

HEEJIN (JEANIE) LIM, PH.D.

Curriculum Vitae

January 25, 2021

Retail, Hospitality and Tourism Management
The University of Tennessee, Knoxville
245 Jessie Harris Building
Knoxville, TN 37996-1911

Tel: (865) 974-2141
Fax: (865) 974-5236
E-mail: hlim@utk.edu
http://rhtm.utk.edu/f_s/lim.html

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
Thesis: Determinants of consumers' purchase intention on the
Internet: An application of theory of planned behavior
- 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 for marginalized groups

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

B. Refereed Journal Articles

*Graduate students at the time of submission.

1. **Lim, H.**, Childs, M. L., Cuevas, L. M., & Lyu, J. (in press). Between you and me: The effects of content ephemerality and the role of social value orientation in luxury brands' social media communication *Journal of Global Fashion Marketing*.
2. Frankel, S., Cuevas, L. M., **Lim, H.**, & Benjamin, S. (in press). Exploring subculture storytelling on YouTube: The case study of Kat von D. *Fashion Theory*.
3. Cuevas, L.*, Lyu, J. & **Lim, H.** (in press). Antecedents and consequences of flow in Instagram. *Journal of Research in Interactive Marketing*. [SSCI-indexed. Impact factor 2.520]
4. Lee, J.*, & **Lim, H.** (2020). Design matters: Cross-modal correspondences between vision and taste in food advertising. *Journal of Marketing Communications*. [Scopus-indexed. Impact factor 2.600] Advance online publication. <https://doi.org/10.1080/13527266.2020.1846071>
5. Ki, C., Cuevas, L. M.*, Chong, S. M.*, & **Lim, H.** (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, 55, 102-133. [Scopus-indexed. Impact factor 4.220] <https://doi.org/10.1016/j.jretconser.2020.102133>
6. **Lim, H.**, & Childs, M. L. (2020). Visual storytelling on Instagram: Branded photo narrative and the role of telepresence. *Journal of Research in Interactive Marketing*, 14(1), 33-50. [SSCI-indexed. Impact factor 2.520] <https://doi.org/10.1108/JRIM-09-2018-0115>
7. Hur, S.*, **Lim, H.**, & Lyu, J. (2020). "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*, 11(1), 1-17.

- [Scopus-indexed. Impact factor 0.930]
<https://doi.org/10.1080/20932685.2019.1675526>
8. **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. Impact factor 1.970]
<https://doi.org/10.1108/JFMM-10-2018-0135>
 9. **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. [Scopus-indexed. Impact factor 4.220]
<https://doi.org/10.1016/j.jretconser.2017.10.015>
 10. **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. [Scopus-indexed; Emerging Sources Citation Index (Clarivate Analytics). Impact factor 1.650] <https://doi.org/10.1108/QMR-09-2017-0127>
 11. 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. [Scopus-indexed. Impact factor 1.050]
<https://doi.org/10.1504/IJWBC.2018.092416>
 12. Lee, K., & **Lim, H.** (2017). Facebook me right: Needs-based segmentation of Facebook brand page users. *Fashion, Industry, and Education*, 15(1), 12-28. [Impact factor 0.950] <https://doi.org/10.7741/fie.2017.15.1.012>
 13. **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. [Scopus-indexed; Emerging Sources Citation Index (Clarivate Analytics). Impact factor 1.170]
<https://doi.org/10.1080/08961530.2013.751793>
 14. Park, H*., **Lim, H.**, & Kim, Y. K. (2013). Experiential value: Application to innovative consumer technology products. *Journal of Customer Behaviour*, 12(1), 7-24. [EBSCOhost-indexed]
<https://doi.org/10.1362/147539213X13645550618443>
 15. 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. [Indexed in Emerging Sources Citation Index (Clarivate Analytics). Impact factor 1.670]
<https://doi.org/10.1108/17538331111153142>

16. **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. [SSCI-indexed. Impact factor 1.740]
<https://doi.org/10.1111/j.1470-6431.2009.00848.x>
17. **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. [SSCI-indexed. Impact factor 2.930]
<https://doi.org/10.1108/09590550910988020>
18. 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. <https://doi.org/10.17053/jcc.2009.12.1.004>
19. **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. [Scopus-indexed. Impact factor 1.170] <https://doi.org/10.1080/08961530802153854>
20. 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. [SSCI-indexed. Impact factor 2.950]
<https://doi.org/10.1108/08876040810909695>
21. **Lim, H.**, & Kumar, A. (2008). Gender and loyalty in the context of mobile services. *International Journal of Mobile Communications*, 6(6), 714-728. [SSCI-indexed. Impact factor 1.820] <https://doi.org/10.1504/IJMC.2008.019821>
22. **Lim, H.**, Widdows, R., & Park, J. (2006). M-loyalty: Winning strategies for mobile carriers. *Journal of Consumer Marketing*, 23(4), 208-218. [Indexed in Emerging Sources Citation Index (Clarivate Analytics). Impact factor 1.870]
<https://doi.org/10.1108/07363760610674338>
23. **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. [SSCI-indexed. Impact factor 1.882] <https://doi.org/10.1002/mar.20086>
24. **Lim, H.**, & Dubinsky, A. J. (2004). Consumers' perceptions of e-shopping characteristics: An expectancy-value approach. *Journal of Services Marketing*, 18(7), 500-513. [SSCI-indexed. Impact factor 2.380]
<https://doi.org/10.1108/08876040410561839>
25. **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*

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. **Lim, H.**, Lennon, S.J., & Jones, D*. (2020, October). *"It's a joke": Adolescent girls' perception of dress regulations in public schools*. Extended abstract presented in the 2020 ITAA conference, Denver, CO.
2. Bedford, S*. & **Lim, H.** (2020, October). *The use of storytelling in peer to peer exchange: Examining secondhand luxury goods*. Extended abstract presented in the 2020 ITAA conference, Denver, CO.
3. Bedford, S*. & **Lim, H.** (2019, October). *Maximizing rewards, minimizing clothes: examining consumers' motivations for building a #capsulewardrobe*. Extended abstract presented in the 2019 ITAA conference, Las Vegas, NV.
4. Jones, D*. & **Lim, H.** (2019, October). *A Deleuzian approach to analysis of transgender male influencers' body work*. Extended abstract presented in the 2019 ITAA conference, Las Vegas, NV.
5. 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 2019 ITAA conference, Las Vegas, NV.
6. 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.
7. **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.

8. **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]
9. **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>
10. **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>
11. **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>
12. 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>
13. 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>
14. 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>
15. **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>
16. 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>
17. **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.
 18. **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.
 19. **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.
 20. 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

A. External funding

- | | |
|------|---|
| 2020 | Trzebiński, S. (PI), Karpińska-Krakowiak, M., Marciniak, B., & Lim, H (Co-PIs)
The Poland National Science Centre |
|------|---|

- Narrative ads and the mechanism of consumer response to the offered products
440,707 PLN (120,715 USD) requested
- 2020 **Lim, H.** (PI), Sneed, C., & Leffew, M. (Co-PIs)
Southern SARE
Branding matters: sustainable brand development for socially disadvantaged direct farm marketers in Tennessee
A full proposal invited
\$50,000 requested
- 2018 Colby, S. (Lead PI), Zhou, W. Childs, M., Yoon, B., Kintziger, K., Yamagata-Lynch, L., Cheek, J., **Lim, H.**, Kohring, A. (Co-PIs)
USDA – AFRI
Fruved to farm: young people creating innovations to improve sustainable agricultural systems
\$9,254,754 Not funded
- 2017 **Lim, H.** (PI), Jordan, K., Campbell, J., Fairhurst, A., & Costello, C. (Co-PIs)
Southern SARE
Development of a sustainable marketing system for small-sized family farms
\$48,251 Not 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

B. Internal funding

- 2020 **Lim, H.**
Teaching & Learning Innovation Online & Hybrid Teaching Support Awards
University of Tennessee, Knoxville
Online course development for RCS225 Fashion & Culture
\$1,745 **Funded**

- 2019 **Lim, H.**
 The RHTM Summer Research Awards
 Department of Retail, Hospitality, and Tourism Management
 University of Tennessee, Knoxville
 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 **Lim, H.**
 University of Tennessee, Knoxville
 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.
 University of Tennessee, Knoxville
 Office of Research & Engagement
 Summer GRA Fund
 Development of omni-channel strategy for local producers
 \$3,000 **Funded**
- 2012 **Lim, H.**
 University of Tennessee, Knoxville
 Teaching & Learning Center Teaching for Innovation Grant
 Online course development for RCS412 Digital Retailing
 \$3,000 **Funded**
- 2008 **Lim, H.** (PI)
 Professional Development Award
 University of Tennessee, Knoxville
 Cross cultural studies of consumer techno segmentation in the
 consumer technology market: opportunities and challenges in
 emerging markets
 \$5,000 Not funded
- 2006 **Lim, H.** (PI)
 University of Tennessee, Knoxville
 Professional Development Award
 Winning strategies for marketers in the m-commerce era
 \$3,200 **Funded**

C. Company-sponsored projects

- 2007 **Lim, H.** (PI)
HaA Design
San Francisco, CA
Technology product usage behavior in international markets
\$33,676 **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. Lim’s responsibilities included proposal development, panel invitations, and participating as a panel member.

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:

<u>Name</u>	<u>Semester/Year Graduated</u>	<u>Current Placement</u>
Jewon Lyu	Summer 2012	University of Georgia (tenure-track)
Thamer Alqahtani	Spring 2020	Elaf Jeddah Hotel, Jeddah, Saudi Arabia
Leslie Cuevas	Summer 2020	Texas Tech University (tenure-track)
Jinha Lee	Summer 2020	Indiana Wesleyan University
Sergio Bedford	In progress	Texas State University (tenure-track)
Kenny Jordan	In progress	Western Carolina University (tenure-track)
Christine LeClaire (Co-chair)	In progress	
Domenique Jones	In progress	

Advising Committee:

Ph.D. Student:	Kenia Taylor	In progress
Ph.D. Student:	Chunghwa Ki	Spring 2018
Ph.D. Student:	Andrew Anglin (external)	Spring 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
2020—present	
2010—2011	Psychology & Marketing, ad-hoc reviewer

*All journals listed above are SSCI-indexed.

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:

- 2020—present P&T committee for UT Extension
Department of Family & Consumer Sciences
member
- 2020—present Graduate Council
- 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:

- 2020—present Technology fee committee
- 2017—2020 College faculty senate
- 2018—2019 Cluster hire search committee, member
- 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:

2020—present	Faculty mentor (Dr. Hongping Zhang)
2016—2020	Director of Graduate Studies (DGS)
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. Leadership Role for:

2020 – present Development Director in the ACRA Executive Board

- Managing the ACRA website
- Engaging with ACRA members
- Creating and executing plans to drive new membership
- Working with outside partners such as retail professional organizations
- Participating in Executive Board meetings

C. Committee for:

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

D. 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

E. 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

LG Mobile March 2008
Independent Consultant
Seoul, Korea

- Conducted a market research of US smartphone users in New York City through in-depth personal interviews of 30 participants
- Developed a report with suggested market positioning and strategies for LG Mobile's marketing in the United States

HaA Design June 2002 – November 2006
Independent Consultant
San Francisco, CA

- 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

Union Bay June 1997 – August 1997
Designer Intern
Seoul, Korea

- Designed Men's shirts
- Engaged in production decisions
- Organized fabrics and other materials

- Assisted with a fashion show

W Magazine

March 1996 – February 1997

Student Reporter

Seoul, Korea

- Analyzed the US edition of the W Magazine and discussed adoption in the Korean edition
- Developed reports of college campus trends and activities

Samsung Fashion Institute

March 1996 – November 1996

Assistant Trend Analyst

Seoul, Korea

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

Stefanel, LG Fashion

March 1995 – December 1996

Assistant Merchandiser

Seoul, Korea

- Photographed street fashion in Seoul
- Analyzed the young generation's street fashion in Seoul
- Developed trend maps/reports for the Korean market for the brand's headquarter in Italy