

HEEJIN (JEANIE) LIM, PH.D.

Curriculum Vitae

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Retail, Hospitality and Tourism Management
The University of Tennessee, Knoxville
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1. EDUCATION

- Ph.D. 2005 Purdue University, West Lafayette, Indiana
Department of Consumer Sciences & Retailing
Major in Consumer Behavior
Dissertation: A Contingency Approach to Consumer Loyalty
Model: An Application to Mobile Services Context
- M.S. 2001 Purdue University, West Lafayette, Indiana
Department of Consumer Sciences & Retailing
Major in Retail Management
- B.S. 1998 Ewha Women's University, Seoul, Korea
Department of Clothing & Textiles

2. PROFESSIONAL EMPLOYMENT

- 2011 - Present Associate Professor (tenured)
Department of Retail, Hospitality and Tourism Management
University of Tennessee, Knoxville, TN
- 2005 – 2011 Assistant Professor
Department of Retail, Hospitality and Tourism Management
University of Tennessee, Knoxville, TN
- 1999 – 2005 Research Assistant
Department of Consumer Sciences and Retailing
Purdue University

3. PUBLICATIONS

A. Research Interest

Primary interest in consumer behavior in the computer-mediated environment and consumer culture

Specific interest in consumer-brand relationships in the computer-mediated environment; consumers' information processing in social media; consumption communities; consumer activism

B. Refereed Journal Articles

*Graduate students at the time of submission.

1. **Lim, H.**, & Childs, M. L. (In press). Visual storytelling on Instagram: Branded photo narrative and the role of telepresence. *Journal of Research in Interactive Marketing*. [SSCI-indexed]
2. Hur, S.*, **Lim, H.**, & Lyu, J. (2019). "I" or "She"? The effects of visual perspective on consumers' evaluation of brands' social media marketing: From imagery fluency perspective. *Journal of Global Fashion Marketing*, 1-17. [ESCI-, Scopus-indexed] <https://doi.org/10.1080/20932685.2019.1675526>
3. **Lim, H.**, Cho, M., & Bedford, S.* (2019). You shall (NOT) fear: The effects of emotional stimuli in social media campaigns and moral disengagement on apparel consumers' behavioral engagement. *Journal of Fashion Marketing and Management*, 23(4), 628-644. [SSCI-indexed] <https://doi.org/10.1108/JFMM-10-2018-0135>
4. **Lim, H.**, & Kumar, A. (2019). Variations in consumers' use of brand online social networking: A uses and gratifications approach. *Journal of Retailing and Consumer Services*, 51, 450-457. [\[https://doi.org/10.1016/j.jretconser.2017.10.015\]](https://doi.org/10.1016/j.jretconser.2017.10.015)
5. **Lim, H.**, & Schumann, D. W. (2019). Employing a dramaturgical lens to the interpretation of brand online social networking: Evidence of augmented self. *Qualitative Market Research: An International Journal*, 22(3), 278-300. <https://doi.org/10.1108/QMR-09-2017-0127>
6. Lyu, J., & **Lim, H.** (2018). The role of 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>
7. Lee, K., & **Lim, H.** (2017). Facebook me right: Needs-based segmentation of Facebook brand page users. *Fashion, Industry, and Education*, 15(1), 12-28.

8. **Lim, H.**, & Park, J.* (2013). The effects of national culture and cosmopolitanism on consumers' adoption of innovation: A cross-cultural comparison. *Journal of International Consumer Marketing*, 25(1), 16-28. <https://doi.org/10.1080/08961530.2013.751793>
9. Park, H*., **Lim, H.**, & Kim, Y. K. (2013). Experiential value: Application to innovative consumer technology products. *Journal of Customer Behaviour*, 12(1), 7-24. <https://doi.org/10.1362/147539213X13645550618443>
10. Sneed, C. T.*, Runyan, R., Swinney, J. L., & **Lim, H.** (2011). Brand, business mix, sense-of-place: Do they matter downtown?. *Journal of Place Management and Development*, 4(2), 121-134. <https://doi.org/10.1108/17538331111153142>
11. **Lim, H.**, & Lee, H. J.* (2010). Development of consumer techno segmentation and its application to international markets. *International Journal of Consumer Studies*, 34(1), 87-95. <https://doi.org/10.1111/j.1470-6431.2009.00848.x>
12. **Lim, H.**, Widdows, R., & Hooker, N. H. (2009). Web content analysis of e-grocery retailers: A longitudinal study. *International Journal of Retail & Distribution Management*, 37(10), 839-851. <https://doi.org/10.1108/09590550910988020>
13. Lim, C.*, **Lim, H.**, & Lee, J. (2009). Lifestyle segmentation: Market strategies to win customers in the technology market. *Journal of Consumption Culture*, 12(1), 73-93.
14. **Lee, H***. J., Lim, H., Jolly, L. D., & Lee, J. (2009). Consumer lifestyles and adoption of high-technology products: A case of South Korea. *Journal of International Consumer Marketing*, 21(2), 153-167. <https://doi.org/10.1080/08961530802153854>
15. Kumar, A.*, & **Lim, H.** (2008). Age differences in mobile service perceptions: Comparison of Generation Y and baby boomers. *Journal of Services Marketing*, 22(7), 568-577. <https://doi.org/10.1108/08876040810909695>
16. **Lim, H.**, & Kumar, A. (2008). Gender and loyalty in the context of mobile services. *International Journal of Mobile Communications*, 6(6), 714-728. <https://doi.org/10.1504/IJMC.2008.019821>
17. **Lim, H.**, Widdows, R., & Park, J. (2006). M-loyalty: Winning strategies for mobile carriers. *Journal of Consumer Marketing*, 23(4), 208-218. <https://doi.org/10.1108/07363760610674338>

18. **Lim, H.**, & Dubinsky, A. J. (2005). Determinants of consumers' purchase intention on the Internet: An application of theory of planned behavior. *Psychology & Marketing*, 22(10), 833-855. <https://doi.org/10.1002/mar.20086>
19. **Lim, H.**, & Dubinsky, A. J. (2004). Consumers' perceptions of e-shopping characteristics: An expectancy-value approach. *Journal of Services Marketing*, 18(7), 500-513. <https://doi.org/10.1108/08876040410561839>
20. **Lim, H.**, Heilig, J. K., Ernst, S., Widdows, R., & Hooker, N. H. (2004). Tracking the evolution of e-grocers: A quantitative assessment. *Journal of Food Distribution Research*, 35, 66-82. <https://doi.org/10.22004/ag.econ.27239>

C. Book Chapters

1. **Lim, H.** (2018). Thematic analysis of YouTube viewers' responses to animal cruelty in a luxury fashion supply chain. In J. Ha-Brookshire & K.Y. Lo (Eds.), *Sustainability in Luxury Fashion Business*. Thousand Oaks: Springer. <https://doi.org/10.1007/978-981-10-8878-0>

D. Refereed Conference Proceedings

Note. All works listed in this section were published in proceedings and also presented at conferences. Thus, these works are not duplicated in the next section of conference presentations.

1. Bedford, S. & Lim, H. (2019, October). *Maximizing Rewards, Minimizing Clothes: Examining Consumers' Motivations for Building a #capsulewardrobe*. Extended abstract presented in the 2018 ITAA conference, Las Vegas, NV.
2. Jones, D. & Lim, H. (2019, October). *A Deleuzian Approach to Analysis of Transgender Male Influencers' Body Work*. Extended abstract presented in the 2018 ITAA conference, Las Vegas, NV.
3. Ki, C., Cuevas, L.M., & Lim, H. (2019, October). *Identification of Key Attributes of Social Media Influencers: An Exploratory Study*. Extended abstract presented in the 2018 ITAA conference, Las Vegas, NV.
4. Lyu, J., Lee, H., & **Lim, H.** (2019, May). *Who will be using 3D printed fashion items? The effects of perceived risk, expectancy, innovativeness, and attitude on future intention*. Abstract presented in the Korean Society of Consumer Advertising and Psychology Conference, Seoul, Korea.

5. **Lim, H.** (2019, May). *Consumers' usage of Facebook and brand online social networking as viewed from the lens of a dramaturgical structure*. Abstract presented in the Korean Society of Consumer Advertising and Psychology Conference, Seoul, Korea.
6. **Lim, H.**, Cho, M., & Bedford, S.* (2018, November). *Can fear stop animal cruelty in fashion industry? The effect of negative arousal in a nonprofit organization's social media campaigns*. Extended abstract presented in the 2018 ITAA conference, Cleveland, OH. Proceedings available at <https://itaaonline.org/page/Proceedings> [**Paper of Distinction Award**]
7. **Lim, H.**, Childs, M., Cuevas, L.*, & Lyu, J. (2018, November). *Chanel's invitation to backstage: The effects of visual storytelling and content ephemerality on VIP emotions*. Extended abstract presented in the 2018 ITAA conference, Cleveland, OH. Proceedings available at <https://itaaonline.org/page/Proceedings>
8. **Lim, H.**, Childs, M., Cuevas, L.*, & Lyu, J. (2018, July). *Chanel invites you backstage! Photo narrative and VIP emotions in luxury brands' social media communication*. Extended abstract presented in the 2018 Global Marketing Conference, Tokyo, Japan. Online proceedings available at <http://gmcproceedings.net/index.html>
9. **Lim, H.**, & Childs, M. (2017, November). *Why Instagram? The role of telepresence and transportation in visual content marketing*. Extended abstract presented in the 2017 ITAA conference, St. Petersburg, FL. Proceedings available at <https://itaaonline.org/page/Proceedings>
10. Hur, S.*, **Lim, H.**, & Lyu, J. (2017, November). *"I" or "She"? The impact of visual perspectives on creation of consumption imagery on Instagram*. Extended abstract presented in the 2017 ITAA conference, St. Petersburg, FL. Proceedings available at <https://itaaonline.org/page/Proceedings>
11. Cuevas, L.*, Lyu, J., & **Lim, H.** (2017, November). *Instagram as a search engine: Can browsers convert to shoppers?* Extended abstract presented in the 2017 ITAA conference, St. Petersburg, FL. Proceedings available at <https://itaaonline.org/page/Proceedings>
12. Bedford, S.*, & **Lim, H.** (2017, November). *Does this bag make me look good? The Impact of post-consumption emotions on re-purchase intention of counterfeit luxury products*. Extended abstract presented in the 2017 ITAA conference, St. Petersburg, FL. Proceedings available at <https://itaaonline.org/page/Proceedings>
13. **Lim, H.**, & Childs, M. (2016, November). *Brand storytelling on Instagram: How do pictures travel to millennial consumers' minds?* Extended abstract

presented in the 2016 ITAA conference, Vancouver, Canada. Proceedings available at <https://itaaonline.org/page/Proceedings>

14. Lyu, J., & **Lim, H.** (2014, November). *Fashion philanthropy and customer collaboration for millennial consumers: The case of TOMS*. Extended abstract presented in the 2014 ITAA conference, Charlotte, NC. Proceedings available at <https://itaaonline.org/page/Proceedings>
15. **Lim, H.** & Lyu, J. (2012, October). *It's not all about coffee: Netnography of the Starbucks brand page on Facebook*. Poster presented in the 2012 ACR conference, Vancouver, Canada.
16. **Lim, H.**, & Kumar, A.* (2006, May). *Gender and loyalty in the mobile services context*. Extended abstract presented in the 2006 KAMS/AMS conference, Seoul, South Korea.
17. **Lim, H.**, & Widdows, R. (2006, March). *Determinants of consumer loyalty in the context of mobile services*. Extended abstract presented in the 2006 AMS/ACRA conference, Orlando, Florida.
18. Kumar, A.*, & **Lim, H.** (2006, May). *College students go mobile: Age differences in mobile service loyalty decisions*. Extended abstract presented in the 2006 AMS conference, San Antonio, TX.

E. Refereed Conference Presentations

1. Cuevas, L.* & **Lim, H.** (2019, July). *Mommy can wear heels too: Millennial mommy influencers' fashion advertorials on Instagram*. Extended abstract presented in the Global Fashion Marketing Conference in Paris, France.
2. Jones, D.* & **Lim, H.** (2019, July). *Dressing the part: Trans men's self-reconstruction through clothing*. Extended abstract presented in the Global Fashion Marketing Conference in Paris, France.
3. Lee, J. & **Lim, H.** (2019, January). *Not "less is more!" The effects of repetition of visual design elements in food ads*. Extended abstract presented in the Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX.
4. Lee, J., Jordan, K., **Lim, H.**, & Fairhurst, A. (2019, January). *Dining atmospherics: Effects of music and light on social interaction*. Extended abstract presented in the Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX.

5. Cuevas, L.*, & **Lim, H.** (2018, June). *A road to impression management for micro-level influential bloggers*. Extended abstract presented in the 2018 AMA/ACRA Triennial Conference, Toronto, Canada.
6. Frankel, S.*, Cuevas, L.*, **Lim, H.**, & Benjamin, S. (2018, June). *Exploring subculture storytelling on Youtube: The case study of Kat Von D*. Extended abstract presented in the 2018 AMA/ACRA Triennial Conference, Toronto, Canada.
7. **Lim, H.**, & Kumar, A. (2017, March). *Drivers and outcomes of consumers' online brand social networking experience: Fragmentation approach*. Paper presented in the 2017 ACRA conference, Minneapolis, MN.
8. **Lim, H.**, & Doss, M. (2016, February). *Life is a theater: Dramaturgical approach to self in online social networking*. Poster presented in the AMA 2016 Winter Marketing Educators' conference, Las Vegas, NV.
9. **Lim, H.**, & Doss, M*. (2015, May). *Postmodern self and self-presentation in online social networks*. Poster presented in the 2015 ACR Asia Pacific conference, Hong Kong.
10. Lee, K., & **Lim, H.** (2015, May). *Facebook me right: Uses and gratifications of Facebook brand pages between restaurant and retail customers*. Abstract presented in the 2015 WHTER & ICES Conference, Seoul, South Korea.
11. Lyu, J., & **Lim, H.** (2014, November). *The role of sense of community in online brand social networking*. Extended abstract presented in the 2014 ACRA conference, Dallas, TX. **[Best Paper Nominee]**.
12. Lyu, J., & **Lim, H.** (2013, March). *The effects of sense of online brand community on customer loyalty in social media marketing success*. Extended abstract presented in the 2013 ACRA conference, Nashville, TN.
13. Lyu, J.*, & **Lim, H.** (2011, May). *Corporate philanthropy for fashion branding: What do consumers really care for?* Extended abstract presented in the 2011 ITAA-KAMS joint conference, Seoul, South Korea.
14. Lyu, J.*, Flint, D. J., & **Lim, H.** (2011, March). *Exploring the phenomenon of Facebook page implementation and the role of retailers on social media marketing success*. Extended abstract presented in the 2011 ACRA Spring conference, Boston, MA.
15. **Lim, H.**, & Park, J*. (2010, July). *A multi-level approach to the role of culture in consumer innovativeness*. Extended abstract presented in the 2010 Global Marketing Conference (GMC), Tokyo, Japan.

16. **Lim, H.**, Runyan, R., & Chu, K.C.* (2010, March). *The role of virtual community for retailers in the web 2.0 environment*. Extended abstract presented in the 2010 ACRA Spring conference, Orlando, FL.
17. Park, H.J.*, **Lim, H.**, & Kim, Y-K. (2010, March). *The effect of experiential value on loyalty toward consumer technology brands*. Extended abstract presented in the 2010 ACRA Spring conference, Orlando, FL.
18. Park, J.*, & **Lim, H.** (2009, January). *The role of need for change and price sensitivity in consumers' innovation adoption behavior*. Extended abstract presented in the 2009 ACRA Winter conference, New York, NY.
19. **Lim, H.**, Lim, C.*, Jolly, L., & Lee, J. (2007, March). *Lifestyle segmentation: Marketing strategies to win customers in the technology market*. Extended abstract presented in the 2007 ACRA Spring conference, Chicago, IL.
20. **Lim, H.**, Widdows, R., & Hooker, N. H. (2005, January). *Web content analysis of e-grocery retailers: An exploratory study*. Extended abstract presented in the 2005 ACRA Winter Conference, New York, NY.

F. Non-refereed publications

1. Huang, W-Y., Kim, B., **Lim, H.**, & Xu, W. (2003). Taking a web for a test drive: The impact of e-technology on automotive industry. In *2004-2006 Krannert Technology Forecast*. Eds, Patrick Duparcq, Spencer Ord and Marcel Ae, 45-60.
2. Hooker, N-H., Ernst, S., Widdows, R., & **Lim, H.** (2003). The e-grocer top 10. In *Retail Information Systems News*, February, 24-27.

4. HONORS & AWARDS

2018	Paper of Distinction Award, International Textile and Apparel Association (ITAA) Annual Conference, Cleveland, OH
2014	Best Paper Award Nominee, ACRA conference, Dallas, TX
2006	Best Paper Award Honorable Mention, KAMS/AMS conference, Seoul, South Korea
2004	Graduate School Dissertation Fellowship, School of Consumer and Family Sciences, Purdue University
1999	Zmola/Fitzsimmons Travel Fund Award, Purdue University
1996	Ewha Fellowship for Women Leadership, Ewha Women's University, Seoul, South Korea

5. GRANTS & FUNDS

- 2019 **Lim, H.**
The RHTM Summer Research Awards
More than Words: Examining the Effects of Visual and Textual
Framing on Consumers' Responses to Animal Cruelty Campaigns in
Social Media
\$2,000 **Funded**
- 2018 Colby, S. (Lead PI), Zhou, W. Childs, M., Yoon, B., Kintziger, K.,
Yamagata-Lynch, L., Cheek, J., **Lim, H.**, Kohring, A. (PIs)
USDA – AFRI
Fruved to Farm: Young People Creating Innovations to Improve
Sustainable Agricultural Systems
\$9,254,754 Not funded
- 2018 **Lim, H.**
University of Tennessee, Teaching & Learning Innovation
Teaching & Learning Innovation Summer Institute
Evidence-Based Teaching Track to re-design RCS225 Fashion &
Culture
\$3,500 **Funded**
- 2017 **Lim, H.** (PI), Jordan, K., Campbell, J., Fairhurst, A., & Costello, C.
Southern SARE
Development of a sustainable marketing system for small-sized
family farms
\$48,251 Not funded
- 2017 **Lim, H.** (PI), Jordan, K.
University of Tennessee, Office of Research & Engagement
Summer GRA Fund
Development of Omni-Channel Strategy for Local Producers
\$3,000 **Funded**
- 2012 **Lim, H.**
University of Tennessee, Teaching & Learning Center
Teaching for Innovation Grant
Online course development for Digital Retailing (RCS412)
\$3,000 **Funded**
- 2011 **Lim, H.** (PI), Park, H., & Lyu, J.
Marketing Science Institute (MSI)
Consumers' Brand Experience in Online Social Networking: The
Phenomenon of Brand Building through Facebook Pages
\$6,500 **Funded**

- 2010 **Lim, H.** (PI), Fairhurst, A., & Runyan, R.
Marketing Science Institute (MSI)
The Role of Virtual Brand Community in Shopper Marketing: A
Retailer Perspective
\$6,700 Not funded
- 2008 **Lim, H.** (PI)
University of Tennessee, Professional Development Award
Cross Cultural Studies of Consumer Techno Segmentation in the
Consumer Technology Market: Opportunities and Challenges in
Emerging Markets
\$5,000 Not funded.
- 2007 **Lim, H.** (PI)
HaA Design, San Francisco, CA
Technology Product Usage Behavior in International Markets
\$33,676 value data **Awarded.**
- 2006 **Lim, H.** (PI)
University of Tennessee, Professional Development Award
Winning Strategies for Marketers in the M-Commerce Era
\$3,200 **Funded.**

6. OUTREACH ENGAGEMENT

A. Education Workshop Presentations for Local Communities

- 2018 “Consumer Behavior & Branding for Farmers Market” in Tennessee
Farmers Market Association Biannual Meeting. Johnson City, TN,
September 21, 2018. Invited by Tennessee Department of Agriculture.
- 2017 “Build Your Brand Online” and “Branded Storytelling for Local Food
Producers” in Growing Digital: E-commerce Options for Direct Farm
Marketers. Johnson City, TN, May 9, 2017. Invited by UT Extension:
Center for Profitable Agriculture.
- 2016 “Build Your Brand Online” and “Branded Storytelling for Local Food
Producers” in Growing Digital: E-commerce Options for Direct Farm
Marketers. Nashville and Knoxville, TN, December 8-9, 2016. Invited by
UT Extension: Center for Profitable Agriculture.

7. INVITED TALKS

A. Campus Talks

- 2018 “Brand Yourself” in Life Beyond Graduate School Series. University of Tennessee, Knoxville, September 13, 2018. Invited by UT Graduate Student Senate and the Center for Career Development.
- 2017 “Brand Yourself as a New Ph.D.” in Brown Lunch Bag Series Workshops. University of Tennessee, Knoxville, September 14, 2017. Invited by UT Graduate Student Senate and the Center for Career Development.

B. National Talks

- 2019 “Life After Graduate School: Self-Branding As You Develop Your Career.” Invited by the Department of Textiles, Merchandising, and Interiors, the University of Georgia, Athens, GA, April 8, 2019.

C. International Talks

- 2019 “Branding Matters.” Invited by the Department of Fashion Industry, Seoul University, Seoul, Korea, May 27, 2019.
- 2015 “Digital Consumer Trends for Global Fashion Business.” A Keynote Speaker for the 129th University Anniversary. Invited by the Department of Clothing and Textiles, Ewha Women’s University, Seoul, Korea, May 27, 2015.
- 2015 “Fashion and Culture.” Invited by the Department of Clothing and Textiles, Ewha Women’s University, Seoul, Korea, June 4, 2015.

8. CONFERENCE ACTIVITY/PARTICIPATION

A. Panels Organized

- 2017 A special topic session of “Best Practices of Mentoring Graduate Students” at the ITAA Annual Conference. St. Petersburg, FL, November 17, 2017.

9. TEACHING EXPERIENCE

A. Teaching Interests

Digital retailing
Customer relationship management
Retail analytics
Consumer behavior
Fashion and culture

B. Courses Taught at the University of Tennessee

Undergraduate level Digital Retailing (re-designed)
Fashion and Culture (newly developed)
Customer Relationship Management and Retail Analytics
Retail Buying
Retail Promotion

Graduate level Consumer Behavior
International Retail and Trade Analysis
Consumer Analysis in Service Management
Research Methods
Ph.D. Research Seminar

C. Graduate Student Advising

Ph.D. Advisees:

Name	Semester/Year Graduated	Current Placement
Jewon Lyu	Fall 2012	University of Georgia (tenure-track)
Thamer Alqahtani	In progress	
Leslie Cuevas	In progress	
Sergio Bedford	In progress	
Jinha Lee	In progress	
Domenique Jones	In progress	

Advising Committee:

Ph.D. Student:	Christine LeClaire	In progress
Ph.D. Student:	Kenia Taylor	In progress
Ph.D. Student:	Kenny Jordan	In progress
Ph.D. Student:	Chunghwa Ki	May 2018
Ph.D. Student:	Andrew Anglin (external)	May 2018
Ph.D. Student:	Sun-hwa Kim	Summer 2017
Ph.D. Student:	Angela Sebyy	Summer 2016

Ph.D. Student:	Jonghan Hyun	Spring 2015
Ph.D. Student:	Jeesun Park	Fall 2011
Ph.D. Student:	Hye-June Park	Summer 2011
Ph.D. Student:	Vertica Bhardwaj	Summer 2010
Ph.D. Student:	Archana Kumar	Summer 2010
M.S. Student:	Taylor White	Summer 2009
Ph.D. Student:	Kiseol Yang	Summer 2006

10. SERVICE TO PROFESSION

A. Editorial Board Member for:

Journal of Services Marketing
Journal of Global Fashion Marketing

B. Journal Reviewer for:

2018—present	Journal of Fashion Marketing and Management, reviewer
2007—present	Clothing and Textile Research Journal, reviewer
2015—present	Journal of Business Research, ad-hoc reviewer
2015—2017	International Journal of Retail & Distribution Management, ad-hoc reviewer
2014	Internet Research, ad-hoc reviewer
2012—2013	European Journal of Marketing, ad-hoc reviewer
2010—2012	The International Journal of Consumer Studies, reviewer
2010—2011	Psychology & Marketing, ad-hoc reviewer

C. Book Proposal Reviewer for:

2016 A book of digital retailing from Routledge
2016 A book of fashion theory from Fairchild Books

D. External Committee for:

External tenure packet reviewer (2019, 2017, 2016, 2013)
External academic program reviewer (2014)

11. SERVICE TO DEPARTMENT, COLLEGE, AND UNIVERSITY

A. University Service for:

2018	Faculty search committee for UT Extension, Department of Family & Consumer Sciences, member
2014—2017	Faculty senate
2016—2017	Caucus chair of EHHS for faculty senate

B. College Service for:

2018—present	Cluster hire search committee, member
2017—present	College faculty senate
2018	Reviewer of the seed grant application
2012—2014	Graduate curriculum review committee
2008—2009	Technology advisory committee
2012—2013	College promotion and tenure committee

C. Department Service for:

- 2016—present Director of Graduate Studies (DGS)
- Oversee department admission, policies, and processes for PhD students.
 - Take a lead on the activities of the graduate committee by conducting strategic planning for the graduate program and ensuring that program policies regarding graduate students are fair, effective, and consistently applied.
 - Conduct regular meetings with the graduate committee to promote and maintain open communication.
 - Take a lead on recruitment efforts, for example, by following up with students who have expressed interest in the program in a timely manner, contacting colleagues at peer institutions to inquire about potential applicants, and serving as contact for prospective students, answering inquiries regarding the graduate program.
 - Serve as a point of contact with the Graduate School and the college for the department's graduate program.
 - Carry out responsibilities as specified by the Graduate School and the college.
 - Raise a fund from graduate school for recruitment efforts.
 - Attend regular DGS meetings held by the Graduate School.
 - Serve as the central source of graduate information within the department.
 - Review and update the department's Graduate Student Handbook.
 - Assign and track graduate assistantships.
 - Coordinate elections of graduate representatives for college and University committees.
 - Coordinate the awards issued to graduate students.
 - Supervise student progress through the graduate program.
 - Advise new graduate students until they appoint a major professor by counseling them with respect to program and degree requirements and assisting them in their transition to graduate student life.
 - Monitor and coordinate students' comprehensive exams.
 - Coordinate the Southeast Graduate Student Conference in collaborations with faculty of peer institutions in the Southeast region.

- Teach and coordinate a Ph.D. seminar class to facilitate a program of professional development activities for graduate students within the department.

2013—2016	Faculty mentor (Dr. Kiwon Lee)
2015—2016	Coordinator of social media communication
2013	Faculty search committee, member
2012	Faculty search committee, chair

12. EXTRACURRICULAR UNIVERSITY SERVICE

A. Faculty Advisor for:

Asian American InterVarsity (AAIV), University of Tennessee (2016—present)
 Korean-American Student Association, University of Tennessee (2008—2009)

13. PARTICIPATION IN PROFESSIONAL ORGANIZATIONS

A. Membership for:

International Textile and Apparel Association (ITAA) (2004-present)
 American Collegiate Retailing Association (ACRA) (2005-present)
 Association for Consumer Research (ACR) (2004-2015)
 American Marketing Association (2016-2017)

B. Committee for:

2016 – present	ITAA Graduate Education Committee
2013	KSEA (Korean-American Scientists and Engineers Association) Conference Program Committee

C. Conference Track Chair for:

2018	ACRA/AMA Triennial conference, Toronto, Canada.
2016	ACRA Spring conference, NY/NJ
2013	ACRA Spring conference, Nashville, TN
2011	ACRA Spring conference, Boston, MA

D. Conference Abstract/Paper Reviewer for:

2019	ITAA conference
2018	ITAA conference
2017	ITAA conference
2016	Consumer Culture Theory (CCT) conference
2016	ITAA conference
2014	ACRA conference

2013	ACRA Spring conference
2012	ACR conference
2010	ACRA Winter conference
2009	ACRA Spring conference
2008	ACRA Winter conference
	ACRA Spring conference
	I-CHRIE Annual Conference & Exposition
2007	ACRA Spring conference
2006	ACR Asia-Pacific Conference
	KAMS/AMS conference

14. INDUSTRY EXPERIENCES

2008	<p>LG Mobile. Seoul, Korea. Independent Consultant</p> <ul style="list-style-type: none"> • Conducted a market research of US smartphone users in New York City through in-depth personal interviews with 30 participants • Developed a report with suggested market positioning and strategies for the US smartphone market
2002-2006	<p>HaA Design. San Francisco, CA. Independent Consultant</p> <ul style="list-style-type: none"> • Developed multiple reports on technology product usage behavior in the international market by analyzing trends and behavioral patterns • Analyzed US market and consumer trends for different consumer product categories (e.g., home improvement, mobile phones) for international manufacturers of consumer products
1995-1996	<p>Stefanel, LG Fashion. Seoul, Korea. Assistant Merchandiser</p> <ul style="list-style-type: none"> • Analyzed the young generation's street fashion in Seoul to develop a trend report in the Korean market for the brand's headquarter in Italy
1997	<p>Union Bay. Seoul, Korea. Intern Designer</p> <ul style="list-style-type: none"> • Designed Men's shirts • Engaged in design decisions • Organized fabrics and other materials
1996-1997	<p>W Magazine. Seoul, Korea. Student Reporter</p> <ul style="list-style-type: none"> • Analyzed the US edition of the Magazine and discussed adoption in the Korean edition

- Reported college campus trends and activities

1996

Samsung Fashion Institute (Samsung Design Net, currently).
Seoul, Korea

Assistant Trend Analyst

- Analyzed color trends in major Fashion shows in Paris, Milan, New York and encoded into a computer system