

HEEJIN (JEANIE) LIM, PH.D.

Curriculum Vitae
August 10, 2023

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
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

The primary interest in online consumer behavior, sustainability, and consumer culture

Specific interest in social media marketing and information processing, responsible consumption and production, and consumer culture for marginalized groups

B. Refereed Journal Articles

*Student co-author at the time of submission.

**Grant-funded.

1. Karpińska-Kraskowiak, M., Trzebiński, W., **Lim, H.**, & Marciniak, B. (accepted for publication). The dis-matching effect: How argumentation type and message design influence persuasion for emerging technology products. *Journal of Business Research*. [SSCI-indexed. Impact Factor 13.44]
2. Lee, J. & **Lim, H.** (2023). Visual aesthetics and multisensory engagement in online food delivery services. *International Journal of Retail & Distribution Management*. [SSCI-indexed. Impact Factor 5.03] <https://doi.org/utk.idm.oclc.org/10.1108/IJRDM-09-2021-0451>
3. Jones, D.* & **Lim, H.** (2023). Do diverse frontline employees make a difference in customers' self-concept and store attitude? The role of diversity in body size and ethnicity. *Journal of Fashion Marketing and Management*. [SSCI-indexed. Impact Factor 4.53] <https://doi.org/10.1108/JFMM-08-2021-0206>
4. Yoon, B., Lee, J., & **Lim, H.** (2023). Campus dining sustainability: A perspective from college students. *Sustainability*, 15(3), 2134. [SSCI-indexed, Impact Factor 3.473] <https://doi.org/10.3390/su15032134>
5. Jones, D.*, Strubel, J., & **Lim, H.** (2022). I just want a shirt that will fit me!': An inductive approach to understanding transgender consumers' shopping experiences. *Fashion Style & Popular Culture*. [Scopus-indexed. Impact Factor 0.187] https://doi.org/10.1386/fspc_00143_1
6. **Lim, H.**, Lennon, S., & Jones, D.* (2021). Objectification found in high school girls' experience with dress code enforcement. *Clothing and Textiles Research Journal*. [SSCI-indexed. Impact Factor 1.25] <https://doi.org/10.1177/0887302X211058434>
7. Jones, D.*, & **Lim, H.** (2021). Journey to the self: Trans men's self-construction through body work and clothing. *Fashion Theory: Journal of Dress, Body, and Culture*. [Impact Factor 0.482] <https://doi.org/10.1080/1362704X.2021.1974710>

8. **Lim, H.**, Childs, M. L., Cuevas, L. M.*, & Lyu, J. (2021). 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*, 12(2), 120-132. [Scopus-indexed. Impact Factor 3.65] <https://doi.org/10.1080/20932685.2021.1881579>
9. Frankel, S.*, Cuevas, L. M.*, **Lim, H.**, & Benjamin, S. (2021). Exploring subculture storytelling on YouTube: The case study of Kat von D. *Fashion Theory: Journal of Dress, Body, and Culture*. [5-year Impact Factor 0.482] <https://doi.org/10.1080/1362704X.2021.1882769>
10. Cuevas, L.*, Lyu, J. & **Lim, H.** (2021). Flow matters: Antecedents and consequences of flow in Instagram. *Journal of Research in Interactive Marketing*, 15(1), 49-67. [SSCI-indexed. 5-year Impact Factor 9.96] <https://doi.org/10.1108/JRIM-03-2019-0041>
11. Lee, J.*, & **Lim, H.** (2020). Design matters: Cross-modal correspondences between vision and taste in food advertising. *Journal of Marketing Communications*, 28 (2), 132-151. [Scopus-indexed. Impact Factor 3.59] <https://doi.org/10.1080/13527266.2020.1846071>
12. **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. 5-year Impact Factor 9.96] <https://doi.org/10.1108/JRIM-09-2018-0115>
13. 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 11.10] <https://doi.org/10.1016/j.jretconser.2020.102133>
 - Most Cited Articles from JRCS since 2020 (featured on March 2023)
 - Most Downloaded Articles from JRCS in the last 90 days (featured from September 2021 until July 2022)
 - Mentioned by Forbes on 28 Jan 2021
14. 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 3.65] <https://doi.org/10.1080/20932685.2019.1675526>

15. **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 4.53] <https://doi.org/10.1108/JFMM-10-2018-0135>

16. ****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. [Funded by MSI Grant #4-1717. Scopus-indexed. Impact Factor 11.10] <https://doi.org/10.1016/j.jretconser.2017.10.015>

17. ****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. [Funded by MSI Grant #4-1717. Scopus-indexed; Emerging Sources Citation Index (Clarivate Analytics). Impact Factor 2.26] <https://doi.org/10.1108/QMR-09-2017-0127>

18. 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 1.61] <https://doi.org/10.1504/IJWBC.2018.092416>

19. Lee, K., & **Lim, H.** (2017). Facebook me right: Needs-based segmentation of Facebook brand page users. *Fashion, Industry, and Education*, 15(1), 12-28. [KSCI-indexed, 5-year Impact Factor 0.950] <https://doi.org/10.7741/fie.2017.15.1.012>

20. **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 3.09] <https://doi.org/10.1080/08961530.2013.751793>

21. 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>

22. 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 2.189] <https://doi.org/10.1108/17538331111153142>

23. **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 6.80] <https://doi.org/10.1111/j.1470-6431.2009.00848.x>
24. **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 5.30] <https://doi.org/10.1108/09590550910988020>
25. 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>
26. **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 3.06] <https://doi.org/10.1080/08961530802153854>
27. 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 4.72] <https://doi.org/10.1108/08876040810909695>
28. **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. 5-year Impact Factor 1.820] <https://doi.org/10.1504/IJMC.2008.019821>
29. **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 2.77] <https://doi.org/10.1108/07363760610674338>
30. **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 4.56] <https://doi.org/10.1002/mar.20086>
31. **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 4.72] <https://doi.org/10.1108/08876040410561839>
32. **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 the conference presentations.

1. Jin, Dan. & Lim, H. (2023, July). *Integrating AI Ethical-Moral Standards: Ai Types and the Role of the Construal Level of Acceptance*. An extended abstract was presented at the 2023 Global Marketing Conference. Seoul, South Korea.
2. Jiang, Z., Fernandez, R., Lyu, J., & Lim, H. (2023, July). *Does crowdedness matter in a virtual world? The influence of crowdedness on consumer emotional and behavioral responses in a virtual apparel store*. An extended abstract was presented at the 2023 Global Marketing Conference. Seoul, South Korea.
3. Moore, K., Cuevas, L., Jones, D., & **Lim, H.** (2022, October). *Reclaiming my identity: Exploring black social movement impact on hair stories of millennial black women through the lens of social identity and self-presentation*. An extended abstract was presented at the International Textile and Apparel Association (ITAA) annual conference. Denver, CO.
4. Karpińska-Krakowiak, M., Trzebiński, W., **Lim, H.**, & Marciniak, B. (2022, June). *Dis-matching works well too: Persuasion effects of narratives, argumentation type, and temporal distance toward emerging product categories*. A full paper was presented at the International Conference on Research in Advertising (ICORIA) annual conference. Prague, Hungary.
5. Moore, K., Jones, D., Cuevas, L., & **Lim, H.** (2022, March). *Exploring narratives of "shopping while black" among Black millennial women after retailers' DEI commitments: Preliminary findings*. An extended abstract was presented at the ACRA annual conference, New Orleans, LA.
6. Cuevas, L. & **Lim, H.** (2022, March). *The role of social media influencers' performance in millennial Latina mothers' consumption for family and self-care*. An extended abstract was presented at the ACRA annual conference, New Orleans, LA.

7. Cuevas, L. (2021, November). *Latina millennial mothers' experience of reshaping motherhood ideals: the role of fashion mommy influencers*. An extended abstract was presented at the International Textile and Apparel Association (ITAA) virtual conference. [**Best Student Paper Award – 1st place, doctoral level**]
*I was listed as a faculty advisor. For this competition, it is required that a student is listed as the sole author.
8. Jones, D. & **Lim, H.** (2021, November). *Lack of diversity in sales associates as stigmatized identity threat to female customers in an apparel store*. An extended abstract was presented at the ITAA virtual conference.
9. **Lim, H.**, Lennon, S.J., & Jones, D. (2020, October). *"It's a joke": Adolescent girls' perception of dress regulations in public schools*. An extended abstract was presented at the ITAA virtual conference.
10. Bedford, S*. & **Lim, H.** (2020, October). *The use of storytelling in peer to peer exchange: Examining secondhand luxury goods*. An extended abstract was presented at the ITAA virtual conference.
11. Bedford, S*. & **Lim, H.** (2019, October). *Maximizing rewards, minimizing clothes: examining consumers' motivations for building a #capsulewardrobe*. An extended abstract was presented at the ITAA annual conference, Las Vegas, NV.
12. Jones, D*. & **Lim, H.** (2019, October). *A Deleuzian approach to analysis of transgender male influencers' body work*. An extended abstract was presented at the ITAA annual conference, Las Vegas, NV.
13. Ki, C., Cuevas, L.M.*, & **Lim, H.** (2019, October). *Identification of key attributes of social media influencers: An exploratory study*. An extended abstract was presented at the ITAA annual conference, Las Vegas, NV.
14. 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*. An abstract was presented at the Korean Society of Consumer Advertising and Psychology Conference, Seoul, Korea.
15. **Lim, H.** (2019, May). *Consumers' usage of Facebook and brand online social networking as viewed from the lens of a dramaturgical structure*. An abstract was presented at the Korean Society of Consumer Advertising and Psychology Conference, Seoul, Korea.

16. **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*. An extended abstract was presented at the ITAA annual conference, Cleveland, OH. [**Paper of Distinction Award**]

17. **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*. An extended abstract was presented at the ITAA annual conference, Cleveland, OH.

18. **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*. An extended abstract was presented at the Global Marketing Conference, Tokyo, Japan.

19. **Lim, H.**, & Childs, M. (2017, November). *Why Instagram? The role of telepresence and transportation in visual content marketing*. An extended abstract was presented at the ITAA annual conference, St. Petersburg, FL.

20. Hur, S.*, **Lim, H.**, & Lyu, J. (2017, November). *"I" or "She"? The impact of visual perspectives on creation of consumption imagery on Instagram*. An extended abstract was presented at the ITAA annual conference, St. Petersburg, FL.

21. Cuevas, L.*, Lyu, J., & **Lim, H.** (2017, November). *Instagram as a search engine: Can browsers convert to shoppers?* An extended abstract was presented at the ITAA annual conference, St. Petersburg, FL.

22. 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*. An extended abstract was presented at the ITAA annual conference, St. Petersburg, FL.

23. **Lim, H.**, & Childs, M. (2016, November). *Brand storytelling on Instagram: How do pictures travel to millennial consumers' minds?* An extended abstract was presented at the ITAA annual conference, Vancouver, Canada.

24. Lyu, J., & **Lim, H.** (2014, November). *Fashion philanthropy and customer collaboration for millennial consumers: The case of TOMS*. An extended abstract was presented at the ITAA annual conference, Charlotte, NC.
25. **Lim, H.** & Lyu, J. (2012, October). *It's not all about coffee: Netnography of the Starbucks brand page on Facebook*. A poster was presented at the Association for Consumer Research (ACR) conference, Vancouver, Canada.
26. **Lim, H.**, & Kumar, A.* (2006, May). *Gender and loyalty in the mobile services context*. Extended abstract presented at the 2006 Korean Academy of Marketing Science (KAMS)/Academy of Marketing Science (AMS) conference, Seoul, South Korea.
27. **Lim, H.**, & Widdows, R. (2006, March). *Determinants of consumer loyalty in the context of mobile services*. Extended abstract presented at the AMS/ACRA conference, Orlando, Florida.
28. Kumar, A.*, & **Lim, H.** (2006, May). *College students go mobile: Age differences in mobile service loyalty decisions*. Extended abstract presented at the AMS conference, San Antonio, TX.

E. Refereed Conference Presentations

1. Childs, M. Sneed, C.T., **Lim, H.**, & Leffew, M. (2023, March). *The DAST Application to design customer experience in on-farm retail: Preliminary findings from a case study*. An extended abstract was presented at the ACRA virtual conference.
2. Jones, D. & **Lim, H.** (2021, March). *Living a blonde moment in the retail workplace: Preliminary findings*. An extended abstract was presented at the ACRA virtual conference.
3. Cuevas, L.* & **Lim, H.** (2019, July). *Mommy can wear heels too: Millennial mommy influencers' fashion advertorials on Instagram*. An extended abstract was presented at the Global Fashion Marketing Conference in Paris, France.
4. Jones, D.* & **Lim, H.** (2019, July). *Dressing the part: Trans men's self-reconstruction through clothing*. An extended abstract was presented at the Global Fashion Marketing Conference in Paris, France.
5. Lee, J. & **Lim, H.** (2019, January). *Not "less is more!" The effects of repetition of visual design elements in food ads*. An extended abstract was presented at the Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, TX.
6. Lee, J., Jordan, K., **Lim, H.**, & Fairhurst, A. (2019, January). *Dining atmospherics: Effects of music and light on social interaction*. An extended

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

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

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|------|--|
| 2021 | Student Best Paper (A faculty advisor of Leslie Cuevas: 1 st place, doctoral level), International Textile and Apparel Association (ITAA) Annual Conference, Virtual. |
| 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

2022 Eckelkamp, E. (Lead PI), S. Stearns (PC), D. Weber (AS), C. Martinez (PI), A. Rihn (I), M. Leffew (PI), R. Holland (I), T. Dugger (I), C. Stephens (PI), S. Rampold (I), C. Sneed (I), S. Jean-Philippe (PI), T. Wang (PI), Q. Zhong (PI), D. Bilderback (I), **H. Lim (PI)**, M. Childs (PI), E. Paskewitz (I), S. Zhao (PI), T. Woods (PI), C. Dant (I), S. Ward (PI), B. Whitmire (I), C. Hollifield (I), C. Stevenson (I), L. Johnston (I), M. Worku (PI), S. Ibrahim (I), T. Zimmerman (I), H. Barlow (I), and J. Hickerson (I).
Lim's role: UTK PI

Title: Southeast Dairy Business Innovation Initiative
Agency: USDA NIFA Agricultural Marketing Service
Date: 9/30/2022 to 9/29/2025
Amount: \$7,053,333 (UTK PI responsible for \$374,571) **Funded**

2022 Eckelkamp, E. (Lead PI), S. Stearns (PC), D. Weber (AS), J. Shanks (I), C. Martinez (PI), A. Rihn (I), S. Upendram (I), R. Holland (I), M. Leffew (I), W. Pepper (PI), C. Stephens (PI), S. Rampold (I), C. Sneed (I), S. Jean-Philippe (PI), T. Wang (PI), Q. Zhong (PI), H. Wright (I), D. Bilderback (I), K. Ferguson (I), **H. Lim (PI)**, M. Childs (PI), E. Paskewitz (I), T. Woods (PI), C. Dant (I), K. Burdine (PI), S. Zhao (I), M. Morgan (I), S. Ward (PI), A. Weaver (I), B. Whitmire (I), C. Hollifield (I), M. Drake (I), K. Zering (I), S. Kulesza (I), M. Sharara (I), C. Stevenson (I), L. Johnston (I), M. Worku (PI), S. Ibrahim (I), H. Barlow (I), J. Hickerson (I), A. Botts (I), B. Lackey (I), S. Guinn (I), K. Padgett (I), and O. Vogel (I).
Lim's role: UTK PI

Title: Southeast Dairy Business Innovation Initiative (DBII)
Agency: USDA NIFA Agricultural Marketing Service
Date: 9/30/2022 to 9/29/2026
Amount: \$19,000,000 (UTK PI responsible for \$200,000) **Funded**

2022 Karpińska-Krakowiak, M., Trzebiński, W., **Lim, H.**, & Marciniak, B.
Lim's role: Co-PI

Title: Dis-matching effect: persuasion effects of narrative ads, argumentation type, and psychological temporal distance toward emerging products
Agency: European Advertising Academy (EAA) Research Grant
Amount: 1,660 EUR (\$1,825 USD) Not funded

2022 **Lim, H. (Lead PI)** & Cho, M.

Title: Examining the Effects of Visual and Textual Framing on Consumers' Responses to Animal Cruelty Activism Campaigns in Social Media
Agency: Page/Johnson Legacy Scholar Award
Amount: \$9,680 Not funded

2021 Eckelkamp, E. (Lead PI), Jean-Phillippe, S., Martinez, C., Pepper, W., Stearns, S., Stephens, C. (Co-PIs), Bilderback, D., Childs, M., Ferguson, K., Holland, R., Jensen, K., Leffew, M., **Lim, H.**, Rihn, A., Sneed, C., Upendram, S., Wrights, H., Woods, T. (Investigators), Barlow, H. H., Burdine, K., Hickerson, J., Hollifield, C., Lackey, B., Pierce, J., Spencer, E., Ward, S., Weaver, A., Whitmire, B., Wolf, N., Zhao, S. (Collaborators)
Lim's role: Investigator

Title: Southeast Dairy Business Innovation Initiative
Agency: USDA NIFA Agricultural Marketing Service
Date: 9/30/2021 to 9/29/2024
Amount: \$6,133,333 (UTK PI responsible for \$115,850) **Funded**

2021 Childs, M. (Lead PI) & **Lim, H.**
Lim's role: Co-PI

Title: The target is now moving: adjusting rural small business owner focus on the changing consumer
Agency: USDA Rural Business Development
Date: 8/1/2021 – 7/30/2022
Amount: \$50,000 **Funded**

- 2020 Trzebiński, S. (Lead PI), Karpińska-Krakowiak, M., Marciniak, B., & **Lim, H**
Lim's role: Co-PI
- Title: Narrative ads and the mechanism of consumer response to the offered products
Agency: The Poland National Science Centre
Amount: 440,707 PLN (120,715 USD) Not funded
- 2020 **Lim, H. (Lead PI)**, Sneed, C., & Leffew, M.
- Title: Branding matters: sustainable brand development for socially disadvantaged direct farm marketers in Tennessee
Agency: Southern SARE
Amount: \$50,000 Not funded
- 2018 Colby, S. (Lead PI), Zhou, W. Childs, M., Yoon, B., Kintziger, K., Yamagata-Lynch, L., Cheek, J., **Lim, H.**, Kohring, A.
Lim's role: Co-PI
- Title: Fruved to farm: young people creating innovations to improve sustainable agricultural systems
Agency: USDA – AFRI
Amount: \$9,254,754 Not funded
- 2017 **Lim, H. (Lead PI)**, Jordan, K., Campbell, J., Fairhurst, A., & Costello, C.
- Title: Development of a sustainable marketing system for small-sized family farms
Agency: Southern SARE
Amount: \$48,251 Not funded
- 2011 **Lim, H. (Lead PI)**, Park, H., & Lyu, J.
- Title: Consumers' brand experience in online social networking: the phenomenon of brand building through Facebook Pages
Agency: Marketing Science Institute (MSI)
\$6,200 **Funded**
- 2010 **Lim, H. (Lead PI)**, Fairhurst, A., & Runyan, R.
- Title: The role of virtual brand community in shopper marketing: a retailer perspective
Agency: Marketing Science Institute (MSI)
Amount: \$6,700 Not funded

B. Internal Funding

- 2023 **Lim, H. (PI) & Kwon, J.**
The Office of Research Innovation and Economic Development
Seed Funding Program for the Human Health and Wellness
Initiative
University of Tennessee, Knoxville
- Development of Patient-Oriented Interventions to Support
Customer Relationship Management and Reduce Healthcare
Disparities in Rural Tennessee
\$40,764 **Funded**
- 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.**
Office of Research & Engagement
Summer GRA Fund
University of Tennessee, Knoxville

Development of omni-channel strategy for local producers
\$3,000 **Funded**

2012 **Lim, H.**
Teaching & Learning Center Teaching for Innovation Grant
University of Tennessee, Knoxville

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

2022 “Self-Branding” in Korean Graduate Student Colloquium. University of Tennessee, Knoxville, April 14, 2022. Invited by UTK Korean Graduate Student Association.

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

2023 “Enhancing Research Paper Writing: Unlocking Your Writing Potential!” Invited by by the Department of Clothing and Textiles, Ewha Women’s University, Seoul, Korea, June 20, 2023

2023 “Redefine Beauty.” Invited by by the Department of Clothing and Textiles, Ewha Women’s University, Seoul, Korea, May 30, 2023

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
Retail analytics
Customer experience management
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>Month/Year Graduated</u>	<u>Current Placement</u>
Jewon Lyu	August 2012	University of Georgia (Tenure track)
Thamer Alqahtani	May 2020	Elaf Jeddah Hotel, Jeddah, Saudi Arabia

Leslie Cuevas	August 2020	Texas Tech University (Tenure track)
Jinha Lee	August 2020	Indiana Wesleyan University (Non-tenure track)
Domenique Jones	May 2022	Indiana University (Non-tenure track)
Christine LeClaire (Co-chair)	December 2022	
Sergio Bedford	In progress	Texas State University (Tenure track)
Kenny Jordan	In progress	Belmont University (Non-tenure track)

RHTM Advising Committee:

Ph.D. Student:	Kenia Taylor	In progress
Ph.D. Student:	Chunghwa Ki	May 2018
Ph.D. Student:	Sun-hwa Kim	August 2017
Ph.D. Student:	Angela Sebby	August 2016
Ph.D. Student:	Jonghan Hyun	May 2015
Ph.D. Student:	Jeesun Park	December 2011
Ph.D. Student:	Hye-June Park	August 2011
Ph.D. Student:	Vertica Bhardwaj	August 2010
Ph.D. Student:	Archana Kumar	August 2010
Ph.D. Student:	Kiseol Yang	August 2006
M.S. Student:	Tyler White	August 2009

External Advising Committee:

Ph.D. Student:	Andrew Anglin	May 2018
	UTK School of Advertising and Public Relations	
	Shelley Haines	August 2023
	Ted Rogers School of Management Toronto Metropolitan University (Formerly Ryerson University)	
Undergraduate Student:	Rawan Kuvly	December 2021
	UTK College Scholar student's senior project, "Creative Design: Right Up the Block."	

10. SERVICE TO PROFESSION

A. Editorial Board Member

Journal of Global Fashion Marketing
Journal of Services Marketing

B. Guest Editor

2021 International Journal of Retail & Distribution Management
Special issue of retail invention through customer engagement and sustainability

C. Journal Reviewer

2007—present Clothing and Textile Research Journal, reviewer
2018—present Journal of Fashion Marketing and Management, 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

*All journals listed above are SSCI-indexed.

D. Leadership Role

2023 – present Secretary in the American Collegiate Retailing Association (ACRA) Executive Board
2020 – 2022 Development Director in the ACRA Executive Board

- Developing engagement planning for ACRA members
- Creating and executing plans to drive new membership
- Working with outside partners such as retail professional organizations
- Participating in Executive Board meetings

E. Committee Member

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

F. Conference Track Chair

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

G. Conference Abstract/Paper Reviewer

2022—present	ACRA conference
2016—2021	ITAA conference
2016	Consumer Culture Theory (CCT) conference
2007—2014	ACRA conference
2012	ACR conference
2008	I-CHRIE Annual Conference & Exposition
2006	ACR Asia-Pacific Conference KAMS/AMS conference

H. Book Proposal Reviewer

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

I. External Committee

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

11. SERVICE TO DEPARTMENT, COLLEGE, AND UNIVERSITY

A. University Service

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

2022—2023	Graduate research colloquium committee, member
2020—present	Technology fee committee, member
2017—2020	College faculty senate, member
2018—2019	Cluster hire search committee, member
2018	Reviewer of the seed grant application
2012—2014	Graduate curriculum review committee, member
2008—2009	Technology advisory committee, member
2012—2013	College promotion and tenure committee, member

C. Department Service

2021—2022	Faculty search committee, member
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

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

International Textile and Apparel Association (ITAA) (2004-2021)
American Collegiate Retailing Association (ACRA) (2005-present)
Association for Consumer Research (ACR) (2004-2015)
American Marketing Association (2016-2017)

14. INDUSTRY EXPERIENCES

LG Mobile March 2008
Independent Consultant
Seoul, Korea

- Conducted 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 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 them 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 headquarter in Italy