

MIN-YOUNG LEE, PH.D.

Curriculum Vitae

College of Agriculture
School of Human Environmental Sciences
Department of Merchandising, Apparel and Textiles
University of Kentucky
315 Erikson Hall, Lexington, KY 40506
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EDUCATION

- Ph.D. **University of Tennessee**, Knoxville, TN, August 2007
Doctor of Philosophy
Major: Retail and Consumer Sciences
Dissertation: Impact of Personal Characteristics and Hedonic Shopping Motivations on Online Auctions.
- M.S. **University of Tennessee**, Knoxville, TN, May 2003
Master of Science
Major: Management Science
Project: An Analysis of FORENTA's Inventory Control System
- M.S. **University of Tennessee**, Knoxville, TN, May 2001
Master of Science
Major: Communications
Thesis: Cultural Differences in Crisis Communication: A Comparison of the United States and South Korea
- B.A. **Yonsei University**, Seoul, South Korea, February 1996
Bachelor of Arts
Double Major: Mass Communication and Nursing

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2013- Present **Associate Professor & Graduate Faculty**
University of Kentucky, Retailing and Tourism Management of Human Environmental Sciences, College of Agriculture, Lexington, KY.
- 2007 – 2013 **Assistant Professor & Graduate Faculty**
University of Kentucky, Department Merchandising, Apparel, and Textiles, School of Human Environmental Sciences, College of Agriculture, Lexington, KY.

- 2006 – 2007 **Graduate Teaching Assistant**
University of Tennessee, Department of Retail, Hospitality and Tourism Management, College of Education, Health, and Human Sciences, Knoxville, TN.
- 2001 – 2003 **Graduate Teaching Assistant**
University of Tennessee, Department of Management Science, College of Business, Knoxville, TN.
- 2000-2001 **Graduate Assistant**
University of Tennessee, Department of Information Science. College of Communications, Knoxville, TN
- INDUSTRY:**
- 2003 – 2005 **Sales and Marketing Specialist**
FORENTA L.P. Department of Sales and Marketing, Morristown, TN.
- 1995 – 1996 Copywriter, MAPS, Esquire Company, Seoul, South Korea

RESEARCH

GRANTS:

Funded Internal Grants

- Lee, Min-Young** (2013). *Designing a course with a technology-enhanced student project*. CELT Innovation and Design Lab training fund, University of Kentucky. **1,000**
- Miller-Spillman, K. [PI] and **Min-Young Lee** [co-PI] (2013). *Development of the Ghana Business Plan (part of Ghana Fabric Study)*. Buster Award, University of Kentucky, School of Human Environmental Science. **\$2,401.**
- Lee, Min-Young** [PI] (2012). *Developing distance learning class*. The distance learning course development fund, Distance Learning Programs, University of Kentucky. **\$3,000**
- Lu, T. [PI] and **Lee, Min-Young** [co-PI] (2012). *Developing a merging class for MAT and HMT majors- RTM 350 Service Management*. Teaching Innovation and Incentive Funds, University of Kentucky, College of Agriculture, University of Kentucky. **\$5,855.**
- Lee, Min-Young** [PI] (2011). *Developing Retail Entrepreneurship online class*. Teaching Innovation and Incentive Funds, University of Kentucky, College of Agriculture, University of Kentucky. **\$11,000.**
- Lee, Min-Young** [PI] (2010). *Assess use of Social Networks as a profit center for rural farmers*. Research Activity Award, College of Agriculture, University of Kentucky. **\$1,200.**
- Desmond Brown (PI), **Min-Young Lee** (co-PI) Kimberly Miller-Spillman (co-PI), and Preeti Joshi (co-PI) (2010). *Role of Small Tourism Businesses in Urban Tourism Development:*

A Case Study of Bluegrass Region. Research Activity Award, School of Human Environmental Science, University of Kentucky., **\$2,972.24**.

Lee, Min-Young [PI] (2009). *Socially Responsible Purchasing and Consumptions*. Research Activity Award, College of Agriculture, University of Kentucky. **\$4,000**.

Lee, Min-Young [PI] and Michelman, S. (2008), *Encouraging and supporting undergraduate student to participate in International Business Competition Program*, Barnhart Fund for Excellence, University of Kentucky, **\$1,000**.

Lee, Min-Young (2008). Travel Award from the Research Office to attend the CSREES grants workshop, University of Kentucky, **\$1000**.

Lee, Min-Young (2007). Faculty Start-up Fund, Provost Office, University of Kentucky, **30,000**

Lee, Min-Young [PI] (2007). *Impact of consumer characteristics and hedonic shopping motivations on online auctions*. Ida A. Anders Endowment Fund, University of Tennessee, **\$3,460**.

Unfunded External Grants

Lee, Min-Young [PI] (2012). *Ethical Consumerism: The role of previous experience, product features, and perceived benefits in Fair-Trade apparel shopping*. 2012 Fairchild Publications Textile and Apparel Faculty Grant, Fairchild Publication and International Textile and Apparel Association. **\$1,500**

Lee, Min-Young [PI], Vanessa, J., & Wesley, S. (2011). *Innovative Farm Entrepreneurs: Developing direct farm program for Kentucky farmers by adopting Web 2.0 Social Networks*. Sustainable Community Innovation Grant, Southern Region Sustainable Agriculture Research and Education (SARE), **\$10,000**.

Jackson, V. [PI] & **Lee, Min-Young** [co-PI] (2011). *Enhancing Marketing Practices for Rural Retailers through Technology Assessment and Teaching*. National e-commerce Extension Initiative Grants, Southern Development Center, **\$25,000**.

Lee, Min-Young [PI] & Jackson, V. (2010). *Adopting Web 2.0 Social Networks for Marketing and Distribution Channels for Farmers and Food Buyer*. Sustainable Community Innovation Grants, Southern Region Sustainable Agriculture Research and Education (SARE), **\$10,000**.

Jackson, V. [PI], Addo, K., & **Lee, Min-Young** [co-PI] (2008). *A model for the recruitment and retention of African American students in academic fields of Agriculture, Food and Merchandising, Apparel and Textiles* USDA Higher Education Challenge Grant, **\$140,000**.

Wesley, S. [PI] & **Lee, Min-Young** [co-PI] (2008), *Innovative Farm Entrepreneurs: Developing direct farm marketing programs for Kentucky farmers*. Southern Region Sustainable Agriculture Research and Education (SARE) Sustainable Community Innovation Grants, **\$10,300**.

Unfunded Internal Grants

Josh, P. and **Lee, Min-Young** [co-PI] (2010). *Merchandising, Apparel and Textiles (MAT) Club educational Trip 2011*. Barnhart Fund for Excellence, University of Kentucky, **\$975**.

Lee, Min-Young [PI] (2008). *Consumer perception and consumption behavior of U.S beef in South Korea*. Research Activity Award, College of Agriculture, University of Kentucky, **\$3,400**.

Lee, Min-Young [PI] (2008). *Developing sustainable rural communities by nurturing innovative farm entrepreneurs*, Bridge Fund for National Research Initiative, University of Kentucky, **\$10,000**.

PUBLICATIONS: (*denotes student)

Refereed Journal Articles

Brown, D., Spillman, K., **Lee, Min-Young** & Lu, T. (In press). Small tourism business, marketing strategies, business performance in Kentucky, United States. *Journal of Hospitality Marketing & Management*, Accepted January, 2014

Maloney, J. *, **Lee, Min-Young**, Jackson, V., Spillman, K. (2014) Consumer willingness to purchase organic products: Application of the Theory of Planned Behavior. *Journal of Global Fashion Marketing*. Available at http://www.tandfonline.com/doi/full/10.1080/20932685.2014.925327#.U7LmKM2_vtE

Kim, Y-K. & **Lee, Min-Young**, & Park, S. (2014) Consumer Shopping Value: A multi-dimensional, gender-neutral measure. Submitted to *Journal of Business Research*, 67 2884-2890. **SSCI**

Lee, Min-Young, Kim, Y-K & Lee, H. (2013) Emotional shopping of online auction shoppers: The roles of demographic and psychographic characteristics. *European Journal of Marketing*. 47(1), 49-70. **SSCI**

Lee, Min-Young, & Wesley, S. (2012). Drivers of socially responsible purchasing behavior: A cross-cultural investigation. *International Journal of Applied Behavioral Economics*, 1(4), 41-52.

Wesley, S., **Lee, Min-Young**, & Kim, E. (2012). The role of perceived consumer effectiveness and motivational attitude in socially responsible purchasing behavior in South Korea, *Journal of Global Marketing*. 25(1), 29-44.

- Lee, Min-Young** (2011). "The Games E-tailers Play": A Game Theory approach for solving e-tailing issues. *International Journal of Electronic Marketing and Retailing* 4(10), 49-61.
- Solka, A.* Jackson, V. & **Lee, Min-Young** (2011). The Influence of gender and culture on generation Y consumer decision making styles. *International Review of Retail, Distribution and Consumer Research*. 21(4), 391-409.
- Ko, E., Lee, M., **Lee, Min-Young.**, Phan, M., Kim, K-H, Hwang, Y. K., Burns, L.D. (2011). Product attributes' effects on perceived value and repurchase intention in Korea, USA, and France, *Journal of Global Scholars of Marketing Science* 21(3), 53-64.
- Kim, Y-H., **Lee, Min-Young**, & Kim, Y-K. (2011). A new shopper typology: utilitarian and hedonic perspectives. *Journal of Global Academy of Marketing Science*, 21(2), 101-112.
- Lee, Min-Young** & Jackson, V. (2010). Consumer awareness and evaluation of retailers' social responsibility: An exploratory approach into ethical purchase behavior from a U.S. perspective, *Journal of Global Academy of Marketing Science*, 20(1), 48-57.
- Kim, H. & **Lee, Min-Young** (2010). Emotional loyalty and share of wallet: A contingency approach, *Journal of Retailing and Consumer Services*, 17(5), 333-339.
- Jackson, V. & **Lee, Min-Young** (2010). Generation Y in a Global Market: A Comparison of South Korean and American Female Decision Making Styles. *Journal of the Korean Society of Clothing and Textiles*, 34(6), 902-912.
- Lee, Min-Young** & Wesley, S. (2009). Shopping Smart: The moderating influence of time pressure and shopping enjoyment. *Journal of Distribution Research*, 14(4), 49-62.
- Lee, H., Fairhurst, A., & **Lee, Min-Young** (2009) The Importance of self-service kiosks in developing consumers' retail patronage intentions. *Managing Service Quality*, 19(6). 687-701. **SSCI**.
- Lee, Min-Young**, Kim, Y-K, & Fairhurst, A . (2009). Shopping values in online auctions: Their antecedents and outcomes. *Journal of Retailing and Consumer Services*, 16(1), 75-82
- Lee, Min-Young**, Fairhurst, A., & Wesley, S. (2009). Corporate social responsibility: A review of the Top 100 retailers. *Corporate Reputation Review* 12(1), 141-155.
- Lee, Min-Young**, Atkins, K. & Kim, Y-K. (2009). Virtual communities: Impact of commercial orientation on attitudes toward virtual communities. *International Journal of Electronic Marketing and Retailing* 2(3), 220-238
- Lee, Min-Young**, Kim, Y-K, & Kim, H-Y. (2008). Segmenting online auction consumers. *Journal of Customer Behavior* 7(2), 135-148.

Lee, Min-Young, Knight, D., & Kim, Y-K. (2008) Brand Analysis of a U.S. Global Brand in Comparison with Local Brands in Mexico, Korea, and Japan. *Journal of Product and Brand Management*, 17(3), 163-174.

Lee, Min-Young, Kim, Y-K., Pelton, L., Knight, D., & Forney, J. (2008). Factors affecting Mexican consumers' purchase intention toward a U.S. apparel brand. *Journal of Fashion Marketing and Management*, 12(3), 294-307

Lee, Min-Young, Atkins, Kelly G., Kim, Y-K., & Park, Soo H. (2006). Competitive analyses between regional malls and big-box retailers: A correspondence analyses for segmentation and positioning. *Journal of Shopping Center Research*, 13(1), 81-98.

Peer Reviewed Book Chapters

Bentley, A.* Jackson, V. & **Lee, Min-Young** (2012). A quantitative study of Females: Ethnicity and its influence on body image, thin internalization and social comparison. In Miller-Spillman, K. Reilly, A. & Hunt-Hurst, P. (Eds.), *The Meanings of Dress* (3rd ed). New York: Fairchild.

Publications Under Review

Graham, M.*, Jackson, V. & **Lee, Min-Young** (In press). The effect of personal scandal on celebrity athletes and shopper's purchase intentions and attitude favorability. *Submitted to Journal of Customer Behavior*.

Publications Ready to Submit

Lee, Min-Young, Jackson, V. Spillman, K. & Ferrell, E.*. The role of previous experience, product features, and perceived benefits in fair-trade product consumption.

Spillman, K., Yoo, J. & **Lee, Min-Young**. Dress and Self: Operationalizing the public, private and secret self-model.

CONFERENCE PROCEEDINGS (ABSTRACT)/PRESENTATIONS: (*denotes student)

International/National

Jackson, V. & **Lee, Min-Young** (2012). Advertising as a method of communicating social responsibility by large corporations. *24th Annual Ethnographic and Qualitative Research Conference (EQRC)* on June 1-2, Cedarville, OH.

Lee, Min-Young, Jackson, V., Spillman, K., Ferrell, E. * (2012). Intention to be involved fair-trade product consumption: The role of previous experience, product features, and perceived benefits. *2012 Global Marketing Conference* at Seoul, Korea, July 17-22.

Maloney, J*, **Lee, Min-Young**, & Jackson, V. (2012) Consumer willingness to purchase organic products: Application of the Theory of Planned Behavior. *Academy of Marketing Association/ American Collegiate Retailing Association Retailing Conference 2012 Triennial Conference* on April 18-21, 2012, Seattle, WA.

- Lee, Min-Young**, Wesley, S. & Jackson, V. (2011). The use of consumer characteristics and shopping behavior to identify socially responsible shopper segments. *International Textiles and Apparel Association*, Philadelphia, PA, November 2-6, Available online at www.itaaonline.org
- Lee, Min-Young** (2011). Drivers of Socially Responsible Purchasing Behavior: A Cross-Cultural Investigation. *Next Retailing and Consumer Services Conference organized by European Institute of Retailing and Service Studies (EIRASS)*, San Diego, CA, July 15-18.
- Ko, E., Lee, M., **Lee, Min-Young.**, Phan, M., Hwang, Y. K., Chae, H. Jang, J (2010). The effect of intrinsic and extrinsic product attributes on perceived value and repurchase intention about jeans brand: Cross cultural comparison among South Korea, United States, and France, 2010 Global Marketing Conference at Tokyo, Japan, Sep. 9-12. p. 768.
- Josh, P. & **Lee, Min-Young** (2010). Millennial Students Blog and Learn in retail merchandising course. *Proceedings of American Collegiate Retailing Association*, Orlando, FL, June 22-25. p. 110-125
- Kim, Y-H., **Lee, Min-Young**, & Kim, Y-K (2010). A new shopper typology: Utilitarian and hedonic perspectives. *Proceedings of American Collegiate Retailing Association*, Orlando, FL, June 22-25. p. 180-181.
- Lee, Min-Young** & Kim, E. (2009). The role of perceived consumer effectiveness and motivational attitude in socially responsible purchase behavior. *Korean Society of Clothing and Textiles*, Seoul, Korea , Oct. 16. p. 169 [**Received Best Paper**]
- Lee, Min-Young** & Maloney, J.* & Jackson, V. (2009). College Students' Attitudes and Behavior towards Socially Responsible Retailers, *Retailing 2009: Strategic Challenges and Opportunities in Uncertain Times: Ninth Triennial Academy of Marketing Science/ American Collegiate Retailing Association Retailing Conference*, New Orleans, LA, September 30- October 3.
- Lee, Min-Young** & Wesley, S. (2009). Shopping smart: The moderating influence of time pressure and shopping enjoyment. *Proceedings of American Collegiate Retailing Association*, Las Vegas, NV, May 16-18, p. 100-102.
- Josh, P. & Lee, **Lee, Min-Young**, & Gupta, M.* (2009). The effect of internship location and compensation on merchandising intern's performance: An exploratory study. *Proceedings of American Collegiate Retailing Association*, Las Vegas, NV, May 16-18, p. 71-72.
- Kim, H-Y & **Lee, Min-Young** (2009) Emotional loyalty and share of wallet: A contingency approach, *Proceedings of American Collegiate Retailing Association*, New York, NY, January 11-14.

- Lee, Min-Young, Kim, Y-K, & Kim, H-Y.** (2008). Segmenting online auction consumers. *Proceedings of American Collegiate Retailing Association*, Durango, CO, May 14-17, 2008. [Received Best Paper]
- Lee, Min-Young, Fairhurst, A., Wesley, S, & Kessinger, M.*** (2008). Corporate Social Responsibility: A Review of the Top Apparel/Home Furnishing Retailers. *International Textiles and Apparel Association*, Schaumburg, IL, November 4-8, Available online at www.itaaonline.org
- Kumar, A., Bhardwaj, V., Lee, Min-Young, & Kim, Y-K.** (2008). Brand Analysis of U.S. and Local Brands in India. *International Textiles and Apparel Association*, Schaumburg, IL, November 4-8, Available online at www.itaaonline.org
- Lee, Min-Young & Kim Y-K.** (2007). Bidding as a Shopping Experience: The Impact of Consumer Characteristics on Shopping Values in Online Auction Influencing Consumer Preference and Intentions. *International Textiles and Apparel Association*, Los Angeles, CA, November 7-10 (No. 64), Available online at www.itaaonline.org
- Lee, Min-Young & Kim, Y-K.** (2007). A cross-cultural brand analysis: Comparison between global brand and local brand. *Academy of Marketing Science proceedings*, Coral Gables, FL, May 22-25. Vol. XXX. p. 261
- Lee, Min-Young, Fairhurst, A. & Kim, Y-K.** The games e-tailers play: A game theory approach for solving e-tailing problem (2007). *Proceedings of American Collegiate Retailing Association*, New York, NY, January 13-16.
- Lee, Min-Young, Atkins, K., Kim, Y-K., & Park, S.** (2006). Competitive analyses between regional malls and big-box retailers: A correspondence analyses for segmentation and positioning. *Proceedings of American Collegiate Retailing Association*, Fayetteville/Bentonville, Arkansas, April 6-8. [Received the “2006 ICSC Best Paper Award”].
- Lee, Min-Young, Kim, Y-K., Pelton, Lou, Knight, Dee, & Forney, Judith** (2006). Factors affecting Mexican consumers' purchase intention toward a U.S. apparel brand. *International Textiles and Apparel Association*, San Antonio, TX, November 1-4. (No. 63), Available online at www.itaaonline.org [Nominated as a candidate for the “Best Paper Award” in the Management Track].
- Atkins, Kelly G., Lee, Min-Young, & Kim, Y-K.** (2006). Virtual communities as an information source: Implications for clothing retailers. *International Textiles and Apparel Association*, San Antonio, TX, November 1-4. (No. 63), Available online at www.itaaonline.org
- Lee, Min-Young & Kim, Y-K.** (2006). The impact of personal orientation (Need for Uniqueness, Clothing interest, Attitude toward American-made Products) on perceived American apparel brand equity in Mexico. *Tennessee Association of Family and Consumer Sciences (TAFCS)*, Cookeville, TN, June 12-13.

Lee, Min-Young. & Kim, Y-K. (2005). Competitive analyses among big-box retailers for home improvement/ furnishings. *International Textiles and Apparel Association*, Alexandria, VA, November 1-6. (No. 62) Res 375-379 Available online at www.itaonline.org

Regional

Lee, Min-Young & Kim, Y-K. (2006). The impact of personal orientation (Need for Uniqueness, Clothing interest, Attitude toward American-made Products) on perceived American apparel brand equity in Mexico. *Tennessee Association of Family and Consumer Sciences (TAFCS)*, Cookeville, TN, June 12-13.

Lee, Min-Young & Atkins, Kelly G. (2006). Correspondence analysis for segmentation and positioning. Southeastern Consortium for Retailing, Knoxville, TN, February, 16-17.

INVITED SPEAKER:

- 2012 **Lee, Min-Young**, Ethical Consumerism. Presented at the HES Research Luncheon, May 4, 2012
- 2010 **Lee, Min-Young**, Socially Responsible Consumption. Presented at the HES Research Luncheon, November 5, 2010
- 2008 **Lee, Min-Young**, Experience Economy. Presented at the HES Research Luncheon, March 7, 2008
- 2008 **Lee, Min-Young**, Experience Economy and Applied Research in Retailing AgEcon research seminar, May 3, 2008

NEWSPAPER AND RADIO INTERVIEW:

- “Shoppers on eBay often overpay: Study”, Interviews by Sarah Schmidt at *Canwest News Service*, December 15, 2008. www.canada.com

TEACHING

Description of Courses Taught:

At the University of Kentucky

MAT 315 – Merchandising Planning and Control

Study and application of planning and control strategies and processes essential to profitability in merchandising. Analysis of company and industry, merchandising and operating results.

MAT 350 – Problem Solving in Merchandising

The study of problems in retailing using the research methods process for decision making

MAT 425 – Economics of Merchandise Sourcing

Evaluation of key issues facing textiles and apparel businesses in the global economy considering economic, political, and social perspectives and professional implications.

MAT 514 – Retail Entrepreneurship (offer graduate credits)

Concepts of entrepreneurship within single ownership and other business organizations; development of a business plan; management of a small business; current issues and problems.

MAT 650 – Survey of Current Theories and Literature (Graduate class)

An intensive survey of the theoretical and empirical literature related to the area of merchandising, apparel and textiles. Emphasis will be placed on research literature, theory building (conceptual framework), and developing survey instrument (3 credit hours).

At the University of Tennessee

RCS 341 – Consumers in the Market Place

Activities with Students outside the Classroom

- 2010 Accompanied MAT Club travel to Atlanta (Americas Mart/Trade show), GA, during April 8-10.
- 2009 Accompanied a graduate student (Jennifer Maloney) to AMS-ACRA conference at the New Orleans, LA, September 30-October 3.
- 2008 Accompanied MAT graduate students to the Southeast Graduate Student Consortium –April 10-11, at the University of North Carolina, Greensboro.
- 2008 Sponsored and supported one undergraduate student (Laura Evans) to participate in international retail competition in Toronto Canada (ACRA Charrette) during March 25-29, 2008. She received 2nd place in the competition

Independent Studies Conducted

- Fall 2010
MAT 395 – Sarah Helm, Developing Social Networks as a marketing tool for Farmers – 3 credit hours
- Fall 2009
MAT 595 – Anna Solka, Developing Research Paper, Role of hedonic shopping motivations, store image, and smart shopping in consumer satisfaction – 3 credit hours
MAT 395 – Victoria Moore, Global sourcing in apparel business – 3 credit hours
- Spring 2008
MAT 595 – Alison Sarucci, Company & Ecommerce Business Plan: The Blueprint & Design of Spring Star Gymnastics & Cheer – 3 credit hours
MAT 595 – Laura Duggan, Developing Business Plan – 1 credit hour
- Fall 2008
MAT 395 – Haley Harris, Developing Business Plan (Apparel Store in Cincinnati) – 3 credit hours
MAT 595 – Kelly Sullivan, Location Analysis for Port of Sub – 3 credit hours

ADVISING AND GRADUATE COMMITTEE SERVICE

Graduate Faculty Work:

Master's Thesis Advisor/Co Advisor:

- **Advisor:** Aniket Sengupta defending May 2014
- **Co Advisor:** Mary Graham defended Fall 2012 – Accepted research article from thesis in a refereed journal

- **Advisor:** Erica Ferrell, defended– Fall 2011- Published a research article in conference proceedings from thesis
- **Advisor:** Jennifer Maloney, defended – Summer 2010-Published a research article in conference proceedings from thesis
- **Co-Advisor:** Anna Solka, defended – Spring 2010- Published a refereed journal article from thesis

Master’s Thesis Committee:

- Meredith Cinnamon, Defending Fall 2013
- Junghee Han (Michelle), Defended Summer 2013
- Merna Brown, Defended Spring 2013
- Susannah Treese, Defended Spring 2013
- Amanda Caldwell, Defended Spring 2013
- Erin Witt, Defended Fall 2012
- Kelly Murphy, defended Fall 2012
- Nattanit Piyakran defended Summer 2012
- Carly Lucas, defended Summer 2011
- Stacy Trenkamp, defended Spring 2011
- Chelsea McCown, defended Spring 2011
- Aquia Brantly, defended Spring 2010 – Published an editor review article from thesis
- Laura Evans, defended Summer 2010
- Megha Gupta, defended Spring 2009 – Published a teaching article in conference proceedings
- Molly Kessinger, defended – Fall 2008
- Avery Melon, defended – Fall 2008
- Rebecca Fields, defended – Summer 2008

AWARDS AND HONORS

2011	Patricia Brantley Todd Award of Excellence in Research (\$1,000), University of Kentucky
2010	Inducted into Gamma Sigma Delta The Honor Society of Agriculture, March 29, 2011.
2009	Best Research Paper from <i>Korean Society of Clothing and Textiles fall conference</i> , Seoul, Korea, Oct. 16.
2008	Best Retail Research Paper from <i>American Collegiate Retailing Association (ACRA)</i> , May 2008. “Segmenting online auction consumers.”
2008	Barnhart Fund for Excellence (\$1,000), February, 2008. College of Agriculture, University of Kentucky Proposal title: Encouraging and Supporting Undergraduate Student to Participate in International Business Competition Program.
2008	Travel Award from the Research Office to attend the CSREES grants workshop (\$1,000), February, 2008.

- 2006 International Council of Shopping Centers (ICSC) **Best Paper Award** (\$1,000).
 “Competitive Analyses between Regional Malls and Big-Box Retailers: A
 Correspondence Analyses for Segmentation and Positioning,” *American
 Collegiate Retailing Association (ACRA)*, April, 2006.
- 2006 Ida A. Anders Scholarship, Department of Retail, Hospitality, and Tourism
 Management, University of Tennessee.
- 2002 Graduate Fellowship, College of Business, University of Tennessee
- 1996 University Scholarship, Department of Journalism and Mass Communications,
 Yonsei University, Seoul, South Korea

SERVICE AND OUTREACH

Outreach:

- 2008-2009 Served as a reviewer for Family and Consumer Science Extension publication,
 2008 Served as a Advising Faculty for Family Policy Blog Project (Extension)

Text Book Reviews:

- 2010 Essentials of Marketing Research, Sage Publications by Kenneth E. Clow
 (University of Louisiana at Monroe) and Karen James (Louisiana State University)

Journal Reviews (served as a Ad-hoc reviewer):

- 2012 *Clothing and Textiles Research Journal*
 2012 *Journal of Global Scholars of Marketing Science*
 2012 *Journal of Product and Innovation Management*
 2012 *Journal of Global Fashion Marketing*
 2011 *International Journal of Hospitality Management.*
 2011 *Journal of Advertising.*
 2011 *Clothing and Textiles Research Journal*
 2011 *Journal of Global Fashion Marketing*
 2010 *Journal of Business Research.*
 2010 *Clothing and Textiles Research Journal*
 2010 *Journal of Computer-Mediated Communication.*
 2010 *Journal of Global Fashion Marketing.*
 2009 *Clothing and Textiles Research Journal*
 2009 *European Journal of Marketing*
 2009 *Behavior & Information Technology*

Conference Paper Reviews:

- 2011-13 International Apparel and Textile Association (ITAA) annual conference papers
 review
- 2011-2012 American Collegiate Retailing Association (ACRA) spring conference paper
 review
- 2009 American Collegiate Retailing Association (ACRA) Undergraduate Student
 Retail Analysis Competition

National and Regional Service

- **American Collegiate Retailing Association (ACRA)**

- Track Chair of Corporate Social Responsibility and Sustainability 2013 ACRA Spring Conference, Nashville TN, March 20-23.
- Research Conference Service
 - Conference paper reviewer, 2009-2011
 - Undergraduate Student Retail Analysis Competition reviewer, 2009
- **International Textiles and Apparel Association (ITAA)**
 - Research Conference Service
 - Track Chair (MMGT) 2013 ITAA annual conference.
 - Conference paper Reviewer, 2009-2012
 - Membership Committee, 2012
- **Global Marketing Conference (GMC)**
 - Research Conference Service
 - Session Chair, 2012
 - Conference Paper Reviewer. 2010, 2012

College, School and Departmental Service

2013	Director of Undergraduate Studies
2013	Undergraduate Curriculum Committee for College
2013	HES Hall of Fame Committee
2013	RTM Academic Coordinator Search Committee
2012	MAT Graduate Scholarship Committee
2012	HMT Lecturer Search Committee
2008	HES Student Excellence Awards Committee

PROFESSIONAL ORGANIZATIONS:

- American Collegiate Retailing Association (ACRA), 2006-present
- Gamma Sigma Delta, UK Chapter, 2011-present
- International Textiles and Apparel Association (ITAA), 2006-present
- Academy of Marketing Science (AMS), 2007-present
- Korean Academy of Marketing Science (KAMS), 2012-present

PROFESSIONAL DEVELOPMENT:

Professional Meeting Attended:

- Global Marketing Conference, Seoul Korea, July 17-22, 2012.
- American Collegiate Retailing Association Annual Conference, Orlando, FL, June 22-25, 2010; Las Vegas, NV, May16-18, 2009; Durango, CO, May14-17, 2008; New York, NY, January 13-16, 2007; Fayetteville/Bentonville, Arkansas, April 6-8, 2006.
- Scholars for Teaching and Learning Conference, Creativity and the Educated Person: A New Era (Faculty Development), May 26-27, 2010 Lexington, KY.
- International Society for the Scholarship Teaching & Learning Conference (ISSOTL), Bloomington, Indiana, October 22-25, 2009

- Academy of Marketing Science and American Collegiate Retailing Association Joint Conference, New Orleans, LA. September 30-October 3, 2009
- International Textiles and Apparel Association Annual Meeting, Philadelphia, PA, November 5-8, 2011; Schaumburg, IL, November 4-8, 2008; Los Angeles, CA, November 7-10, 2007; San Antonio, TX, November 1-4, 2006; Alexandria, VA, November 1-6, 2005.
- CSREES grants workshop, Memphis, TN, March 10-11, 2008
- Academy of Marketing Science Annual Conference Coral Gables, FL, May 22-25, 2007
- 2007 Retail Big Show and American Collegiate Retailing Association Winter Conference, New York, NY, January 13-16, 2007.

Teaching and Learning related:

- Innovation and Design Lab Workshop, Center for the Enhancement of Learning and Teaching (CELT), University of Kentucky, Aug 15- 18, 2013.
- Podcast and PowerPoint Presentation What you will learn: Ways to use audio enhanced podcasts and video podcasts in teaching and learning, ATG Spring Multimedia Workshop, April 21, 2011.
- Scholars for Teaching and Learning Conference (2010). Creativity and the Educated Person: A New Era (Faculty Development), May 26-27, Lexington, KY.
- College of Agriculture Teaching Workshop (2010), May 11
- TASC Mid-Term Evaluation for MAT 425 (March 11, 2010) and MAT 315 (March 4, 2010)
- Peer Evaluation from other department faculty (Dr. Tracy Kitchel) for MAT 559, 2009-2010.
- Sharing Session on Assessment-Brownbag Seminar (2009) Follow-up to Fall Teaching Workshop, October 30
- International Society for the Scholarship Teaching & Learning Conference (2009), Bloomington, Indiana, October 22-25
- Meeting and Teaching Next Generation presented by Mark Taylor, Oct 16, 2009.
- College of Agriculture Teaching Workshop (2009), August 18, 2009
- Member of the Academy of Teaching and Learning Scholars for the College of Agriculture, Spring 2009-2010
- TASC Mid-Term Evaluation for MAT 425, March 26, 2009
- TASC Teaching Development Workshop called “Mind Matters”, October 29, 2008.
- Faculty Peer Evaluation (Dr. Michelman, Professor in the Department of Merchandising, Apparel and Textiles) for MAT 350, October 28, 2008.
- Backboard Training Bb101, January, 2008.
- TASC Mid-Term Evaluation for MAT 559, October 16, 2007
- Faculty Development Workshop, Top 10 Things You Need to Know in the Classroom, September 26, 2007
- College of Agriculture Teaching Workshop, August 15, 2007
- Graduate Teaching Associate/ Assistant Orientation and Workshop, Graduate Student Association, *University of Tennessee*, August 2001

- Online@UT workshop, Innovative Technology Center, *University of Tennessee*, June 2000
- Centra Training Class, Innovative Technology Center, *University of Tennessee*, June, 2000

In-Service Training:

- College of Agriculture Promotion and Tenure Workshop. April 14, 2010 & Feb. 23, 2012.
- Diversity in the Classroom presented by Dr. Judy Jackson, New Faculty Development Series, November 4, 2009
- Today's College Classroom: Gen X Teaches Gen Y with Gen Z on the way, New Faculty Development Series , September 23, 2009
- College of Agriculture Faculty Supervisory Training, August 17, 2009.
- Who and What you Should Know to Jump Start your Research at UK, October 23, 2007.
- UK New Faculty Orientation, August 20, 2007.

List of Activities to Improve Industry Connections:

- Invited guest Speaker for MAT 559, Sung Han, Owner of Parisienne, Sep 9, 2010
- Invited guest Speaker for MAT 315, Lulani Gualberto from J. Peterman , November 17, 2009
- Guest Speaker, Leanne Boggs from Abercrombie & Fitch, March 31, 2009
- Rocky Mountain Chocolate Factory, Durango, CO, May14-17, 2008
- National Retail Federation (NRF) Annual Conference, New York, NY, January 13-16, 2007.
- Wal-Mart's Corporate Headquarter & RFID Center Fayetteville/Bentonville, Arkansas, April 6-8, 2006.