CURRICULUM VITA

Kiseol Yang, Ph.D.

Applied social scientist and professor recognized among the top 1% of most cited researchers globally. Expertise in **consumer analytics**, **behavioral modeling**, and **digital experience optimization**, with a proven ability to translate consumer behavior theories into scalable, real-world applications across e-commerce, social media, and mobile platforms. Certified in UX research and a consumer market researcher with strong analytical skills in Structural Equation Modeling (SEM), PLS-SEM, PROCESS macro, and Conjoint Analysis.

Department of Merchandising and Digital Retailing
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EDUCATION

Ph.D.	University of Tennessee, Knoxville (December 2006) Retail and Consumer Sciences *Dissertation*: The effects of consumer perceived value and subjective norm on the adoption of mobile data services: A cross-cultural comparison of American and Korean consumers
M.S.	University of Tennessee, Knoxville (May 2002) Retail and Consumer Sciences *Thesis*: Consumers' attitudes toward customized interactive apparel marketing on the Internet
B.A.	Wonkwang University, Iksan, Korea (February 1996) French Literature and Language

ACADEMIC EXPERIENCE

Professor September 2020-present
Associate Professor (Tenured)
September 2013-August 2020
Department of Merchandising & Digital Retailing, College of Merchandising, Hospitality & Tourism. University of North Texas, Denton TX

- Research (38 % workload): 15 publications, 25 conference proceedings, 4 research grants, 3 best paper awards, and 6 manuscripts under review
- Teaching (42 % workload):
  -Undergraduate courses: MDSE 2750 Consumers in a Global Market, CMHT 3950 Creating Consumer Experiences, DRTL 4090 Digital Merchandising, DRTL 3090 Consumer Engagement in Digital Channels (Spring 2017)
  -Graduate courses: MDSE 5090 Digital Merchandising, MDSE 5710 Digital Optimization (New course development in Spring 2018), MDSE 5750 Digital Retailing,
  -Awarded a certificate for the User Experience Research from Nielsen Norman group
  -Received 4 teaching grants
- Service (20% workload): Digital retailing program coordinator since 2017; committee assignments for university, college, and department; scholarly services and committee assignments for professional organizations; awarded a certificate for curriculum and campus internationalization

Assistant Professor (Tenure track)

September 2007-August 2013

Department of Merchandising & Digital Retailing, College of Merchandising, Hospitality & Tourism. University of North Texas, Denton TX

- Research (40% workload): 10 publications, 17 conference proceedings, 7 research grants, and 3 best paper awards
- Teaching (40% workload):
  -Undergraduate courses: SMHM 2090 Introduction to E-Merchandising, DRTL 4090 Digital Merchandising, MDSE 2750 Consumers in a Global Market, SMHM 4980 Visual Merchandising
  -Graduate courses: MDSE 5090 Digital Merchandising, MDSE 5750 Digital Retailing, CMHT 5440 Consumer Theory
  -Received 3 teaching grants
- Service (20% workload): Committee assignments for university, college, department, and professional organizations

INDUSTRY EXPERIENCE

Advertising Specialist

March 2007- June 2007, Joins Media, Atlanta, GA

Consulted clients and developed advertisements

Advertising Specialist

August 2002-January 2003, Joins Media, Los Angeles, CA

Consulted clients and developed advertisements

Marketing Associate

July 1994-August 1994, Korea Telecom, Seoul, South Korea

Planned marketing campaigns

SCHOLARSHIP

HONORS & AWARDS

Award	Description	Date
Teaching Awards	2026 CLEAR Outstanding Online Course Award for the course MDSE 2750 Consumers in a Global Market	2026
Best Paper Award	- Elsevier Prize for the Most Innovative Paper at the Recent Advances in Retailing and Consumer Services, July 24-27, Lyon, France. - Jeong, M., **Yang, K.,** Kim, H, & Min, J. (2023). Curation subscription box services: Implications for the pet industry.	2023
Best Paper Award	-22nd International Joint World Cultural Tourism Conference, Bangkok, Thailand. -Njeri, M., Kim, Y., **Yang, K**., Spears, D. L. (2018). An examination of Sustainability Behavior (SuBH)	2018
Honorable Award	-2017 Journal of Global Fashion Marketing Best Paper Award at 2017 KSMS International Conference **-Yang, K**. Kim, J., & Kim, Y. (2017). The effect of brand consciousness on interpersonal influences, brand values, and purchase intention: Cases for American and Korean college students	2017

Best Paper Award	-Youngone Fashion and Textiles Best Paper Award 2016 Fall Conference of The Korean Society of Clothing and Textiles, Seoul National University on October 15, 2016. Best paper in Fashion and Textile Journal -Lee, H., Kim, H., & **Yang, K.** (2015). Impacts of sustainable value and business stewardship on lifestyle practices in clothing consumption.	2016
Premier Award	-Youngone Best Conference Paper Premier Award, 2012 Global Marketing Conference, Seoul, S. Korea, July 19-22, 2012. -Kim, H., **Yang, K**., & Wu, J. (2012). Differentiating apparel shoppers enrolled in retail loyalty programs: Evidence from the United States. *The paper received the top honor as the Youngone Best Conference Paper Premier Award among 440 papers accepted for the conference (1,100 papers were submitted)	2012
Distinguished	Honored as a distinguished scholar by the Korean Society of Clothing and Textiles, KSCT Spring Conference in Seoul, S. Korea, April 13-14, 2012. *One of 20 scholars of Korean origin from universities in China, Japan and the U.S. acknowledged for their contributions to the Korean and global clothing and textiles industries and educational societies.	2012
Best Paper Award	-Awarded Best Paper among 80 accepted papers, 2011 Korean Academy of Marketing Science (KAMS) Spring International Conference & 2011 ITAA-KAMS Joint Symposium **-Yang, K**., Kim, Y., & Lee, H. (2011). The effect of brand consciousness on susceptibility to interpersonal influences and consequent response on brand equity and purchase intention: Cases for American and Korean college students	2011
Paper of Distinction	-Awarded Paper of Distinction in Professional/ General track, International Textile and Apparel Association 2010 -**Yang, K**. (2010). Reinforcing e-merchandising career competencies through a Wiki e-portfolio and an interactive career cruise map	2010
Recognition	Recognition for undergraduate research mentor, University of North Texas	2010
Scholarship	Awarded Ida A. Anderson Scholarship for dissertation research, University of Tennessee	2006
Scholarship	Awarded Ida A. Anderson Scholarship, University of Tennessee	2004
Scholarship	Awarded Elsie Crenshaw Scholarship, University of Tennessee	2001

GRANTS

Date	Title	Agency	Amount
2026	Strengthening Institutional Market Opportunities for Local Foods Through Market Intelligence and Product Profiling (PI)	USDA-AMS	$99,999 Pending
2025	Mentoring for the Future: Building Faculty Expertise and Student Readiness Through Salesforce Integration	UNT Faculty Success	$4000 Funded
2024	Developing the OPEN (On-Demand, Personal, Engaged, & Networked) Model for Promoting Food Security &	Robert Wood Johnson Foundation	$275,000 Unfunded

	Healthy Eating Among Underserved College Students (PI)		
2023	Creating Transformational Leaders in Sustainable Food and Fiber Systems (Co-PI)	USDA National Institute of Food and Agriculture	$399,913 Funded
2023	Developing Evidence-Based Guidelines for Responsible Gambling Advertising; A Multi-Step Approach (CO-PI)	The International Center for Responsible Gaming (ICRG)	$171,182 Unfunded
2023	Building a Mentoring Platform for CMHT Tenure-Track Faculty Success (PI)	UNT: Mentoring Grant	$4,845 Funded
2023	Industry Training for Digital Retailing Program (Co-PI)	UNT: Mentoring grant	$4,344 Unfunded
2022	The Privacy Paradox: Generational Differences, Concerns, and Perceptions (Co-PI)	Meta	$91,198 Unfunded
2022	Korean Social Media Users Privacy Concerns in a Digital Privacy Calculus Context (PI)	Meta	$76,410 Unfunded
2021	Applying Kano Model Analysis to Demystify Privacy Controls and User Satisfaction (PI)	Facebook	$91,198 Unfunded
2021	Designing Privacy-Aware Interfaces by User Disposition to Value Privacy (PI)	Facebook	$85,498 Unfunded
2020	From Town Square to Living Room: Applications of Differential Privacy to Design Privacy-aware Interfaces (PI)	Facebook	$90,498 Unfunded
2020	Enhancing Digital Privacy through Digital Media (Co-PI)	Facebook	$68,349 Unfunded
2020	Developing Digital Strategies for Local Farmers Markets: Assessing the Needs and Opportunities (PI)	USDA: Local Food Promotion Program	$90,427 Unfunded
2019	Does Hyper-Individualized Ad Content Impact User Experience and Trust? (Co-PI)	Facebook	$49,899.8 Unfunded
2019	Developing a local farm**e**rs marketplace through a digital platform (PI)	USDA: Local Food Promotion Program	$75,220 Unfunded
2019	Open knowledge at UNT Frisco (OK@UNTF): Discovering the future of the global tourism industry (Co-PI)	UNT: Charn Uswachoke International Development Fund	$6,700
2018	Edu-Cotton: Collaborative learning environment (Co-PI)	Cotton Inc.	$38,615
2018	Industry training for digital retailing program (Co-PI)	UNT: Mentoring Grant	$5,000
2018	Connect learning grant (PI)	UNT: Office of the Provost	$2,000
2017	Factors affecting customers' hotel booking decisions and implications for hotel revenue management (Co-PI)	American Hotel & Lodging Educational Foundation	$37,310 Unfunded
2016	Redefining consumer markets with mobile technologies (PI)	UNT: Faculty Development Leave	N/A
2016	Pioneering digital retailing program (PI)	UNT: Mentoring Grant	$4,970

2016	Developing global digital retailing winning strategies (PI)	UNT: Incentives for Global Research Opportunities	$11,500 Unfunded
2016	Research mentoring collaboration in refining consumer markets with mobile technologies	UNT: Mentoring Grant	$1500 Unfunded
2015	The effects of mobile food shopping attributes on shopping value, satisfaction of purchase, and repeat purchase intention (Co-PI)	Dong Bang Food Master, South Korea	$14,200
2014	Destination branding: Building brand e-community based on consumer digital engagement (Co-PI)	UNT: Scholarly and Creative Activity Grant	Unfunded
2013	MDSE 2750: Consumers in a Global Market Course Redesign (PI)	UNT: Next Generation Course Redesign	$4,700
2013	Cybersecurity and Its influence on consumers online purchase intention: An exploratory study (Co-PI)	UNT: Research Opportunity Program	$7,465
2012	Interactive learning tools to enhance edutainment value in redesigning online class self-tests and country analysis project (PI)	UNT: Learning Enhancement Grant	Unfunded
2012	Digital platforms promoting locavore movement (PI)	UNT: Research Enabling Grant	$7,400
2012	What promotional cues will bring community members to shop at local farmer's market?: Application of elaboration likelihood model (CO-PI)	UNT: Research Opportunity Program	$6,850
2012	Cybersecurity and its influence on consumers online purchase intention: An exploratory study (CO-PI)	UNT: Research Opportunity Program	Unfunded
2012	Identifying the best combinations of mobile learning site attributes: Conjoint analysis approach (PI)	Google Research Award Program	Unfunded
2011	Application of gaming technology in redesigning online class group project (PI)	UNT: Learning Enhancement Grant	Unfunded
2011	Apparel web site analytics for designing customers' digital trail: Developing case studies for customer data intelligence (PI)	Fairchild grant at International Textile & Apparel Association	Unfunded
2011	Locavore movement: Social responsibility and social media go together (PI)	UNT Research Enabling Grant	Unfunded
2010	Mobile learning site: Conjoining mobile learning site attributes with internship program (PI)	UNT: Research Opportunity Program	$7,430
2010	Edutainment value creation through mobile learning site: Learning experiences on the move (PI)	UNT: Junior Faculty Summer Research Fellowship	Unfunded
2010	Enhancing mobile site experience: Effect of user involvement on mobile site feature preference (CO-PI)	UNT: Research Initiatives Grant	Unfunded
2010	Creating the best shopping experiences for customers on the move through mobile shopping services: Identifying driving motivations for using mobile shopping services (PI)	UNT: Research Initiatives Grant	Unfunded

2010	*e*-Portfolio module and interactive career cruise web page development using PBWorks and interactive map for e-merchandising program (PI)	UNT: Learning Enhancement Grant	$5,000
2010	Creating the best shopping experiences for customers on the move through mobile shopping services: Value-added mobile shopping services (PI)	Google and WPP Marketing Research Awards	Not funded
2009	Designing favorable mobile site features: Conjoint analysis approach (PI)	Google Research Award Program	Not funded
2009	Transformation from receptive mode learning environment to engaged learning environment in SMHM 2090, Introduction to E-Merchandising (PI)	UNT: Transformative Instruction Initiative	Not funded
2009	Global consumer experience cluster (CO-PI)	UNT: Research Cluster	Not funded
2009	Building the global experience: Exploring the supply chain to BlogShpere (CO-PI)	UNT: Hispanic & Global Studies Initiative	$20,225
2009	Consumer motivations for mobile services shopping experience: Developing and validating motivation scales (PI)	UNT: Research Enabling Grant	Not funded
2009	Repositioning mobile data services in a global market: The effect of experiential value on using mobile data services among American, Japanese, and U.K. consumers (PI)	UNT: Junior Faculty Summer Research Fellowship	Not funded
2009	Developing e-merchandising graduate course through virtual learning environments (PI)	UNT: Learning Enhancement Grant	$5,000
2008	Electronic point of consumer experience (CO-PI)	UNT: Research Infrastructure Support Initiative	$22,500
2008	Inquiry-based learning by transforming learning modules in SMHM 2750 (PI)	UNT: Transformative Instruction Initiative	$8,000
2008	Determining consumer mobile shopping adoption behavior: Implications for future of mobile shopping (PI)	UNT: New Faculty Research Grant	$4,000
2007	Building a global Websphere (CO-PI)	UNT Hispanic and Global Studies Initiatives	$16,654

PUBLICATIONS

Journal Publications (R=Referred, double-blind reviewed, I=Invited, *= student coauthored)

1. Kim, H., Jeon, S., & **Yang, K**. (2026). Structural and cognitive capital in emerging VR retail discourse: A social network analysis of the #VR Twitter community. *Quality & Quantity: International Journal of Methodology*, *60*, 13312-13333. SSCI
2. Kim, J., **Yang, K**., Min, J. (2025). Exploitation of third world labor and consumer moral response: investigating the attitude-behavior gap through cognitive dissonance and moral disengagement. *Journal of Consumer Behavior, 24*(6), 2931-2947 SSCI
3. **Yang, K**., Tanoff, L., & Kim, H. M. (2025). *Brand-sponsored Instagram posts increasing message

credibility and positive consumer responses. *Journal of Global Fashion Marketing*, *16*(4), 465–480.

4. Wilbourn, K., Kim, H. M, & **Yang, K**. (2004). * Goal-framed attitude and sustainability literacy in shaping circular consumption intention in fast fashion. *Journal of Marketing Development and Competitiveness, 18*(4).
5. Aquino, E., **Yang, K**., Brandon, B. L. (2024). *YouTube influencers fostering audience engagement through parasocial relationships. *Journal of Marketing Development and Competitiveness, 18*(2), 67-81.
6. **Yang, K**., Jeong, M., Kim, H., & Min, J. (2024). *Curation subscription box services: Implications for the pet industry. *Journal of Retailing and Consumer Services, 76.* 103573 ® Impact factor: 10.4
7. Min, J., Kim, J., & **Yang, K**. (2023). CSR attributions and the moderating effect of perceived CSR fit on consumer trust, identification, and loyalty. *Journal of Retailing and Consumer Services*, 72 (May) (R) Impact factor: 10.972
8. Min, J., **Yang, K.,** & Kim, J. (2022). *The role of perceived vulnerability in restaurant customers' co-creation behavior and repatronage intention during the COVID-19 pandemic. *Journal of Vacation Marketing, 28*(1), 38-51. (R) SSCI.
9. Kim, J., **Yang, K.,** Min, J**.,** & White, B. (2022). *Hope, fear, and consumer behavioral change amid COVID-19: Application of protection motivation theory. *International Journal of Consumer Studies, 46*(2), 558-574. (R) SSCI.
10. Min, J., Kim, J., & **Yang, K.** (2021). How generations differ in coping with a pandemic? The case of restaurant industry. *Journal of Hospitality and Tourism Management*, 48, 280-288 (R) SSCI.
11. Min, J**., Yang, K**., & Thapa, A. (2021). *Dark tourism segmentation by tourists' motivations: Examining experiences, perceived benefits, and post-visit attitude. *Asia Pacific Journal of Tourism Research, 26(*8), 866-878 (R). SSCI.
12. **Yang, K**., Kim, J., & Min, J., & Hernandez-Calderon, A. (2021). *Effects of retailers' service quality and legitimacy on behavioral intention: The role of emotions during COVID-19. Special issue of COVID-19 and service industries in *The Service Industries Journal, 41*(1-2) (R) SSCI.
13. Kim, J**., Yang, K**., Zeng, X. & Cheng, H-P (2020). *The influence of perceived benefit on structural, cognitive and relational social capital in fashion blogs: the study of female users. *Journal of Fashion Marketing and Management, 25*(2), 310-330. (R) *S*SCI (R)
14. **Yang, K**. Kim, H., & Tanoff, L. (2020). *Signaling Trust: Cues from Instagram Posts. *Journal of Electronic Commerce Research and Applications, 43*. (R) SSCI.
15. **Yang, K.,** Kim, H., & Zimmerman, J. (2020). *Emotional branding on fashion brand websites: Harnessing the Pleasure-Arousal-Dominance (P-A-D) model. *Journal of Fashion Marketing and Management*. *24*. 555-570. (R) SSCI.
16. **Yang, K.** (2019). Redesigning an online store user interface: A user-centered design approach. Special issue of 'Innovations in Digital Retailing Education' in the *Journal for Advancement of Marketing Education, 27.* 22-*26.* (R)
17. **Yang, K**. Kim, J., Castillo, Y., and Tsai, Y. (2019). *Mobile shopping site attributes creating user value and service satisfaction. *International Journal of Sales, Retailing and Marketing, 8(*1), 44-53. (R)
18. **Yang, K.,** Min, J. H., & Garza-Baker, K. (2019). *Post-stay email marketing implications for the hotel industry: Role of email features, attitude, revisit intention and leisure involvement level. *Journal of Vacation Marketing, 25*(1), (R), SSCI, Impact factor: 2.170
19. Kim, E., & **Yang, K**. (2018). Self-service technologies (SSTs) streamlining consumer experience in the fashion retail stores: The role of perceived interactivity. *Journal of Global Fashion Marketing, 9*(4), 287-304. (R), ESCI
20. Kim, H. J., **Yang, K.**, & Lee, Y. E. (2018). *The moderating effect of trust and commitment in customer satisfaction and customer loyalty on mobile grocery purchasing quality attributes. *Journal of the Korean Society of Food Science and Nutrition, 47(*2), 207-221(R), SCOPUS.
21. Lee, Y., Haley, E., & **Yang, K**. (2017). The role of organization perception, perceived consumer

effectiveness and self-efficacy in recycling advocacy advertising effectiveness. *Environmental Communication*. *5(6), 1-16* (SSCI) (R), Impact factor: 1.360

22. **Yang, K**. Kim, J., & Kim, Y. (2017). The effect of brand consciousness on interpersonal influences, brand values, and purchase intention: Cases for American and Korean college students. *Journal of Global Fashion Marketing*. *8*(2), 83-97 (R), ESCI, Best journal paper awarded
23. Lee, H., Kim, H., & **Yang, K.** (2015). *Impacts of sustainable value and business stewardship on lifestyle practices in clothing consumption. *Fashion and Textiles, 17*(2), 1-18. (R), SCOPUS
24. **Yang, K.** (2015). Guest editorial in the special issue of the impact of digital shopping channels. *Journal of Research in Interactive Marketing*, 9(2). (I). SCOPUS
25. **Yang, K**. (2015). Mobile on the Horizon: Modeling customer dialogue via the mobile channel. *Journal of Retail Analytics,* 6(2), 28-31. (I)
26. Nam, S, **Yang, K**., & Jin, C. (2015). A meta-analysis of relationship among satisfaction, trust, and loyalty in e-commerce. *Journal of the Korea Institute of Information and Communication Engineering, 19*(7), 1711-1718 (R), KJCR
27. Lee, H., Kim, H., & **Yang, K.** (2015). *The heuristic-systemic model of sustainability stewardship: Facilitating sustainability value, beliefs, and practices with CSR drives and eco-labels/indices. *International Journal of Consumer Studies, 20*(March), 249-260. (R), SSCI, Impact factor: 1.555,
28. **Yang, K.,** Li, X., Kim, H., & Kim, Y. (2015). *Social shopping website quality attributes increasing consumer participation, positive eWOM, and co-shopping: The reciprocating role of participation. *Journal of Retailing and Consumer Services*, 24(3), 1-9. (R), SCOPUS, Impact factor: 2.919
29. Lee, H., & **Yang, K.** (2013). Interpersonal service quality, self-service technology (SST), service quality, and retail patronage. *Journal of Retailing and Consumer Services*, *20*(1), 51-57. (R), SCOPUS, Impact factor; 2.919
30. Kim, H.J., Kim, J. Y., & **Yang, K**. (2013). Profiling customer engagement with their "Snuggie" experience in social media. *Fashion & Textile Research Journal*, *15*(1), 95-102. (R), SCOPUS, H Index 4
31. Kim, J., **Yang, K**., & Kim, B. (2013). Online retailer reputation and consumer response: Examining the cross cultural difference. *International Journal of Retail and Distribution Management, 41*(9), 688 -705. (R), ESCI
32. Lee, Y., Haley, E., & **Yang, K**. (2013). The mediating role of attitude toward values advocacy ads in evaluating issue support behavior and purchase intention. *International Journal of Advertising, 32*(2), 233-253 (R), SSCI, Impact factor: 1.75
33. **Yang, K.,** & Forney, J. C. (2013). The moderating role of consumer technology anxiety in mobile shopping adoption: Differential effects of facilitating conditions and social influences. *Journal of Electronic Commerce Research, 14*(1), 334 – 347. (R), SJR 0.94
34. Koo, W., Knight, D., **Yang, K**., & Xiang, Z. (2012). *****Generation Y consumers` value perceptions toward apparel mobile advertising: Functions of modality and culture. *International Journal of Marketing Studies, 4*(2), 56-66. (R)
35. **Yang, K**., & Kim, J. (2012). Creating value in mobile learning: Application of the means-end-value hierarchy model. *Journal of Digital Marketing, 3*(1), 1-19. (R)
36. **Yang, K**. (2012). Consumer technology traits in determining mobile shopping adoption: An Application of the extended theory of planned behavior. *Journal of Retailing and Consumer Services, 19*(5), 484-491. (R), SCOPUS, Impact factor; 2.919
37. **Yang, K**., & Kim, H. (2012). Mobile shopping motivation: An application of multiple discriminant analysis. *International Journal of Retail and Distribution Management, 40*(10), 778- 789. (R), ESCI
38. **Yang, K**. (2010). Determinants of U.S. consumer mobile shopping services adoption: Implications for designing mobile shopping services. *Journal of Consumer Marketing*, *27*(3), 262-270. (R), ESCI, CiteScore: 1.71

39. **Yang, K**. (2010). The effects of technology self-efficacy and innovativeness on consumer mobile data service adoption between American and Korean consumers. *Journal of International Consumer Marketing, 22*(2), 117-127. (R) SJR 0.37
40. **Yang, K**., & Lee, H. (2010). Gender difference in using mobile data services: Utilitarian and hedonic value approaches. *Journal of Research in Interactive Marketing, 4*(2), 142-156. (R), SCOPUS, CiteScore 2.41
41. **Yang, K**., & Young, A. (2009). The effects of customized site features on Internet apparel shopping. *Journal of Fashion Marketing and Management*, *13*(1), 128-139. (R), CiteScore 1.81
42. **Yank, K**., & Jolly, L. D. (2009). The effects of consumer perceived value and subjective norm on mobile data service adoption between American and Korean consumers. *Journal of Retailing and Consumer Services, 16*(6), 502-508. (R), SCOPUS, Impact factor; 2.919
43. **Yang, K**., & Jolly, L. D. (2008). Age cohort analysis in adoption of mobile data services: Gen Xers versus baby boomers. *Journal of Consumer Marketing, 25*(5), 272-280. (R) ESCI, CiteScore: 1.71,
44. **Yang, K**., & Jolly, L. D. (2006). Value-added mobile data services: The antecedent effects of consumer value on using mobile data services. *International Journal of Mobile Marketing, 1*(2), 11-17. (R)

Conference Proceedings & Presentations (R=Referred, double-blind reviewed, *=Student coauthored)

1. Avina, M., **Yang, K**., & Kim, H. (2026). Consumer Cognitive Dissonance and Authenticity of AI-Generated Product Detail Pages by Product Types and Consumer AI Self-Efficacy. Presented at the 32th Recent Advances in Retailing and Consumer Services Science, Berlin, Germany, July 13-16, 2026.
2. Kim, H., & **Yang, K**. (2026). From urgency to validation: Mapping FoMO networks and semantic structures on X. Presented at the 32th Recent Advances in Retailing and Consumer Services Science, Berlin, Germany, July 13-16, 2026.
3. Vattana, S., **Yang, K**., & Kim, H. (2025). #Deinfluencing: Source Credibility and Message Effectiveness of Social Media Influencers' Deinfluencing Activities. Presented at the 31th Recent Advances in Retailing and Consumer Services Science, Zagreb, Croatia, June 27-30, 2024 (R)
4. **Yang, K**., Kim, J., Crutsinger, C., & Connor, C. (2024). Empowering pro-environmental employee behavior through transformational leadership in the food industry: A three-step study. Presented at the 2024 iChrie Global Conference, July 24-26, Montreal, Canada (R).
5. Kim, J., Tran, T., **Yang, K**., & Knight, D. (2024). Instagram shop checkout feature: user perception, trust and loyalty. Presented at the 2024 Global Marketing Conference, July 11-14, Seoul, Italy. (R).
6. Kim, H., & **Yang, K**. (2024). Mapping the Digital Retail Landscape: Influencers and Clusters in the #VR Twitter Network (X). Presented at the 30th Recent Advances in Retailing and Consumer Services Science, Fuerteventura, Spain, June 27-30 (R)
7. **Yang, K.,** Menchaca, E., & Lizarraga, B. E. (2024). *Unraveling the role of social media influencers' characteristics in increasing consumer CSR engagement: A perspective from social learning theory. 57th The Hawaii International Conference on System Sciences (HICSS), Jan 3-6. (R)
8. Kim, J., **Yang, K**., & Min, J. (2023). How do consumers respond to labor issues in the apparel supply chain? The role of cognitive dissonance, moral disengagement, and moral responses. Abstract published in the 2023 International Textile and Apparel Association, Nov 10, 2023. (R)
9. Jeong, M., **Yang, K**., Kim, H., & Min, J. (2023). *Curation subscription box services: Implications for the pet industry. Presented at the Recent Advances in Retailing and Consumer Services, July 24-27, Lyon, France. (R). Best paper awarded.
10. **Yang, K**., & Lee, Y. E. (2023). Classifying mobile food shopping service attributes using Kano model analysis. Presented at the Recent Advances in Retailing and Consumer Services, July 24-27,

Lyon, France. (R)

11. Sifford, K., Knight, D.K., & **Yang, K.** (2023). *TikTok Made Me Buy It! Paper presented at the American Collegiate Retailing Association, Annual Meeting (virtual), March 16-17, 2023. (R)
12. Aquino, E., **Yang, K**. & Brandon, L. (2022). *Content Analysis of Lifestyle YouTube Influencers: Determinants of Audience Engagement through Parasoical Relationship. Presented at the 2022 9th International Conference on Management of e-Commerce and e-Government, Seoul, Korea, July 7-9. (R)
13. Kim, J., **Yang, K**., & Min, J. (2022). I Feel Betrayed: Consumer Moral Responses to the Fashion Industry's Socially Irresponsible Actions amid COVID-19. Abstract published in the 2022 International Textile and Apparel Association, Oct 26-29, Denver, CO. (R)
14. Min, J., Kim, J., & **Yang, K**. (2022). Earning Customer Loyalty through CSR Attribution, Trust, and Identification. Abstract published in the 2022 International Textile and Apparel Association, Oct 26-29, Denver, CO. (R)
15. Aquino, E., **Yang, K**., Brandon, L. (2020). *Lifestyle YouTube influencers: Curators of lifestyle branding. Abstract published in 2020 Global Marketing Conference, Nov 5-8, Seoul, Korea. (R).
16. Kim, J., Min, J., & **Yang, K**. (2020). Hope, fear, and consumer behavioral change amid COVID-19: A conceptual model based on the protection motivation theory. Abstract published in 2020 Global Marketing Conference, Nov 5-8, Seoul, Korea. (R).
17. Moore, A., **Yang, K**., Jeon, S. (2020). *Social media influencers: What makes them influential? Abstract published in 2020 Global Marketing Conference, Nov 5-8, Seoul, Korea. (R).
18. Thapa M., A, Min, JH, **Yang, K**., & Lee, H. (2019). *Dark Tourism Motivation, Experience and Perceived Benefits: A Case study of the Nepal Earthquake. Abstract published in the 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-9, Houston TX. (R).
19. Moore, A., **Yang, K.,** Kim, H. M. (2018). *Influencer Marketing: Influentials' Authenticity, Likeability and Authority in Social Media. Iowa: International Textile and Apparel Association (ITAA) Annual Conference Proceedings. https://lib.dr.iastate.edu/itaa_proceedings/ (R)
20. Tanoff, L., **Yang, K**., Kim, H. M. (2018). *Fashion Brand Sponsored Instagram Posts: Mediated by Trust. Oral presentation. Iowa: International Textile and Apparel Association (ITAA) Annual Conference Proceedings. https://lib.dr.iastate.edu/itaa_proceedings/ (R), Best paper nominated
21. Tanoff, L., **Yang, K**. (2018). *#Sponsored: Determinants of Persuasive Instagram Postings Increasing Message Credibility and Positive Responses toward the Sponsored Brand. Abstract published in 2018 Global Marketing Conference, July 26-29, Tokyo, Japan. (R), Invited to submit the manuscript for the special issue of *International Journal of Advertising*
22. Garza, K., **Yang, K**., Min, J. (2018). *Thank You! Best Practice of a Post-stay Email with Levels of Leisure Involvement in the Hotel Industry. Abstract published in 2018 Global Marketing Conference, July 26-29, Tokyo, Japan. (R)
23. Njeri, M., Kim, Y., **Yang, K**., Spears, D. L. (2018). *An Examination of Sustainability Behavior (SuBH). The 22nd International Joint World Cultural Tourism Conference, May 26-28, Bangkok, Thailand. (R), Best paper awarded
24. Njeri, M., Kim, Y., **Yang, K**., Spears, D. L. (2017). *Students' Perceptions on the Curriculum and their Intentions to Work in the Sustainable Industry. Abstract published in the 3rd Hospitality and Teaching and Learning Conference, November, Denton TX. (R)
25. Kim, E. Y. & **Yang, K**. (2017). Self-service Technologies (SST) Streamlining Consumer Experience and Increasing Patronage Intention toward Retail Stores. Abstract published in the Proceedings at The Society of Fashion & Textile Industry annual conference, May 20, Daegu, Korea. (R)
26. **Yang, K**., Zimmerman, J., & Kim, H. J. (2016). *The Function of Dominance and Arousal in Consumer Resonance with Fashion Brand Website and Store. Abstract published in the Proceedings the 2016 International Textile Apparel Association (ITAA) annual conference, November, 8-11, Vancouver, B.C. (R)

27. Kim, H.J., **Yang, K**., & Lee, K. (2016). *S-WOM in WeChat and KakaoTalk: Impacts of E-S-QUAL in Mobile Social Platforms. Abstract published in the Proceedings the 2016 International Textile Apparel Association (ITAA) annual conference, November 8-11, Vancouver, B.C. (R)
28. Zeng, X., Kim, J., **Yang, K**., & Cheng, H. (2016). *Fashion Blogs: Effects of Blogging Motivation and Social Capital on Attitude and Blog Engagement. Extended abstract published in 2016 Global Marketing Conference (GMC) conference, July 21-24, Hong Kong. (R)
29. **Yang, K**., Key, K., & Baker, K. (2016). *Situational Motivations Determining Mobile Shopping Compatibility and Continued Intention. Extended abstract published in 2016 Global Marketing Conference (GMC) conference, July 21-24, Hong Kong. (R)
30. **Yang, K.,** Kim, J., Yang, Y., & Pookulangara. (2016). Locavore Movement through the Lens of Self-Determination Theory. Extended abstract published in the American Collegiate Retailing Association (ACRA) conference, April 13-16, New Jersey, NJ. (R)
31. **Yang, K**., & Kim, J. (2016). Mobile Shopping Site Attributes and Value Forming Service Satisfaction. Extended abstract published in the American Collegiate Retailing Association (ACRA) conference, April 13-16, New Jersey, NJ. (R)
32. Pookulangara, S., **Yang, K**., & Kim, Y. (2015). Creative Consumption at the Intersection of Digital Technology and the Consumer Experience. Abstract published in the Proceedings of the European Institute of Retailing and Services Studies (EIRASS), July 27-30, Montreal, Canada. (R)
33. **Yang, K.**, Kim, J., Pookulangara, S. (2015). Local Store Website Attributes Promoting Locavore Movement. Abstract published in the Proceedings of the European Institute of Retailing and Services Studies (EIRASS), July 27-30, Montreal, Canada. (R)
34. Li, X., **Yang, K.**, Kim, H., Kim, Y. (2015). *Examining E-loyalty Model in Social Shopping Websites. Abstract published in the Proceedings of the European Institute of Retailing and Services Studies (EIRASS), July 27-30, Montreal, Canada. (R)
35. Lee, S., Kim, H.J., & **Yang, K**. (2015). *Sustainable Stewardship: The Heuristic-Systemic Approach to Sustainable Attitude-Behavior Gap. Abstract published in the Proceedings of the 2015 International Textile Apparel Association (ITAA) annual conference, November 9-13, Santa Fe, New Mexico. (R)
36. Li, X., **Yang, K.**, Kim, H., & Kim, Y. (2014). *Dimensionalizing Social Shopping Website Quality: Its Impact on E-satisfaction and eWOM. Abstract published in the Proceedings of the European Institute of Retailing and Services Studies (EIRASS), July 7-10, Bucharest, Romania. (R)
37. Li, X., **Yang, K**, Kim, H., & Kim, Y. (2014). *Identifying Social Shopping Website Quality Attributes Increasing Customer Participation, Positive eWOM, and Co-shopping: The Salience of Participation. Extended abstract published in the American Collegiate Retailing Association (ACRA) conference, March 26-29, Dallas, TX. (R)
38. Karam, M., Pookulangara, S., & **Yang, K**. (2014). *Facebook Brand Page: An Exploratory Study of Facebook Brand Page Attributes and their Influence on Purchase Intentions. Abstract published in the Proceedings of the European Institute of Retailing and Services Studies (EIRASS), July 7-10, Bucharest, Romania. (R)
39. **Yang, K.,** Kim, J., Pookulangara, S. (2013). Promoting Shop Local Movement via Digital Platforms, Abstract published in the Proceedings of the International Textile and Apparel Association, October 15-18, New Orleans, LA. (R)
40. Zimmerman, J., **Yang, K.,** Kim, H., & Josiam, B. (2013).*Building Online Brand Experience: Driving Traffic to online and offline stores. Extended abstract published in the Association of Global Business Advancement Conference (AGBA), June 15-17, Bangkok, Thailand. (R)
41. Zimmerman, J., **Yang, K.,** Kim, H., & Josiam, B. (2013). *Online Store Attributes Building Trust and Repatronage Intention. Abstract published in the Proceedings of the European Institute of Retailing and Services Studies (EIRASS), July 7-10, Philadelphia, PA. (R)
42. Karachiwala, K. & **Yang, K**. (2013).*Examining Locavore Movement in Digital Platforms. Paper is presented at Consumer Experiences in Digital Environments Research Retreat #1, March 19,

Denton, TX.

43. **Yang, K.,** & Tasi, Y. (2012). *Benefits and Values in Forming Mobile Shopping Satisfaction. Abstract published in the Proceedings of the International Textile and Apparel Association, November 14-17, Honolulu, Hawaii. (R)
44. **Yang, K.,** Soto, S., & Barge, A. (2012). *Situational Influences on Using Mobile Shopping. Abstract published in the Proceedings of the International Textile and Apparel Association, November 14-17, Honolulu, Hawaii. (R)
45. Kim, H., **Yang, K**., & Wu, J. (2012). Differentiating Apparel Shoppers Enrolled in Retail Loyalty Programs: Evidence from the United States. Extended abstract published in the Proceeding 2012 Global Marketing Conference, July 19-22, Seoul, Korea. (R), Best paper awarded.
46. Lee, S., Kim, H.J., & **Yang, K.** (2012). *Facilitating Corporate Sustainability Stewardships in the Sustainability VBN (Value-Belief-Norm) Framework. Abstract published in the Proceedings of 2012 Global Marketing Conference, July 19-22, Seoul, Korea (R)
47. Lee, S., Kim, H.J., & **Yang, K**. (2012). *Eco-citizens in Clothing Consumptions: Impacts of Business Stewardships and Consumer Sustainability Value on their Lifestyle Practices, Abstract published in the Proceedings of the International Textile and Apparel Association, November 14-17, Honolulu, Hawaii. (R)
48. Kim, J., **Yang, K**., & Kim, B. (2012). Cross-cultural Difference of the Role of Reputation and eTail Quality in Consumers' Emotional, Cognitive, and Behavioral Response. Abstract published in the Proceeding of Spring 2012 Inaugural AMA/ACRA Triennial Retail Conference, April 18-21, Seattle, WA. (R)
49. **Yang, K**., & Kim, H. (2011). Prediction of Mobile Shoppers: An Application of Multiple Discriminant Analysis of Pre-and Post-adoption of Mobile Shopping. Abstract published in the Proceedings of the International Textile and Apparel Association, November 2-5, Philadelphia, PA. (No.68). (R)
50. **Yang, K**., Kim, Y., & Lee, H. (2011). The Effect of Brand Consciousness on Susceptibility to Interpersonal Influences and Consequent Response on Brand Equity and Purchase Intention: Cases for American and Korean college students. Abstract published in the Proceedings of 2011 Korean Academy of Marketing Science Spring International conference, May 26-29, Seoul, Korea. (R). Best paper awarded
51. Zhang, L., & **Yang, K**. (2011). *Mobile Shopping Intention: The Effects of Shopping Motivations and Gender. Abstract published in the Proceedings of 2011 Korean Academy of Marketing Science Spring International conference, May 26-29, Seoul, Korea. (R)
52. Lee, H., & **Yang, K**. (2011). Interactive Quality and Retail Patronage: A Case of Self-checkout System. Abstract published in the Proceedings of 2011 ACRA Conference, March 3-5, Boston, MA. (R)
53. Koo, W., Knight, D., **Yang, K**., & Xiang, Z. (2011). *Generation Y Consumers' Attitude toward Mobile Advertising: Impacts on Modality and Culture. Abstract published in the Proceedings of 2011 ACRA Conference, March 3-5, Boston, MA. (R)
54. **Yang, K**. (2010). Reinforcing E-merchandising Career Competencies through a Wiki E-portfolio and an Interactive Career Cruise Map. Abstract published in the Proceedings of the International Textile and Apparel Association, Montreal, Quebec, Canada. (No.67). (R)
55. **Yang, K**., Kim, H., & Forney, J. (2009). Determinants of Mobile Shopping Adoption: Applying Unified Theory of User Acceptance and Technology. Abstract published in the Proceedings of the International Textile and Apparel Association, Bellevue, WA. (No.66). (R)
56. Lee, Y., Haley, E., & **Yang, K**. (2009). Structural Equation Modeling of Consumer Perception of Values Advocacy Advertising: The Consequent Effects of Self-construal on the Outcomes, Behavioral Intention, and Purchase Intention. Abstract published in the Proceedings of Association for Education in Journalism and Mass Communication, Boston, MA. (R)
57. **Yang, K**. (2009). Gender Difference in Using Mobile Data Services: Utilitarian and Hedonic Value Approaches. Abstract published in the Proceedings of 2009 ACRA Spring Conference, Las

Vegas, NV. (R)

58. Seo, J., & **Yang, K**. (2008). Male Students' Shopping Behaviors based on the Product Involvement and Brand Commitment. Abstract published in the Proceedings of 2008 Association of Collegiate Marketing Educators, Houston, TX. (R)
59. **Yang, K**., & Kinley, T. (2008). Capstone Project for Virtual Merchandising Practices. Abstract published in the Proceedings of the International Textile and Apparel Association, Schaumburg, IL. (No.65). (R)
60. **Yang**, **K**., Jolly, L. D., Fairhurst, A., & Kim, J. (2006). Consumer Needs on International Apparel Brand: A Cross-cultural Comparison of Americans and Koreans. Abstract published in the Proceedings of the International Textile and Apparel Association, San Antonio, TX. (No.62). (R)
61. **Yang, K**., & Jolly, L. (2006). Consumer Value and Subjective Norm Effects on the Adoption of Mobile Services: A cross-cultural comparison between American and Korean Consumers. Abstract published in the Proceedings of the 13th International Conference of the European Institute of Retailing and Services Studies (EIRASS), Budapest, Hungary. (R)
62. **Yang**, **K**., Jolly, L., & Kim, Y. (2006). Conceptualizing Consumer Value on Channel Choice of Internet versus Bricks and Mortar: Moderating Roles of Internet Usage and Product Type. Abstract published in D. J. Burns (Ed.), Spring 2006 ACRA Proceedings. Fayetteville, AR: Xavier University. (R)
63. **Yang, K**., Kim, Y., Jolly, L., Fairhurst, A., & Kim, J. (2006). The Effects of Consumers' Needs for Uniqueness on Fashion Leadership and the Consequences on Apparel Brand Attributes. Paper presented at Southeast Consortium. The University of Tennessee, Knoxville, TN.
64. **Yang, K**. (2005). Multi-channel Integration: Bricks and Clicks. Paper presented at Quint State Graduate Consortium. The University of Georgia, Athens, GA.
65. **Yang, K**. (2005). Enhancing Shopping Experience through Multi-channel Integration. Abstract published in the Proceedings of Graduate Student Colloquium, *1*(1). The University of Tennessee, Knoxville, TN. (R)
66. **Yang, K**. (2004). The Perceived Risk Associated with Purchasing Apparel from the Internet and Consumers' Intention to Use Customized Apparel Websites. Abstract published in the Proceedings of the International Textile and Apparel Association, Portland, OR. (No.61). (R)
67. **Yang, K**., & Young, A. (2003). Perspectives of Consumer Attitudes Regarding Customized Interactive Apparel Marketing on the Internet. Abstract published in D. J. Burns (Ed.), Winter 2003 ACRA Proceedings. New York, NY: Xavier University. (R)
68. **Yang**, **K**., Young, A., & Seo, J. (2002). The Internet Shopping Intention in the Customized Interactive Apparel Marketing. Abstract published in Proceedings of the International Textile and Apparel Association, New York, NY. (No. 59). (R)
69. **Yang, K**. (2001). Customized Apparel Marketing on the Internet. Paper presented at Quint State Graduate Consortium. The University of Tennessee, Knoxville, TN.

Conference Paper Accepted (R=Referred, double-blind reviewed)

Acharjya, S. Kim, J., Crutsinger, C., Yang, K., & Conner, P. (2026). Exploring sustainable fashion systems through immersive field experiences. Accepted for a poster presentation at the 2026 International Textile and Apparel Association Annual conference.

Invited Presentations and Panelist

1. Digital merchandising: Increasing conversion rate, Oct 10, 2016, Inha University, South Korea
2. Digital marketing, Oct 4, 2016, Wonkwang University, South Korea
3. Digital marketing: Driving qualified customers to the fashion retailers' websites. Sept 26, 2016, Yonsei University, South Korea

4. Digital marketing, merchandising, & optimization. Sept 22, 2016, Chungbuk University, South Korea.
5. Disruptive technologies that reconfigure you. "Pioneering the Digital Rush", Executive and Scholar Lecture Series, Global Digital Retailing Research Center at the University of North Texas, Nov 11, 2014, Denton, Texas.
6. Mobile shopping site attributes in value creation. Presented at the Korean Society of Clothing and Textiles' (KSCT) Spring Conference at Seoul National University, April 13-14, 2012, Seoul, Korea.
7. Discussion panelist for a session of "Creating teaching and trends in curriculum development" at the Korean Society of Clothing and Textiles (KSCT) spring conference at Seoul National University, April 13- 14, 2012, Seoul, Korea.
8. Developing E-merchandising Graduate Course through Virtual Learning Environments. Paper presented at University Forum on Teaching & Learning, April 23, 2010, Denton, TX.

Manuscripts under Review & working (R=Referred, double-blind reviewed, *=Student coauthored)

- Kim, H. M., Jeon, S., & **Yang, K**. Evaluating relational and semantic quality in emerging technology discourse on Twitter: A social network analysis of the #VR retail community. Quality & Quantity. (R)
- Kim, J., **Yang, K**., Crutsinger, C., Conners, P., & Frempong, R. Empowering Pro-environmental Employee Behavior through Transformational Leadership in the Food Industry: A Three Step Study. Submitted to *Business Strategy and the Environment.* (R)

Citation Impact:

-Ranked in the world's top 1% most cited researchers among ten million scientists in 2019-2025 based on the C index, developed by scientists at Stanford University.
Source: https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/8
-Google Scholar Citations for Kiseol Yang

INSTRUCTION

TEACHING EXPERTISES

Development of Technology Instruction

- E-commerce content management system: Magento, Demandware (Salesforce commerce cloud)
- Web image editing program: LiquiFire OS (Dynamic imaging solution), Fireworks
- Web editing program: Dreamweaver software
- e-Portfolio templates and online group project collaboration: Wikispaces
- Prototype of website development platform: Figma, UXPin
- Education learning technologies: Blackboard & Canvas
- Web site template: Microsoft Office Live Small Business
- Interactive career cruise map for digital retailing career assessment

New Course Development

- Undergraduate Course
  MDSE 2750 Consumers in a Global Market, University Core (developed in 2008)
  MDSE 2750 Consumers in a Global Market. Coursera Course development in 2020

- Graduate Courses
  MDSE 5750 Digital Retailing (developed in 2009)
  MDSE 5710 Digital Optimization (developed in 2018)

Course Taught: 2007-Present

- Undergraduate Courses
  SMHM 2090 Introduction to E-Merchandising
  MDSE 2750 Consumers in a Global Market
  DRTL 3090 Consumer Engagement in Digital Channels
  CMHT 3950 Creating Consumer Experiences
  DRTL 4090 Digital Merchandising
  SMHM 4980 Visual Merchandising
- Graduate Courses
  MDSE 5090 Digital Merchandising
  MDSE 5750 Digital Retailing
  MDSE 5710 Digital Optimization
  CMHT 5440 Consumer Theory

Thesis Chair and Thesis/Dissertation Committee Member

- Roja Katabatthula (Dissertation co-chair, Fall 2026-present). Structural production of legitimacy in retail systems: How visibility, recognition, and persistence produce category-level legitimacy.
- Sam Rahimzadeh Holagh (Dissertation committee member, 2024- present). Aspect-based sentiment analysis of consumer reviews using deep learning methods
- Hanul Lee. (Thesis committee member, Fall 23- Spring 2024). Social Discourse on Greenwashing in Fashion Sustainability Practices; Unravelling the Communication Network on Twitter.
- Misun Jeong (Thesis chair, Fall 2021- Fall 2022)
  Title: Curation Subscription Box Services: Implications for the Pet Industry
- Kaitlyn Sifford (Thesis committee member, Spring 2022-Fall 2022)
  Title: TikTok Made Me Buy It! Consumer Motivations and Purchasing Behavior During Covid-19.
- Sangyung Lee (Dissertation committee member, Fall 2021- present)
  Title: An Examination of the Elaborated Metaverse Technology Acceptance model (eMTAM) in Tourism
- Asha Thapa Magar (Committee member, Spring 2018-Fall 2018)
  Title: *Enlightening Dark Tourism in Nepal*
- Millicent Njeri (Committee member, Summer 2017-Spring 2018)
  Title: *Hospitality and Tourism Graduate Students' Perceptions on Curriculum Effectiveness and their Intention to Stay in the Sustainable Industry; Using the Three Dimensional Stage of Human Attitude*
- Xiaoshu Li (Chair, Spring 2012- Fall 2013)
  Title: *Examining E-loyalty Model in Social Shopping Websites: The Impact of Social Shopping Website Quality on E-loyalty Formation*
- Marian Karam (Committee member, Fall 2012-Fall 2013)
  Title: *Facebook Brand Page: An Exploratory Study of Facebook Brand Page Attributes and Their Influence on Purchase Intentions*
- Kirsten Vitela (Committee member, Spring 2013, changed to Problem in Lieu of thesis)
  Title: *How Fashion Retailers can Build Customer Loyalty through Interpersonal Interaction Quality, Customer Orientation, and Use of Social Media*
- Jonelle Zimmerman (Chair, Fall 2011-Summer 2012)

Title: *Using the S-O-R Model to Understand the Impact of Website Attributes on the Online Shopping Experience*

- Stacy Lee (Committee member, Spring 2011-Fall 2011)
  Title: *Exploring Sustainability VALS: Value, Lifestyle-Practices and Stewardship*
- Wanmo Koo (Committee member, Fall 2009-Summer 2010)
  Title: *Generation Y Consumers' Attitude toward Mobile Advertising: Impacts on Modality and Culture*

Advisor for Problem in Lieu of Thesis

- Aminul Islam Bappy (Spring 2025)
  Project: Profiling the Attributes and Features of Local Products Winning over the Market
- Amanda Avina (Spring 2024)
  Project: Cognitive Dissonance and Authenticity of AI Generated Product Detail Pages (PDPs)
- Sai Vattana (Spring 2024)
  Project: #deinfluencing: Source Credibility and Message Effectiveness of Social Media Influencers' Deinfluencing Activities.
- Brenda Esquivel Lizarraga (Spring 2023)
  Project: Social Media Influencers' CSR Engagement
- Elisha Menchaca (Fall 2022)
  Project: Characteristics of Social Media Influencer Increasing CSR Message Credibility and Consumer Desire for Engaging CSR Initiative
- Casey Weidmann (Fall 2022)
  Project: Classifying Mobile Food Shopping Apps Using the Kano Model Analysis
- Elizabeth Clark (Fall 2020)
  Project: Food Mobile Shopping Services Websites/ Apps Quality
- Zhuoqun Chang (Spring 2020)
  Project: Determinants of Generation Z Purchasing Behavior
- Elaina Aquino (Fall 2019)
  Project: *Content Analysis of Lifestyle YouTube Influencers' Sponsored Content*
- Diamond Nicholson (Fall 2019)
  Project: *Attributes of Online Fashion Brand Starups: Their Impact on Millennial Women Consumer Purchase Intention*
- Lindsey Tanoff (Spring 2017)
  Project: *Factors that Affect Purchase Intent on Instagram*
- YiTing Liu (Spring 2017)
  Project: *Using Expectation Disconfirmation Theory (EDT) to Predict Self-checkout Kiosk in Supermarket and Continuance Usage Intention*
- Ashyln Moore (Spring 2017)
  Project: *The Power Shift: From Celebrity to the Non-Celebrity Influencer*
- Krishna Garza (Spring 2016)
  Project: *Thank You! A Study of Post Stay Email Features in the Hotel Industry based on the Elaboration Likelihood of Persuasion*
- Terry Bell (Fall 2015)
  Project: *Mobile Grocery Shopping*
- Christina Chavers (Fall 2014)
  Project: *Customer Dialogue in Mobile Channel*
- Stacey Haire (Fall 2014)
  Project: *Reciprocating Behavior Model in Mobile Channel*

- Ying Ju Yang (Fall 2014)
  Project: *Content Analysis for Local Farmers Markets and Retailers*
- Kimberly Staples (Spring 2014)
  Project: *Content Analysis for Locavore Movement Website*
- Kirsten Key (Summer 2013)
  Project: *Mobile Shopping Motivation*
- Ketki Karachiwala (Fall 2012)
  Project: *Developing Conceptual Framework for Locavore Movement in Digital Platform*
- Ashley Barge (Spring 2012)
  Project: *Situational Influence on Mobile Shopping*
- Serena Soto (Spring 2012)
  Project: *Situational Influence on Mobile Shopping*
- Yiling Tsai (Spring 2012)
  Project: *Mobile Shopping Value and Service Satisfaction*
- Kelly Baker (Summer 2011)
  Project: *Mobile Shopping*
- Haylee Strain (Summer 2011)
  Project: *Mobile Shopping*
- Praveen Rathod (Spring 2011)
  Project: *Mobile Fashion Retailing*
- Yurianna Castillo (Fall 2010)
  Project: *Consumer Engagement in Mobile Shopping*
- Yi-Chih Lee (Fall 2010)
  Project: *Mobile Learning*
- Lu Zhang (Spring 2010)
  Project: *Mobile Shopping Motivation*
- Cassandra Dickerson (Spring 2010)
  Project: *Mobile Shopping Motivation*

Advisor for Honors College Thesis

- Elke Saenz (2016) "Web Usability & User Interface Design" in DRTL 4090: Digital Merchandising.
- Shannon Williams (2017) "The Convergence of Physical and Digital Retail" in DRTL 4090: Digital Merchandising.

Advising and Mentoring Activities

Date	Activities
Spring 2015- Fall 2016	Supervisor for visiting professor Young Eun Lee, Chungbuk University, South Korea Research Project: *The effects of perceived values of mobile food shopping on customer satisfaction, loyalty and purchase intentions: Kano Model-based approach.*
Spring 2015	Advising CMHT Research & Creative Competition Presentation Maggie Brown, Subrina Hossain, Kelsey Henry, Mary Bielamowicz for presentation at CMHT Research & Creative Competition
Fall 2015	Mentoring Adjunct Lecturer Kyndra Outlaw for MDSE 2750: Consumers in a Global Market

Spring 2014	Mentoring Teaching Associate Jiani Zhang for MDSE 2750: Consumers in a Global Market
2012/ 2013	Mentoring Digital Retailing Lecturer for Course Preparation Sampath Pamidimukklaa
Spring 2013	Advising CMHT Research & Creative Competition Presentation Xiaoshu Li for presentation at CMHT Research & Creative Product Competition
Spring 2013	Advising Consumer Experiences in Digital Environments Research Retreat Presentation Karachiwala, K for presentation at Consumer Experiences in Digital Environments Research Retreat #1 (UNT)
Fall 2012	Advising and Participating in Forrester Research Online Certification Program (Beta version)
Fall 2011	Mentoring New Digital Retailing Faculty for Course Preparation Richard Last
Fall 2011	Mentoring Students for the UNT Innovation Challenge" Final Competition Ran Huang and Yujin Choi for participation in "The UNT Innovation Challenge" final competition sponsored by Alcatel-Lucent and UNT on Nov 19, 2011. Helping innovative mobile apps idea generation and developing.
Spring 2010	Advising CMHT Research & Creative Competition Presentation Faculty advisor for Wanmo Koo, Stephanie Gieselman, and Davette Angelo in SMHM Research and Scholarly Activities Competition 2010 "Sustainable E-commerce: A Blueprint for a Green E-tailer" (Awarded first place)
Spring 2009	Mentoring Adjunct Instructors Cynthia Goudeau and Thao-Vi Dotter in teaching 'MDSE 2750: Consumers in a Global Market'

SERVICES & OUTREACH

PROFESSIONAL ACTIVITIES

Memberships in Professional Organizations

- International Textiles and Apparel Association, 2004 to 2018
- American Collegiate Retailing Association, 2009 to 2017
- Association for Consumer Research, 2005 to 2007
- American Marketing Association, 2006 to 2007

Offices and Committee Assignments in Professional Organizations

- International Textiles and Apparel Association (ITAA)
  -ITAA Student Fellowship and Awards Committee, 2010-2022
  -ITAA Public Relations Committee, 2013-2014
  -Presider: New media and fashion marketing session, KAMS/ITAA Joint Symposium, 2011
  -Presider: Professional/general session, ITAA, 2010
  -Presider: Teaching innovation in visual merchandising session, ITAA, 2008
- American Collegiate Retailing Association
  -2016 Presider in Potpourri, ACRA 2016 annual conference

-2014 Conference co-chair
-2014 Conference track chair in etailing, technology, and social media
-2014 Conference guest editor for Journal of Research in Interactive Marketing

- Editorial Board Member
  -Journal of Research in Interactive Marketing, 2013 to present
  -Journal of Information and Communication Convergence Engineering, 2015 to present
  -Journal of Global Fashion Marketing, 2016 to present
- Guest Editorship
  -Sustainability Research Journal 2021. Guest editor for special issue of "Sustainable business models: implications for consumer marketing"
  https://www.mdpi.com/journal/sustainability/special_issues/Business_Marketing
  -Journal of Research in Interactive Marketing 2015
  Special issue of "The impact of digital shopping channels on multi-channel marketing and attribution in the changing retail landscape" published in June 2015 (Vol 9, Issue 2)
  http://www.emeraldinsight.com/products/journals/call_for_papers.htm?id=5037
  Guest editorial article is available on http://www.emeraldinsight.com/doi/full/10.1108/JRIM-03-2015-0025
  -Journal of Global Fashion Marketing 2016
  Special issue of "Understanding Micro-Moments Across The Fashion Shopper Journey"
  http://explore.tandfonline.com/cfp/bes/jgfm-cfp/2016-si2
- Fairchild Textbook Reviewer 2014/2015:
  -Digital Fashion Marketing Practices
  -Social Media for Fashion Marketing: Storytelling in a Digital World
- Routledge Textbook Reviewer 2022: Retail Product Management, 3rd edition
- Springer Book Reviewer 2022: Reviewed two chapters of the Handbook of Interactive Marketing
- Journal Manuscript Reviewer
  -2025: Journal of Global Fashion Marketing, Journal of Research in Interactive Marketing (two manuscripts)
  -2024: Journal of Global Fashion Marketing (two manuscripts), Journal of Research in Interactive Marketing
  -2023: Journal of Retailing and Consumer Services (three manuscripts), International Journal of Consumer Studies, Journal of Research in Interactive Marketing (two manuscripts).
  -2022: Journal of Retailing and Consumer Services (two manuscripts), Journal of Services Marketing, Sustainability Journal
  -2021: Journal of Business Research (two manuscripts), Journal of Research in Interactive Marketing (two manuscripts), Journal of Retailing and Consumer Services (two manuscripts), Computers in Human Behavior, Journal of Services Marketing, Journal for Advancement of Marketing Education, Sustainability Journal.
  -2020: Journal of Research in Interactive Marketing (two manuscripts), Journal of Retailing and Consumers Services (two manuscripts), Computers in Human Behavior, Fashion and Textiles, International Journal of Retail & Distribution Management
  -2019: Journal of Services Marketing, Computers in Human Behavior, European Journal Of Marketing, Journal of Retailing and Consumer Services (three manuscripts), Journal of Research in Interactive Marketing (two manuscripts), Journal for Advancement of Marketing Education, International Review of Retail, Distribution, and Consumer Research.
  -2018: Journal of Research in Interactive Marketing, Journal of Retailing and Consumer Services, Journal of Business Research, International Review of Retail, Distribution and Consumer Research, Journal of Global Fashion Marketing.
  -2017: Computers in Human Behavior, European Journal of Marketing, International Journal of

Retail & Distribution Management (two manuscripts), Clothing and Textile Research Journal, Journal of Global Fashion Marketing (six manuscripts), Journal of Research in Interactive Marketing, Journal of Business Research, Journal of Retailing and Consumer Services.

-2016: Journal of Electronic Commerce Research, International Journal of Retail & Distribution Management (two manuscripts), Journal of Global Fashion Marketing, Journal of Research in Interactive Marketing, Fashion & Textiles (two manuscripts), International Review of Retail, Distribution & Consumer Research, and Journal for Advancement of Marketing Education

-2015: Journal of Electronic Commerce Research, Journal of Research in Interactive Marketing, The International Review of Retail, Distribution and Consumer Research, Journal of Global Fashion Marketing, and Fashion and Textiles.

-2014: Journal of Research in Interactive Marketing, Journal of Retailing and Consumer Services, (two manuscripts), Journal of Global Fashion Marketing, Journal of Product and Brand Management.

-2013: Journal of Retailing, The International Review of Retail, Distribution and Consumer Research, International Journal of Retail & Distribution Management (two manuscripts), Journal of Research in Interactive Marketing, Journal of Family and Consumer Sciences, Fashion & Textiles

-2012: Journal of Fashion Marketing & Management, Journal of Retailing and Consumer Services (two manuscripts), Journal of Research in Interactive Marketing (two manuscripts), & International Journal of Electronic Marketing and Retailing

-2011: Journal of Research in Interactive Marketing. Journal of Family and Consumer Sciences, Journal of Interactive Marketing, Internet Research, and European Journal of Marketing

-2010: Journal of Interactive Marketing, The Service Industrial Journal, Journal of Fashion Marketing and Management (two manuscripts), Journal of Research in Interactive Marketing, Asia Pacific Journal of Management (two manuscripts), Journal of Electronic Marketing and Retailing, and Journal of Global Academy of Marketing Science

-2009: Journal of Research in Interactive Marketing, and Journal of Retailing and Consumer Services

-2008: International Journal of Electronic Marketing & Retailing and Journal of Fashion Marketing and Management

- <u>Conference paper reviewer</u>

-2025: The Global Fashion Management Conference, reviewed one paper.
-2024: The Global Fashion Management Conference, reviewed four papers
-2024: The Hawaii International Conference on System Sciences (HICSS), reviewed three papers.
-2022: International Conference on Management of e-Commerce and e-Government, reviewed three papers.
-2022: The Korean Society of Clothing and Textiles, reviewed three papers.
-2021: Association of Collegiate Marketing Educators (ACME), reviewed three papers.
-2018: Global Marketing Conference (GMC) conference, reviewed three papers.
-2017: International Textile Apparel Association (ITAA): Review of a full paper submitted for the Paper of Distinction Award.
-2017: American Collegiate Retailing Association (ACRA), one paper review
-2017: Global Marketing Conference (GMC), three paper review
-2016: American Collegiate Retailing Association (ACRA)
-2014: American Collegiate Retailing Association (ACRA)
-2012: American Collegiate Retailing Association (ACRA)
-2010: American Collegiate Retailing Association (ACRA)

- Conference session chair of Fashion Retailing at the 32nd Recent Advances in Retailing and Consumer Science Conference 2026.
- Conference track chair of AI- Powered Fashion Brand Websites at the Global Fashion Marketing Conference 2025.
- Conference track chair of Conversational AI and Ethical Issues at the Hawaii International Conference on System Sciences (HICSS) 2024.
- Conference track chair of Social Media Strategies for Fashion Brands at the Global Fashion Marketing Conference 2024.
- Session presider of Influencer Marketing in Fashion and Social Media Strategies for Fashion Brands at the Global Fashion Marketing Conference 2024
- Conference track chair in Fashion Marketing and Merchandising, Association of Collegiate Marketing Educators (ACME) 2022
- Conference session chair of Leveraged Marketing Communications VI in 2018 Global Marketing Conference (GMC).
- Faculty advisor for Korean Student Christian Organization (KCCC), 2007-2008
- Vice President, Korean Student Association, University of Tennessee, Knoxville, 2000-2001
- Vice President, French Literature and Language Department, Iksan, Korea, 1994
  Editor of French Literature and Language Periodicals, Iksan, Korea, 1994
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Consulting Activities, Media Interviews, & Publications

Consulting Activity

- Sabre Travel Network: Digital Executive Education Program was offered to executive team in Global OTA Technology & Sales, August 13, 2015.
- IBM Smarter Planet Blog: Invited posting 'Multi-channel shoppers are the real winners this Black Friday', Nov 26, 2012 (http://asmarterplanet.com/blog/2012/11/black-friday.html)

Media Interviews and Publications

- UNT faculty among 2024 list of world's most cited researchers: https://research.unt.edu/news/unt_faculty_among_2024_list_of_worlds_most_cited_researchers.html
- UNT experts ranked among world's most cited for 2023 https://research.unt.edu/news/unt-experts-ranked-among-world%E2%80%99s-most-cited-2023
- UNT Today. Leaders in Sustainable Food and Fiber Systems https://research.unt.edu/news/unt-earns-usda-grant-foster-future-leaders-food-and-fiber
- Frisco grocery stores adapt to competition, customer demands https://communityimpact.com/dallas-fort-worth/frisco/business/2022/11/11/frisco-grocery-stores-adapt-to-competition-customer-demands/
- UNT faculty named among the world's most cited researchers, Nov 4, 2022. https://research.unt.edu/news/unt-faculty-named-among-world%E2%80%99s-most-cited-researchers?utm_source=UNTResearchNewsletter-november2022-Ext&utm_medium=email&utm_campaign=UNTResearch&emaillink=9
- How UNT Trains the Next Generations of E-Commerce Professionals, Mar 15, 2022 https://blog.liquidpixels.com/unt-trains-next-gen-e-commerce-professionals
- UNT researchers among world's top 2 % of scientists on Stanford University List, Apr 6, 2021 https://news.unt.edu/news-releases/unt-researchers-among-worlds-top-2-scientists-stanford-university-list?unttoday=041521

- LiquidPixels Strengthens Partnership with UNT, Dec 23, 2019 https://markets.businessinsider.com/news/stocks/liquidpixels-strengthens-partnership-with-unt-1028781630
- Recognized one of top 10 prominent retailing author: 2009-2015. *International Journal of Retailing and Distribution Management, 45*(2), 2017
- Featured in UNT faculty success newsletter, April 2017, https://facultysuccess.unt.edu/april-2017
- Voice of the customer is heard through data at the University of North Texas, Mar 29, 2017, https://www.bloomreach.com/en/blog/2017/03/voice-of-the-customer-is-heard-through-data-at-the-university-of-north-texas.html
- Yahoo! News-March 18 on Yahoo! News: quoted about mobile shopping, March 18, 2015 http://finance.yahoo.com/news/6-steps-shop-smarter-mobile-100000052.html
- North Texas Daily- "President of Nordstrom to speak about retail", Nov 11, 2014. http://ntdaily.com/president-of-nordstrom-to-speak-about-retail/
- North Texas Daily- "Experts provide advice to avoid online identity theft", Nov 19, 2013 http://ntdaily.com/experts-provide-advice-to-avoid-online-identity-theft/
- Radio interviews: Expert Advice for Cyber Monday shopping:
  -Bill Frank, KKZZ AM 1400, Positive Talk Radio, Ventura, CA, Nov 29, 2010
  -Daniel Armbruster, First 12 news KXII.com, Texaoma, TX, Nov 29, 2010
  -John Maciel, CKWR FM in Waterloo, Ontario, Canada, Nov 24, 2010
  -Freda Ross Finely, News/Talk 820 AM and 96.7 FM WBAP, Dallas, TX, Nov 24, 2010
- Quoted for Cyber Monday shopping in *Digital Journal* on Nov 26, 2010 (http://www.digitaljournal.com/article/300681)
- Quoted for online shopping in "Indiana department of revenue wants its share of online sales" in *Indiana Economic Digest*, December 26, 2010 (http://www.indianaeconomicdigest.net/main.asp?SectionID=31&SubSectionID=120&ArticleID=57639)
- University of North Texas Research Magazine:
  -Global consumer experience (http://www.unt.edu/untresearch/2010-2011/global-consumer-experience.htm)
  -Faculty research in mobile shopping (http://www.unt.edu/untresearch/2009-2010/news-briefs.htm)
- University of North Texas News and Inhouse online publications:
  -Cyber Monday shopping and online shopping (http://news.unt.edu/news-releases/merchandising- professor-available-discuss-cyber-monday-and-online-shopping)
  -Faculty named international scholars (http://inhouse.unt.edu/three-merchandising-and-digital-retailing-faculty-named-international-scholars)
  -UNT faculty members honored Korean Society Clothing and Textiles (http://news.unt.edu/news-releases/unt-faculty-members-honored-korean-society-clothing-and-textiles)
  -UNT Insider (http://www.unt.edu/president/insider/may12/korean-clothing-textiles.htm)
- Featured as new frontier research for mobile shopping in 'Your Journey/Your Future' at UNT website (http://www.unt.edu/yourjourney/research.htm)
- Featured in the local news headlines of the Denton Record Chronicle for honored faculty (http://www.dentonrc.com/local-news/local-news-headlines/20120424-unt-faculty-members-receive-honors.ece)

- Quoted as expert for Cyber Monday shopping in North Texas e-News, State of TEXAS Newsletter, and CBS 11 News in November 2009

University Committees and Councils

Date	Name of Committee
Oct 2022- Present	Executive Council of Centers and Institute Directors
Oct 2022-Present	University Promotion & Tenure Advisory Committee
Spring 2023- Fall 2023	Human Behavior Lab Advisory Committee
Feb 2022-Fall 2023	Co-Director of Center for Consumer Insights and Innovations
Aug 2021-May 2022	UNT Leadership fellow
May 21-24, 2017	UNT-I: Institute for Curriculum and Campus Internationalization (Program Certificate Conferred) Indiana University, Bloomington
Spring 2016- Fall 2019	Steering Committee for Women's Faculty Network
Summer 2013-Spring 2016	NextGen Faculty Fellow
Fall 2008-Spring 2019	Development of University Core: MDSE 2750 (Consumers in a Global Market)
Fall 2012-Spring 2013	UNT IT governance in Academic IT Advisory Group (AIT) (Representative, College of Merchandising, Hospitality, and Tourism)
Fall 2011-2015	Consumer Experience in Digital Environment Research Cluster (Member)
Fall 2007-Present	Graduate Faculty
Fall 2008- Fall 2013	Information Resources Council (Administrative Representative, College of Merchandising, Hospitality, and Tourism)
May 2008-Feb 2009	Transformative Instruction Initiative Fellow

School/College Committees & Councils

Date	Name of Committee
Spring 2026	CMHT Promotion & Tenure Guideline Review ad-hoc committee
Fall 25	CMHT Professor Review Committee
Fall 25-Spring 2026	CMHT Research Committee
Summer 2024-Fall 25	PAC Process Review ad-hoc committee
Fall 2024 -Spring 25	Co-chair of Personal Affairs Committee
Fall 2024 -	CMHT Graduate Council
Spring 2024-Present	Graduate Program Coordinator for Merchandising & Digital Retailing/Merchandising & Consumer Analytics
Fall 2023	Chair of Professor Review Committee
Fall 2023- Spring 2024	Undergraduate Committee
Fall 2023 –Spring 2024	MDR Lecturer Seach Committee
Fall 2022-Spring 2023	Co-Chair of Personal Affairs Committee
Fall 2021-Fall 2022	Undergraduate Committee
Fall 2021	Chair of Lecturer Search Committee
Fall 2021	Chair of Professor Review Committee
Fall 2021-Spring 2022	Dean Reappointment Review Committee
Spring 2021	Search Committee Member of Assistant Professor in Event Design and Experience Management
Spring 2021	Writing MDR Research Roadmap Team
Summer 2020	CMHT Marketing Committee
Fall 2020-Spring 2021	CMHT Strategic Planning Committee

Fall 2020-Spring 2021	Personal Affairs Committee
Fall 2020-Spring 2020	Search Committee of Assistant Professor in Digital Retailing
Fall 2019-Spring 2020	Chair of MDR Department Lecturer Search Committee
Fall 2019-Spring 2020	CMHT Graduate Committee
Fall 2019-Spring 2020	Search Committee Member of MDR Assistant Professor
Fall 2018-Summer 2019	Co-chair of CMHT Undergraduate Committee
Fall 2018-Spring 2019	Search Committee of Assistant Professor in Merchandising
Fall 2017-Summer 2023	MDR Digital Retailing Program Coordinator
Fall 2017-Summer 2018	Personal Affairs Committee
Spring 2017-Summer 2018	Chair of CMHT Graduate committee
Fall 2015- Summer 2016	Personal Affairs Committee
Spring 2016-summer 2016	Search Committee of HTM Revenue Management Assistant Professor
Spring 2016	Search Committee of Lecturer in Digital Retailing
Fall 2015- Spring 2016	Chair of MDR Department Chair Search Committee
Fall 2015- Spring 2016	Chair of CMHT Graduate Committee
Fall 2013- Spring 2015	Chair of CMHT Research Committee
Fall 2013-Spring 2014	Search Committee of Assistant Professor in Merchandising
Fall 2013-Summer 2014	Personal Affairs Committee
Summer 2013	Ad hoc Action Team for Indicators of Excellence
Spring 2012	Ph.D. Steering Committee
Spring 2012-Fall 2012	Ad hoc Merchandising Graduate Review Committee (Chair in Fall 2012)
Fall 2011- Summer 2013	Faculty Advisor, CMHT-International student organization
Fall 2007- Spring 2012	CMHT Graduate Committee
Spring 2012	Faculty Search Committee: Sustainable Tourism Assistant Professor
Spring 2011	Faculty Search Committee: Digital Retailing Lecturer
Fall 2008- Summer 2011	CMHT Scholarship Committee
August 2010	CMHT Promotion and Tenure Ad-hoc Review Committee
October 2009 -May 2010	Undergraduate Research Fellowship Faculty Mentor (People, Planet, & Profit)
Fall 2009 - Spring 2011	Faculty Mentor, CMHT- International student organization
Fall 2008 - Summer 2009	CMHT Research Task Force
Fall 2007 - Spring 2008	E-Merchandising Program Coordinator

PROFESSIONAL DEVELOPMENT

Date	Description	Organization
June 17, July 28, Oct 17	Salesforce Training: Configuration Basics, Reporting, and Automation	CGINFINITY
Oct 2-3, 2024	Crucial Conversations Workshop	UNT Faculty Success
July 11, 2024	Combined usage of the Necessary Condition Analysis (NCA) and Partial Least Squares Structural Equation modeling (PLS-SEM) Workshop	Global Fashion Management Conference
August 8, 2023	Strategic Planning	Deloitte and Benchmark
Feb 16, 2023	Equity Minded Workload by Design	UNT/ Faculty Success
Nov 9, 2022	Mapping and Modeling Your Research with GIS	Center for Consumer Insights and Innovations

Apr 12, 2022	Systematic Reviews	UNT
Jan 6-7, 2021	Art of Participatory Leadership Workshop	UNT/Harvest Moon
Nov 4, 2021	UNT Insights 2.0 New User Training	UNT
Oct 14, 2021	Commerce 2040: Future of the Store	Euromonitor
Nov 11, 2020	5th USICOC Annual Technology Conference	US India Chamber of Commerce
June 9, 2020	Salesforce.org Higher Ed Summit	Salesforce
Aug 14-20, 2019	Remote training of LiquiFire OS (E-commerce Imaging solution)	LiquidPixels
Feb 25- 27, 2019	User Experience Workshop & Certification: Attended UX design workshop (three full days) and received the User Research certificate	Nielsen Norman Group
May 21-24, 2017	Institute for Curriculum and Campus Internationalization: Received a certificate and attended three day workshops at Indiana University, Bloomington.	Indiana University
June 7-8, 2017	Internet Retailer Conference	Internet Retailer
April 30-May 1, 2017	User Experience Workshop & Certification: Attended UX design workshop (two full days) and passed two exams for certification	Nielsen Norman Group
April 6, 2016	Big Data Workshop	CMHT
March 30, 2016	Tech Trends in Restaurant & Retail 2016	Tech Trends
June 10-11, 2015	The Retail Analytics Council Executive development Program, Evanston, IL	Retail Analytics Council
May 11-15, 2015	Demandware E-commerce Platform Training, Denton, TX Four day workshop	Demandware
Sept 29-Oct 2, 2014	Shop.org Annual Summit, Seattle, WA	Shop.org
July 2013- May 2014	NextGen workshops, Denton, TX	UNT
Sept 14 – Dec 12, 2012	Faculty Leader of Forrester Executive Course for Driving Revenue via Website Functionality	Forrester Research, Inc
Sept 27-29, 2010	Shop.org Annual Summit, Dallas, TX	Shop.org
June 9-11, 2010	JCPenney faculty internship in e-commerce, Plano, TX	JCPenney
April 23, 2010	University Forum on Teaching & Learning (UFTL), Denton, TX	UNT
Oct 7, 2009	Conjoint Analysis Workshop, Denton, TX	Dr. Buyoung Kim, UNT Visiting Scholar
Jan 2009-May 2010	Learning Enhancement Grant Meetings & Workshops, Denton, TX	UNT
Dec 12, 2008	Foundation Proposal Writing Seminar, Arlington, TX	Foundation Center
Oct 2-3, 2008	Retailing Summit, Dallas, TX	Texas A&M University
June-July 2008	Transformative Instruction Initiatives Workshops, Denton, TX	UNT
May 14, 2008	Social Media and Social Networking for Tourism Industry Seminar, Dallas, TX	Dallas/Fort Worth Area Tourism Council