

JIYOUNG HWANG, PhD

Associate Professor of Marketing

Margaret Van Hoy Hill Dean's Notable Scholar

Department of Marketing, Entrepreneurship, Hospitality & Tourism

Bryan School of Business & Economics

University of North Carolina at Greensboro

379 Bryan Hall, Greensboro, NC 27402

Cell: 336.314.3196 (primary), 336.517.7522 (secondary)

j_hwang3@uncg.edu

Top 2% Most-Cited Researchers Worldwide (2023, Stanford-Elsevier List)

<https://www.uncg.edu/campus-weekly/twenty-six-uncg-scientists-among-most-cited/>

ACDEMIC EMPLOYMENT

Associate Professor of Marketing , University of North Carolina at Greensboro, USA	2019 – Present
Assistant Professor of Marketing , University of North Carolina at Greensboro	2013 – 2019
Visiting Research Scholar , Korea University, Seoul, Korea	Summer 2015
<ul style="list-style-type: none">Business school at Korea University is one of the top 3 business schools in Korea	
Post-Doctoral Researcher & Instructor , University of Florida, USA	2010 – 2013
<ul style="list-style-type: none">Taught International Business for Business Graduates	
Visiting Teaching Professor , Aalto University, Mikkeli, Finland	2013 – 2013
<ul style="list-style-type: none">Taught International Marketing Strategy	
Teaching/Research Assistant & Instructor , Ohio State University, USA	2006 – 2009

EDUCATION

PD.B. in Marketing , University of Florida, Gainesville, FL, USA	2011
<ul style="list-style-type: none">Track advisors: Dr. Joe Alba (Marketing) and Dr. Jason Colquitt (Management)	
Ph.D. in Retail & Consumer Studies , The Ohio State University, Columbus, OH, USA	2006 – 2010
<ul style="list-style-type: none">Honors/Awards: College Graduate Dissertation Fellowship (2009-2010), Dickey-Meacham Scholarship, Graduate research and teaching assistantships (2006-2009)	
M.S. in Retailing , Michigan State University, East Lansing, MI, USA	2003 – 2005
<ul style="list-style-type: none">Honors/Awards: Mary Louise Gephart-Donnell Scholarship, Graduate Office Scholarship, Research Enhancement Fellowship	
B.S. in Fashion Marketing , Hanyang University, Seoul, Korea	1996 – 2001
<ul style="list-style-type: none">Honors/Awards: Summa Cum Laude (Graduated as the 1st student of the graduates), Four Full Scholarships & Two Honor Scholarships	

RESEARCH EXPERIENCE

Research Interests: Generative AI and Autonomous Technologies in Consumer Contexts, Human-AI Interaction, Omnichannel Retail and Digital Service Innovation, Gamification and Customer Engagement, Ethical AI, Business Ethics and Consumer Well-Being

BOOKS (All Single-Authored)

4. **Hwang, J.** (2023). *Generation Zalpha: Global Marketing Trends*. Seoul, Korea: Woongjin.
3. **Hwang, J.** (2021). *Who Designs the Future of Shopping?* Seoul, Korea: Humanist.
2. **Hwang, J.** (2020). *Re:Store: 8 Strategies of Physical Stores in the Digital Era*. Seoul, Korea: Influential.
1. **Hwang, J.** (2019). *The Future of Retail Business: How Technology Reshapes Consumption*. Seoul, Korea: Influential.

UNDER REVIEW (titles removed to preserve peer review process)

5. **Hwang, J.** and Kim, S. Fluency Paradox of AI-summarized Reviews. (under review at *Journal of Retailing*, CABS 4).
4. **Hwang, J.** The Role of Hybrid Promotion (under review at *Journal of Business Research*, CABS 3).
3. Jang, R. **Hwang, J.**, and Chung, H. Consumer Responses to Failures of Autonomous Driving. (under review at *Journal of Retailing and Consumer Services*, CABS 2)
2. **Hwang, J.** and Kim, S. The Role of Contextual Adaptation and Relational Factors in GenAI Agents (under review at *Journal of Interactive Marketing*, CABS 3).
1. **Hwang, J.** AI Services become Phygital (R&R at *Journal of Services Marketing*, CABS 2)

WORKING PAPERS (in the order of progress)

5. **Hwang, J.** and Kwon, O. The Value of ESG Branding (Manuscript 70% complete, targeting *Journal of Business Ethics*, FT 50).
4. **Hwang, J.** Time Discounting in Gamified Loyalty Programs. (3rd data collection in preparation, targeting *Marketing Letters*, CABS 3).
3. **Hwang, J.** Gen AI for Psychological Support. (Methodology in progress, targeting *Journal of Business Ethics*, FT 50).
2. **Hwang, J.** and Baek, K. GPT Profiling for Consumer Targeting (Methodology in progress, targeting *Harvard Business Review*, FT 50).
1. **Hwang, J.** and Y. Yoon. AI for Humanity? Human vs. AI Identity (Conceptual development in progress, targeting *Journal of Consumer Research*, FT 50).

PUBLICATIONS

26. **Hwang, J.** (2026). Moral Licensing in Luxury: Why Prosocial Brand Image Outshines Coolness in Cause-Related Marketing, *Journal of Consumer Behaviour*.
25. **Hwang, J.** and Choi, L. (2026). Is Gamification Always Beneficial? Exploring Non-monotonic Consumer Motivation and Progress Framing in Gamified Loyalty Programs. *Journal of Retailing and Consumer Services*, 92, 104773
24. Choi, L. and **Hwang, J.** (2023). What Drives Consumer Perceptions and Adoption of Cannabidiol (CBD) Products? *Journal of Marketing Management*, 39(15-16), 1417-1450.
23. **Hwang, J.** and Kim, S. (2022). The Effects of Packaging Design of Private Brands on Consumers' Responses. *Psychology & Marketing*, 39(4), 777-796.
22. Nakata, C. and **Hwang, J.** (2020). Design Thinking for Innovation: Composition, Contingency, and Consequences for Firms. *Journal of Business Research*, 118, 117-128.

21. Cho, E. and **Hwang, J.** (2020). Drivers of Consumer-based Brand Equity: A Two-Country Analysis of Perceived Brand Origin and Identity Expressiveness. *International Marketing Review*, 37(2), 241-259.
20. **Hwang, J.** and Choi, L. (2020). Having Fun while Receiving Rewards?: Exploration of Gamification in Loyalty Programs for Consumer Loyalty. *Journal of Business Research*, 106, 365-376.
19. Hur, C., **Hwang, J.** and Yeo, C. (2020). The Differential Impact of Consumer's Thinking Styles on Brand Placement: A Cross-Cultural Study. *Journal of Brand Management*, 27(3), 300-311.
18. **Hwang, J.** and Chung J-E. (2019). What Drives Consumers to Certain Retailers for Organic Food Purchase: The Role of Fit for Consumers' Retail Store Preference. *Journal of Retailing and Consumer Services*, 47, 293-306.
17. **Hwang, J.** and Chung J-E. (2019). What Drives Consumers to Certain Retailers for Organic Food Purchase: The Role of Fit for Consumers' Retail Store Preference. *Journal of Retailing and Consumer Services*, 47, 293-306.
16. **Hwang, J.** (2019). Managing the Innovation Legitimacy of Sharing Economy. *International Journal of Quality Innovation*, 5(1), 1-21.
15. **Hwang, J.** and Chung, J-E. (2018). The Role of Business Ethics in Management in Small Retailer Supplier Business Relationships. *Journal of Small Business Management*, 56(2), 348-368.
14. **Hwang, J.** and Hur, C. (2017). Collaborative Economy as Global Social Innovations: Perspectives from Institutional Theory and Social Construction Theory. *Korean Research Academy of Distribution and Management*, 20(6), 113-123.
13. **Hwang, J.** and Griffiths, M. (2017). Share More, Drive Less: Millennials Value Perception and Behavioral Intent in Using Collaborative Consumption Services. *Journal of Consumer Marketing*, 34(2), 132-146.
12. Lawson, S. J., Gleim, M. R., Perren, R. and **Hwang, J.** (2016). Freedom from Ownership: An Exploration of Access-based Consumption. *Journal of Business Research*, 69(8), 2615-2623.
11. Lee, H. and **Hwang, J.** (2016). The Driving Role of Consumers' Perceived Credence Attributes in Organic Food Purchase Decisions: A Comparison of Two Groups of Consumers. *Food Quality and Preference*, 54, 141-151.
10. **Hwang, J.** (2016). Creating Shared Value: The Role of Conscious Capitalism in Consumer-Brand Relationship. *Journal of Social Value and Enterprise*, 9(1), 65-98.
9. Canziani, B., **Hwang, J.** and Byrd, E. (2016). Further Exploration of Subjective Knowledge in the Wine Sector. *International Journal of Wine Business Research*, 28(3), 246-265.
8. **Hwang, J.** (2016). Organic Food as Self-Presentation: The Role of Psychological Motivation in Older Consumers' Purchase Intention of Organic Food. *Journal of Retailing and Consumer Services*, 28, 281-287.
7. **Hwang, J.** and Yun, J-S. (2015). Mechanism of Psychological Distress-Driven Smoking Addiction Behavior. *Journal of Business Research*, 68(10), 2189-2197.
6. **Hwang, J.** and Kandampully, J. (2015). Embracing CSR in Pro-social Relationship Marketing Program: Understanding Driving Forces of Positive Consumer Responses. *Journal of Services Marketing*, 29(5), 344-353.
5. Cho, J., Chung, J. and **Hwang, J.** (2015). Effects of Satisfaction and Trust on Long-Term Orientation in Small Apparel Retailer-Supplier Relationship. *Clothing and Textile Research Journal*, 33(2), 83-98.

4. **Hwang, J.** and Good, L. (2014). Intelligent Sensor-based Services Success: The Role of Consumer Characteristics and Information. *European Journal of Marketing*, 48(3/4), 406-431.
3. **Hwang, J.**, Chung, J. and Jin, B. (2013). Culture Matters: The Role of Long-Term Orientation and Market Orientation in Buyer-Supplier Relationships in a Confucian Culture. *Asia Pacific Journal of Marketing and Logistics*. 25 (5), 721-744.
2. **Hwang, J.** and Kandampully, J. (2012). The Role of Self-Construal and Emotions in Younger Consumers' Commitment to Luxury Brands. *The Research Journal of the Costume Culture*, 20 (4), 1-12.
1. **Hwang, J.** and Kandampully, J. (2012). The Role of Emotional Aspects in Younger Consumer-Brand Relationship. *Journal of Product & Brand Management*, 21(2), 98-108.

BOOK CHAPTERS

- Zhiyong, Y., Wang, Y. and **Hwang, J.** (2020). Generation Z in China: Implications to Global Brands. In Christian Scholz and Elodie Gentina (Ed.), *The New Generation Z in Asia: Dynamics, Differences, Digitalization*. Emerald.
- **Hwang, J.** and Cooper, J. (2012). Retailer Branding through Excellence in Service. In J. Kandampully (Ed.), *Service Management: The New Paradigm in Retailing* (pp. 231-248). New York, NY: Springer.

CONFERENCE PROCEEDINGS/PRESENTATIONS

40. Kim S and **Hwang, J.** (March, 2026). Contextual Commerce: The Role of Empathy and Humor, 2026 *American Academy of Advertising*, Texas, USA.
39. **Hwang, J.** and Kim S. (Accepted). Double-edged Sword of AI-generated Review Summary. 2026 *Winter American Marketing Association*, Madrid, Spain.
38. **Hwang, J.** (August 2025). The Impact of Psychological Distance and Vividness in Shaping Innovative VR-Based Omnichannel Promotions. 2025 *American Marketing Association, Summer Conference*. Chicago, IL, USA.
37. **Hwang, J.** and Choi, L. (August 2024). Consumer Motivation in Gamified Loyalty Programs. 2024 *Summer American Marketing Association Conference*, Boston, MA.
36. **Hwang, J.** (August 2023). A Dilemma for Luxury Brands?: When and How Prosocial Actions Benefit Luxury Brands. 2023 *Summer American Marketing Association Conference*, San Francisco, CA.
35. **Hwang, J.** (August 2022). Consumer Experiences with Artificial Intelligence Services: Role of Customization. 2022 *Summer American Marketing Association Conference*, Chicago, IL.
34. **Hwang, J.** & Choi, L. (August 2021). Contactless Retail: Implications of Reshaped Shopping Journey and Roles of Stores. 2021 *Summer American Marketing Association Conference* (virtual).
33. Choi, L & **Hwang, J.** (August 2021). The Role of External Cues on Consumer Adoption of Cannabidiol (CBD) Products: A Health Belief Model Approach. 2021 *Summer American Marketing Association Conference* (virtual).
32. **Hwang, J.** (August 2020). Enhancing Consumer Responses to Loyalty Programs through Gamification. 2020 *Summer American Marketing Association Conference* (virtual).

31. **Hwang, J.** (February 2020). Consumer Experiences with Artificial Intelligence (AI) Services: The Role of Value, Customization and Anthropomorphism. *2020 Winter American Marketing Association Conference*, San Diego, CA.
30. **Hwang, J.** (May 2019). Exploration of Aesthetics of Packaging Design for Multi-tier Private Brands. *2019 Academy of Marketing Science*, Vancouver, Canada.
29. **Hwang, J.** (August 2018). Embracing Fun in Customer Relationship Management: The Value of Gamified Loyalty Program for Customer Loyalty. *2018 Summer American Marketing Association Conference*, Boston, MA.
28. **Hwang, J.** (May 2018). Is Cause-Related Marketing Valuable to Luxury Brands? Brand Personality Perspectives. *2018 The Mystique of Luxury Brand Conference*, Singapore.
27. **Hwang, J.** (May 2018). Being Cool or Not?: The Impact of Cause-Related Marketing for Luxury Brands. *2018 LVMH-SMU Luxury Research Conference*, Singapore.
26. **Hwang, J.** (May 2018). Dark Side of Sharing Economy: Implications for Managing the Challenged Legitimacy of Sharing Economy. *2018 Pan-Pacific Business Association*, Seoul, Korea.
25. Cho, E. and **Hwang, J.** (May 2018). Brand Equity Formation: The Cultural Differences and Moderating Role of Perceived Brand Origin, *2018 AMA Global Marketing SIG Conference*, Santorini, Greece.
24. Graefe, D. and **Hwang, J.** (April 2018). Understanding Older Adults Volunteer Behaviors, Altruistic Actions, and their Effects on Well-Being. *2018 Annual Meeting of Southern Gerontological Society*, Buford, GA 2018.
23. **Hwang, J.** (August 2017). The Role of Enjoyment in Consumers' Adoption of Sharing Economy: An Exploratory Approach. *2017 Summer American Marketing Association*, San Francisco, CA.
22. Hur, C., **Hwang, J.** and Yeo, C. (August 2017). Differential Effect of Brand Placement Advertising: A Cross-Cultural Exploration of Cognitive Thinking System. *2017 Summer American Marketing Association Conference*, San Francisco, CA.
21. **Hwang, J.** (May 2017). Cobranding with Charities is 'COOL': Exploration of a Mechanism of Conspicuous Altruism in Consumers' Responses to Luxury Brands. *2017 The Mystique of Luxury Brand Conference*, Seoul, Korea.
20. Cho, Y-N & **Hwang, J.** (July 2016). Hungry For Answers: Misperceptions Arising from Sustainability Labeling. *2016 Academy of Marketing Science World Marketing Congress*, Paris, France.
19. **Hwang, J.** & Cho, Y-N. (July 2016). Consumers' Online Contents Sharing Behaviors. *2016 Academy of Marketing Science (AMS) World Marketing Congress*, Paris, France.
18. **Hwang, J.** (August 2016 Accepted). Consumers' Responses to Prosocial Loyalty Program. *2016 Summer American Marketing Association Conference*, Atlanta, GA.
17. Yun, Z-S. and **Hwang, J.** (April 2016). Determinants of Consumer eWOM Engagement: Moderating Role of Shopping Motives. *2016 American Collegiate Retailing Association Meeting*. New Jersey, NY.
16. **Hwang, J.** (August 2015). The Role of Value Perception in Young Consumers' Responses to Collaborative Consumption Services. *2015 Summer American Marketing Association Conference*, Chicago, IL.

15. Lee, H. & **Hwang, J.** (August 2015). Credence Attributes as Quality Cues for Organic Foods: Comparison between Light and Heavy Organic Food Buyers. *2015 Summer American Marketing Association Conference*, Chicago, IL.
14. **Hwang, J.** (March 2014). The Importance of Psychological Motivation of Older Consumers' Purchase Intention. *2014 American Collegiate Retailing Association Meeting*, Dallas, TX.
13. **Hwang, J.** and Kandampully, J. (January 2013). Understanding the Impact of Service Provider CSR on Consumer Responses to Pro-social Loyalty Programs. *2012 Positive Marketing Conference*, New York, NY (**Finalist for Best Paper Award**).
12. **Hwang, J.** and Lutz, R. (August 2012). Understanding Consumer Reactions to Pro-social Loyalty Programs: The Role of CSR-driven Emotions and Trust. *2012 Korean Marketing Association Conference*, Kyungju, Korea.
11. **Hwang, J.** (August 2012). Effects of Social Entrepreneurship on Consumers' Company Evaluation. *2012 American Marketing Association Summer Educators' Conference*, Chicago, IL (*poster presentation*).
10. **Hwang, J.**, Stoel, L. and Chung, J. (March 2011). Spillover Effects in Corporate Social Responsibility (CSR) Communication: Exploring in CSR-oriented Private Brands. *American Collegiate Retailing Association 2011 Meeting*, Boston, MA.
9. **Hwang, J.** and Chung, J. (March 2011). Interrelationship among Business Ethics, Conflict, and Satisfaction in Channel Relationships. *American Collegiate Retailing Association 2011 Meeting*, Boston, MA.
8. **Hwang, J.** and Rudd, N. (October 2009). Moving from 'Push' to 'Pull' in Education: Harnessing Social Media for Teaching Net Generation. *Proceedings of International Textile and Apparel Association 2009 Annual Meeting*, Bellevue, WA.
7. **Hwang, J.** and Chung, J. (September 2009). Drivers of Consumers' Retailer Choice for Organic Food Products: Antecedents and Impact of Store-Organic Product Fit, *Proceedings of the American Marketing Science/American Collegiate Retailing Association (AMS/ACRA) 2009 Meeting*, New Orleans, LA.
5. **Hwang, J.**, Chung, J. and Jin, B. (November 2008). The Effects of Retailer Market Orientation and Supplier Market Intelligence in Building Retailer Long-Term Orientation, *Proceedings of the International Textile and Apparel Association 2008 Annual Meeting*, Chicago, IL.
4. **Hwang, J.** and Rudd, N. (November 2008). Teaching with Social Network Media: Effectiveness of the Computer-Mediated Tool, YouTube, *Proceedings of the International Textile and Apparel Association 2008 Annual Meeting*, Chicago, IL.
3. **Hwang, J.**, Im, H. and Ha, Y. (November 2007). Interactivity and eWord-of-Mouth in Online Apparel Websites, *Proceedings of the International Textile and Apparel Association (ITAA) 2007 Annual Meeting*, Los Angeles, CA.
2. **Hwang, J.**, Good, L. and Yun, Z. (November 2006). Handling Privacy Concern and Risk Perceptions of RFID, In J. R. Evans (Ed.), *Retailing 2006: Strategic Challenges in the New Millennium*, Volume XI 2006, *Proceedings of the 8th Triennial Conference of the Academy of Marketing Sciences & the American Collegiate Retailing Association (AMS&ACRA)*, (pp.102-107), Orlando, FL.
1. **Hwang, J.** and Good, L. (April 2006). Consumers' Perceptions of Innovative RFID Technology and the Role of Providing Information, In D. Burns (Ed.), *Proceedings of the American Collegiate Retailing Association (ACRA) 2006 Meeting*, Fayetteville, AK.

TEACHING EXPERIENCE

- **Teaching Interests:** AI in Marketing and Retail Business, Integrated Marketing Communication, Marketing Research, Omnichannel/Digital Marketing, Digital Marketing Analytics
- **Awards:** 2018 UNCG Alumni Teaching Excellence Award (university level), 2017 Teaching Excellence Award (college level)

University of North Carolina-Greensboro, USA

Fall 2013 – current

- MKT 422 Marketing Research
- MKT 326 Introduction to Retailing
- MKT 320 Principles of Marketing
- MKT 421 Promotion Management (General and eSports)
- MKT 440 Digital Marketing Analytics (undergrad level)
- MKT 743 Digital Marketing Analytics (MBA)

Aalto University, Finland

- MLI26C721 International Marketing Strategy February - March 2013
(Intensive class: 3 hours/day, 5 days for 3 weeks)

University of Florida, USA

- GEB 6366 Fundamentals to International Business (graduate level) 2010 – 2013

Ohio State University, USA

- **Instructor** Appearance, Dress and Cultural Diversity Winters 2008 & 2009
(undergrad level)
- **Guest Lecturer/Teaching Assistant** Retailing and Global Consumers 2006 – 2008

HONORS/AWARDS

Honors/Awards

Top 2% Most-Cited Researchers in the World (2023 Stanford-Elsevier List) 2023
<https://www.uncg.edu/campus-weekly/twenty-six-uncg-scientists-among-most-cited/>

University of North Carolina at Greensboro

2013 Fall – current

- Nomination for 2023 Thomas Undergraduate Research Mentor Award (University level) 2022
- Recognition for 2021 Faculty Excellence in Research and Creative Activity (University level) 2021
- Recognition for 2020 Faculty Excellence in Research and Creative Activity (University level) 2020
- Margaret Van Hoy Hill Dean's Notable Scholar, Bryan School, UNCG (2019-2021)** 2019
- Recognition for 2019 Faculty Excellence in Research and Creative Activity (University level) 2019
- 2018 UNCG Alumni Teaching Excellence Award (university level)** 2018
- Margaret Van Hoy Hill Dean's Notable Scholar, Bryan School (2016-2018)** 2016
- 2017 Teaching Excellence Award, Bryan School, UNCG** 2017
- 2017 Research Excellence Award, Bryan School, UNCG** 2017
- Recognition of 2017 Faculty Excellence in Research and Creative Activity (University level) 2017

Finalist for 2016 Junior Faculty Research Excellence Award, Bryan School	2016
Nomination for 2016 Undergraduate Research Mentor Award (University level)	2016
Recognition for 2016 Faculty Excellence in Research and Creative Activity (University level)	2016

PROFESSIONAL EXPERIENCE

INDUSTRY WORK EXPERIENCE

Columnist, Retail Magazine (For 18 Years, Total 163 Monthly Columns) **June 2007 – current**

- *Retail Magazine: a renowned Korean magazine published monthly by Korean Chainstores Association*

Columnist, Dong-a Business Review (DBR), Korea **January 2020 – current**

Columnist, Maeil Economist, Korea 2024

Panel, Samsung Global Research, Korea **2024 – current**

Advisor, Seoul City Branding, Korea July 2023

Advisor, Samsung C&T, Korea May 2022- May 2023

Advisor, AmorePacific, Korea 2021

Global Advisor, KIA Motors, Korea Summer 2020

Columnist, Media SR (Total 39 columns on CSR/ESG topics) 2017 - 2019

Professional Project Partner in Global Domain, KOSRI Fall 2015

- Conduct research on social enterprise and crowdfunding

Speaker & Coordinator (Invited), Korean Chainstores Association November 2010

- Led one-week workshop focusing on US retail strategy held in Chicago
- Participants were 30 executives of leading Korean manufacturers and retailers (e.g., Samsung/Tesco). This workshop was affiliated with *Korean Ministry of Knowledge Economy*

Market Researcher, Samsung Tesco January 2008 – 2009

- Analyzed the US retail market and wrote market analysis reports
- * Samsung Tesco: The second largest retailer in Korea, JV with Tesco, UK

Business Consultant, H&B Co. Ltd Seoul, Korea

- Assessed new business launching opportunities and market competition January– August 2003
- Recommended marketing and promotion strategies
- e.g., recommendations resulted in a company's successful launching and growth with over 100 franchisees during my time as a consultant

Merchandiser, Mido Co., Ltd. Seoul, Korea

- Charged with sales data analysis and marketing strategy development November 2000 – 2001
- Conducted research on product market and competitor landscape
- Worked with manufacturing companies and conducted inventory management
- *Mido*: One of 5 major men's apparel companies in Korea

Executive Member, Innovator; On & Off-line business consulting community, Korea 2003 – 2008

- Provided educational seminars regarding customer relationship management (CRM), marketing strategy, and business consulting

MEDIA EXPOSURE (National & Global, besides Retail Magazine and MediaSR)

- President Election and Consumer Behavior, **Maeil Economist**, Korea November 2024
- Generation Z and Case tape: Nostalgia Economy, **Maeil Economist**, Korea September 2024
- Costso: How Retailers Keep Customers with the Basic, **Maeil Economist**, Korea July 2024
- Implication of GPT-4o, **Maeil Economist**, Korea May 2024
- Dopamining and Short-form Contents, **Kangnam Foundation for Art and Culture**, March 2024
Korea
- Gen AI in Retail, **Maeil Economist**, Korea February 2024
- Global Pop-up Store Trens, **Donga Business Review (DBR)** February 2024
- New Consumer Power: Zalpha Generation, **EBS TV**, Korea December 2023
- *Generation Zalph*, **Cheil**, Korea December 2023
- *Offline Store Strategy of Luxury Brands*, **Donga Business Review (DBR)** October 2022
- *Reformed Consumer Experiences and Retail Business*, **EBS TV, Korea** August 2022
- *NFT in Creative Economy*, **DBR** June 2022
- *Metaverse: Opportunities and Cautions*. **DBR** January 2022
- *How to do Cross-Border Commerce*, **DBR** September 2021
- *The Rise of Global Resale Market*, **DBR** August 2021
- *The Role of Blockchain Technology in Retail*, **DBR** June 2021
- *Retail Business in the Era of Post-COVID19*, **TBS Radio, Korea** May 2021
- *Revived Social Audio Service Clubhouse*, **DBR** March 2021
- *The Rise of Audio-Media*, **Clubhouse, DBR** February 2021
- *Offline Store Strategy*, **EBS TV, Korea** January 2021
- *Success of Instacart*, **DBR** January 2021
- *The Rise of DTC(Direct-to-Consumer) Business*, **DBR** October 2020
- *Contactless Retail Strategy: Enhance 'Physital' Experience*, **DBR** September 2020
- *Disconnect to Reconnect: Digital Detox*, **DBR** August 2020
- *Why Has Robot Restaurant Failed*, **DBR** May 2020
- *How to Survive: Offline Store Strategy*, **DBR** February 2020
- *Earth Fare Failure: How It Happened*, **The Ashville-Citizen Times (USA Today Network)** February, 2020
- *Future of Retail Business*. **Jainuri Business Institute**. Seoul, Korea July 2019
- *Pursuit of Career Success*. **JobsN**, Seoul, Korea June 2019
- *The Global Retail Trend*. **The Buyer**, Seoul, Korea June 2019
- *The Future of Retail Business*. **MBC Economics**, Seoul, Korea May 2019
** MBC is one of the 3 major broadcasting companies in Korea
- *What Will Drive Future of Retail?* **LSM**, Seoul, Korea May 2019
- *Future of Retail*. **Weekly Donga**, Seoul, Korea May 2019
- *Toy's R Us Coming Back?* **WFMY CBS TV**, USA October, 3, 2018
- *Current and Prospect of US Retail Business*, **Fox TV**, USA August 3, 2018
- *Department Stores Fight to Compete*, **Spectrum News**, USA April 15, 2018
- *UNCG Expert:*
Here are the Retail Trends to Expect in 2018 **Triad Business Journal** January 15, 2018

- *Wage at Retailers*, **CNBC**, USA September 25, 2017
- *Recipient of Teaching and Research Excellence Award*,
Bryan School Magazine, UNCG Fall 2017
- *Science of Shopping*, **NEWS2** (TV), Greensboro, USA May 2016
- *Women Power in Global Scope*, **Hanyang University**, Seoul, Korea April 18, 2014
- UNCG Students Get Real World Experience at Fresh Market,
Campus Weekly, UNCG November 2013
- 4th Place in National Competition on Ethical Consumption, **Hangyerae, Korea** September, 2012

TRADE PUBLICATIONS in Retail Magazine (For 18 Years, total 163 articles) June 2007 - Present

- ***Retail Magazine***: A renowned monthly trade magazine published by *Korean Chainstores Association*.
- Topics focus on U.S. retail industry analysis, consumer trends, and innovative/AI/GenAI retail practices etc.

PRACTICAL PUBLICATIONS, MediaSR (Total 39 Columns, written in Korean) 2017 - 2019

- *MediaSR is one of the most prestigious organizations regarding corporate social responsibility (CSR/ESG) in Korea. The topics focused on CSR, AI and ethics, DEI and sustainability.*

SERVICE/PROFESSIONAL AFFILIATIONS

Service The University of North Carolina at Greensboro

- Faculty Senate Professional Development (university level) **Fall 2017-current**
- International Travel Policy (university level) **Spring 2021-current**
- Graduate Program Committee Chair (college level) **Fall 2021-Spring 2024**
- Graduate Program Committee (college level) **Fall 2019-current**
- Research Grant Reviewer (university level) Spring 2020
- Faculty Search Committee (department level, several terms) 2018, 2023, 2024, 2025
- CTLE committee (college level) Spring 2018
- Planning and Faculty Development Committee Fall 2013 – 2020
- Undergraduate Curriculum Committee **Spring 2014 - current**
- Spartan Showcase Fall 2017
- National Council of University Research Administrators Fall 2015

Journal/Conference Reviewer Experiences (National/International)

- **Academic Journals** (e.g., JAMS, JCR, EJM, JBR, JRCS etc.)
- **Academic Conferences** (e.g., Summer/Winter AMA, SCP, AMS etc.)

Global/Industry Level Service

- **Advisory Board, 2024 & 2025 National Retail Federation (NRF) Big Show Asia-Pacific**

GRANTS (all funded except for ones specified)

- 2025-2027 Korean National Research Federation on Deep Learning and Gamification for Consumer Pro-Environmental Behaviors. ₩252,456,000 (approximately \$180,5000) (Awarded).
- 2024 External Grant Proposal on Center for AI Literacy and Consumer Impact (PI), NEH, \$491,241 (requested, not funded)
- 2024 Internal Research Grant on Gamified Loyalty Programs, ORE, UNCG, \$5,000
- 2022 Fall Internal Research Grant on Consumer Responses to Metaverse, UNCG, \$5,000
- 2019-2021 Margaret Van Hoy Hill Dean's Notable Scholar, Bryan School of Business & Economics, UNCG. \$10,000
- 2020 ALDI Project Award, Bryan School of Business & Economics, UNCG
- 2019 Faculty First Award, Consumer Responses to AI-Services, UNCG. \$5,000
- 2019 Kohler Grant, Cross-Cultural Exploration of Consumer Responses to AI-Services, UNCG. \$1,000
- 2016-2018 Margaret Van Hoy Hill Dean's Notable Scholar, Bryan School of Business & Economics, UNCG. \$10,000
- 2015 Kohler Grant, Cross-Cultural Analysis of Consumer Charitable Behaviors, UNCG. \$1,000
- 2015 USDA Grant, National Institute of Food and Agriculture (NIFA), Consumer Purchases of Local Foods at Farmers' Markets ((PI). \$152,597 (PI) (requested, not funded)
- 2015 Dean's Research Scholars Program, Consumer Experiences and Adoption of Sharing Economy, UNCG, \$3,000
- 2014 Dean's Research Scholars Program, Customer Equity of Pro-social Private Brand, UNCG. \$3,000