall Retailing Symposium, Texas A & M University*, Dallas, TX, October 16-17, 1999.

Maverick Retailing. *15<sup>th</sup> Annual Fall Retailing Symposium, Texas A & M University*, Dallas, TX, October 23-24, 1997.

One World, One Market. *1997 Global Retailing Symposium, Southwest Retail Center for Education and Research, The University of Arizona, Tucson, AZ, March 6-7, 1997.*

Electronic Marketing and the Consumer. *University of Texas & IC<sup>2</sup> Institute. October 2-3, 1996.*

Retailing with Future. *13<sup>th</sup> Annual Fall Retailing Symposium, Texas A & M University, Dallas, TX, October 12-13, 1995.*

Mapping: Turning Information into Answers. *American Demographics and Strategic Mapping, Inc., Dallas, TX, September 29, 1995.*

Marketing Seminar: Tools and Techniques of Data Analysis. *The Burke Institute, Cincinnati, OH, August 16-19, 1994*

## SERVICE

### I. Service to the University

#### *University of Tennessee*

##### **University Committee**

Commission for Disability: 2021-present

IRB Board: Spring 2018

Graduate Council, proxy: 2012-2013

Runway of Dreams student club, faculty advisor, 2020-present

##### **College Committee**

Workload Equity Committee: 2021-2023

Reimagining Committee: Spring 2023

Promotion and Tenure Committee: 2005-2008, 2019-present (chair: 2020-2021)

SACS Assessment Committee: 2021 (September 15-October 31)

Enhanced Post-Tenure Performance Review Committee: 2021

Diversity, Equity, and Inclusion Committee: 2017-2021

Distance Learning: 2019-present

Mentor Council: 2013-present

Graduate Curricular Review Committee: 2008-2011

College Senate: 2004-2007; 2014-2017

Faculty Awards Committee: 2004-2005; 2006-2007

##### *Others*

Panelist on seminar (“Enhancing Your Scholarship”): April 12, 2018

Panelist on “National Recognition”: April 22, 2022

##### **Department Committee**

Promotion and Tenure Committee, 2003-present (Chair, 2006-2009, 2019-present)

RHTM By-Law Committee: 2023

Master Program Development Committee: Spring 2021-present

Graduate Program Committee: 2004-present

Search Committee for Department Head: 2021

Consultant to Department Head: July 2020-July 2021

Dept. Review Chair of IRB: 2016-2020  
 Director of Graduate Studies: 2012-2016  
 Search Committee Chair for Lodging faculty: 2013-2014  
 Search Committee for Department Head: 2013  
 Search Committee for Hotel, Restaurant, and Tourism Management Faculty: 2012-2013  
 Synergies in Merchandising and Hospitality Programs: A Workshop to Share Best Practices in  
 Teaching, Research, and Service (Program chair, June 15-17, 2008)  
 Library Representative: 2004-2007  
 Mentor for Dr. Sejin Ha: 2013-2016  
 Mentor for Dr. Michelle Childs: 2015-2021  
 Mentor for Dr. Jeremy Whaley: 2015-2020  
 Mentor for Dr. James Williams: 2015-2020  
 Mentor for Dr. Dan Jin: 2022-present (co-mentor)

#### **Program Committee**

RMM Program Committee: ongoing  
 Search Committee, Chair: 2004-2005  
 Search Committee: 2007-2008; 2012-2013, 2014-2015

#### ***University of North Texas***

##### **University Committee**

Search Committee for Vice Provost for Research: 2001  
 Search Committee for the Dean of School of Merchandising and Hospitality Management:  
 2000  
 Faculty Research Committee: 1996-2003  
 Faculty Awards Committee: 1998-2003 (Chair, 2001-2002)  
 International Education Committee: 1998-2003  
 Korean Students' Association, Advisor: 1993-2003  
 Korean Campus Crusade for Christ, Advisor: 1993-2003  
 Visiting Lecture Committee: 1995-1997

##### **School Committee**

Graduate Program Committee: 1995-present (Chair, 1999-2003)  
 International Student Advisor: 1997-2003  
 Distributed Learning Committee: 1998-2003  
 International Partnership Committee: 1999-2003  
 Technology Committee: 1998-2003  
 Executive-In-Residence Committee: 1994-1996 (Chair, 1995-1996)  
 Executive Committee: 1997-1999  
 Alumni Newsletter Committee: 1993-1994  
 Salute to Asian Students, Coordinator: August 29, 1996

#### ***University of Wisconsin-Stout***

##### **University Committee**

Admissions & Credit Appeals Committee: 1992-1993  
 By-laws Committee: 1992-1993

##### **School Committee**

Scholarship Committee: 1991-1993  
 Graduate Program Committee: 1991-1993

**Department Committee**

Social Committee: 1991-1993  
 Retail Direction (student club), Advisor: 1991-1993  
 Publicity Committee: 1993

**II. Service to the Discipline**

**Vice President for Scholarship**

*International Textile and Apparel Association* (Jan 2017-Dec 2019)

**Editor/Reviewer in Professional Organizations:**

**Editor**

*Clothing and Textiles Research Journal* (2020- )

- Editor-in-Chief

*Sustainability* (2021)

- Co-guest editor for a special issue on “Sustainable business models: Implications for consumer marketing”

*Journal of Marketing Channels* (2003-2004)

- Co-guest editor for a special issue on “Marketing and Merchandising Channels for Apparel Products”

*Journal of Vacation Marketing* (2003-2004)

- Co-guest editor for a special issue on “Tourist Shopping”

**Associate Editor**

*Clothing and Textiles Research Journal* (2019-2020)

- Consumer Behavior/Merchandising and Retailing/Social Psychology

*Clothing and Textiles Research Journal* (2004-2014)

- International Business & Industry Research area
- Served as a panelist at the workshop “Reviewing and Authoring Academic Manuscripts” at *International Textile and Apparel Association* annual conference, November 2, 2005.

**Editorial Board**

*Family and Consumer Sciences Research Journal* (2016-present)

*Fashion & Textiles* (2018-2019)

*Journal of Global Fashion Marketing* (2009-present)

*Clothing and Textiles Research Journal* (1999-2015)

*Journal of Family and Consumer Sciences* (1998-2007)

**Reviewer**

*Clothing and Textiles Research Journal* (2014-2019)

**Ad Hoc Journal Reviewer**

*Asia Pacific Journal of Marketing and Logistics* (2008)

*European Journal of Marketing* (2006)

*Family and Consumer Science Research Journal* (2009)

*International Hospitality Review* (2019)

*International Journal of Design* (2013)  
*International Journal of Retail and Distribution Management* (2019)  
*International Review of Retail, Distribution and Consumer Research* (2008)  
*Journal of Advertising* (2011, 2015)  
*Journal of Business Research* (2009, 2014, 2016)  
*Journal of Consumer Psychology* (2012-2014)  
*Journal of Marketing Channels* (2003)  
*Journal of Product and Brand Management* (2015)  
*Journal of Retailing and Consumer Services* (2009, 2016, 2017, 2018, 2019, 2021, 2022)

#### **Proceedings/Conference Paper Reviewer**

*Academy of Marketing Science Conference* (2002). Sanibel Island, FL, May 29-June 1.  
*Asian Consumer and Family Economics Association* (2001).  
*Best Doctoral Dissertation Award, American Collegiate Retailing Association.* (2008). Durango, CO, May 16-17.  
*International Textile and Apparel Association* (1996, 2004). Annual Conference Research Papers.  
*International Textile and Apparel Association Monograph abstracts* (1996-1997)  
*Proceedings of Academy of Marketing Science/American Collegiate Retailing Association* (1997),  
*Retailing Conference, Vol. 8, November 1-3, St. Louis, MO.*  
*Proceedings of American Collegiate Retailing Association.* (2010). Orlando, FL, June 23-25.  
 2002 Markets & Trade Program, *National Research Initiative Competitive Grant Program (NRICGP), United States Department of Agriculture*

#### **Panelist/Chair in Professional Organizations:**

##### **Panelist (Invited)**

Meet the Editors. *Global Fashion Management Conference/Korean Scholars of Marketing Science*, November 6, 2021. Seoul, South Korea  
 Research Forum: Women Leadership in Research. *Southeast, Central & South American Federation--International CHRIE*. May 1-2, 2018, Knoxville, TN.  
 Future of Retailing as a Distinguished Alumnus. Innovation and Leadership: Celebrating 100 years of Excellence and Teaching, *University of North Carolina-Greensboro*. September 28-30, 2017.  
 Research Workshop for Young Scholars: Writing and Reviewing for Peer-Reviewed Journals. *American Collegiate Retailing Association*. March 29-April 1, 2017.

##### **Co-Chair for Conference**

*American Collegiate Retailing Association Conference*, Nashville, TN, March 20-23, 2013.

##### **Track Chair**

Track Chair of Retail Pedagogy. *American Marketing Association/American Collegiate Retailing Association Triennial Conference*. Minneapolis, MN, March 29-April 1, 2017.  
 Track Chair of Atmospherics, Branding, and Pricing. *American Marketing Association/American Collegiate Retailing Association Triennial Conference*. Seattle, WA, April 18-21, 2012.  
 Track Chair of Retailing. *Academy of Marketing Science (AMS) Multicultural Marketing Conference*, Seoul, South Korea, July 12-15, 2006.

##### **Session Chair & Facilitator**

Presider (session: Merchandising/Marketing/Retailing I: Management Analysis of Retail

Dynamics): *International Textile and Apparel Association*, Alexandria, VA, November 1-6, 2005.

Session Chair of *Fifth Triennial Academy of Marketing Science/American Collegiate Retailing Association Retailing Conference*, St. Louis, MO, November 1-3, 1997.

President: *International Textile and Apparel Association*, 2007, 2006, 1995.

### **Invited Panel Presentation at Professional Conference:**

Ethnic marketing: The quest for practical solutions. *International Council of Shopping Centers*, San Diego, CA, November 6, 1995.

### **Invited Presentations to Universities and Industry:**

“Retail Trends”

NRFSA (National Retail Federation Student Association), UTK, November 29, 2023

“Research Trends in Fashion Merchandising”

Chungnam National University, Daejeon, South Korea, February 24, 2021

“Creating Emotional Consumer Experiences”

Seoul National University, Seoul, South Korea, September 27, 2019

“Experiential Consumer Marketing”

Chungnam National University, Daejeon, South Korea, May 31, 2017

Hanyang University, Seoul, South Korea, July 11, 2017

“Social Media: Consumer Behavior and Retail Implications”

Chungbuk National University, Seoul, South Korea, May 31, 2011.

“How to Increase SSCI Journal Publications”

Korea University, Seoul, South Korea, June 2, 2017

Ewha Women’s University, Seoul, South Korea, June 14, 2017

Chungang University, Seoul, Korea, June 16, 2017

Chungnam National University, Daejeon, South Korea, June 3, 2011.

Seoul National University, Seoul, South Korea, June 10, 2011.

“Branding”

*Seoul National University*, Branding: Future Research, Seoul, South Korea, June 2010.

*Chungnam University*, Branding: Creating Consumer Experience, Daejeon, South Korea, May 2010.

*Kyunghee University*, Branding: Creating Consumer Experience, Seoul, South Korea, June 2010.

*Chungbuk National University*, Branding: Creating Consumer Experience, Cheongju, South Korea, June 2010.

*Korea Fashion & Costume Design Association*, Branding: From Design to the Consumer. Seoul, South Korea, June 2010.

“Experiential Retailing”

*Chungnam University*, Daejeon, South Korea, June 2006.

*Kyunghee University*, Seoul, South Korea, June 2006.

*Hanyang University*, Seoul, South Korea, June 2006.

*Seoul National University*, Seoul, South Korea, June 2006.

“Consumer and Retailing Trends 2000+”

*Seoul National University*, Seoul, South Korea, May, 2000.

*Hanyang University*, Seoul, South Korea, May, 2000.

*Yonsei University*, Seoul, South Korea, May, 2000.

*Chungnam University*, Daejeon, South Korea, May, 2000.

“Getting Grants and Publications”

Tapestry (second cultural retreat of faculty, staff and students), Office of Equity and Diversity, *University of North Texas*, Tapestry, Garrett Creek Ranch, Denton, TX, September 19, 1998.

“Experience as a Minority Faculty and a Minority Student”

Tapestry (second cultural retreat of faculty, staff and students), Office of Equity and Diversity, *University of North Texas*, Tapestry, Garrett Creek Ranch, Denton, TX, September 18, 1998.

“Speech for Distinguished Service to International Education”

*University of North Texas*, Denton, TX, April 7, 1998.

“How to Adjust to UNT and the United States”

Orientation for International Students, *University of North Texas*, Denton, TX, August 28, 1997.

“Asian-Americans”

Department of Sociology, School of Arts and Sciences, *University of North Texas*, Denton, TX, April 8, 1997.

“Clothing Catalog Usage among Professionals”

Division of Merchandising, School of Merchandising and Hospitality Management, *University of North Texas*, Denton, TX, November 12, 1996.

“Catalog Retailing to Japan”

School of Merchandising and Hospitality Management, *University of North Texas*, Denton, TX, October 21, 1996.

“International Retailing: Korea”

School of Merchandising and Hospitality Management, *University of North Texas*, Denton, TX, November 21, 1994.

“Competing Through Better Merchandising

*US Pro Tennis Association Texas Division Annual Convention*. Dallas, TX, February 11, 1994.

### **External Reviewer for Tenure and Promotion:**

1 in 2022

1 in 2020

2 in 2017

2 in 2016

2 in 2015

1 in 2014

1 in 2013

1 in 2010

3 in 2009

1 in 2008

### **Advisory Board**

Department of Human Sciences, *Tennessee State University*, Nashville, TN: 2018-present

### **Membership in Professional Organizations:**

International Textile and Apparel Association (ITAA): 1991-present

Korean Society of Clothing and Textiles (KSCT): 2021-present

American Collegiate Retailing Association (ACRA): 1992-present

Academy of Marketing Science (AMS): 2005-2008

Association for Consumer Research (ACR): 1995-2002

American Association of Family and Consumer Sciences (AAFCS): 1991-2005

AAFCS State Associations:

- Tennessee Association of Family and Consumer Services: 2003- 2005
- Texas Association of Family and Consumer Sciences: 1993-2003
- Wisconsin Home Economics Association: 1991-1993

Phi Beta Delta (Honor Society for International Scholars): 1998-present

American Marketing Association (AMA): 1995-2002

American Academy of Advertising (AAA): 1994-1998

### III. Service to the Community

- Volunteer at Habit for Humanity, Knoxville. June 2022–present
- Disaster Recovery Project: After the Fire. Gatlinburg, TN. 2017

This project is an outreach effort to small businesses (e.g., retail shops, restaurants, other small retail businesses) in Gatlinburg, TN, who were affected by the wildfire that occurred in November-December 2016. In collaboration with Drs. Ha, Childs, and Fairhurst, we want to outreach the community by addressing the recovery need in collaboration with the stakeholders such as Department of Commerce and Gatlinburg Convention and Visitors Bureau. The major goal was to identify the challenges that small businesses face following the wildfire and develop short-term and long-term recovery plans.

- Medical Tourism: Provision Proton Therapy Center, Knoxville, TN. 2016-2018

Jeremy Whaley, Kenny Jordan, and I conducted a study with one of Knoxville's rapidly growing medical institutions, Provision Proton Therapy Centers. The purpose of the study was to assess the economic impacts of the patients, their family, and their friends, who travel to Knoxville to receive medical treatment at the center. We conducted focus group interviews with Proton personnel and former patients and surveyed patient's family/friends. The report was presented to the institution.