

SEJIN HA, PhD

Department of Retail, Hospitality, and Tourism Management
College of Education, Health, and Human Sciences
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EDUCATION

Ohio State University, Columbus, OH, USA

PhD in Consumer Sciences, 2007

Major: Textiles & Clothing, Minor: Quantitative Psychology

Yonsei University, Seoul, Korea

MS in Communication in Fashion Industry, 2000

The Graduate School of Human Environmental Sciences

Duksung Women's University, Seoul, Korea

BS in Home Economics, 1994

ACADEMIC POSITIONS

University of Tennessee, Knoxville, TN

Associate Professor, Department of Retail, Hospitality and Tourism Management, 2015-

Assistant Professor, 2013-2015

Purdue University, West Lafayette, IN

Assistant Professor, Department of Consumer Science, 2007-2013

HONORS AND AWARDS

2020 Irma Fitch Giffels Faculty Enrichment Award, *College of Education, Health & Human Sciences, University of Tennessee*, \$2,000

2018 Best Paper Award, *European Colloquium on Research on Retailing*, Guildford, UK.
Kim, Y-K., **Ha, S.**, & Park, S. Competitive analyses for men's clothing retailers: A correspondence analysis and Rasch tree model.

2017 Frances Speight Clark Award, *College of Education, Health & Human Sciences, University of Tennessee*, \$2,000

Ha, S., Childs, M., Fairhurst, A., & Kim, Y-K. After the fire: Community recovery plan in Gatlinburg, Tennessee.

- 2014 Best Research Paper, *Family & Consumer Sciences Research Journal – Apparel, Textiles, and Merchandising topic area*.
Park, J., & **Ha, S.** Understanding consumer recycling behavior: Combining the Theory of Planned Behavior and the Norm of Activation Model. *Family and Consumer Sciences Research Journal*, 42(3), 278-291.
- 2014 Routledge Social Sciences 2014 Most Read Business & Management Article Collection, *Taylor & Francis Group*.
Ha, S., & Stoel, L. Designing loyalty programs that matter to customers. *The Service Industries Journal*, 34(6), 495-514.
- 2013 Highly Commended Award for the Emerald Literati Network Awards for Excellence, *Emerald Group Publishing Limited*.
Ha, S., & Stoel, L. Consumer e-shopping acceptance: Antecedents to Technology Acceptance Model. *Journal of Business Research*, 62(5), 565-571.
- 2013 Best Conference Paper, *American Collegiate Retailing Association Conference*, 1st place.
Kim, J., & **Ha, S.** The effects of CSR and task-oriented action on organizational legitimacy and consumer loyalty intention.
- 2013 Best Conference Paper, *American Collegiate Retailing Association Conference*, 2nd place.
Ha, S., & Kwon, SY. Motivating green product purchasing decisions: The role of environmental concern and anticipated guilt in spillover of pro-environmental behaviors.
- 2011 Best Conference Paper, *American Collegiate Retailing Association Conference*
Park, J., & **Ha, S.** Factors contributing to pro-environmental behaviors: Applying Theory of Interpersonal Behavior.
- 2010 Paper of Distinction Award, *International Textiles and Apparel Association Conference*
Ha, S., & Im, H. A multi-level investigation of the effects of congruence in an apparel shopping context.
- 2010 Excellent Multimedia Presentation Award, *Global Marketing Conference*
Ha, S., & Park, J. From adoption to diffusion: Determinants of m-service use and diffusion.
- 2009 Best Paper Award, *International Textiles and Apparel Association Conference*
Im, H., & **Ha, S.** An exploration of cognitive-affective model of satisfaction in an apparel shopping context.
- 2008 Best Paper Award, *American Collegiate Retailing Association Conference*
Ha, S., & Stoel, L. Customer loyalty program: The moderating role of consumer trustworthiness in retail marketing on customer-retailer relationship building.
- 2005 Consumer Sciences Graduate Research Award, *Ohio State University*, \$1,000

- 2005 Honorable mention in the International Council of Shopping Centers Best Paper Award, *American Collegiate Retailing Association Conference*
Ha, S., & Stoel, L. E-shopping quality, trust and consumer acceptance: Addition to the Technology Acceptance Model.
- 2004 Graduate School Preparing Future Faculty Program Fellowship, *Ohio State University*, \$100

RESEARCH INTERESTS

My research interests lie in the area of managing and enhancing the consumer experience with retail service and communication. Specifically, areas of current research interest include:

- Technology-driven consumer behavior
- Retail/service experience design
- Pro-social consumption
- Customer relationship marketing

PUBLICATIONS

Refereed Journal Articles

Out of a total of 44 publications, 23 (52.27%) have been published in journals with SSCI (n=21) and SCI (n=2) at the time of publication. Journal Impact Factors are based on the InCite Journal Citation Reports by Clarivate.

** equal contribution*

student author

Park, J-S., & **Ha, S.** (accepted in 2021). From information experiences to consumer engagement on brand's social media accounts. *Fashion & Textiles*
<https://doi.org/10.1186/s40691-021-00246-9> [indexed in SCIE].

#Huang, R., & **Ha, S.** (2020). Exploring the role of need for cognition in consumers' mental imagery. *International Journal of Retail & Distribution Management*.
<https://doi.org/10.1108/IJRDM-04-2020-0146> [indexed in SSCI, 2019 Journal Impact Factor: 2.321].

Park, J-S., **Ha, S.**, & Jeong, S. W. (2020). Consumer acceptance of self-service technologies in fashion retail stores. *Journal of Fashion Marketing and Management*.
<https://doi.org/10.1108/JFMM-09-2019-0221> [indexed in SSCI, 2019 Journal Impact Factor: 1.70].

Jeong, S. W., **Ha, S.**, & Lee, K-H. (2020). How to measure social capital in an online brand community? A comparison of three social capital scales. *Journal of Business Research*.

<https://doi.org/10.1016/j.jbusres.2020.07.051> [indexed in SSCI; 2019 Journal Impact Factor: 4.87].

#Frankel, S., & **Ha, S.** (2020). Something seems fishy: Mainstream consumer response to drag queen imagery. *Fashion & Textiles*, 7, 23. <https://doi.org/10.1186/s40691-020-00211-y> [indexed in SCIE; 2019 Journal Impact Factor: 1.67].

Kim, J., & **Ha, S.** (2020). Effects of CSR and performative actions on retailer legitimacy and consumer loyalty. *International Journal of Marketing Studies*, 12(3), 41-51. <https://doi.org/10.5539/ijms.v12n3p41>

Huang, R., & *Ha, S.** (2020). The effects of warmth-oriented and competence-oriented service recovery messages on observers on online platforms. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2020.04.034> [indexed in SSCI; 2019 Journal Impact Factor: 4.87].

Park, J-S., & **Ha, S.** (2020). The role of brand page experiences on consumer engagement in social media. *Journal of the Korean Society of Clothing and Textiles*, 44(3), 499-515. <https://doi.org/10.5850/JKSCT.2020.44.3.499>

#Huang, R., & **Ha, S.** (2020). The interplay of management response and individual power in digital service environments: From a bystander's perspective. *Journal of Service Management*. <https://doi.org/10.1108/JOSM-09-2018-0307> [indexed in SSCI; 2019 Journal Impact Factor: 4.66]

Ha, S., Childs, M., Kim, Y-K., & Fairhurst, A. (2020). After the fire: An assessment of small business preparedness and recovery in Gatlinburg, Tennessee. *International Journal of Hospitality & Tourism Administration*. <https://doi.org/10.1080/15256480.2020.1727812>

*Hah, H., *Goldin, D., & ***Ha, S.** (2019). The association between frontline care providers' willingness to adaptively use telehealth technology and virtual service performance in provider-to-provider communication: Quantitative study. *Journal of Medical Internet Research*, 21(8), e17123. <https://doi.org/10.2196/15087> [indexed in SCI; 2018 Journal Impact Factor: 5.03].

Kim, Y-K., **Ha, S.**, & Park, S. (2019). Competitive analyses for men's clothing retailers: Segmentation and positioning. *International Journal of Retail & Distribution Management*, 47(12), 1266-1282. <https://doi.org/10.1108/IJRDM-08-2018-0172> [indexed in SSCI; 2019 Journal Impact Factor: 2.45]

Lee, Y., **Ha, S.**, & Zachary, J. (2019). Antecedents and consequences of flow state in e-Commerce. *Journal of Consumer Marketing*, 36(2), 264-275. <https://doi.org/10.1108/JCM-10-2015-1579>

Ha, S., #Huang, R., & Park, J-S. (2019). Persuasive brand messages in social media: A mental imagery perspective. *Journal of Retailing and Consumer Services*, 4(May), 41-49.

<https://doi.org/10.1016/j.jretconser.2019.01.006> [indexed in SSCI; 2019 Journal Impact Factor: 3.59].

#Huang, R., **Ha, S.**, & #Kim, S-H. (2018). Narrative persuasion in social media: An empirical study of luxury brand advertising. *Journal of Research in Interactive Marketing*, 12(3), 274-292. <https://doi.org/10.1108/JRIM-07-2017-0059> [indexed in SSCI; 2018 Journal Impact Factor: 2.16]

Park, J-S., & **Ha, S.** (2017). Factors affecting the development of consumer-brand relationships. *The Research Journal of the Costume Culture*, 25(1), 88-103.

#Kwon S., **Ha, S.**, & Kowal, C. (2017). How online self-customization creates identification: Antecedents and consequences of consumer-customized product identification and the role of product involvement. *Computers in Human Behavior*, 75(October), 1-13. <https://doi.org/10.1016/j.chb.2017.04.051> [indexed in SSCI; 2017 Journal Impact Factor: 3.54]

Ha, S., & #Kwon, S. (2016). Spillover from past recycling to green apparel shopping behavior: The role of environmental concern and anticipated guilt. *Fashion and Textiles*, 3(1), 1-14. <https://doi.org/10.1186/s40691-016-0068-7>

Jeong, S. W., **Ha, S.**, & Lee, K-H. (2016). Impacts of community commitment on brand equity creation in company-initiated online brand communities. *Fashion, Industry and Education*, 14(1), 31-39. <https://doi.org/10.7741/fie.2016.14.1.031>

Lee, Y., & **Ha, S.** (2016). Consumer use of the Internet for health management. *Journal of Consumer Health on the Internet*, 20(1-2), 1-17. <https://doi.org/10.1080/15398285.2015.1127114>

#Park, J., & **Ha, S.** (2016). Co-creation of service recovery: Utilitarian and hedonic value and post-recovery responses. *Journal of Retailing and Consumer Services*, 28(January), 310-316. <https://doi.org/10.1016/j.jretconser.2015.01.003>

#Kwon, H., **Ha, S.**, & Im, H. (2016). The impact of perceived similarity to other customers on shopping mall satisfaction. *Journal of Retailing and Consumer Services*, 28(January), 304-309. <https://doi.org/10.1016/j.jretconser.2015.01.004>

#Cucchiara, C., #Kwon, S., & **Ha, S.** (2015). Message framing and consumer responses to organic seafood labeling. *British Food Journal*, 117(5), 1547-1563. <https://doi.org/10.1108/BFJ-07-2014-0261> [indexed in SCI; 2015 Journal Impact Factor: 0.97]

#Zhao, J., **Ha, S.**, & Widdows, R. (2015). The influence of social capital on knowledge creation in online health communities. *Information Technology and Management*, 17(4) 311-321. <https://doi.org/10.1007/s10799-014-0211-3> [indexed in SSCI; 2015 Impact factor: 0.60]

Yang, S., & **Ha, S.** (2014). Brand knowledge transfer via sponsorship in the financial services industry. *Journal of Services Marketing*, 28(6), 452-459. <https://doi.org/10.1108/JSM-11-2013-0313> [indexed in SSCI; 2014 Journal Impact Factor: 0.99]

#Jeong, E., Jang, S., Day, J., & **Ha, S.** (2014). The impact of eco-friendly practices on green image and customer attitudes: An investigation in a café setting. *International Journal of Hospitality Management*, 41, 10-20. <https://doi.org/10.1016/j.ijhm.2014.03.002> [indexed in SSCI; 2014 Journal Impact Factor: 1.94]

Kim, J., **Ha, S.**, & #Fong, C. M. (2014). Retailers' CSR: The effect of legitimacy and social capital. *International Journal of Retail and Distribution Management*, 42(2), 131-150. <https://doi.org/10.1108/IJRDM-10-2012-0092>

#Park, J., & **Ha, S.** (2014). Understanding consumer recycling behavior: Combining the Theory of Planned Behavior and the Norm of Activation Model. *Family and Consumer Sciences Research Journal*, 42(3), 278-291. <https://doi.org/10.1111/fcsr.12061>

Ha, S., & Stoel, L. (2014). Designing loyalty programs that matter to customers. *The Service Industries Journal*, 34(6), 495-514. <https://doi.org/10.1080/02642069.2014.871531> [indexed in SSCI; 2014 Journal Impact Factor: 0.83]

#Zhao, J., Abrahamson, K., Anderson, J. G., **Ha, S.**, & Widdows, R. (2013). Trust, empathy, social identity, and contribution of knowledge within patient online communities. *Behaviour & Information Technology*, 32(10), 1041-1048. <https://doi.org/10.1080/0144929X.2013.819529> [indexed in SCI and SSCI; 2013 Journal Impact Factor: 0.84]

#Zhao, J., **Ha, S.**, & Widdows, R. (2013). Building trust relationships in online health communities. *Cyberpsychology, Behavior, and Social Networking*, 16(9), 650-657. <https://doi.org/10.1089/cyber.2012.0348> [indexed in SSCI; 2014 Journal Impact Factor: 2.18]

#Winters, E., & Ha, S. (2012). Consumer evaluation of customer loyalty programs: Role of customization and customer loyalty program involvement. *Journal of Global Scholars of Marketing Science*, 22(4), 370-385. <https://doi.org/10.1080/21639159.2012.720752>

Ha, S., & Im, H. (2012). Identifying the role of self-congruence on shopping behavior in the context of U.S. shopping malls. *Clothing and Textiles Research Journal*, 30(2), 87-101. <https://doi.org/10.1177/0887302X12440037> [indexed in SSCI; 2012 Journal Impact Factor: 0.37]

#Park, J., & **Ha, S.** (2012). Understanding pro-environmental behavior: A comparison of green product purchasers and non-purchasers. *International Journal of Retail and Distribution Management*, 40(5), 388-403. <https://doi.org/10.1108/09590551211222367>

Ha, S., & Stoel, L. (2012). Online apparel retailing: Roles of e-shopping quality and experiential e-shopping motives. *Journal of Service Management*, 23(2), 197-215.

<https://doi.org/10.1108/09564231211226114> [indexed in SSCI; 2012 Journal Impact Factor: 1.86]

#Lee, S., **Ha, S.**, & Widdows, R. (2011). Consumer responses to high-technology products: Product attributes, cognition and emotion. *Journal of Business Research*, 64, 1195-1120. <https://doi.org/10.1016/j.jbusres.2011.06.022> [indexed in SSCI; 2011 Journal Impact Factor: 1.87]

#Park, J., #Snell, W., **Ha, S.**, & #Chung, T-L. (2011). Consumers' post-adoption of m-services: Interest in future m-services based on consumer evaluation of existing m-services. *Journal of Electronic Commerce Research*, 12(3), 165-175. [indexed in SSCI; 2011 Journal Impact Factor: 0.73]

#Wang, C-H., & **Ha, S.** (2011). Store attributes influencing consumer-retailer relationship building: A study of department stores. *Journal of Fashion Marketing and Management*, 15(3), 326-344. <https://doi.org/10.1108/136120211111151923>

Im, H., & **Ha, S.** (2011). An exploration of the cognitive-affective model of satisfaction: A test of competing models. *The Service Industries Journal*, 31(13), 2273-2288. <https://doi.org/10.1080/02642069.2010.504983> [indexed in SSCI; 2011 Impact factor: 2.58]

Ha, S., & Lee, Y. J. (2011). Determinants of consumer-driven healthcare: Self-confidence in information search, health literacy, and trust in information sources. *International Journal of Pharmaceutical and Healthcare Marketing*, 5(1), 8-24. <https://doi.org/10.1108/17506121111121550>

† Reprinted in *Managing Information*, Volume 18 Issue 5 (2011).

Ha, S., #Chung, T-L., #Hamilton, J., & #Park, J. (2010). Moving beyond acceptance: Exploring determinants of consumer use of mobile services. *International Journal of Mobile Marketing*, 5(2), 30-42.

Ha, S., & Stoel, L (2010). E-tail evolution: Motives and behavioral intention of e-shopper segments. *Journal of Global Fashion Marketing*, 1(1), 9-18. <https://doi.org/10.1080/20932685.2010.10593053>

Ha, S., & Stoel, L. (2009). Consumer e-shopping acceptance: Antecedents to Technology Acceptance Model. *Journal of Business Research*, 62(5), 565-571. <https://doi.org/10.1016/j.jbusres.2008.06.016> [indexed in SSCI; 2009 Journal Impact Factor: 1.29]

† This article was listed as the most cited Journal of Business Research article (2012 - November 2014).

Ha, S., & Stoel, L. (2008). Promoting customer-retailer relationship building: Influence of consumer trustworthiness of customer loyalty programme marketing. *Journal of Customer Behaviour*, 7(3), 215-229. <https://doi.org/10.1362/147539208X369652>

Ha, S., & Lennon, S. J. (2006). Purchase intent for fashion counterfeit products: Ethical ideologies, ethical judgments and perceived risks. *Clothing and Textiles Research Journal*, 24(4), 297-315. <https://doi.org/10.1177/0887302X06293068>

Under Review

#Jung, E., & **Ha, S.** Anticipated vs. unanticipated gifts' effects on customers' restaurant experiences. *Journal of Hospitality & Tourism Research* [indexed in SSCI]. Under 1st revision.

#Hur, S., & **Ha, S.** The Impact of Empowering Consumers in Product Decision-Making: Interactions with Brand Psychological Ownership. *Journal of Product & Brand Management* [indexed in SSCI]. Under 1st review.

Park, J-S., & **Ha, S.** Developing brand loyalty through consumer engagement with brand communities in social media. *Asian Journal of Business Research*. Under 1st review.

Huang, R., & **Ha, S.** How do customer-to-customer interactions affect bystanders on Corporate Social Media (CSM)? (In)civility in advocates' responses and complainants-bystander psychological distance. *Computers in Human Behavior* [indexed in SSCI]. Under 1st review.

Papers or Abstracts Published in Refereed Conference Proceedings

student author

#Hur, S., & **Ha, S.** (2019). Who can benefit from empowering consumers to co-design: Luxury or mass-market? *International Textiles and Apparel Association Conference*, Las Vegas, NV, October 25-29.

#Lee, B., & **Ha, S.** (2019). Consumer evaluation of mobile AR applications for shopping: Focusing on 3D authenticity. *International Textiles and Apparel Association Conference*, Las Vegas, NV, October 25-29.

#Hur, S., & **Ha, S.** (2018). How brand empowerment strategies affect consumer behavior: A psychological ownership perspective. *International Textiles and Apparel Association Conference*, Cleveland, OH, November 6-9.

Kim, Y-K., #Zaman, M., **Ha, S.**, & Fairhurst, A. (2018). Competitive analyses for shoes retailers: A corresponding analysis. *International Textiles and Apparel Association Conference*, Cleveland, OH, November 6-9.

#Hur, S., & **Ha, S.** (2017). Fair trade advertising: What messages do fair trade fashion brands send to consumers? *International Textiles and Apparel Association Conference*, St. Petersburg, FL, November 11-18.

#Huang, R., & **Ha, S.** (2017). The role of reward and gender in inducing consumers' willingness to post reviews. *International Textiles and Apparel Association Conference*, St. Petersburg, FL, November 11-18.

#Huang, R., #Hur, S., & **Ha, S.** (2016). Mapping consumer engagement and brand impression management: A decision tree approach. *International Textiles and Apparel Association Conference*, Vancouver, Canada, November 8-11.

#Huang, R., & **Ha, S.** (2015). Consumer experiences with online reviews: A phenomenological exploration. *International Textiles and Apparel Association Conference*, Santa Fe, NM, November 10-14.

#Huang, R., **Ha, S.**, & Park, J. (2015). Gender differences in consumer-retailer relationship building via retail store attributes. *International Textiles and Apparel Association Conference*, Santa Fe, NM, November 10-14.

#Hur, S., & **Ha, S.** (2015). User-generated content across social media. *International Textiles and Apparel Association Conference*, Santa Fe, NM, November 10-14.

Kim, J., & **Ha, S.** (2013). The effect of retailer perceived isomorphism and performative action on legitimacy, word-of-mouth and purchase intention. *International Textiles and Apparel Association Conference*, New Orleans, LA, October 15-18.

Ha, S., & Kwon, W-S. (2009). Examining cross-channel synergies in a multi-channel retail context: The effects of offline store knowledge on online shopping behavior. *International Textiles and Apparel Association Conference*, Bellevue, WA, October 28-31.

#Yang, S., & **Ha, S.** (2008). Consumer e-shopping evolution: Determinants by product category. *International Textiles and Apparel Association Conference*, Schaumburg, IL, November 5-8.

Ha, S., & Lennon, S. J. (2005). E-shopping attributes driving consumer attitude and patronage intention to shop online. *International Textiles and Apparel Association Conference*, Alexandria, VA, November 1-6.

Ha, S., & Lennon, S. J. (2004). Apparel impulse buying, self-monitoring and perceived peers' clothing involvement. *International Textiles and Apparel Association Conference*, Portland, OR, November 3-8.

REFEREED CONFERENCE PRESENTATIONS

Presentations published in refereed journals or conference proceedings are not listed.

student author

#Frankel, S., **Ha, S.**, & Kim, Y-K. (accepted in May 2020). Working together to reduce: An examination of environmentally conscious consumption. *International Textiles and Apparel Association Virtual Conference*, November 16-20.

Ran, H., & **Ha, S.** (accepted in May 2020). Investigating dynamics among complainant, bystander, and advocate for service recovery via Corporate Social Media (CSM). *International Textiles and Apparel Association Virtual Conference*, November 16-20.

Ha, S., & Im, H. (2020). Voice-based assistant retailing: Do expectations meet reality? Exploring consumer use of voice-based assistants for shopping. *International Conference on Clothing and Textiles*, Online, May 21-22.

Lee, B., & Ha, S. (2019). Consumer evaluation of mobile AR applications for shopping: Focusing on 3D authenticity. *International Textiles and Apparel Association Conference*, Las Vegas, NV, October 25-29.

Park, J., **Ha, S.**, & Jeong, S. W. (2019). Consumer acceptance of self-service technology in fashion retail stores. *Global Fashion Management Conference*, Paris, France, July 11-14.

#Hur, S., & **Ha, S.** (2019). How brand empowerment strategies affect consumer behavior: From a psychological ownership perspective. *Academy of Marketing Science World Marketing Congress*, Edinburgh, UK, July 9-12.

#Huang, R., & **Ha, S.** (2019). Understanding online service recovery from a prospective consumer perspective. *Academy of Marketing Science World Marketing Congress*, Edinburgh, UK, July 9-12.

Park, J., & Ha, S. (2018). Mitigating attributional bias through customer engagement. *Global Marketing Conference*, Tokyo, Japan, July 26-29.

Kim, J., & **Ha, S.** (2018). Impact of immersive virtual environment technology (IVET) experience on brand attitude and purchase intention. *Global Marketing Conference*, Tokyo, Japan, July 26-29.

Kim, J., & **Ha, S.** (2018). The effect of message fit in immersive virtual environment in shaping consumer brand experience. *Global Marketing Conference*, Tokyo, Japan, July 26-29.

#Min, S., Cho, Y-H., & **Ha, S.** (2018). Understanding conspicuous consumption at five star hotels in South Korea. Testing Mowen's 3M model. *Asia Pacific Tourism Association Annual Conference*, Mactan, Cebu, July 3-6.

#Jung, E., & **Ha, S.** (2017). A conceptual framework of atmospheric qualities of Instagram in the tourism industry. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference*, Baltimore, MD, July 26-28.

#Hur, S., & **Ha, S.** (2017). Hope-based ad appeal in fair trade advertising: The role of self-regulatory focus. *American Marketing Association Conference*, San Francisco, CA, August 4-6.

Ha, S., & Im, H. (2017). The roles of brand type, need for status, and ad format on advertising effectiveness. *American Collegiate Retailing Association Conference*, Bloomington, MN, March 29-April 1.

#Huang, R., & **Ha, S.** (2017). Consumers' perceptions of triggered email product review marketing. *American Collegiate Retailing Association Conference*, Bloomington, MN, March 29-April 1.

Park, J., & **Ha, S.** (2016). Hedonic bias of co-creation of recovery. *International Conference on Business and Information (BAI)*, Nagoya, Japan, July 3-5.

#Huang, R., & **Ha, S.** (2016). Retail salespersons' response-focused emotion regulation in the context of showrooming. *American Collegiate Retailing Association Conference*, Secaucus, NJ, April 13-16.

#Suntithammasoot, C., **Ha, S.**, & Lee, K. (2015). Effects of nutritional information on restaurant menus on consumer attitudes and revisit intentions. *Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) Conference*, Auckland, New Zealand, June 10-13.

#Huang, R., & **Ha, S.** (2015). A conceptual model of consumer evaluation of fake online reviews. *American Marketing Association/American Collegiate Retailing Association Triennial Conference*, Coral Gable, FL, March 4-7.

#Kwon, S., & **Ha, S.** (2014). When calorie disclosure is not effective: The effect of incidental pride on indulgent choice. *American Collegiate Retailing Association Conference*, Dallas, TX, March 26-29.

#Kwon, S., & **Ha, S.** (2013). The moderating role of nutrition involvement. *Association for Consumer Research North American Conference*, Chicago, IL, October 3-6.

#Park, J., & **Ha, S.** (2013). Emotional value of co-creation: Can co-creation of a service recovery defuse customers' anger? *Association for Consumer Research North American Conference*, Chicago, IL, October 3-6.

#Park, J., & **Ha, S.** (2013). The impact of co-created service recovery on customers' justice perceptions. *American Marketing Association Summer Marketing Educators' Conference*, Boston, MA, August 9-11.

Ha, S., & Stoel, L. (2012). Customer loyalty program in retailing: The role of self-monitoring. *Global Marketing Conference*, Seoul, Korea, July 19-22.

Ha, S., & Stoel, L. (2010). Consumer e-shopping behavior: Roles of e-shopping quality and gender. *Global Marketing Conference*, Tokyo, Japan, September 9-12.

#Chung, T-L., & **Ha, S.** (2010). Loyalty programs building customer-retailer relationship: Role of identity salience. *Academy of Marketing Science Conference*. Portland, OR, May 26-29.

#Liu, I., & **Ha, S.** (2010). Understanding consumer multi-channel migration: Offline store satisfaction and switching cost. *American Collegiate Retailing Association Conference*, New York, NY, January 10-13.

Frazier, B., **Ha, S.**, Huang, Y., & Stoel, L. (2009). Adding SEM to your analytical toolbox: Designing studies using structural equation modeling. *Academy of Marketing Science/American Collegiate Retailing Association Triennial Conference*, New Orleans, LA, September 30-October 3.

Ha, S., & Stoel, L. (2009). An individual difference approach to understanding royalty program effects: Customer royalty program involvement. *Academy of Marketing Science World Marketing Congress*, Oslo, Norway, July 22-25.

Hur, W., Park, J. K., & **Ha, S.** (2009). The moderating role of price consciousness on the value-trust-satisfaction link: An investigation of consumer hybrid automobile consumption. *American Collegiate Retailing Association Conference*, New York, NY, January 12-13.

Ha, S., & Stoel, L. (2006). The moderating effect of e-shopping motives on consumer acceptance of e-shopping. *Academy of Marketing Science/American Collegiate Retailing Association Triennial Conference*, Orlando, FL, November 1-4.

Ha, S., & Kandampully, J. (2005). The dynamics of service quality, satisfaction, value and behavioral intention within an apparel online shopping context. *Seoul International Clothing & Textiles Conference*, Seoul, South Korea, August 18-21.

Ha, S., & Kandampully, J. (2005). Consumers' loyalty and its antecedents in online service dynamics: An application to apparel online shopping. *The European Institute of Retailing and Service Studies Conference on Recent Advances in Retailing and Service Sciences*, Orlando, FL, July 21-24.

NON-REFEREED PRESENTATIONS

student author

#Hur, S., & **Ha, S.** (February 22, 2019). How brand empowerment strategies affect consumer behavior: A psychological ownership perspective. *South Eastern Graduate Consortium*, University of Tennessee Knoxville, Knoxville, TN.

#Frankel, S., & **Ha, S.** (February 22, 2019). Something seems fishy: Mainstream response to drag queen imagery. *South Eastern Graduate Consortium*, University of Tennessee Knoxville, Knoxville, TN

#Jung, E., & **Ha, S.** (February 22, 2019). Understanding the impact of shared destination experience through SNS in pre-trip contexts. *South Eastern Graduate Consortium*, University of Tennessee Knoxville, Knoxville, TN.

#Huang, R., & **Ha, S.** (April 10, 2014). A conceptual model of experiential WOM marketing: Narrative transportation and persuasion. *South Eastern Graduate Consortium*, University of Kentucky, Knoxville, Lexington, KY.

#Kwon, S., & **Ha, S.** (April 12, 2013). Do calorie counts on menus help you make healthy choices?, *Next Generation Scholars*, Purdue University, West Lafayette, IN.

#Kwon, H., & **Ha, S.** (April 12, 2013). The effects of perceived similarity with other customers on shopping mall satisfaction, *Next Generation Scholars*, Purdue University, West Lafayette, IN.

#Park, J., & **Ha, S.** (October 27, 2010). Promoting consumer recycling: Personal norm, awareness of consequences, and Theory of Planned Behavior, *Ecological Sciences & Engineering Symposium 2010*, Purdue University, West Lafayette, IN.

Ha, S., & Stoel, L. (2005). E-shopping quality, trust and consumer acceptance: Differences between online apparel purchasers and non-purchasers. *Global Symposium for Consumer Sciences*.

INVITED PRESENTATIONS

Ha, S. (May 28, 2020). Key topics in fashion retail research, Department of Fashion Industry, *Ehwa Womans University*, Seoul, Korea.

Ha, S. (June 13, 2019). Current trends in fashion retail research, Department of Clothing and Textiles, *Pusan National University*, Pusan, Korea.

Ha, S. (June 21, 2012). Identity matters: Different approaches to study identity and retail shopping behavior, Department of Clothing and Textiles, *Yonsei University*, Seoul, Korea.

Sydnor-Bouso, S., Harmon, S., & **Ha, S.** (April 16, 2010). Hospitality industry & customer service trends in 2010. *Conner Prairie: Interactive History Park*, Carmel, IN

Ha, S., & Lennon, S. J. (April 2006). Fashion counterfeits: Extent of the problem, attitudes, and strategies for change, *Ohio Association of Family and Consumer Sciences (OAFCS) 2006 Annual Meeting*, Dublin, OH.

GRANTS

External Grant

Ki, C., & **Ha, S.** Are we ready for Circular Economy (CE)? Investigating individuals' readiness for change toward CE. Early Career Scheme, The Research Grants Council in Hong Kong, 2021-2023, \$115,000 (HK\$ 891,600), Role: Collaborator – **Under review.**

Park, J., Jeong, S. W., & **Ha, S.** (2019). Consumer experience with IoT technology in retail. Academic Research Capacity Enhancement Program, National Research Foundation of Korea, July 1, 2019 – June 31, 2022, \$148,220 (180,000,000 Korean won) (Co-PI/PI in the US) – **Funded.**

Lee, Y., & **Ha, S.** (2011). Consumer use of the Internet for healthcare. Adelphi University Center for Health Research Grant, \$1,000 – **Funded.**

Ha, S., & Harmon, S. (2010). Connecting Indiana artisans, arts entrepreneurs, local small retailers, and consumers through an electronic channel. Indiana Artisan Program of the Indiana State Department of Agriculture. Comprehensive Retail Strategy Grant, \$5,000 – Not funded.

Internal Grant

University of Tennessee

Ha, S. (2019). Customer-to-customer interaction during social media service recovery. Faculty summer research fund, Department of Retail, Hospitality & Tourism Management, \$2,000 – **Funded.**

Childs, M., **Ha, S.**, Kim, Y-K., & Fairhurst, A. (2019). Post natural disaster recovery: Developing resources for small businesses preparedness and resilience in Southeast Tourism Communities. Community Engaged Research Seed Program, Office of Research and Engagement, \$14,890 - Not funded.

Childs, M., **Ha, S.**, Kim, Y-K., & Fairhurst, A. (2017). After the fire: Small business recovery plan in Gatlinburg, Tennessee. Outreach Incentive Grant, \$1,705.70 – Not funded.

Purdue University

Ha, S. (2012). Online health communities. Purdue Research Foundation (PRF) Research Grant, August 2012 – July 2013, \$17,500 (a half-time graduate research assistant) – **Funded.**

Ha, S. (2010). The role of community and local retailers in promoting consumer well-being and citizenship behaviors. Clifford B. Kinley Trust Grant, \$20,000 – Not funded.

Ha, S. (2009). Smart products: Product smartness and consumer adoption of smart products. Purdue Research Foundation (PRF) Summer Faculty Grant, \$8,000 – **Funded.**

Ha, S. (2009). Consumers building sustainable communities through sustainable consumption: A benefit segment. Purdue Research Foundation (PRF) Research Grant, August 2009 – July 2010, \$15,000 (a half-time graduate research assistant) – Not funded.

Kulatunga, N. A., **Ha, S.**, & Robertson, T. (2009). Smart electrical meter integration in residential and commercial sectors for demand-side management and renewable energy adaptation. Purdue Discovery Park Seed Grant Program, \$50,000 – Not funded.

Ha, S. (2008). Consumers' sustainable consumption in rural communities: A benefit segmentation approach. 2009 ARP Research Assistantship Program, \$17,500 – Not funded.

Ha, S. (2008). Re-examining socially responsible consumption: Orientations and socially responsible consumption behaviors of consumer segments. Purdue Research Foundation (PRF) Research Grant, August 2008 – July 2009, \$14,000 (a half-time graduate research assistant) – **Funded**.

Ha, S. (March 2008). The role of objective interactivity and narratives in consumer information processing in a virtual world. PRF Summer Faculty Grant, \$8,000 (a salary for two summer months) – Not funded.

TEACHING

University of Tennessee

Graduate

Quantitative Research Methods in RHTM (RHTM 616)

Theories in RHTM (RHTM 614)

Strategic Managerial Retail, Hospitality, and Tourism Management Decision (RHTM 625)

Undergraduate

Retail Software Applications (RCS 150)

Retail Buying and Merchandising (RCS 310)

International Retailing (RCS 421)

Retail Category Management (RCS 425)

Purdue University

Graduate

Individual Studies, Research MS, Research PhD

Undergraduate

Introduction to Retail Management (CSR 209)

Buying Merchandise (CSR 401)

Field Experience in Retail Management (CSR 300)

Undergraduate Special Problems (CSR 390)

Special Projects (CSR 397)
Honors Research Project (CSR 497)

Ohio State University

Undergraduate

Global Patterns and Issues in Textiles and Apparel Trade (TC 575)
Business of Fashion in Apparel, Textiles, and Home Furnishings (TC 275)

ACADEMIC ADVISING

University of Tennessee

Graduate Committee Chair Completed

- 2019 Songye Hur, Ph.D. (Job placement: Clarion University)
Dissertation: How brand empowerment strategies affect consumer behavior: From psychological ownership perspective
- 2017 Ran Huang, Ph.D. (Job placement: Indiana University)
Dissertation: Online platforms as consumer service channels: Roles of retailer response types and audience power
- 2017 Sun-Hwa Kim, Ph.D. (Job placement: Montana State University)
Dissertation: Understanding frontline employees' work attitude and behavior

Graduate Committee Chair in Progress

2016- Eunkyong Jung, PhD candidate

Graduate Committee Co-chair in Progress

2020- Kenia Taylor, PhD candidate

Graduate Committee Member in Progress

2017- Mostafa Zaman, PhD candidate
2020- Bomi Lee

Graduate Committee Member Completed

2019 Theresa Hyunjin Kwon, Ph.D.
2017 Justin Kaewnopparat, Ph.D.
So Young Song, Ph.D.
2016 Seeun Kim, Ph.D.
2014 Wanmo Koo, Ph.D.
Jong Han Hyun, Ph.D.

Other University

2020- Young-Hyun Choi, PhD candidate, Department of Clothing & Textiles, Hanyang University, Seoul, Korea.

2020- Bingwen Chen, PhD student, Institute of Textiles & Clothing, Hong Kong Polytechnic University, Hong Kong.

Purdue University

Graduate Committee Chair Completed

- 2012 Joohyung Park, Ph.D. (Job placement: University of South Carolina)
Dissertation: The role of customer participation in customer satisfaction with service recovery
- 2010 Pei Chen (Ivy) Liu, M.S.
Courtney J. Briggs, M.S.
Erica L. Jenkins, M.S.
Seung Hyun Lee, M.S.
- 2009 Chiu-Han Wang, M.S.

Graduate Committee Member Completed

- 2013 Sandra Rutherford, Ph.D.
Meng Deng, M.S. (HTM)
- 2012 Nathan N. Hartmann, Ph.D.
Ting-Ying Yang, Ph.D.
- 2011 Jing Zhao, Ph.D.
Xiaomeng (Sophia) Fan, Ph.D.
Te-Lin Chung, Ph.D.
Adrienne Hall, Ph.D.
Han-Ching (Ivy), M.S.
Atul Todi, M.S. (Non-thesis degree)
- 2010 So-Yeon Kwon, M.S. (Hospitality and Tourism Management: HTM)
Rui Jin, Ph.D.
Nwamaka A. Anaza, Ph.D.
Duleep Delpechitre, Ph.D.
Ting-Han (Daniel) Chao, M.S.
Sungwoo Song, M.S.
Eunha Jeong, M.S. (HTM)
- 2009 Yoon Na Cho, M.S.
- 2008 Stacey L. Schetzslle, Ph.D.
Te-Lin (Doreen) Chung, M.S.

Undergraduate Honors Committee Chair Completed

- 2010 Whitney Snell
John Hamilton

Undergraduate Honors Committee Member Completed

- 2013 Hannah Ellen Longbottom
Amber Lyn Schrotenboer
- 2010 Michelle K. Michaelsen
Ellen Mrzlack

2008-2009	Liaison to the Graduate School
2008-2009	Student Learning Outcomes and Assessment (BALOTS) committee
2009	CSR PFA Fashion Show Scholarship awards judge
2008	CSR Department head search committee
2008	PRO (Purdue Retail Organization) retail field trip (20 students)
2007	CSR Teaching Award nomination reviewer

DISCIPLINARY SERVICE

Editorial and Review Responsibilities

Guest Co-editor

2017-2018	International Journal of Retail & Distribution Management Special issue on Retail Shopper/customer experience
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Associate Editor

2019-	Journal of Global Fashion Marketing (Fashion Retailing & Service Marketing Track)
2012-2015	Information and Technology Management

Editorial Board

2017-	Clothing and Textiles Research Journal
2016-	Fashion & Textile Research Journal
2015-	Fashion Industry and Education
2013-	Fashion and Textiles
2016-2019	Journal of Global Fashion Marketing
2011, 2015	Journal of Global Scholars of Marketing Science
2009-2011	Journal of Global Academy of Marketing Science

Ad hoc Review for Journals

2020	Journal of Research in Interactive Marketing
2019	Journal of Business Research
2018	Journal of Fashion Marketing and Management Journal of Retailing and Consumer Services
2017	Computers in Human Behavior
2016	Journal of Business Research Journal of Retailing and Consumer Services
2015	Journal of Business Ethics Fashion and Textiles
2014	Journal of Business Ethics Journal of Hospitality & Tourism Research
2013	Journal of Service Management Fashion, Style, & Popular Culture
2012	Journal of Product Innovation Management Journal of Family and Economic Issues
2011	International Journal of Electronic Marketing and Retailing

2010	Journal of Retailing and Consumer Services
	Journal of Business Research
	Journal of Global Fashion Marketing
	Asia Pacific Journal of Marketing and Logistics
2009	Managing Service Quality
	Journal of Business Research
	Family and Consumer Sciences Research Journal
	Tourism Management
2008	The Service Industries Journal
	Journal of Global Academy of Marketing Science
	Journal of Retailing and Consumer Services
	Psychology & Marketing
	Managing Service Quality

Review for Conferences

2009-2019	International Textiles and Apparel Association Conference
2017	International CHRIE Conference
2007-2014	American Collegiate Retailing Association Conference
2012	American Marketing Association Winter Marketing Educators' Conference
2009	European Association for Education and Research in Commercial Distribution Conference
2008	Academy of Marketing Science World Marketing Congress

Review of Book Proposal

2018	Consumer science and strategic marketing: Case studies in the beer sector, Elsevier
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Newsletter Editor

2016-2020	American Collegiate Retailing Association (ACRA) Retail Education Today
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Service for Conferences

Track Chair

2019-	International Textiles and Apparel Association Conference, Merchandising/Retailing II Marketing Track
2014, 2017	AMA/ACRA Triennial Conference, Atmospherics/Promotion/Merchandising Track
2015, 2016	American Collegiate Retailing Association Conference, Atmospherics/Promotion/Merchandising Track
2013	American Collegiate Retailing Association Conference, Consumer Behavior

Session Chair

2018	Southeastern, Central, and South America Federation Conference
2017	American Collegiate Retailing Association Conference
2015	American Collegiate Retailing Association Conference
2014	American Collegiate Retailing Association Conference
2011	Global Marketing Conference at Seoul

2011 American Collegiate Retailing Association Conference
2008 American Collegiate Retailing Association Conference

Tour Organizer

2008 International Textiles and Apparel Association Pre-conference tour organization member

External Reviewer for Tenure and Promotion

2 in 2019
1 in 2016

Professional Affiliations

American Collegiate Retailing Association
International Textile and Apparel Association
Academy of Marketing Science

COMMUNITY SERVICE

2017-2018

Disaster Recovery Project

I participated in the outreach project aiming at addressing disaster preparation, prevention and recovery for small businesses in Gatlinburg, TN after 2016 Great Smokey Mountain Wildfires in collaboration with RHTM faculty (Drs. Michelle Childs, Youn-Kyung Kim, and Ann Fairhurst) and stakeholders (Department of Commerce and Gatlinburg Convention and Visitors Bureau).

Service-related outcome: an interview with UT Libraries to a summary of research for the library's oral history archive (November, 2019)

2020-current

COVID-19 Consumer and Shopping Behavior Project

This engagement project aims at enhancing current understanding of how consumers and small businesses respond to COVID-19 and exploring opportunities for sustainable management of local agencies, small businesses and entrepreneurs in time of crisis. Based on surveys and interviews with consumers and small business owners in East Tennessee and US, the research team (Drs. Michelle Childs, Ann Fairhurst, Ann Berry, Chris Sneed, and myself) work on publications while continuing to pursue community engagement activities to disseminate research findings to broader communities.

Service-related outcome: The project was presented to members of the Alliance for Better Nonprofits, Knoxville, TN (May 29th, 2020) and the TN Chamber of Commerce, Jackson, TN (June 5th, 2020).

