

BYOUNGHO JIN, PH. D.

210 Stone Building
 Department of Consumer, Apparel, and Retail Studies
 University of North Carolina at Greensboro
 Greensboro, NC 27402
 Office: (336) 256-0251
 Fax: (336) 334-5614
 Email: b_jin@uncg.edu

EDUCATION

1997 – 1998	Post Doctorate	Michigan State University, East Lansing, Michigan Specialization: International Retailing
1996 – 1997	A.A.S	Fashion Institute of Technology, New York, New York Major: Fashion Design
1992 – 1995	Ph. D.	Yonsei University, Seoul, Korea Major: Clothing and Textiles Specialization: Fashion Marketing & Merchandising Minor: Clothing Construction
1989 – 1991	M.S.	Yonsei University, Seoul, Korea Major: Clothing and Textiles Specialization: Fashion Marketing & Merchandising
1984 – 1988	B. S.	Yonsei University, Seoul, Korea Major: Clothing and Textiles

TEACHING AND RESEARCH EXPERIENCE

2009– Present	<i>Putnam and Hayes Distinguished Professor</i> The Department of Consumer, Apparel, and Retail Studies, University of North Carolina, Greensboro, NC
2008 – 2009	<i>Professor</i> Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK
2006 – 2009	<i>Graduate Program Coordinator</i> Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK
2005 – 2009	<i>Faculty</i> Online Merchandising Master's Program Great Plains Interactive Distance Education Alliance (IDEA)
2001 – 2009	<i>Faculty</i> School of International Studies, Oklahoma State University, Stillwater, OK
2001 – 2008	<i>Associate Professor</i> Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK

- 1998 – 2001 *Chief Researcher*
Research Institute of Clothing & Textile Sciences, Seoul, Korea
- Lecturer (Both undergraduate and graduate levels)*
Yonsei University, Seoul, Korea
Chungang University, Seoul, Korea
Hanyang University, Seoul, Korea
Soongsil University, Seoul, Korea
- 1999-2001 *Lecturer*
The Graduate School of Human Environmental Sciences,
Yonsei University, Seoul, Korea
(This particular master's program provides professionals in fashion and apparel industry with state-of-the-art information in theory and practices.)
- 1995 – 1996 *Chief Researcher*
Research Institute of Clothing & Textile Sciences, Seoul, Korea
- Lecturer*
Sangmyung Univeristy, Chunan, Korea
Keimyung University, Daegu, Korea
Changwon University, Changwon, Korea
- 1992 – 1996 *Lecturer*
Hyejeon College, Hongsung, Korea
- 1991 – 1992 *Research Assistant*
Department of Clothing and Textiles
Yonsei University, Seoul, Korea
- 1989 – 1994 *Teaching Assistant*
Department of Clothing and Textiles
Yonsei University, Seoul, Korea

FIELD EXPERIENCE

- 2003 – 2004 *Columnist*
Biznet Times (major retail trade magazine), Seoul, Korea
(provided a monthly column about retailing issues)
- 2000 – 2001 *Adviser and Consultant*
Global Brand Consortium, Seoul, Korea
(Provided consulting services for global brand development in Korea).
- 1999 – 2001 *Coordinator*
Korea Retail Research Group, Seoul, Korea
- 1999 – 2001 *Marketing Consultant*
I.S. U. Idea Fashion Institute, Seoul, Korea
(Provided consulting services with regard to trend analysis, customer analysis, and educated field experts)
- 1988 – 1989 *Fashion Merchandiser and Product Developer*
Simon and Lucia Enterprises (Buying Office), Seoul, Korea

PUBLICATION

Refereed Journals

- Chung, J-E., Huang, Y., **Jin, B.**, & Sternquist, B. (accepted). The impact of market orientation on Chinese retailers' channel relationships. *Journal of Business and Industrial Marketing* [ISI journal] (Submitted on September 9, 2008/April 4, 2009/Accepted on July 8, 2009).
- Jin, B.**, Swinney, J., Cao, H., Muske, G., Nam, J., & Kang, J.H. (accepted). Doing business with China: Curriculum internationalization through an infusion method. *Innovations in Education and Teaching International* [ISI journal] (Submitted on January 12, 2008/June 8, 2008/Accepted on Oct 23, 2008).
- Jin, B.**, Park, J. Y., & Kim, J. (2009). Joint influence of online store attributes and offline operations on performance of multichannel Retailers. *Behaviour & Information Technology*. [ISI journal]
- Kim, J., **Jin, B.**, & Swinney, J. (2009). The role of etail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of Retailing and Consumer Services*, 16(4), 239-247.
- Kim, H.-S., Park, J. Y. & **Jin, B.** (2008). Dimensions of online community attributes: examination of online communities hosted by companies. *International Journal of Retail & Distribution Management*, 36(10), 812-830.
- Jin, B.**, Park, J. Y., & Kim, J. (2008). Cross cultural examination of the relationships among reputation, e-satisfaction, e-trust and e-loyalty. *International Marketing Review*, 25(3), 324- 337. [ISI journal]
- Chung, J.-E., **Jin, B.**, & Sternquist, B. (2007). The role of market orientation in channel relationships when channel power is imbalanced. *International Review of Retail, Distribution and Consumer Research*, 17(2), 159-176.
- Jin, B.**, Lee, Y-K, & Kwon, S.U. (2007). Dimensions of experiential value: Is it same across retail channels? *Journal of Korean Academy of Marketing Science*, 17(4), 223-245.
- Kang, J. H., & **Jin, B.** (2007). Determinants of the born global firm growth in apparel industry: Korean Case. *Journal of the Textile Institute*, 98(2), 137-145.
- Jin, B.** (2006). Performance implications of information technology implementation in an apparel supply chain. *Supply Chain Management: An International Journal*, 11(4), 309-316. [ISI journal]
- Kang, J.H., & **Jin, B.** (2006). Sustainable development: Implication for apparel and textile supply chain management. *Journal of the Korean Society of Clothing and Textiles*, 30(6), 829-839.
- Jin, B.**, & Park, J. Y. (2006). The moderating effect of online purchase experiences on the evaluation of online store attributes and the subsequent impact on market response outcomes. In C. Pechmann, & L. Price (Eds.), *Advances in Consumer Research*, 33. Duluth, MN: Association for Consumer Research, 203-211. [ISI journal]

- Jin, B.,** & Moon, H-C. (2006). The diamond approach to the competitiveness of Korea's apparel industry: Michael Porter and beyond. *Journal of Fashion Marketing and Management*, 10(2), 195-208.
- Kim, H.-S., & **Jin, B.** (2006). Exploratory study of virtual communities of online apparel retailers. *Journal of Fashion Marketing and Management*, 10(1), 41-55.
- Jin, B.** (2005). Global sourcing vs. domestic sourcing: Implementation of technology, competitive advantage, and performance. *Journal of the Textile Institute*, 96(5), 277-286.
- Nam, J., Branson, D., Ashdown, S., Cao, H., **Jin, B.**, Peksoz, S., & Farr, C. (2005). Fit analysis of liquid cooled vest prototypes using 3D body scanning technology. *Journal of Textile and Apparel, Technology and Management*, 4(3), 1-13.
- Jin, B.,** & Suh, Y.G. (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, 22(2), 62-71.
- Yu, H., & **Jin, B.** (2005). Enhancing international dimensions in apparel and merchandising curricula: A practitioner's perspective. *Journal of Fashion Marketing and Management*, 9(2), 232-243.
- Jin, B.** (2004). Achieving an optimal global versus domestic sourcing balance under demand uncertainty. *International Journal of Operation and Production Management*, 24(12), 1292-1305. [ISI journal]
- Jin, B.,** & Hong, B-S. (2004). Consumer susceptibility to salesperson's influence in Korean department stores. *Journal of International Consumer Marketing*, 17(1), 33-53.
- Jin, B.,** & Sternquist, B. (2004). Shopping is truly a joy - cross cultural considerations of hedonic shopping values and price cues. *Service Industries Journal*, 24(6), 1-18. [ISI journal]
- Muske, G., **Jin, B.,** & Yu, H. (2004). Engaging rural retailers in visual merchandising. *Journal of Family and Consumer Science*, 96(3), 53-56.
- Jin, B.** (2004). Apparel industries in East Asian newly industrialized countries: competitive advantage, challenges, and implications. *Journal of Fashion Marketing and Management*, 8(2), 230-244.
- Sternquist, B., Byun, S-E., & **Jin, B.** (2004). The dimensionality of price perceptions: a cross-cultural comparison of Asian consumers. *International Review of Retail, Distribution and Consumer Research*, 14(1), 83-100.
- Jin, B.,** & Kim, J.O. (2003). A typology of Korean discount shoppers: shopping motives, store attributes, and outcomes. *International Journal of Service Industry Management*, 14(4), 396-419. [ISI journal]
- Nam, J., & **Jin, B.** (2003). E-tailing in U.S. apparel industry. *Korean Distribution Business Review*, 3, 3-23.
- Jin, B.,** & Sternquist, B. (2003). The influence of retail environment on price perception: An exploratory study of U.S. and Korean students. *International Marketing Review*, 20(6), 643-660. [ISI journal]

- Jin, B.**, Sternquist, B., & Koh, A. (2003). Price as hedonic shopping. *Family and Consumer Sciences Research Journal*, 31(4), 378-402.
- Kim, H-S., **Jin, B.**, & Park Y-J. (2002). Vietnam: Is it attractive market for Korean textiles and apparel Industries? Recent investments, Future Directions, and Implications. *Journal of the Korean Society of Clothing and Textiles*, 26(7), 958-969.
- Lee, Y-S., Youk, S-H., Choi, W-K., Lee, S-K., & **Jin, B.** (2002). Exploratory analysis on the global sourcing and implications for competitiveness Korean apparel firms. *Journal of the Korean Society of Clothing and Textiles*, 26(6), 751-762.
- Kim, S., & **Jin, B.** (2002). Validating the retail service quality scale for U.S. and Korean customers of discount stores. *Journal of Services Marketing*, 16 (2/3), 223-237.
- Jin, B.**, & Kim, J.O. (2001). Discount store retailing in Korea: Shopping excitement, shopping motives, and store attributes. *Journal of Global Marketing*, 15(2), 81-107.
- Kim, J.O., & **Jin, B.** (2001). The mediating role of excitement in customer satisfaction and repatronage intention of discount store shoppers in Korea. *Journal of Shopping Center Research*, 8(2), 117-138.
- Kim, J.O., & **Jin, B.** (2001). Korean consumers' patronage of discount stores: consumer profiles of domestic versus multinational discount stores. *Journal of Consumer Marketing*, 18(3), 236-255.
- Youn, S., **Jin, B.**, Lee, S., & Koh, A. (2001). Analysis of Internet shopping-mall images through benefit segmentation and perceptual mapping. *Journal of Korean Home Economics Association*, 39(10), 55-67.
- Kim, S., & **Jin, B.** (2001). An evaluation of the retail service quality scale for U.S. and Korean customers of discount stores. *Advances in Consumer Research* (pp.169-176), 28. Association for Consumer Research. [ISI journal]
- Jin, B.**, & Hong, B.S. (2000). Consumers' perception toward retail salespeople attributes: Scale development, validation, and some related variables. *Korean Journal of Distribution Research*, 5(1), 65-81.
- Koh, A., **Jin, B.**, & Shim, J. (2000). Influencing factors of Korean female adolescent's clothing behaviors. *Journal of the Korean Society of Clothing and Textiles*, 24(4), 475-486.
- Jin, B.**, & Koh, A. (1999). Differences between South Korean male and female consumers in clothing brand loyalty formation process: Model testing. *Clothing & Textiles Research Journal*, 17(3), 117-127.
- Jin, B.**, & Koh, A. (1999). The effects of consumers' clothing price perceptions on Hedonic shopping values. *Korean Journal of Consumer Studies*, 10(3), 67-84.
- Sternquist, B., & **Jin, B.** (1998). South Korean retail industry: Government's role in retail liberalization. *International Journal of Retail and Distribution Management*, 26(9), 345-353.
- Jin, B.** (1998). Consumers' perception of clothing price (Part II). The effects of product involvement and consumer knowledge on the perceptions of each dimensions of clothing

- price. *Journal of the Korean Society of Clothing and Textiles*, 22(3), 417-427.
- Jin, B.** (1998). Consumers' perception of clothing price (Part I). Testing validity of dimensions of clothing price. *Journal of the Korean Society of Clothing and Textiles*, 22(5), 628-638.
- Jin, B.**, & Koh, A. (1996). An investigation to the influencing variables of clothing brand loyalty. *Yonsei Journal of Human Ecology*, 10, 13-23.
- Lee, J., & **Jin, B.** (1996). Perceptual differences in brand images of national medium-low priced casual clothing according to consumer purchase characteristics. *Journal of Korean Home Economics Association*, 34(3), 47-57.
- Jin, B.**, & Koh, A. (1996). A model of clothing brand loyalty formation. *Journal of the Korean Society of Clothing and Textiles*, 20(3), 502-511.
- Lee, J., & **Jin, B.** (1996). A review of research on clothing comfort by wearer trials. *Journal of Hyejeon College*, 14, 791-818.
- Lee, J., & **Jin, B.** (1995). Brand images of national medium-low priced casual clothing through perceptual mapping. *Journal of the Korean Society of Clothing and Textiles*, 19(6), 1040-1050.
- Jin, B.**, & Koh, A. (1995). A study on the characteristics of patronage consumer related to types of outlet stores. *Journal of Korean Home Economics Association*, 33(1), 61-69.
- Koh, A., & **Jin, B.** (1995). A study on the shopping orientations, importance of store attributes, and use of information sources for outlet store patronage consumers. *Journal of the Korean Society of Clothing and Textiles*, 19(1), 104-114.
- Lee, J., & **Jin, B.** (1995). Impact of clothing on heat exchange between human body and environment. *Journal of Hyejeon College*, 13, 347-373.
- Lee, J., & **Jin, B.** (1994). Clothing as a social status symbol. *Journal of Hyejeon College*, 12, 363-386.
- Kim, H. K., Yoo, H.S., **Jin, B.**, & Hong, H. (1993). Effect of fabric characteristics on drapability of flare skirts. *Yonsei Journal of Human Ecology*, 7, 3-12.
- Jin, B.**, & Kahng, H. (1992). A study on the determinant variables of brand loyalty related to clothing items. *Journal of the Korean Society of Clothing and Textiles*, 16(2), 211-225.

Book

- Suh, S., Hong, B.S., & **Jin, B.** (2002). *Fashion Business*, Seoul: Hyung-Sul Publication (in Korean).

Chapters in Books

- Jin, B.**, & Sternquist, B. (2007). Chap 18. Retailing in South Korea. *International Retailing* (2nd edition). New York: Fairchild Publications.

Jin, B., & Koh, A. (1998). Dimensions of clothing brand loyalty among South Korean consumers, In N. J. Miller, & M.A. Littrell (Ed.), *International Apparel Consumer Behavior* (pp.79-89), Ames: Iowa State University.

Trade Publication

Bartholomew, R., Richards, L., **Jin, B.** & Chung, J.M. (2004, June). Security solutionists. *Interiors and Source*, 11 (6), 60-62.

Jin, B., Richards, L., Bartholomew, R., & Chung, J-M (2004, March). Designing safer stores. *Chain Store Age*, 80(3), 104-108. (This paper was featured as a cover story of the issue)

International Trade Publication (in Korean)

Jin, B. (2009, March). Green retailing trends in U.S. *Korean Distribution Journal*, 18-21.

Jin, B. (2008, August). Return policy: How can we effectively utilize it? *Korean Distribution Journal*, 15-18.

Jin, B. (2007, April). Moneyed mass: How can we attract middle-income consumers? *Korean Distribution Journal*, 92-95.

Jin, B. (2007, March). Incredible Pizza: Incredible combinations of buffet and family entertainment. *Korean Distribution Journal*, 94-97.

Jin, B. (2006, October). The experience economy and experiential retailing. *Korean Distribution Journal*, 74-78.

Jin, B. (2005). Retail revolution RFID: Its usage and prospects. *Fashion Information and Technology*, 2, 33-39.

Kim, J., & **Jin, B.** (2005, June). Success cases of US retailing: Pacific Sunwear, *Biznet Times*, 135, 44-45.

Jin, B. (2005, May). Success cases of US retailing: Bed, Bath & Beyond. *Biznet Times*, 131, 44-45

Kang, J. H., & **Jin, B.** (2005, May). Success cases of US retailing: Sports Authority. *Biznet Times*, 129, 44-45.

Kim, J., & **Jin, B.** (2005, April). Success cases of US retailing: The Cheesecake Factory. *Biznet Times*, 126, 44-45.

Jin, B. (2005, April). Success cases of US retailing: Build a Bear. *Biznet Times*, 123, 44-45.

Kim, J., & **Jin, B.** (2005, March). Success cases of US retailing: Lane Bryant. *Biznet Times*, 121, 48-49.

Kang, J. H., & **Jin, B.** (2005, March). Success cases of US retailing: Mary Kay. *Biznet Times*, 119, 48-49.

Jin, B. (2005, January). Success cases of US retailing: Sephora. *Biznet Times*, 117, 52-53.

Kang, J. H., & **Jin, B.** (2005, February). Success cases of US retailing: Bath & Body Works. *Biznet*

Times, 115, 56-57.

- Kim, J., & **Jin, B.** (2005, January). Success cases of US retailing: Todai. *Biznet Times*, 113, 50-51.
- Kang, J. H., & **Jin, B.** (2005, January). Success cases of US retailing: Michaels. *Biznet Times*, 112, 48-49.
- Kim, J., & **Jin, B.** (2004, December). Success cases of US retailing: In N Out Burger. *Biznet Times*, 109, 66-67.
- Gam, H., & **Jin, B.** (2004, December). Success cases of US retailing: Pets Mart. *Biznet Times*, 107, 50-51.
- Kang, J. H., & **Jin, B.** (2004, November). Success cases of US retailing: Zara. *Biznet Times*, 103, 172-173.
- Kim, J., & **Jin, B.** (2004, November). Success cases of US retailing: Krispy Kreme. *Biznet Times*, 101, 42-44.
- Gam, H., & **Jin, B.** (2004, October). Success cases of US retailing: Patagonia. *Biznet Times*, 99, 52-53.
- Kang, J. H., & **Jin, B.** (2004, September). Success cases of US retailing: William Sonoma. *Biznet Times*, 98, 42-43.
- Kang, J. H., & **Jin, B.** (2004, September). Success cases of US retailing: Sharper Image. *Biznet Times*, 97, 64-65.
- Gam, H., & **Jin, B.** (2004, August). Success cases of US retailing: Container Store. *Biznet Times*, 93, 46-47.
- Kang, J. H., & **Jin, B.** (2004, August). Success cases of US retailing: Crate & Barrel. *Biznet Times*, 91, 46-47.
- Kim, J., & **Jin, B.** (2004, August). Success cases of US retailing: Pottery Barn. *Biznet Times*, 89, 38-40.
- Gam, H., & **Jin, B.** (2004, July). Success cases of US retailing: Toys 'R' Us. *Biznet Times*, 87, 46-47.
- Kang, J. H., & **Jin, B.** (2004, July). Success cases of US retailing: Panera. *Biznet Times*, 85, 42-43.
- Kim, J., & **Jin, B.** (2004, June). Success cases of US retailing: Jamba. *Biznet Times*, 82, 56-57.
- Jin, B.** (2004, June). E-personalization. *Biznet Times*, 83, 8.
- Gam, H., & **Jin, B.** (2004, May). Success cases of US retailing: Home Depot. *Biznet Times*, 80, 60-61.
- Kang, J. H., & **Jin, B.** (2004, May). Success cases of US retailing: Whole Foods Market. *Biznet Times*, 78, 58-59.
- Jin, B.** (2004, May). Principles of persuasion. *Biznet Times*, 76, 8.
- Kim, J., & **Jin, B.** (2004, April). Success cases of US retailing: Borders. *Biznet Times*, 76, 56-57.

- Gam, H., & **Jin, B.** (2004, April). Success cases of US retailing: Best Buy. *Biznet Times*, 73, 58-59.
- Jin, B.** (2004, April). Enthusiastic consumers. *Biznet Times*, 72, 8.
- Kim, J., & **Jin, B.** (2004, March). Success cases of US retailing: REI. *Biznet Times*, 70, 64-65.
- Jin, B.** (2004, March). Retail internationalization. *Biznet Times*, 69, 8.
- Gam, H., & **Jin, B.** (2004, March). Success cases of US retailing: Sonic. *Biznet Times*, 68, 62-64.
- Jin, B.** (2004, February). Private brand. *Biznet Times*, 64, 8.
- Kang, J. H., & **Jin, B.** (2004, February). Success cases of US retailing: Target. *Biznet Times*, 65, 56-57.
- Jin, B.** (2004, January). E-tailing should offer more than products. *Biznet Times*, 60, 8.
- Jin, B.** (2003, December). Retailer's efforts on environmentalism. *Biznet Times*, 56, 8.
- Jin, B.** (2003, November). Mass customization. *Biznet Times*, 53, 8.
- Jin, B.** (2003, October). Trends in retail technology. *Biznet Times*, 48, 8.
- Jin, B.** (2003, September). Experiential retailing. *Biznet Times*, 43, 8.
- Jin, B.** (2002, May). Korean textiles and apparel industry: Implications for globalization and competitiveness, *Korean Distribution Journal*, 64-67.
- Jin, B.** (2000, October). Fashion business: Present and future Direction. *Korean Distribution Journal*, 37-40.
- Sternquist, B., & **Jin, B.** (1999, April). The department store industry in Europe. *Korean Distribution Journal*, 30-33.
- Yoon, S., & **Jin, B.** (1999, March). Usage of fashion information source among women's apparel company. *Korean Distribution Journal*, 81-85.
- Sternquist, B., & **Jin, B.** (1999, February). The department store industry in the United States. *Korean Distribution Journal*, 62-65.
- Sternquist, B., & **Jin, B.** (1999, January). What sets the United States retail industry apart from other countries? *Korean Distribution Journal*, 22-25.
- Sternquist, B., & **Jin, B.** (1998, April). Internationalization of retailers. *Korean Distribution Journal*, 36-42.

PRESENTATION

Refereed Presentation and Associated Publication

- Bennur, S., & **Jin, B.** (accepted). *From apparel product attributes to brand loyalty: A proposed framework using Kano's theory*. Paper presented at the annual conference of International Textile and Apparel Association, Bellevue, WA.

- Ryu, J. & **Jin, B.** (accepted). *Idiocentric and allocentric consumers' luxury brand purchase motivations: A research proposition*. Paper presented at the annual conference of International Textile and Apparel Association, Bellevue, WA.
- Simpson, J., Ryu, J.S., & **Jin, B.** (accepted). *Lessons for future global retailing: Internationalization failures and achieving a global mindset*. The Triennial AMS/ACRA Conference, New Orleans, LA.
- Cho, H.J., **Jin, B.**, & Cho, H. (2009, May). *Is the Chinese market homogenous? An examination of three Chinese cities by socio-cultural factors*. Paper presented at the spring conference of American Collegiate Retailing Association, Las Vegas, NV.
- Hwang, J., Chung, J-E., & **Jin, B.** (2009, May). *The moderating influence of environmental volatility on channel relationships in a collectivist culture: evidence from retail buyer-supplier relationships in South Korea*. Paper presented at the spring conference of American Collegiate Retailing Association, Las Vegas, NV.
- Cho, H. J., & **Jin, B.** (2009, March). *Factors related to the acceptance of private brands in U.K. and Japanese retail markets*. Paper presented at the annual conference of Oklahoma Association of Family and Consumer Sciences, Stillwater, OK.
- Jin, B.**, & Son, J. (2009, January). *Indian consumers: Are they the same across regions?* Paper presented at the winter conference of American Collegiate Retailing Association, New York, NY.
- Jin, B.**, & Kang, J. H. (2008, November). *Purchase intentions of Chinese consumers toward a U.S. apparel brand: A test of composite behavioral intention model*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL. **(This paper was nominated for the Best Paper award in the T&A Industries/International track.)**
- Kang, J. H., & **Jin, B.** (2008, November). *The positive emotion elicitation process of Chinese consumers toward a U.S. apparel brand: A cognitive appraisal perspective*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL.
- Son, J., **Jin, B.**, & George, B. (2008, November). *Indian consumer purchase behavior of foreign brand jeans: A test of an integrated behavioral intention model*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL.
- Ryu, J. S., & **Jin, B.** (2008, November). *Consumer's attitude and purchase intention toward the extended clothing brand: A proposed research framework*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL.
- Ko, S. B., & **Jin, B.** (2008, November). *Consumers' intention to use online apparel customization system: A proposed composite model*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL.
- Hwang, J., Chung, J-E., & **Jin, B.** (2008, November). *The effects of retailer market orientation and supplier market intelligence in building retailer long-term orientation*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL.
- Kang, J. H., & **Jin, B.** (2008, October). *Korean college students' purchase intention toward*

- foreign brand jeans: A test of the integrative behavioral intention model.* Paper presented at the fall conference of the Korean Society of Clothing and Textiles, Seoul, Korea
- Jin, B.**, Yu, H., & Kang, J. H. (2008, September). *Traditional values and contemporary business practices in China: Implications for multinational companies.* Paper presented at the International Marketing Forum, Beijing, China.
- Jin, B.**, Park, J. Y., & Ryu, J.S. (2008, May). *Comparison of Chinese and Indian consumers' evaluative criteria toward denim jeans: A conjoint analysis.* Paper presented at the spring conference of American Collegiate Retailing Association, Durango, CO.
- Jin, B.**, Park, J. Y., Kim, H.-S., & Ko, S.B. (2008, May). *From online community participation to loyalty toward the hosting firm: Examining the mediating and crossover effects of trust and satisfaction.* Paper presented at the spring conference of American Collegiate Retailing Association, Durango, CO.
- Chung, J.-E., Huang, Y., **Jin, B.**, & Sternquist, B. (2008, May). *the impact of market orientation on Chinese retailers' channel relationships.* Paper presented at the spring conference of American Collegiate Retailing Association, Durango, CO.
- Urubail, U., & **Jin, B.** (2007, November). *Antecedents and consequences of flow state in virtual communities hosted by companies.* Paper presented at the annual conference of International Textile and Apparel Association, Los Angeles, CA.
- Jin, B.**, Swinney, J., Cao, H., Muske, G., Nam, J., & Kang, J.H. (2007, November). *Doing business with China: Curriculum internationalization through infusion method.* Paper presented at the annual conference of International Textile and Apparel Association, Los Angeles, CA. **(This paper was nominated for the Best Paper award in the T&A Industries/ International track.)**
- Jin, B.**, & Kang, J. H. (2007, November). *Face or subjective norm? Chinese college students' purchase behaviors toward foreign brand jeans.* Paper presented at the annual conference of International Textile and Apparel Association, Los Angeles, CA. **(This paper was selected as the Best Paper award in the T&A Industries/ International track.)**
- Kang, J.H., & **Jin, B.** (2007, November). *Chinese consumers' purchase decision on foreign apparel products: A framework based on cognitive appraisal theory.* Paper presented at the annual conference of International Textile and Apparel Association, Los Angeles, CA.
- Chung, J.-E., & **Jin, B.** (2007, April). *The influence of cultural characteristics on channel relationships: A model of yeon-go, environmental volatility, trust, and opportunism in Korean retailer-supplier relationships.* Paper presented at the spring conference of American Collegiate Retailing Association, Chicago, IL.
- Kang, J. H. & **Jin, B.** (2007, March). *Ambivalent or equivalent? Chinese view on Western business practice in a transition period.* Paper presented at the annual conference of Association for Oklahoma Family & Consumer Sciences, Tulsa, OK.
- Jin, B.**, Park, J. Y., & Kim, H.-S. (2007, March). *Antecedents of affective and calculative commitment to online communities: A social exchange perspective.* Paper Presented at the annual meeting of Association of Collegiate Marketing Educators/Federation of Business Disciplines, San Diego, CA.

- Jin, B.**, Lee, Y-K, & Kwon, S.U. (2006, November). *Dimensions of experiential value: Is it same across retail channels?* Paper presented at the Fall International Conference of Korean Academy of Marketing Science, Cheju, Korea.
- Ahn, K-H., Akkurt, C., & **Jin, B.** (2006, June). *Multidisciplinary theoretical framework in experiential retailing and taxonomy of atmospherics.* Paper presented at the European Association for Education and Research in Commercial Distribution Conference, London, UK.
- Jin, B.**, Muske, G, Farr, C., Branson, D., & Kang, J. H. (2006, May). *Key success factors for doing business with China.* Paper presented at the Hawaii International Conference on Social Sciences.
- Jin, B.**, Yu, H., Muske, G, Farr, C., Branson, D., Kang, J. H., & Li, Y. (2006, May). *Innovative instructions for enhancing college students' understanding in doing business with China.* Paper presented at the Hawaii International Conference on Social Sciences.
- Strickler, S., Hegland, J., **Jin, B.**, Hellegard, K., Kotsiopoulos, A., LeHew, M., Lyons, N., Manikowske, L., & Meyer, D. (2006, April). *Creating an online merchandising master's: A development story.* Paper presented at the spring conference of American Collegiate Retailing Association, Fayetteville/Bentonville, AR.
- Jin, B.**, Park, J. Y., & Kim, J. (2006, April). *Cross cultural examination of the relationships among reputation, e-satisfaction, e-trust and e-loyalty.* Paper presented at the spring conference of American Collegiate Retailing Association, Fayetteville/Bentonville, AR.
- Park, J. Y. & **Jin, B.**, (2006, April). *Hierarchical dimensions of online merchandising,* Paper presented at the spring conference of American Collegiate Retailing Association, Fayetteville/Bentonville, AR.
- Kim, H.-S., Park, J. Y. & **Jin, B.** (2006, April). *Dimensions of online community attributes: Examination of online communities hosted by companies.* Paper presented at the spring conference of American Collegiate Retailing Association, Fayetteville/Bentonville, AR.
- Kim, J., & **Jin, B.** (2005, November). *An integrative model of e-loyalty development process: The role of etail quality, e-satisfaction, and e-trust.* Paper presented at the annual conference of International Textile and Apparel Association, Alexandria, VA/Washington, D.C. (**This paper was selected as “the Best Master’s Research Paper Award”.**)
- Jin, B.**, Kang, J. H., & Park, J. Y. (2005, November). *Antecedents and outcomes of global sourcing and information technology.* Paper presented at the annual conference of International Textile and Apparel Association, Alexandria, VA/Washington, D.C.
- Jin, B.**, & Park, J. Y. (2005, September). *The moderating effect of online purchase experiences on the evaluation of online store attributes and the subsequent impact on market response outcomes.* Paper presented at the annual conference of Association for Consumer Research. San Antonio, TX.
- Jin, B.** & Kim, J. (2005, January). *Profiles of Korean multichannel versus pure online shoppers.* Paper presented at the winter conference of American Collegiate Retailing Association, New York, NY.
- Jin, B.** (2004, November). *Performance implications of information technology implementation:*

- The moderating effect of firm size.* Paper presented at the annual conference of International Textile and Apparel Association, Portland, OR.
- Jin, B.,** & Farr, C. (2004, November). *The differences in perception of benefits and challenges of global sourcing by characteristics of US apparel manufacturers.* Paper presented at the annual conference of International Textile and Apparel Association, Portland, OR.
- Kang, J. H., & **Jin, B.** (2004, November). *Determinants of the born global firms' growth in apparel industry.* Paper presented at the annual conference of International Textile and Apparel Association, Portland, OR.
- Yu, H., & **Jin, B.** (2004, November). *Practitioners' perspectives on enhancing international dimensions in apparel and merchandising curriculum.* Paper presented at the annual conference of International Textile and Apparel Association, Portland, OR.
- Nam, J., Branson, D., Ashdown, S., Cao, H., & **Jin, B.** (2004, November). *Fit analysis of liquid cooled vest prototypes using 3d body scanner.* Paper presented at the annual conference of International Textile and Apparel Association, Portland, OR.
- Chung, J.-E., **Jin, B.,** & Sternquist, B. (2004, July). *the influence of market orientation on channel relationships: Evidence from Korean department store context.* Paper presented at the annual conference of American Collegiate Retailing Association, FL.
- Jin, B.,** & Moon, H-C. (2004, January). *The diamond approach to the competitiveness of Korea's apparel industry: Michael Porter and beyond.* Paper presented at the annual conference of International Business & Economy, San Francisco, CA.
- Jin, B.** (2003, November). *Global sourcing versus domestic sourcing: implementation of technology, competitive advantage, and performance.* Paper presented at the annual conference of International Textile and Apparel Association, Savannah, GA.
- Kim, H-S., & **Jin, B.** (2003, November). *Virtual communities hosted by online retailers: Implications for apparel stores.* Paper presented at the annual conference of International Textile and Apparel Association, Savannah, GA.
- Muske, G., Jin, B., & Yu, H. (2003, November). *Demonstrating visual merchandising to rural retailers: Engaging students as instructors.* Paper presented at the annual conference of International Textile and Apparel Association, Savannah, GA.
- Sternquist, B., Byun, S-E., & **Jin, B.** (2003, July). *The dimensions of price: A cross-cultural comparison of Asian consumers.* 12th International Conference on Research in Distributive Trades, Paris, France. **(This paper was selected as "the Best Research Paper".)**
- Jin, B.** (2002, August). *Apparel industries in newly industrialized countries: Competitive advantage, challenges, and implications.* Paper presented at the annual conference of International Textile and Apparel Association, New York, NY.
- Jin, B.,** & Kim, J. O. (2001, June). *Korean discount shoppers' shopping motivation, and their evaluation on store attributes and shopping outcomes.* Paper presented at the joint world conference of Korean Society of Clothing and Textiles/ International Textiles and Apparel Association, Seoul, Korea.
- Hong, B. S., & **Jin, B.** (2001, June). *Consumer susceptibility to apparel salesperson influence: Scale development, related variables, and implications for apparel selling.* Paper

presented at the joint world conference of Korean Society of Clothing and Textiles/ International Textiles and Apparel Association, Seoul, Korea.

- Choe, Y. S., Koh, A., & **Jin, B.** (2001, June). *An exploratory analysis on Korean apparel manufacturer's before-and on-season merchandising activities to maximize merchandising hit ratio*. Paper presented at the joint world conference of Korean Society of Clothing and Textiles/ International Textiles and Apparel Association, Seoul, Korea.
- Kim, J.O., & **Jin, B.** (2001, March). *The mediating role of excitement in customer satisfaction and repatronage intention of discount store shoppers in Korea*. Paper presented at the annual conference of American Collegiate Retailing Association, Birmingham, Alabama. **(This paper was selected as "the Best Retail Research Paper" by the International Council of Shopping Centers.)**
- Kim, S., & **Jin, B.** (2001, March). *Validating the retail service quality scale for U.S. and Korean customers of discount stores*. annual conference of American Collegiate Retailing Association, Birmingham, Alabama.
- Kim, J. O., & **Jin, B.** (2000, November). *Korean consumers' perception on discount stores and consumer characteristics*. Paper presented at the annual conference of International Textile and Apparel Association, Cincinnati, Ohio.
- Kim, S., & **Jin, B.** (2000, October). *An evaluation of the retail service quality scale for U.S. and Korean customers of discount stores*. Paper presented at the annual conference of Association for Consumer Research, Salt Lake City, Utah.
- Jin, B.**, & Sternquist, B. (1999, March). *Shopping is truly a joy - Cross cultural considerations of hedonic shopping values and price cues*. Paper presented at the annual conference of American Collegiate Retailing Association, Tucson, Arizona. **(This paper was nominated for the Best Retail Research Paper by International Council of Shopping Centers.)**
- Jin, B.**, Kim, S., Alswailem, A., & Sternquist, B. (1998, November). *Saudi Arabian and South Korean consumers: Is price a multidimensional cue?* Paper presented at the annual conference of International Textile and Apparel Association, Dallas, Texas.
- Jin, B.**, & Koh, A. (1995, November). *A study on the dimensions of clothing brand loyalty*. Paper presented at the annual conference of International Textile and Apparel Association, Pasadena, California.
- Jin, B.**, & Koh, A. (1995, October). *A formation model of clothing brand loyalty*. Paper presented at the annual conference of Korean Society of Clothing and Textiles Association, Seoul, Korea.

Invited Presentation

- Jin, B.** (2009, June). *International apparel merchandising: Needs and selected research frameworks*. The Beijing Institute of Fashion Technology, Beijing, China.
- Jin, B.** (2009, June). *Selected frameworks for cross-cultural research*. Seoul National University, Seoul, Korea.
- Jin, B.** (2009, June). *Needs for International apparel merchandising*. Yonsei University, Seoul, Korea.

- Jin, B.** (2009, February). *The U.S. apparel industry in the global economy: Current status and preparation for future*. University of North Carolina, Greensboro, NC.
- Jin, B.** (2008, June). *Cross-cultural consumer behavior research: Frameworks and applications*. Fashion Marketing Workshop, Korean Society of Clothing and Textiles Association, Seoul, Korea.
- Jin, B.** (2008, June). *How can Korean apparel industry achieve national competitiveness? An analysis utilizing Porter's model*. Yonsei University, Seoul, Korea.
- Jin, B.** (2008, June). *National competitiveness in apparel industry: Suggestions to Korean apparel industry*. Chung-Ang University, Seoul, Korea.
- Jin, B., & Johnson, C.** (2006, February). *Enhancing Oklahoma Academic and Small Business Community Competitiveness for Doing Business with China*. Agricultural Research and Education Serving the Nation (A University Science and Education Exhibition on Capital Hill). National Association of State Universities and Land-Grant Colleges. Washington, D.C.
- Jin, B.** (2005, June). *Environmental sustainability: Implication to design and merchandising*. Yonsei University, Seoul, Korea.
- Jin, B.** (2004, July). *LOHAS consumers and its implication to Korean retail industry*. Seventh Distribution and Logistics Committee Meeting, Korea Chamber of Commerce and Industry, Seoul, Korea.
- Jin, B.** (2003, July). *Recent trends in U.S. retail industry*. Third Distribution and Logistics Committee Meeting, Korea Chamber of Commerce and Industry, Seoul, Korea.
- Jin, B.** (2001, June). *Global sourcing in apparel industry*. Joint World Conference of Korean Society of Clothing and Textiles/ International Textiles and Apparel Association, Seoul, Korea.

Workshop to Business Executives

- Jin, B.** (2006, June 26). *Doing Business with China*, Tulsa, OK
(sponsored by the Oklahoma Department of Commerce).
- Jin, B.** (2006, June 27). *Doing Business with China*, Oklahoma City, OK
(sponsored by the Oklahoma State Chamber).

Other Presentation and Exhibition

- Hegland, J., Hellegard, K., **Jin, B.**, Kotsiopoulos, A., LeHew, M., Manikowske, L., Meyer, D., Lyons, N., Strickler, S., (2005, November)*. *Distance Master's Program in Merchandising: A Faculty Collaboration of the Great Plains Interactive Distance Education Alliance (Great Plains IDEA)*, Special Panel Discussion Session at the Annual Conference of International Textile and Apparel Association, Alexandria, VA/Washington, D.C.
(Co-Chaired the session with J. Hegland)

*The presenters were listed by alphabetical order.

OTHER SCHOLARY WORK

Jin, B. (2006). Retail Industry in China. Original video developed for classroom instruction and training business professionals. BIE project, Stillwater, OK: Department of Design, Housing and Merchandising, Oklahoma State University.

Jin, B. & Yu, H. (2006). Doing Business with China. Original CD-ROM developed for classroom instruction and training business professionals. BIE project, Stillwater, OK: Department of Design, Housing and Merchandising, Oklahoma State University.

EXTERNAL FUNDED GRANTS RECEIVED

Jin, B. & Bennur, S. “Does the Importance of Apparel Product Attributes Differ by Country and Change over Time? Testing Kano’s Theory”. International Textiles and Apparel Association, \$1,000 (PI).

Jin, B., & Muske, G. “Building U.S. Competitiveness in Natural-Fiber and Related Industries by Preparing Students and Small Business Leaders for Global Markets”. International Science & Education (ISE) Competitive Grant Program, U.S. Department of Agriculture, 2006-2009, \$100,000 (PI).

Jin, B., Branson, D., Farr, C., Muske, G., & Yu, H. “Enhancing Oklahoma Academic and Small Business Community Competitiveness for Doing Business with China”. Business and International Education (BIE) Program, U.S. Department of Education, 2004-2007, \$162,000 (PI).

Jin, B. “Success Cases of US Retailers”. Biznet Times, Seoul, Korea, 2004-2005, \$4,053.28 (PI).

Muske, G., **Jin, B.,** & Yu, H. “Visual Merchandising demonstration project”. CE-FCS Ambassadors Program Development Grant, 2003-2004, \$1,000 (Co-PI).

Bickle, B.C., Bastow-Shoop, H., Good, L., Harp, S., Hegland, J., Huddleston, P., Hyllegard, K., **Jin, B.,** Kotsiopoulos, A., Kraus, B., Niehm, L., O’Neil, G., & Park, J. “Professionals’ Perceptions of Graduate Level Distance Education Courses: Motivating Factors, Enrollment Variables, Logistics, and Educational Tools Innovativeness/ Importance”. Center for the Study of Learning and Teaching at a Distance Faculty Grant Initiative, Colorado State University, 2003, \$2,076 (Co-PI).

Kim, J.O., Forsythe, S., **Jin, B.,** & Gu, Q.L. “The Role of Emotion in Success of Global Textile Product Retailing”. National Textile Center, U.S. Department of Commerce, 2001-2003, \$120,000 (Co-PI).

CONSULTING SERVICE PROVIDED

Jin, B. “Multichannel Strategies for Korean e-tailing Companies.” Korea Chamber of Commerce and Industry, Seoul, Korea, summer 2004.

HONORS AND AWARDS

July 2009	Selected to be included Who's Who in the World 2010
June 2009	Selected to be included Who's Who in America 2010
May 2009	Selected to be included Who's Who in Finance and Business 2009-2010
April 2009	Outstanding Graduate Faculty Mentor Award College of Human Environmental Sciences, Oklahoma State University
June 2008	Regents Distinguished Research Award (Permanent salary increase of \$1,000) Oklahoma State University
June 2008	Selected to be included Who's Who in America 2009
November 2007	Prentice Hall Lecturer Award (\$1,500) International Textiles & Apparel Association, Los Angeles, CA.
November 2007	The Best Research Paper Award International Textiles & Apparel Association, Los Angeles, CA.
June 2007	Selected to be included Who's Who in America 2008
March 2007	Nominated for Regents Distinguished Research Award Oklahoma State University
March 2007	Nominated for Marguerite Scruggs Award for Meritorious Research in Human Environmental Sciences, Oklahoma State University
March 2007	Nominated for the Phoenix Award (given to the outstanding graduate advisor and mentor), Oklahoma State University
November 2006	Listed as one of the 100 women leaders in South Korea, Yonsei University Alumni Association, Seoul, Korea.
March 2006	Nominated for Marguerite Scruggs Award for Meritorious Research in Human Environmental Sciences, Oklahoma State University
April 2005	Installed as a member of Phi Beta Delta Honor Society for International Scholars
March 2005	Nominated for the Phoenix Award (given to the outstanding graduate advisor and mentor), Oklahoma State University
July 2003	The Best Research Paper 12 th International Conference on Research in Distributive Trades, Paris, France.
December 2001	The Best Lecturer Award Yonsei University, Seoul, Korea
March 2001	The Best Retail Research Paper Award (\$500) ACRA (American Collegiate Retailing Association) Conference, Birmingham, AL

- May 1997 Department Award (Department of Fashion Design, 1year AAS program)
Bernard Oliver Memorial Award (\$500)
Graduated with Summa Cum Laude
Fashion Institute of Technology, New York
- September 1987 Academic Award
Yonsei University, Seoul, Korea
- 1984 – 1988 Received Honor Scholarships
Yonsei University, Seoul, Korea

STUDENTS' HONORS AND AWARDS

- November 2007 Ji Hye Kang, The Best Research Paper Award
International Textiles & Apparel Association
- November 2005 Jiyoung Kim, The Best Master's Research Paper Award
International Textiles and Apparel Association

GRADUATE STUDENT RESEARCH ADVISEMENT

- 2009 Jung Hwa Son (Ph.D., University of North Carolina, Greensboro, Major Advisor)
– In progress
- 2009 Hyeon Jeong Cho (Ph.D., University of North Carolina, Greensboro, Major Advisor)
– In progress
- 2009 Shubhapiya Bennur (Ph.D., Oklahoma State University, Major Advisor) – In progress
- 2009 Seung Bong Ko (Ph.D., Oklahoma State University, Major Advisor) – In progress
- 2009 Bharath Rumkumar (M.S., Oklahoma State University, Major Advisor) – In progress
- 2009 Wenwen Xu (M.S., Oklahoma State University, Committee Member) – In progress
- 2009 Smitha Tumkur (M.S., Oklahoma State University, Committee Member)
- 2008 Min Jung Nam (M.S., Oklahoma State University, Committee Member)
Thesis title: "Consumer Use of the Internet in Shopping for Unique Products".
- 2008 Yuqing Li (M.S., Oklahoma State University, Committee Member)
Thesis title: "Chinese Consumer's Evaluation of Multinational and Domestic Discount
Store Image and Store Satisfaction".
- 2007 Ji Hye Kang (Ph.D., Oklahoma State University, Major Advisor)
Dissertation title: "The Positive Emotion Elicitation Process of Chinese Consumers toward
a U.S. Apparel Brand: A Cognitive Appraisal Perspective".
- 2007 Uthkala Urubail (M.S., Oklahoma State University, Major Advisor)
Thesis title: "Antecedents and Consequences of Flow State in Virtual Communities Hosted
by Companies".

- 2007 Jung Hwa Son (M.S. Oklahoma State University, Major Advisor)
Thesis title: "Indian Consumer Purchase Behavior of Foreign Brand Jeans".
- 2006 Rebecca Bailey (M.S., Oklahoma State University, Committee Member)
Creative component title: "Critical Components of Failure: Learning from Global Retail Internationalization".
- 2006 Lisa Kutchman (M.S., Oklahoma State University, Major Advisor)
Creative component title: "Gender Role Portrayals Depicted in Women's Magazines: A Content Analysis".
- 2005 Laura Croy (M.S., Oklahoma State University, Committee Member)
Creative component title: "Customer Loyalty Programs in High-End Retailers".
- 2005 Jiyoun Kim (M.S., Oklahoma State University, Major Advisor)
Thesis title: "An Integrative Model of E-Loyalty Development Process: The Role of E-Satisfaction, E-Trust, Etail Quality, and Situational Factors".
- 2005 Sunghee Park (Ph.D., Chung-Ang University, Seoul, Korea, Committee Member)
Dissertation title: "The Effects of Relationship Commitment between Salesperson and Apparel Purchaser on Relationship Behaviors".
- 2004 Jong Eun Kim (Ph.D., Oklahoma State University, Committee Member)
Dissertation title: "Understanding Consumers' Online Shopping and Purchasing Behaviors".
- 2004 Jinhee Nam (M.S. Oklahoma State University, Committee Member)
Thesis title: "Development, Modification and Fit Analysis of Liquid Cooled Vest Prototypes using 3D Body Scanner".
- 2001 MiRi Ahn (M.S., Yonsei University, Seoul, Korea, Committee Member)
Thesis title: "Promotion of E-Commerce Based on Analysis of Textile B2B Sites Users".
- 2001 Ji-Yeon Lee (M.S., Chung-Ang University, Seoul, Korea, Committee Member)
Thesis title: "Developing of Effective Polyester B to B Site Based on Appraisal of Existing Web Sites".
- 2001 Kea-Yeon Kim (M.S., Chung-Ang University, Seoul, Korea, Committee Member)
Thesis title: "Merchandising Strategy Based on Analysis of Knit Wear Purchasers' Behavior".
- 2000 Yong Souc Choe (M.S., Yonsei University, Seoul, Korea, Committee Member)
Thesis title: "An Exploratory Analysis on Korean Apparel Manufacturers' before-and on-season Merchandising Activities to Maximize Merchandising Hit Ratio".
- 2000 Miyoun Park (M.S., Yonsei University, Seoul, Korea, Committee Member)
Thesis title: "An Analytical Study on the Advertisements of the Global Fashion Brands".
- 2000 Seoyong Youn (M.S., Yonsei University, Seoul, Korea, Committee Member)
Thesis title: "Analysis on Internet Shopping-Mall Images through Benefit Segmentation and Perceptual Mapping".

TEACHING AREAS OF EXPERTISE

Graduate level (5000 or 6000)

Merchandising Theory Application and Strategy Implementation
 Merchandising Trends, Practices, Theories in Apparel and Interior Industries
 *International Merchandise Management
 Consumer Behavior
 *Retailing Theory and Practice
 *Apparel Merchandising
 *Fashion Retail Management

Upper-Level undergraduate (3000 or 4000)

Consumer Product Marketing
 *Visual Merchandising Field Experience
 Visual Merchandising and Promotion
 *Fashion Marketing
 *Fashion Retailing

*Indicates development of course

PROFESSIONAL SERVICE

2008 – Present	Advisory Board Member The Korea Chamber of Commerce and Industry, Seoul, Korea
2008 – Present	Member, Publication Policy Committee International Textiles and Apparel Association (ITAA)
January 2008 – July 2009	<i>Faculty Chair</i> Great Plains Interactive Distance Education Alliance (IDEA) Online Merchandising Master's Program
2007 – Present	Editorial Board Member, Reviewer <i>Korean Journal of Clothing & Textiles</i>
September 2004 – Present	Editorial Board Member, Reviewer <i>Clothing and Textiles Research Journal</i>
2004 – Present	Reviewer International Textiles and Apparel Association (ITAA) Conference Papers
2004 – Present	Reviewer Academy of Marketing Science (AMS) Annual Conference Papers
2003 – Present	Reviewer American Collegiate Retailing Association (ACRA) Conference Papers
June 2007– May 2008	External Reviewer For a Project Funded by Business & International Education Program, The U.S. Department of Education, University of Delaware.

2007 – 2008	Chair, Student Fellowship and Awards Committee International Textiles and Apparel Association (ITAA)
2006 – 2007	Member, Student Fellowship and Awards Committee International Textiles and Apparel Association (ITAA)
September 2006	Guest Reviewer <i>Journal of Business Research/ACRA special issue</i>
April 2006	Guest Reviewer <i>Family and Consumer Science Research Journal</i>
June 2004 – 2007	Editorial Board Member, Reviewer <i>Journal of International Business and Economy</i>
June 2004 – 2007	Editorial Board Member, Reviewer <i>Korean Journal of Distribution Research</i>
May 2004	Juror The first-round for the National Art of Fashion Competition, Philadelphia, PA.
2002	Co-Chair, Research and Theory Development Committee International Textiles and Apparel Association (ITAA)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (2004 – Present, Member)
 American Collegiate Retailing Association (2002 – Present, Member)
 International Textiles and Apparel Association (1994 – Present, Member)
 Phi Beta Delta Honor Society for International Scholars (2005 – Present, Member)
 Korean Distribution Association (1998 – Present, Member)
 Korean Society of Consumer Studies (1998 – Present, Member)
 Korean Society of Clothing and Textiles (1989 – Present, Member)