

Jewon Jay Lyu, Ph.D.

Assistant Professor, Textiles, Merchandising and Interiors
 College of Family and Consumer Sciences,
 The University of Georgia, Athens, USA
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EDUCATION

2008 -2012	Ph.D. The University of Tennessee , Knoxville, TN Major: Retailing and Consumer Science Cognitive Area: Marketing & Applied Statistics Dissertation Title: <i>“The Role of Sense of Community in Brand Social Networking Sites”</i>
2007-2008	M.A. The University of Florida , Gainesville, FL Major: International Business Master Project: <i>“The Success Story of Starwood Hotel and Resort: A Case Analysis”</i> Concentration/Certification: Tourism Management, 2008
2001-2006	B.S. Chung-Ang University , Seoul, South Korea Major: Business Administration Concentration: International Trade Minor: Secondary Education Honors/Awards: Dean’s List, 2005-2006, Two Honor Scholarships, Secondary Education Teacher License

AREAS OF RESEARCH AND TEACHING

Consumer behavior in the context of:

- Human-Computer-Interaction in retailing
- Retail innovation and advanced communication technology in retailing
- Customer experience management in omni-channel retailing environment
- Business analytics in relation to e/m/social-commerce

PROFESSIONAL EMPLOYMENT

Assistant Professor , The University of Georgia	2019 -Present
Assistant Professor , Kent State University	2016- 2018
Lecturer , Tennessee Technological University	2014-2016
Assistant Manager , Seung Chang Autotech, Inc. – Hyundai Supplier	2012-2014
Instructor , University of Tennessee- Knoxville	Spring 2011
Graduate Teaching Assistant , University of Tennessee-Knoxville	2008-2012

GRANT ACTIVITIES

External Grants

2020	Lyu, J. and Han, J.H. A New Way to Shop: Collective Consumerism through the Facebook Marketplace. Facebook, Inc. Unfunded . \$88,226.75 9 (PI)
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- 2018 Krifa, M., and **Lyu, J.** Cotton and Social Media: Perceptions versus Scientific Evidence. Cotton Incorporated, Inc. **Funded.** \$21,640 (Collaborator: 10%).

Internal Grants

- 2019 **Lyu, J.** and Seock, Y.K. Glory, glory to GEORGIA: Connecting Dots Through a Capstone Course. *Experiential Learning Grant Proposal.* **Withdrawal.** \$24,418
- Lyu, J. and Seock, Y.K. GLORY, GLORY TO G-E-O-R-G-A (GO, EXPERIENCE, ORGANIZE, REFLECT, GENERATE, INTERPRET, APPLY): CONNECTING DOTS THROUGH A CAPSTONE COURSE. Sweaney Innovation Fund. **Unfunded.** \$4,428
- 2017 **Lyu, J.** Cultivating Global Competitiveness with Cutting-Edge Knowledge on Data Analytics in Omni-Channel Environment: Redesign FDM 40270 Fashion Marketing. *Summer Teaching Development Grant.* **Funded.** \$9,000.

RESEARCH AND CREATIVE ACTIVITY

Refereed Journal Publications

- 2020 Cuevas, L., **Lyu, J.**, and Lim, H.J. (Accepted). Instagram Social Search: Can Browsers Become Shoppers? *Journal of Research in Interactive Marketing.*
- Lyu, J.** and Kim, J. (2020). Antecedents of Social Media-Induced Retail Commerce Activities: Impact of Brand-consumer Relationships and Psychological Sense of Community. *Journal of Interactive Advertising*, 20(2), 119-132, DOI: 10.1080/15252019.2020.1769513
- Hur, S.E., Lim, H.J., and **Lyu, J.** (2020). “I” or “She/he”? The effects of visual perspective on consumers’ evaluation of brands’ social media marketing: From imagery fluency perspective, *Journal of Global Fashion Marketing*, 11(1), 1-17, DOI: <https://doi.org/10.1080/20932685.2019.1675526>
- 2019 Lee, H.J., and **Lyu, J.** (2019). Exploring factors which motivates older consumers’ self-service technologies (SSTs) adoption, *The International Review of Retail, Distribution and Consumer Research*, 1-22, DOI: 10.1080/09593969.2019.1575261
- 2018 **Lyu, J.**, and Lim, H.J (2018). The role of a sense of community in brand online social networking, *International Journal of Web Based Communities*, 14(2), 149-171, <https://doi.org/10.1504/IJWBC.2018.092416>
- Lyu, J.**, Hahn, K., and Sadachar, A. (2018). Understanding Millennial Consumer’s Adoption of 3D printed Fashion Products by Exploring Personal Values and Innovativeness, *Fashion and Textiles*, 5 (11), 2-24. <https://doi.org/10.1186/s40691-017-0119-8>
- 2016 Lee, H.J., and **Lyu, J.** (2016). Personal values as determinants of intentions to use self-service technology in retailing, *Computers in Human Behavior*, 60, 322-332. <https://doi.org/10.1016/j.chb.2016.02.051>

- 2014 Jones, R., **Lyu, J.**, Kim, YK, Runyan, R., Fairhurst, A., and Jolly, L. (2014). Cross Cultural Consensus: Development of the Universal Leadership Model, *International Journal of Retail & Distribution Management*, 42 (4), 140-166. <https://doi.org/10.1108/IJRDM-09-2012-0078>

Invited Journal Publications

- 2010 **Lyu, J.**, Runyan, R. (2010). Success in International Operations: the Key is Knowledge Sharing. *Advances in Management*, 3(7), 1-2.

Publications Under Review

- 2020 Brewster, M., **Lyu, J.**, and Han, J.H. (under review). Niche or reach? Examining the parasocial relationships of nano-, micro-, and macro-influencers and their impact on consumers' behavioral intention. *International Journal of Advertising special issue*.
- Lim, H. J., Childs, M., Cuevas, L., and **Lyu, J.** (2nd revision). Impact of Social Value Orientation and Content Types in Luxury Brand Social Media Communication. *Journal of Fashion Marketing and Management*.
- Lyu, J.** and Kim-Vick, J. (under review). Impact of social media use motives and exposure of brand via SPMs on consumer retail choice intention in the harmonized retail environment. *Journal of Retailing and Consumer Services*
- Lyu, J.**, Hahn, K. and Lee, H.J. (under review). Consumer innovativeness, perceived security risk and performance expectancy as determinants of attitude and intention to purchase 3d printed fashion products. *Journal of Fashion Marketing and Management*.

Manuscripts In Progress

- Hogans, K., **Lyu, J.**, and Han, J.H. What's the price? Athlete uniforms and identity on student-athlete mental health. [Target to submit *Family and Consumer Science Research Journal*]
- Shafiqul, I. and **Lyu, J.** How to promote effective retrieval mathematics for students? Insights from mixed pedagogical approach. [Manuscript is complete. Plan to submit *International Journal of Fashion Design, Technology and Education*]
- Lyu, J.**, Copeland, C., and Han, J.H. Do Celebrity Presence Really a Matter for Consumers on Instagram? [Manuscript completion stage]
- Covington, S., **Lyu, J.**, and Han, J. A Preliminary Study: CSR Advertising, Mere Exposure, and Generation Z's Social Activism in the Fashion-Industrial Complex [Manuscript revision and data collection stage]
- Lyu, J.**, and Lim, H.J. Why My Friends Matter to Me? The role of Need for Affiliation and Sense of Online Community in use of Facebook [Data analyses done and manuscript writing stage]

Refereed Conference Presentations Resulting in Published Abstracts and Proceeding

- 2020 Brewster, M. and **Lyu, J.** (November, 2020). Exploring the parasocial impact among nano, micro and macro influencers. *2020 International Textile and Apparel Association Annual Conference*. Virtual.
- Covington, S., **Lyu, J.**, and Han, J.H. (November, 2020). A Preliminary Study: CSR Advertising, Mere Exposure, and Generation Z's Social Activism in the Fashion-Industrial Complex. *2020 International Textile and Apparel Association Annual Conference*. Virtual.

- Hogans, K., **Lyu, J.**, and Han, J.H. (November, 2020). Assessment of relationship among Athlete Uniform Wearing and the impact on Student-Athlete Mental Health, mediated by Athlete Identity. *2020 International Textile and Apparel Association Annual Conference*. Virtual.
- Islam, S. and **Lyu, J.** (November, 2020). A Mixed Pedagogical Approach to Promote Undergraduate Students' Active Learning in the Retail Planning and Buying Course. *2020 International Textile and Apparel Association Annual Conference*. Virtual.
- Lyu, J.** and Lee, H.J (July, 2020). Consumer Innovativeness, Perceived Security Risk, and Performance Expectancy as Determinants of Attitude and Intention to Purchase 3D Printed Fashion Products. *2020 Recent Advances in Retailing and Consumer Services Conference*. Baveno, Italy.
- Lyu, J.** and Kumar. A. (March, 2020). Antecedents and Consequences of Millennial Consumers' Motivations to Shop at Farmers Market. *2020 American Collegiate Retailing Conference*. New Orleans, LA.
- 2019 **Lyu, J.**, Lee, H.J., and Lim, H.J. (May, 2019). Who will be using 3D printed fashion items? The effects of perceived risk, expectancy, innovativeness, and attitude on future intention. *2019 Korean Society for Consumer and Advertising Psychology Conference*. Seoul, South Korea.
- 2018 **Lyu, J.**, and Kim, J. (November, 2018). Does the Purpose of Using Social Media Platforms Affect Relations between Consumers and Brand? *2018 International Textile and Apparel Association Annual Meeting*. Cleveland, Ohio, USA
- Lyu, J.**, Ellington, T. and Leslie, Catherine (November, 2018). Promoting positive experiences: Student perceptions and future intentions from attending a Student Organization and Competition Fair. *2018 International Textile and Apparel Association Annual Meeting*. Cleveland, Ohio, USA
- Lim, H.J., Childes, M., Cuevas. L., and **Lyu, J.** (November, 2018). Chanel's Invitation to Backstage: The Effects of Visual Storytelling and Content Ephemerality on VIP emotions. *2018 International Textile and Apparel Association Annual Meeting*. Cleveland, Ohio, USA
- 2017 **Lyu, J.** and Leslie, C. (November, 2017). The impact of study away in the Fashion Merchandising curriculum informed by student and alumni experience. *2017 International Textile and Apparel Association Annual Conference*. St. Petersburg, Florida.
- Lyu, J.** Sadachar, A., and Hahn, K. (November, 2017). Does consumer innovativeness matter? an examination of multi-dimensional consumer innovativeness motivation on intention to adopt 3d printed fashion products. *2017 International Textile and Apparel Association Annual Conference*. St. Petersburg, Florida.
- Cuevas, L., **Lyu, J.**, and Lim, H. (November, 2017). Instagram as a search engine: Can browsers convert to shoppers? *2017 International Textile and Apparel Association Annual Conference*. St. Petersburg, Florida.
- Hur, S., Lim, H.J., and **Lyu, J.** (November, 2017). "I" or "She"? The impact of visual perspectives on creation of consumption imagery on Instagram. *2017 International Textile and Apparel Association Annual Conference*. St. Petersburg, Florida.

Lee, H.J. and **Lyu, J.** (May, 2017). A study of U.S. baby boomers' self-service checkout (SST) acceptance. *20th Korean Consumption Culture Spring Annual Conference Proceeding*. Seoul, South Korea.

2015 **Lyu, J.**, and Tomas, S. (October, 2015). How farmers market could be a next destination: Implications from Millennial generation. *International Society of Travel and Tourism Educators Annual Conference Proceeding*, Charlotte, NC, USA.

Refereed International Conference Presentations

2020 **Lyu, J.** and Shin, S.M. (August, 2020). Tweet & Retweet: the UN's #ActNow Climate Campaign on Food and Fashion. *International Federation For Home Economics World Congress*. Atlanta, GA, USA.

Lyu, J. and Copeland, L. (August, 2020). Gen Z's Responses to Model vs. Celebrity Images on Instagram: Implications for Sustainable Brands. *International Federation For Home Economics World Congress*. Atlanta, GA, USA.

Lyu, J. and Lee, H.J. (July, 2020). Consumer Innovativeness, Perceived security Risk, and Performance Expectancy as Determinants of Attitude and Intention to Purchase 3D Printed Fashion Products. *2020 Recent Advances in Retailing and Consumer Services Conference*. Baveno, Italy.

Lyu, J. and Kumar, A. (March, 2020). Antecedents and Consequences of Millennial Consumers' Motivations to Shop at Farmers Market. *2020 American Collegiate Retailing Conference*. New Orleans, LA.

2019 **Lyu, J.** and Kim, J. (July, 2019). Antecedents of Social Media Induced Retail Commerce Activities: Impact of Brand-Consumer Relationships and Psychological Sense of Community. *2019 Global Fashion Management Conference at Paris*. Paris, France.

Copeland, L. and **Lyu, J.** (July, 2019). Millennial Consumer's on Instagram: Implications for Luxury Brands vs. Celebrity Influencers. *2019 Academy of Marketing Science World Marketing Congress*. Edinburgh, Scotland.

2018 Lim, H., Childes, M., Cuevas, L., and **Lyu, J.** (July, 2018). Chanel invites you backstage! Photo narrative and VIP emotions in luxury brands' social media communication. *2018 Global Marketing Conference at Tokyo*. Tokyo, Japan.

2017 **Lyu, J.** and Leslie, C. (November, 2017). The impact of study away in the Fashion Merchandising curriculum informed by student and alumni experience. *2017 International Textile and Apparel Association Annual Conference*. St. Petersburg, Florida.

Lyu, J. Sadachar, A., and Hahn, K. (November, 2017). Does consumer innovativeness matter? an examination of multi-dimensional consumer innovativeness motivation on intention to adopt 3d printed fashion products. *2017 International Textile and Apparel Association Annual Conference*. St. Petersburg, Florida.

Cuevas, L., **Lyu, J.**, and Lim, H. (November, 2017). Instagram as a search engine: Can browsers convert to shoppers? *2017 International Textile and Apparel Association Annual Conference*. St. Petersburg, Florida.

Hur, S., Lim, H.J., and **Lyu, J.** (November, 2017). “I” or “She”? The impact of visual perspectives on creation of consumption imagery on Instagram. *2017 International Textile and Apparel Association Annual Conference*. St. Petersburg, Florida.

Lee, H.J., **Lyu, J.** (July, 2017). Understanding older consumers’ adoption process of self-service technologies (SSTs). *19th European Association for Education and Research in Commercial Distribution Conference*. Dublin, Ireland.

Lee, H.J., **Lyu, J.**, and Manchiraju, S. (February, 2017). Self Service Kiosks Technology Acceptance Among Baby Boomers. *American Marketing Association Winter Conference Poster Session*. Orlando, Florida, USA.

2016 **Lyu, J.**, and Lim, H.J. (February, 2016). Perceived social support and sense of online brand community on Facebook. *American Marketing Association Winter Marketing Academic Conference*, Las Vegas, NV, USA.

2015 Lee, H.J., and **Lyu, J.**, (March, 2015). Personal values, Personality Traits, and Attitudes as Antecedents of Intentions to use Self-checkouts in Retailing. *2015 AMA/ACRA Second Triennial Conference*. Coral Gables, Florida, USA.

Lyu, J., and Lim, H.J. (March, 2015). Consumers’ Needs for Affiliations in Online Brand Social Networking. *2015 AMA/ACRA Second Triennial Conference*, Coral Gables, Florida, USA

Refereed National/Regional Conference Presentations

2017 Lee, H.J., and **Lyu, J.** (May, 2017). U.S. Baby boomers’ self-checkout acceptance Research. *20th Annual Spring Korean Consumption Culture Association*. SungGyunKwan University, Seoul, South Korea.

2015 Jung, Y.M., Heo, C.J., and **Lyu, J.** (March, 2015). Why Millennials Go To Farmers’ Market? *Tennessee Association of Family and Consumer Science State Meeting*. Tennessee Technological University, Cookeville, TN, USA.

Lyu, J. (March, 2015). Consumers’ Needs for Affiliation in Online Brand Social Networking. *2015 Tennessee Association of Family and Consumer Sciences State Meeting*. Tennessee Technological University, Cookeville, TN, USA.

Local Conference Presentations

2017 **Lyu, J.** (October, 2017). Cultivating Global Competitiveness with Cutting-Edge Knowledge on Customer Experience Management in Omni-Channel Environment. *24th Annual University Teaching Council Conference*, Kent State University, Kent, OH, USA.

2015 Jung, Y.M., Heo, C.J., and **Lyu, J.** (April, 2015). Why Millennials Go To Farmers’ Market? *2015 Undergraduate Research Day*. Tennessee Technological University, Cookeville, TN, USA.

TEACHING EXPERIENCE

2019- Present **Assistant Professor**, Textiles, Merchandising and Interiors, the University of Georgia
 ▪ TXMI 3210 Fundamentals of Fashion Merchandising (3cr.) average enrollment 60

- TXMI 3240 Retail Planning and Buying (3cr.) average enrollment 40
- TXMI 8050 Research Method in Textiles, Merchandising and Interiors (3cr.) graduate course
- TXMI 9010 Directed Research

- 2016- 2018 **Assistant Professor**, Kent State University Fashion School
- FDM 40270 Fashion Marketing (3cr.) average enrollment 35
 - FDM 40291 Seminar in Fashion Merchandising (3cr.) average enrollment 25
 - FDM 45095 Special Topic: Case Studies in Fashion Merchandising (3cr.)
 - FDM 55096 Individual Investigation (3cr.)
 - Does retail therapy work among Millennials via online shopping, Elizabeth Lutz, MBA
 - Millennial's attitude toward 3D printing, Grace Lilly
- 2014-2016 **Lecturer**, Tennessee Technological University
- HEC 2031 Aspects of Dress (3cr.) average enrollment 35
 - HEC 2311 Practicum (1cr.) average enrollment 20
 - HEC 2320 Analysis of Apparel and Furnishing (3cr.) average enrollment 10
 - HEC 3350 Merchandising I (3cr.) average enrollment 10
 - HEC 4320 Retail Promotion and Advertising (3cr.) average enrollment 10
 - HEC 4360 Merchandising II (3cr.) average enrollment 15
 - HEC 4900 Special Topic: Multichannel Retailing (3cr.) average enrollment 25
 - HEC 4901 Special Topic: Customer Relationship Management and Retail Analytics (3cr.)
 - HEC 4960 Independent Study (2-3cr.) average enrollment 5
 - HEC 4990 Professional Experience (3-6cr.) average enrollment 5
- 2010-2012 **Instructor/Lab Instructor**, University of Tennessee Knoxville
- RCS 376 Customer Relationship Management and Retail Analytics using SPSS statistics (3cr.) average enrollment 25
 - RCS 341 Retail Buying and Planning lab sessions using excel (3cr.) average enrollment 30
- 2008-2010 **Graduate Teaching Assistant**, University of Tennessee Knoxville
- RCS 376 Customer Relationship Management and Retail Analytics (3cr.) average enrollment 25
 - RCS 412 E-tailing (3cr.) average enrollment 20

Invited Lectures

- 2020 *Virtual Invited Speaker*, Pre and Post Pandemic: What do we need to prepare as a future retailer Inha University, Incheon, South Korea. June, 2020
- 2019 *Invited Speaker*, The Impact of Technology in U.S. Retailing, Inha University, Incheon, South Korea. June, 2019
- 2017 *Invited Speaker*, Current and Future Trends of U.S. Retailing, Inha University, Incheon, South Korea. May, 2017

External Competition Supervision:

- Spring 2021 *Faculty mentor*, YMA FSF Scholarship, 1winner (Sabrina Lee, \$7,500), Fashion Scholarship Fund, New York City, NY.

- Spring 2020 *Faculty mentor, YMA FSF Scholarship, 2 winners (\$10,000)* Fashion Scholarship Fund, New York City, NY January 7, 2020.
- Spring 2019 *Faculty Advisor, NRF Next Generation Scholarship, Lauren-Ashley Solomon (\$10,000), finalist*, NRF Foundation, New York City, NY, January 10-13, 2019.
- Spring 2018 *Faculty Advisor and Lead, YMA FSF Scholarship, 6 winners (\$30,000) out of 19 applications*, YMA Scholarship Fund, New York City, NY January 11, 2019.
- Faculty Advisor and Lead, YMA FSF Scholarship, 11 winners (\$55,000) out of 20 applications*, YMA Scholarship Fund, New York City, NY January 10th, 2018.
- Faculty Advisor, NRF Next Generation Scholarship, Brittany Rhoa, Mollina So, Tyshaia Earnest, finalist (\$10,000) & semi-finalist (\$3000 each)*, NRF Foundation, New York City, NY, January 12-14, 2018
- Faculty Advisor and Lead, YMA FSF Scholarship, 10 winners (\$55,000) out of 17 applications*, YMA Scholarship Fund, New York City, NY January 9th, 2018.
- Spring 2017 *Faculty Advisor, NRF Ray Greenly Scholarship, Mckinna Kahl, semi-finalist*, NRF Foundation, Los Angeles, CA, September 24-27, 2017.
- Faculty Advisor, Kohl's Invitational Case Competition, Grace Lilly, Madeline Farina, Victoria Haworth, Taylor Yarborough, semi-finalist*, Kohl's Corporation, Milwaukee, WI, April 4-5, 2017
- Faculty Advisor, NRF scholarships: Next Generation, Sarah Bostcheller, semi-finalist*, NRF Foundation, New York, NY. January 13-15, 2017
- Faculty Advisor, YMA FSF scholarship: 10 winners (\$50,000) out of 16 applications. YMA FSF scholarship, New York, NY. January 12-13, 2017*

AWARDS AND RECOGNITIONS

- 2020-21 ***Participant, Teaching Academy Fellowship***, Center for Teaching and Learning, University of Georgia
- 2020 ***Participants*** (\$7,500), Active Learning Summer Institute (ALSI), Center for Teaching and Learning, University of Georgia
- 2018 ***Professional Conference Travel Grant/Fund*** (\$750), University Research Council, Kent State University
- 2017 ***Professional Conference Travel Grant/Fund*** (\$1,550), University Research Council & University Teaching Council, Kent State University
- 2016 ***Provost Research Travel Fund*** (\$715), awarded by the Office of the Provost, Tennessee Technological University

- 2015 *Tech Faculty Leadership Development* (\$500), awarded by the Office of the Provost, Tennessee Technological University
- This award was given from the Provost and the President as a part of successful leadership program completion
- 2014-2015 *Faculty Professional Development* (\$1,600), awarded by the Office of the Provost, Tennessee Technological University

Recognition

- 2018 *Advisor Excellence Award*, Kent State University Center for Student Involvement, Student Organization Award, April 2018.
- 2015 *Faculty Advisor*, recognized by the President for the luncheon decoration and preparation, Tennessee Technological University 100th Centennial Celebration with Tennessee Board of Regent Luncheon Event, March 2015.

SERVICES AND PROFESSIONAL DEVELOPMENT

National/International Level Services

- 2017-Present *Journal Manuscript Reviewer*, Family & Consumer Sciences Research Journal
Journal Manuscript Reviewer, Clothing and Textile Research Journal
Conference Paper Reviewer, Academy of Marketing Science Conferences
Conference Paper Reviewer, American Marketing Association Conferences
Conference Paper Reviewer & Presider, International Textile and Apparel Association Conference
Conference Paper Reviewer, American Collegiate Retailing Association Conference
- 2014-2017 *Journal Manuscript Reviewer*, Journal of Service Marketing
Journal Manuscript Reviewer, Computers in Human Behavior
- 2014-Present *ITAA Curriculum Development Committee*, International Textile and Apparel Association
- 2014-2015 *Conference Presider*, American Collegiate Retailing Association conferences

University of Georgia

- 2019- Present *Faculty Advisor*, Rouge Magazine
Member, Graduate Education Committee
Member, Website Steering Committee
- 2019-2020 Spring *Member*, Undergraduate Curriculum Committee

Kent State University

- 2016-2018 *Faculty Liaison*, External Scholarship Applications – YMA FSF, NRF, Joe’s Blackbook, CFDA, Target, Inc., Kohl’s., etc.
Committee, Research Culture Funds
Committee, Fashion School Store Curatorial Committee

Faculty Advisor, National Retail Federation Student Association –Kent Chapter

Tennessee Technological University

2015-2016 *Faculty Advisor, Agritourism Student Association*
Liaison, National Retail Federation University Member
Faculty Academic Advisor, Merchandising and Design Program
Faculty Advisor, Merchandising Student Association
Faculty Supervisor, Display Showcase, School of Human Ecology
Committee, Technology Advancement
Faculty Judge, Student Research Day

2014- 2015 *Faculty Search Committee, School of Agriculture*
Dean & Student Success Director Search Committee, College of Agriculture and School of Human Ecology

University of Tennessee-Knoxville

2008-2011 *Graduate Assistant, RHTM Annual Fundraising Event*
 2010 *Secretary, Social Division, UTK Korean Graduate Student Association (KGSA)*
 2009 *Treasure, Social Division, UTK Korean Graduate Student Association (KGSA)*

Professional Development

October 20, 2020 Keys to UGA: 2020 New Faculty Research Orientation

PROFESSIONAL ASSOCIATIONS

2008-Present American Collegiate of Retailing Association (ACRA)
 2011-Present International Textile and Apparel Association (ITAA)