

Jewon Jay Lyu, Ph.D.

Assistant Professor, Textiles, Merchandising and Interiors
 College of Family and Consumer Sciences,
 The University of Georgia, Athens, USA
 Email: jewon.lyu@uga.edu

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. Under Review . \$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%).
- 2015 Stearman, G.K., Best, M., Mosby, T. T., and **Lyu, J.** Student Experiential Work Fellowships Combining Local Food Production with Marketing of Taste and Nutrition for Developing Rural Economic Opportunities. USDA-National Institute of Food and Agriculture. **Unfunded.** \$277,994 (Co-PI: 25%)
- This project was not funded due to lack of information on dissemination process to stakeholders.
- 2011 Lim, H.J., Park, H.J., and **Lyu, J.** (2011). Consumers' Brand Experience in Online Social Networking: The Phenomenon of Brand Building through Facebook Pages. Marketing Science Institute. **Funded.** \$6,200
- As a graduate assistant, I was in charge of collecting and analyzing the data.
- 2009 Kim, Y.K., Fairhurst, A., Runyan, R. (2009). International Retail Management: Curriculum and Instructional Module Development. The Department of Education. **Funded.** \$92,197
- My role in this project was to write the literature review and analyze the data as a graduate assistant.

Internal Grants

- 2020 **Lyu, J.** and Seock, Y.K. Beyond DAWG (Distance Ain't Withold Good Students): Converting traditional classroom into the virtual classroom. Sweaney Innovation Grant. **Unfunded.** \$5,502.32.
- 2019 **Lyu, J.** and Seock, Y.K. Glory, glory to GEORIGA: 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.
- Lyu, J.** A Smart Consumer in Digital Environment? A Smarter Researcher in Action. Farris Family Innovation Award. **Unfunded.** \$24,000. (PI: 100%)
- 2016 **Lyu, J.,** and Campbell, C. When Revealing Less Might Be More: Exploring the Effect of Firm-Posted Social Media Content on Perceptions of Fashion Brands. Catalyst Grant. **Unfunded.** \$4,960 (Co-PI: 50%)
- 2015 **Lyu, J.,** Mullens, L., Montgomery, T. (2015). The Golden Eagle's Next Big Show: Creating Connections among Students, Community, and Professionals to Soar High. Provost Mini Grant Project. **Funded.** \$3,990 and Matching Fund from the Department (\$1000) (PI: 75%)
- Lyu, J.,** and Mosby, T. Cookeville Farmers Market and Local Food Promotion Marketing to Build a Strong Community with Tech. Quality Enhancement Proposal. **Unfunded.** \$5,000 (Co-PI: 50%)
- This project was unfunded due to time conflict between the award time and class offering semester

RESEARCH AND CREATIVE ACTIVITY

Refereed Journal Publications

- 2021 Lim, H.J., Childs, M., Cuevas, L., and **Lyu, J.** (in print). Between You and Me: The Effects of Content Ephemerality and the Role of Social Value Orientation in Luxury Brands' Social Media Communication. *Journal of Global Fashion Marketing*.
- 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 **Lyu, J.** and Kim-Vick, J. (under revision). 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*
- Brewster, M., **Lyu, J.**, and Han, J.H. (under revision). 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*.
- Hogans, K., **Lyu, J.**, and Han, J.H. (under revision). What's the price? Athlete uniforms and identity on student-athlete mental health. *Family and Consumer Science Research Journal*
- Lyu, J.**, Hahn, K. and Lee, H.J. (under revision). 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*.
- Lyu, J.**, Copeland, L., and Lim, H.J. (under review). The Impact of Customer Collaboration in Cause Branding: A Success Story of Fashion Brand, TOMS Shoes. *Journal of Marketing Management*.

Manuscripts In Progress

- Shafiqul, I. and **Lyu, J.** How to promote effective retrieval mathematics for students? Insights from mixed pedagogical approach. [Manuscript 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

- 2021 **Lyu, J.**, Hahn, K. and Lee, H.J. (March, 2021). Consumer innovativeness, perceived security risk and performance expectancy as determinants of attitude and intention to purchase 3d printed fashion products.
- 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 Hahn, K. (November, 2020). What is the truth? Exploring consumer in-store shopping behavior through a quasi-experiment using mobile eye-tracking device and survey. *2020 Global Marketing Conference at Seoul*. Seoul, Republic of Korea

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.

Copleland, L. and **Lyu, J.** (July, 2019). Millennial consumer's on Instagram: Implications for Luxury brands vs. celebrity influencers: an abstract. 2019 Academy of Marketing Science World Marketing Congress: Enlightened Marketing in Challenging Times. Edinburg, Scotland.

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

Lim, H.J., Childes, M., Cuevas. L., and **Lyu, J.** (July, 2018). Chanel invites you backstage! Photo narrative and VIP emotions in luxury brands' social media communication. Global Fashion Management Conference. 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. 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.
- 2014 **Lyu, J.**, and Lim, H.J. (October, 2014). Fashion Philanthropy and Customer Collaboration for Millennial Consumers: The Case of TOMS. *2014 International Textile and Apparel Association Annual Meeting*. Charlotte, North Carolina, USA.
- 2012 Lim, H.J. and **Lyu, J.** (2012). It’s Not All About Coffee: Netnography of the Starbucks Brand Page on Facebook. *ACR North American Advances Proceeding*, Washington, DC., USA.
- 2011 **Lyu, J.**, and Lim, H. J. (June, 2011). Corporate philanthropy for fashion branding: What do consumers really care for? The case of TOMS shoes. *2011 KAMS/ITAA Joint Symposium Conference Proceeding*, Seoul, South Korea.
- 2009 **Lyu, J.**, Fairhurst, A., and Lim, H. J. (March, 2009). Retail Internationalization: A New Multidimensional Approach on Psychic Distance. *AMS/ACRA Triennial Retail Conference Proceeding*, New Orleans, Louisiana, 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
- 2014 **Lyu, J.**, and Lim, H.J. (March, 2014). The Role of A Sense of Community in Online Brand Social Networking. *2014 American Colligate of Retail Association Conference*. Dallas, Texas, USA.
- 2013 **Lyu, J.**, Lim, H.J., and Fairhurst, A. (March, 2013). The Effects of Sense of Community On Customer Loyalty In Online Brand Social Networking. *2013 American Colligate of Retail Association Conference*. Nashville, Tennessee, USA.
- 2012 Lim, H.J., and **Lyu, J.** (October, 2012). It's not all about coffee: Netnography of the Starbucks Brand Page on Facebook. *2012 Association for Consumer Research Conference*. Vancouver, Canada.

- 2011 **Lyu, J.**, and Lim, H.J. (June, 2011). Corporate philanthropy for fashion branding: what do consumers really care for? The case of TOMS shoes. *KAMS/ITAA International Joint Symposium*. Seoul, South Korea.
- Lyu, J.**, Flint, D., and Lim, H.J. (March, 2011). Exploring the Phenomenon of Facebook Page Implementation and the Role of Retailers on Social Media Marketing Success. *17th ACRA Annual Conference*. Boston, Massachusetts, USA.
- 2009 **Lyu, J.**, Fairhurst, A., and Lim, H.J. (March, 2009). Retail Internationalization: A New Multidimensional Approach on Psychic Distance. *AMS/ACRA Triennial Conference*. New Orleans, Louisiana, 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.
- 2011 **Lyu, J.**, and Lim, H.J. (March, 2011). A success story of CSR-hearted company. *Southeast Consortium Research Presentation*. Knoxville, TN, USA.
- 2009 **Lyu, J.** (March, 2009). Hofstede's Cultural Dimension Paradox: A New Approach. *Southeast Consortium Research Presentation*. Auburn, AL, 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.
- 2014 Olivia, K., and **Lyu, J.** (April, 2014). Compulsive Buying And How It Relates To Self-Image In Young Adults. *2014 Undergraduate Research Day*. Tennessee Technological University, Cookeville, TN, USA.
- 2012 **Lyu, J.**, and Lim, H.J. (February, 2012). Consumers' Brand Experience in Online Social Networking. *University of Tennessee, Knoxville Advisory Board Meeting*. Knoxville, TN, USA.
- 2011 **Lyu, J.**, and Lim, H.J. (October, 2011). Collaborative brand building with customers: a case study of TOMS shoes. *2011 The Korean Society of Costume Fall Conference*. Kyung Won University, Gyeonggi-do, South Korea.

- 2009 **Lyu, J.** (March, 2009). The Impact of Hofstede's Cultural Dimension on the Adoption of Consumer Innovativeness. *5th Graduate Student Colloquium, College of Education, Health, and Human Sciences. University of Tennessee, Knoxville, 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, 1 winners (Sabrina Lee \$7,500) Fashion Scholarship Fund, New York City, NY
- Spring 2020 *Faculty mentor*, YMA FSF Scholarship, 2winners (\$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.
- 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.
- Spring 2018 *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

- 2021- *Participants* (\$7,500), Active Learning Summer Institute (ALSI), Center for Teaching and Learning, University of Georgia
- 2020-21 *Participant, Teaching Academy Fellowship*, 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
- 2009-2012 *Ida A Anders/Sadie K Stanton Human Ecology Scholarship* (\$1500), awarded by the College of Education, Health and Human Sciences, University of Tennessee, Knoxville.
- I was awarded this scholarship for a scholarly excellence
- 2011 *Research Travel Fund* (\$1500), awarded by the College of Education, Health and Human Sciences, University of Tennessee, Knoxville
- 2010 *Sadie K Stanton Human Ecology Scholarship* (\$800), awarded by the College of Education, Health and Human Sciences, University of Tennessee, Knoxville
- 2010 *Eloise and Eckler Graduate Fellowship* (\$700), awarded by the College of Education, Health and Human Sciences, University of Tennessee, Knoxville
- 2005-2007 *Academic Scholarships for Honor Undergraduate Student* (\$2500), School of Business Administration, Chung-Ang University, South Korea

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.
- 2014 *Best Paper Nominee*, ranked as the best paper nominee, American Collegiate of Retailing Association Spring Annual Conference, Dallas, TX, March 2014.

SERVICES AND PROFESSIONAL DEVELOPMENT

National/International Level Services

- 2017-Present *Journal Manuscript Reviewer*, Family & Consumer Sciences Research Journal
Journal Manuscript Reviewer, Fashion and Textiles
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-Present *ITAA Curriculum Development Committee*, International Textile and Apparel Association
- 2014-2017 *Journal Manuscript Reviewer*, Journal of Service Marketing
Journal Manuscript Reviewer, Computers in Human Behavior
- 2014-2015 *Conference Presider*, American Collegiate Retailing Association conferences
- 2014 *ITAA Trend Steering Committee*, International Textile and Apparel Association
<http://itaaonline.org/group/Color%20Blog>
- 2010 *Journal Manuscript Reviewer*, International Journal of Consumer Services
Conference Paper Reviewer, 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)