

Eun Jin Hwang, Ph.D.

Associate Professor

Human Development Environmental Studies, Indiana University of Pennsylvania, Indiana,
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EDUCATION

- **Doctoral of Philosophy in Clothing and Textiles**, December 2015, Virginia Polytechnic Institute and State University, Blacksburg, VA, USA
- **Master of Science in Clothing and Textiles**, December 1998, Virginia Polytechnic Institute and State University, Blacksburg, VA, USA
- **Bachelor of Art in Fashion Merchandising**, May 1993, Marymount University, Arlington, VA, USA

ACADEMIC EXPERIENCE

- **Indiana University of Pennsylvania, Indiana, PA** **2006. 08. 15 – Present**
Human Development and Environmental Studies,
 - Associate Professor, Fashion Merchandising Program 2011. 08. 15 – Present
 - Assistant Professor, Fashion Merchandising Program 2006. 08. 15 – 2011.08.14
- **The Art Institute of Charlotte, Charlotte, NC** **2006. 01. 01 – 2006. 07. 04**
 - Full Time Instructor, Fashion Marketing & Management
 - Consumer Behavior, Fashion Coordination, Fashion Journalism, History of Art and Fashion, Merchandise Marketing, Principles of Marketing
- **Pai Chai University, Daejon, Korea** **2000. 09.01 – 2005. 02. 08**
 - Part-Time Lecture, Department of Clothing and Textiles
 - Clothing Consumer Behavior, Consumer Behavior, Fashion Promotion, International Fashion Business,
- **Kyungpook University, Daegu, Korea** **2004. 03. 01 – 2004. 08. 31**
 - Part-Time Instructor, Department of Advertising
 - Practice of Publication Media Advertising
- **Konkuk University, Seoul, Korea** **2002.09.01 – 2004. 02. 28**
 - Part-Time Instructor, College of Art & Human Environment, Division of Apparel & Textile Design

- Fashion Production Retailing, Fashion Marketing Statistics – Graduate School of Design
- Fashion Business English – College of Design & Human Environment
- **Hansung Digital University, Seoul, Korea** **2003. 09. 01 – 2004. 02. 08**
 - Part-Time Instructor, Department of Distribution Management
 - Advertising Copy Writing
- **Yuhan College, Bucheon, Korea** **2003. 02. 29 – 2004. 08. 31**
 - Part-Time Instructor, Department of Distribution Management
 - Merchandising, Introduction of Customer Relationship Management, Promotion Management
- **Virginia Polytechnic and State University** **1996. 01. – 1997. 12**
 - Graduate Teaching Assistant
 - Idea Development and Creativity, Basic Apparel Assembly, Oris Gilsson Historic Costume and Textile Collection, Housing

INDUSTRY EXPERIENCE

- **iTree co, Ltd., Seoul, Korea** **2004. 08. 01 – 2004. 12. 28**
 - Fashion Marketing CRM Consultant, Technical Service Department, Consulting Unit.
- **Lee, Kwang Hee Designer Boutique, Seoul, Korea** **1992. 06.01 – 1992. 08. 01**
 - Intern

REFEREED RESEARCH PUBLICATION

- **Hwang, E. J., & Norton, M.** (2014). Environmental uncertainty, market-orientation strategy, and organizational structure in China's apparel retail stores. *Advances in Business Related Scientific Research Journal (ABSRJ)*, 5(1), 1-12.
- **Hwang, E. J., & Gomboc-Turyan, J.** (2013). Influencing consumer-based purchasing decisions: The effect of retail atmosphere. *Review of Social Studies, Law and Psychology*, 7(1), 33-37.
- **Hwang, E. J., & Norton, M.** (2010). Market orientation, performance, and perceived environmental uncertainty in S. Korean apparel retail stores. *Transnational Corporations Review*, 2(3), 44-58.

PUBLICATION

- **Hwang, E. J.** (in progress). Comparing environmentally responsible consumerism in purchasing luxury apparel between countries. Chapter in M. A. Gardetti (ed.) *Sustainable Management of Luxury-Edited Collection*. Berlin, Germany: Springer.
- **Hwang, E. J.** (2013). Chapter four case studies: Finding new vendor with discount terms. In C. Easterling, *Merchandising Mathematics for Retailing* (rev.). Upper Saddle River, NJ: Pearson.

BEST PAPER AWARD

- **Hwang, E. J., & Norton, M.** (2012, March). *Environmental uncertainty, market-orientation strategy, and organizational structure in China's apparel retail stores*. Paper presented at the Advances in Business-Related Scientific Research Conference (ABSRC 2012), Venice, Italy.

REFEREED CONFERENCE PROCEEDINGS

- McCombie, S., & **Hwang, E. J.** (2016, July). American and South Korean family and consumer sciences secondary school programs: a cross-cultural comparison. In the Refereed *International Federation for Home Economics World Congress 2016 Papers* (pp. 1-12).
- **Hwang, E. J., & Bowers, F.** (2016, June). *Self-construals on U.S. teen's decision-making styles on clothing purchasing*. In J.G. Choi (Ed.), *Proceedings of World Conference on Business and Management 2016*, 546-547. Seoul, Korea: KyoBo Publishing Co.
- Scarton, K., Venneta, S., **Hwang, E. J., & Srinivasan, S.** (2016, June). The cultural differences of color and light in the design retail spaces. In J.G. Choi (Ed.), *Proceedings of World Conference on Business and Management 2016*, 158-167. Seoul, Korea: KyoBo Publishing Co.
- **Hwang, E. J., & Bowers, F.** (2016, April). *The influence of self-construals on young Korean consumers' decision-making styles. . Child and Teen Consumption-Being, Becoming and Belonging Proceeding* (p.). Aalborg, Denmark.
- **Hwang, E. J., & Norton, M.** (2015, June). Perceived environmental uncertainty, organizational structure, and market-oriented strategies in apparel retail stores in South Korea and China. In J.G. Choi (Ed.), *Proceedings of World Conference on Business and Management 2015*, 169-181. Seoul, Korea: KyoBo Publishing Co.
- **Hwang, E. J., & Kim, S.** (2015, May). Self-Construals on Korean male high-school students' consumer decision-making style on clothing purchases. *Proceedings of the 2015 The Korean Society of Fashion Design* (pp. 107-108). Seoul, Korea.

- **Hwang, E. J.**, Brzycki, D., & Powers, M. (2014). Student motivation and mobile app acceptance in a higher education setting. *In Proceedings of World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education 2014* (pp. 892-898). Chesapeake, VA: Association for the Advancement of Computing in Education (AACE).
- **Hwang, E. J.**, Norton, M., & Jones, M. (2014, June). Fast-fashion apparel consumption and sustainability. Referred Program on the E-Leader Conference at Milan, Italy, <http://www.g-casa.com>, ISSN 1935-4819, Chinese American Scholars Association, New York, New York, USA, June 2012.
- **Hwang, E. J.**, Bowers, F., & Kim, S. (2014, April). Self-construals on young Korean and U.S. consumers' decision-making styles on clothing purchasing. *Child and Teen Consumption-Being, Becoming and Belonging Proceeding* (p. 41). University of Edinburgh, UK.
- **Hwang, E. J.**, (2014, March). The impact of the new learning technologies on different countries' higher education's teaching and learning. *International Conference on Education, Economic, Psychology and Society-Conference Proceedings* (p. 147). Phuket, Thailand.
- **Hwang, E. J.**, Norton, M. & Jones, M. (2013, July). Fast fashion and sustainability. *KODISA Fourth International Conference Proceedings* (p. 63). Seoul, Korea
- **Hwang, E. J.**, & Norton, M. (2013, July). Fast fashion and its impact on world fashion markets. *ISMSS Conference Proceedings* (pp. 149-157). Beijing, China.
- **Hwang, E. J.**, & Park, H. S. (2013, June). The influence of Korean students and faculties' involvement in social networks to teaching and learning. *ISMSS Conference Proceedings* (pp. 184-189). Beijing, China.
- **Hwang, E. J.**, & Norton, M. (2012, November 7-8). United States-Korea Free Trade Agreement and Effects on the U.S. and Korean Textile and Apparel Industry. In Datt, P. (Ed.), *Proceedings of the Business & Management Review*, 3(1), pp. 129-137. England, UK.
- **Hwang, E. J.** (2012, October). The impact of recent changes in trade policy on China and global clothing and textiles. In *China Goes Global Conference program* (p.25). Harvard University, USA.
- **Hwang, E. J.**, & Bowers, F. (2012). The influence of U.S. and South Korean university students' involvement in social networking on teaching and learning. In P. Lam (Ed.). *Proceedings of the International Conference on eLearning* (pp. 536-538). Hong Kong, China.
- **Hwang, E. J.**, & Bowers, F. (2012, June). The influence of U.S. and South Korean university students' involvement in social networking on teaching and learning. In *Lilly Conference Proceedings* (p. 60). Bethesda, MD.
- Su, J., Swinker, M., **Hwang, E. J.**, & Blood, J. (2012). Prepare students as socially responsible global citizens: insights from the fashion industry. *Refereed Program of the E-Leader Conference at Berlin, Germany*, <http://www.g-casa.com/PaperDatabase.htm>, ISSN 1935-4819, Chinese American Scholars Association, New York, New York, USA, June 2012 (Full paper available from <http://www.g-casa.com/PaperDatabase.htm>).

- **Hwang, E. J.**, Bowers, F., McCombie, S., & Scarton, K. (2012, April). Moving Indiana University of Pennsylvania's Home Economic program into the future with technology. In J. Hwang (Ed.), *the Korean Society of Clothing and Textiles Proceeding* (pp. 67-70), Seoul, Korea.
- **Hwang, E. J.**, Bowers, F., McCombie, S., & Scarton, K. (2012, April). Moving home economics into the future. In *the Asian Conference on Technology in the Classroom Conference Proceedings 2012* (pp. 77-87), Osaka, Japan.
- **Hwang, E. J.**, & Swartz, S. (2012, April). Technology in the expanded classroom. In *the Asian Conference on Technology in the Classroom Conference Proceedings 2012* (pp. 88-101), Osaka, Japan.
- **Hwang, E. J.**, & Norton, M. (2012, March). Environmental uncertainty, market-orientation strategy, and organizational structure in China's apparel retail stores. In E. Bostjan (ed.), *ABSRC 2012 Venice Conference Proceedings*, Venice, Italy.
- **Hwang, E. J.**, & Norton, M. (2011, October). US apparel retailers' use of facebook in strategic management under environmental uncertainty. In C. Despres (Ed.), *Proceedings of the 7th European Conference on Management Leadership and Governance* (p. 68). Sophia-Antipolis, France: SKEMA Business School.
- **Hwang, E. J.**, & Norton, M. (2010). Perceived environmental uncertainty, market-orientation strategy, and organizational structure in South Korean apparel retail stores. In D. Sharma (Ed.), *Proceedings of the 2010 Cultural Perspectives in Marketing Conference* (pp. 132-137). Lilly, France: IESEG School of Management.
- **Hwang, E. J.**, & Norton, M. (2009). Market orientation strategy and organizational structure in South Korean apparel retail stores. In *Proceedings 2009, The 3rd International Scientific Conference Marketing Theory Challenge in Transitional Societies*. Maribor, Slovenia: MTC.
- **Hwang, E. J.**, & Norton, M. (2009). U.S. textile and apparel imports from China and Vietnam under recent trade policies. In J. Xiao and H. Li (Eds), *Proceedings the 8th Biennial Conference of Asian Consumer and Family Economics Association* (pp. 211-213). Yamaguchi, Japan: ACFEA.

REFEREED PRESENTATIONS AT INTERNATIONAL CONFERENCES

- **Hwang, E. J.**, Brzycki, D., & Powers, M. (2016, October). A theoretical analysis of factors that affect mobile app usage. Paper presented at ICALT 2016: International Conference on Advanced Learning Technologies, Paris, France.
- McCombie, S., & **Hwang, E. J.** (2016, July). *American and South Korean family and consumer sciences secondary school programs: a cross-cultural comparison*. Paper presented at the International Federation for Home Economics World Congress, Deajeon, Korea.

- **Hwang, E. J., & Bowers, F.** (2016, June). *Self-construals on U.S. teen's decision-making styles on clothing purchasing*. Paper presented at the World Conference on Business and Management (WCBM) 2016, Danang, Vietnam.
- Scarton, K., Venneta, S., **Hwang, E. J., & Srinivasan, S.** (2016, June). *The cultural differences of color and light in the design retail spaces*. Paper presented at the World Conference on Business and Management (WCBM) 2016, Danang, Vietnam.
- **Hwang, E. J., & Bowers, F.** (2016, April 27 -29). *The influence of self-construals on young Korean consumers' decision-making styles*. Paper presented at the Conference on Child and Teen Consumption – 2016 (CTC 2016) – Cultural Contexts, Relations and Practices, Aalborg, Denmark.
- **Hwang, E. J., & Norton, M.** (2016, February). *Connecting with consumers via social networking: A rapidly growing social media marketing strategy as apparel-retail strategy*. Paper presented at the 23rd Annual Conference American Society of Business and Behavioral Sciences, Las Vegas, Nevada, USA.
- **Hwang, E. J., Norton, M., Jone, M., Tokic, Demir, & Srinivasan, S.** (2016, February). *Comparing environmentally responsible consumerism in purchasing apparel between U.S. India, China, Korea and Mexico*. Paper presented at the 23rd Annual Conference American Society of Business and Behavioral Sciences, Las Vegas, Nevada, USA.
- Scarton, K., Venneta, S., & **Hwang, E. J.** (2015, November). *Perception of brick and mortar store atmospherics: the cross-cultural impact on consumer behavior*. Paper presented (Virtual) at the International Conference on Apparel, Textiles, and Fashion Designing, Colombo, Sri Lanka.
- **Hwang, E. J., & Norton, M.** (2015, June). *Perceived environmental uncertainty, organizational structure, and market-oriented strategies in apparel retail stores in South Korea and China*. Paper presented at the World Conference on Business and Management 2015 (WCBM 2015), Seoul, Korea.
- **Hwang, E. J., & Kim, S.** (2015, May). *Self-Construals on Korean male high-school students' consumer decision-making style on clothing purchases*. Poster presented at the 2015 The Korean Society of Fashion Design, Seoul, Korea.
- **Hwang, E. J.** (2015, March). *Tradition and innovation in the fashion industry, challenges in transitioning to a cultural industry*. Poster presented at the International Journal of Arts and Sciences, Las Vegas, Nevada, USA.
- **Hwang, E. J., & Norton, M.** (2015, March). *Connecting with consumers via social networking: A rapidly growing South Korean apparel retail strategy*. Poster presented at the International Journal of Arts and Sciences, Las Vegas, Nevada, USA.
- **Hwang, E. J., Brzycki, B., & Powers, M.** (2014, October). *Student motivation and mobile app acceptance in a higher education setting*. Paper presented at the 19th Annual E-Learn 2014: World Conference on E-Learning. New Orleans, Louisiana, USA.
- **Hwang, E. J., Norton, M., & Jones, M.** (2014, June). *Fast-fashion apparel consumption and sustainability*. Paper presented at E-Leader Conference, Milan, Italy.

- **Hwang, E. J., & Bowers, F.** (2014, April). *Self-construals on young Korean and U.S. consumers' decision-making styles on clothing purchasing*. Paper presented at the Child and Teen Consumption (CTC) 2014. University of Edinburgh Business School, UK.
- **Hwang, E. J., & Bowers, F.** (2014, March). *The impact of the new learning technologies on different countries higher education's teaching and learning*. Paper presented at International Conference on Education, Economic, Psychology and Society (ICEEPS), Phuket, Thailand.
- **Hwang, E. J., & Norton, M.** (2014, March). The effects of South Korean liberalization on the South Korean retail market. Paper presented at the Macrotheme International Conference, on Business and Social Science: Monaco 2014, Monte Carlo, Monaco.
- **Hwang, E. J., & Norton, M.** (2014, January). *The post-MFA shakeup of the global apparel industry*. Paper presented at the 2014 Asia Pacific Social Science Conference (APSC), Seoul, Korea.
- **Hwang, E. J., & Norton, M.** (2013, August). *Environmental uncertainty, market-orientation strategy, and organizational structure in Chinese and South Korean Apparel Retail Stores*. Paper presented at Annual Conference on Global Economics, Business, and Finance, Bali, Indonesia.
- **Hwang, E. J., Norton, M., & Jones, M.** (2013, July). *Fast fashion and sustainability*. Paper presented at the Korea Distribution Science Association (KODISA) International Conference, Busan, Korea.
- **Hwang, E. J., & Norton, M.** (2013, June). *Fast fashion and its impact on world fashion*. Paper presented at the International Symposium on Management and Social Science (ISMSS) Conference, Beijing, China.
- **Hwang, E. J., & Park, H. S.** (2013, June). *The influence of Korean students and faculties' involvement in social networks to teaching and learning*. Paper presented at the International Symposium on Management and Social Science (ISMSS) Conference, Beijing, China.
- **Hwang, E. J., & Gomboc-Turyan, J.** (2013, May). *Influencing consumer-based purchasing decisions: The effect of retail atmosphere*. Paper presented at the 2013 Key West International Multidisciplinary Academic Conference, Key West, FL, USA.
- **Hwang, E. J., & Norton, M.** (2012, November). *United States-Korea free trade agreement and effects on the U.S. and Korean textile and apparel industry*. Paper presented at International Trade & Academic Research Conference (ITARC), London, UK.
- **Hwang, E. J., Bowers, F., Park, H., & Swinker, M.** (2012, October). *A social networked mobile learning adoption model for higher education in three countries*. Poster presented at International Journal of Art and Science, Rome, Italy.
- **Hwang, E. J.** (2012, October). *The impact of recent changes in trade policy on China and global clothing and textiles*. Paper presented at China Goes Global, Harvard University, Boston, MA.

- **Hwang, E. J., & Norton, M.** (2012, September). *The fast-fashion business strategy in the global fashion market*. Paper presented at Fashioning the City: Exploring Fashion Cultures, Structures, and Systems, an International Inter-disciplinary Conference, London, UK.
- **Hwang, E. J., & Bowers, F.** (2012, June). *The influence of U.S. and South Korean University Students' Involvement in Social Networking on Teaching and Learning*. Poster presented at 7th International Conference on e-Learning (ICEL 2012), Hong Kong, China.
- **Hwang, E. J., & Bowers, F.** (2012, May-June). *The influence of US and Korean University's involvement in social network to teaching and learning*. Paper presented at Round Table Session at Lilly Conference: College and University Teaching and Learning, Bethesda, MD, USA.
- **Hwang, E. J., Bowers, F., McCombie, S., & Scarton, K.** (2012, April). *Moving home economics into the future*. Presentation at the Asian Conference on Technology in the Classroom, Osaka, Japan.
- **Hwang, E. J., & Swartz, S.** (2012, April). *Technology in the expanded classroom*. Presentation at the Asian Conference on Technology in the Classroom, Osaka, Japan.
- **Hwang, E. J., & Norton, M.** (2012, March). *Environmental uncertainty, market-orientation strategy, and organizational structure in China's apparel retail stores*. Paper presented at Advances in Business-Related Scientific Research Conference 2012 in Venice, Venice, Italy.
- **Hwang, E. J., & Norton, M.** (2011, October). *US apparel retailers' use of facebook in strategic management under environmental uncertainty*. Paper presented at the 7th European Conference on Management Leadership and Governance. Sophia-Antipolis, France: SKEMA Business School.
- **Hwang, E. J., & Norton, M.** (2010, July). *Perceived environmental uncertainty, market-orientation strategy, and organizational structure in South Korean apparel retail stores*. Paper presented at the 2010 Cultural Perspectives in Marketing Conference, Lille, France.
- **McCombie, S., Blood, J., & Hwang, E. J.** (2009, October). *A survey of secondary fashion and sewing courses in relation to standards-based education*. Paper presented at the meeting of the International Textile and Apparel Association Annual Conference, WA. USA.
- **Hwang, E. J., & Norton, M.** (2009, September). *Market orientation strategy and organizational structure in South Korean apparel retail industry*. Paper presented at the meeting of the 3rd Marketing Theory Challenge in Transitional Societies, Maribor, Slovenia.
- **Hwang, E. J., & Norton, M.** (2009, July). *U.S. textile and apparel imports from China and Vietnam under recent trade policies*. Paper presented at the meeting of the 8th Biennial Conference of Asian Consumer and Family Economics Association, Centcore Hotel, Yamaguchi, Japan.
- **Hwang, E. J., & Norton, M.** (2009, March). *US apparel sourcing from Vietnam since 1986*. Poster session presented at the AATCC International Conference, Myrtle Beach, SC.
- **Hwang, E. J., & Norton, M.** (2007, November). *Relationship between market orientation strategy and organicity of organizational structure in South Korean apparel retail stores*.

Paper presented at the meeting of the International Textile and Apparel Association Annual Conference, Los Angeles, CA, USA.

- **Hwang, E. J., & Norton, M.** (2006, November). *Strategic management and financial performance in South Korean apparel retail stores*. Paper presented at the meeting of the International Textiles and Apparel Association Annual Conference, San Antonio, TX, USA.
- **Hwang, E., & Norton, M.** (2005, November). *Trade liberalization through the MFA phase-out*. Paper presented at the meeting of the International Textile and Apparel Association Annual Conference, Alexandria, VA, USA.
- **Hwang, E. J., & Norton, M.** (1999, April). *South Korea's rapid globalization: Effects of foreign direct investment*. Paper presented at the meeting of the Second Annual Interdisciplinary Graduate Student Conference: Broadening Our Scope for a New Millennium, University of Southern California, Los Angeles, CA, USA.
- **Hwang, E. J., & Norton, M.** (1999, November). *South Korea's market liberalization and its retail industry*. Poster presented at the meeting of the International Textile and Apparel Association Annual Conference, Santa Fe, New Mexico, USA.

PRESENTATION AT STATE CONFERENCES

- **Hwang, E. J., & Bowers, F.** (2011, October 19-20). *The influence of Indiana University of Pennsylvania (IUP) students' involvement in social network to teaching and learning*. Paper presented at PACT Fall Conference, Indiana, PA.
- **McCombie, S., Blood, J., & Hwang, E. J.** (2009, April). *Meeting academic standard through fashion and sewing curriculum*. Paper presented at the meeting of the Pennsylvania Association of Family and Consumer Science 86th Annual Conference, Malvern, PA, USA.

KEYNOTE SPEAKER

- **Hwang, E. J.** (2016, December 17- 18). Invited as a keynote speaker at the International Conference on Economic Development and Trade Corporation, Wuhan, China.
- **Hwang, E. J.** (2016, May 24 - 26). *Tradition and Innovation in the Fashion Industry, Challenges in Transitioning to a Cultural Industry*. Invited as a keynote speaker at 2016 Global Symposium on Social Sciences, Beijing, China.
- **Hwang, E. J.** (2015, August 25). *Tradition and innovation in the fashion industry, challenges in transitioning to a cultural industry*. Paper presented at the 2015 4th International Conference on Knowledge, Culture and Society (ICKCS 2015), Hong Kong, China.
- **Hwang, E. J.** (2015, July 30). *Connecting with consumer via social networking*. Paper presented at the International Academic Conference on Social Sciences and Management (IACSSM), Okinawa, Japan.

- **Hwang, E. J.** (2014, September 13). *The influence of higher education institutions' involvement in social networking on teaching and learning*. Paper presented at the Shanghai International Conference on Social Science (SCISS), Shanghai, China.
- **Hwang, E. J.** (2013, December 9). *Connecting with consumer via social networking: A rapidly growing apparel-retail strategy*. Paper presented at the 2013 International Economic Development and Research Center (IEDRC) Sydney Conference, Sydney, Australia.
- **Hwang, E. J.** (2012, June 29). *The influence of U.S. university students' involvement in social networking on teaching and learning*. Paper presented at the 2012 3rd International Conference on Education and Management Technology (ICEMT), Jeju Island, Korea.

INVITED SPEAKER

- **Hwang, E. J.** (2014, June 17). *Tradition and innovation in the fashion industry, challenges in transitioning to a cultural industry*. Speech delivered at the 2014 International Conference for Korean Culture Creative Industry. Jeonju, Korea.
- **Hwang, E. J.** (2013, June 19). *Fashion marketers and social media*. Speech delivered at 2013 Dankook University Inter-Hybrid Design. Seoul, Korea.
- **Hwang, E. J.**, Bowers, F., McCombie, S., & Scarton, K. (2012, April 14). *Moving Indiana University of Pennsylvania's Home Economic program into the future with technology*. Speech delivered at the Korean Society of Clothing and Textiles, Seoul, Korea.

CONFERENCE COMMITTEE

- **Committee Member**
 - 5th Business and Social Science Conference: Paris, 2016 2016 – Present
 - International Academic Conference on Social Sciences and Management 2015
 - European Conference on E-Learning 2013 – Present
 - European Conference on Management Leadership and Governance 2012 – Present
- **Conference Chair**
 - 2015 International Conference on Economics, Business and Trade (ICEBT 2015). (2015, August 25-26). Hong Kong, China.
 - 2015 The 2nd International Conference on Advances and Management Sciences. (2015, February 12-13). Amsterdam, Netherlands.
- **International Committee**
 - People & Global Business Association 2015 – Present
 - International Symposium on Business, Banking, Marketing and Economy, (2014, August 15-17). Singapore.
- **Mini Track Chair – Managing Sustainability**

- 10th European Conference on Management Leadership and Governance (ECMLG) 2014. (2014, November 13-14). Zagreb, Republic of Croatia.
- **Program Committee Chairs**
 - 2015 4th International Conference on Economic Business and Marketing Management (CEBMM 2015). (2015, February 4-5). Bandar Seri Begawam Brunei.
- **Session Chairs**
 - World Conference on Business and Management 2016 (2016, June 22-June 25). Danang, Vietnam.
 - World Conference on Business and Management 2015 (2015, June 29-July 2). Seoul, Korea.
 - E-Learn 2014 World Conference on E-Learning. (2014, October 27-30). New Orleans, LA, USA.
 - 2014 Asia Pacific Social Science Conference (APSC). (2014, January 8-10). Seoul, Korea.
 - 2013 4th International Conference on Economics, Business and Management (ICEBM 2013). (2013, December 8-9). Sydney, Australia.
 - The 2012 3rd International Conference on Education and Management Technology (ICEMT). (2012, June 29). Jeju Island, Korea.

Select Professional Service

- **Advisor**
 - Advisory Board of Journal of Indian Retail 2015 – Present
 - Advisor at the 2nd WCBM Junior Academic Competition 2015 – Present
- **Editor**
 - Editorial Review Board of Journal of the Global Business and Finance Review (GBFR) 2015 – 2017
 - The Macrotheme/Macrojournal International Editorial Board Committee 2015 – Present
 - Editor for the Elsevier 2014 – Present
 - Chief Editor of Journal of Economics, Business and Management 2013 – Present
- **Reviewer**
 - Association for Consumer Research North American Conference 2015 – Present
 - Telematics and Informatics 2015 – Present
 - European Conference on e-Learning (ECEL) 2013 – Present
 - International Conference on e-Learning (ICEL) 2013 – Present
 - International e-learning Conference (IeLC) 2013
 - Fashion and Textiles March 2013 – Present

- Journal of the Academy of Marketing Science September 2010 – Present
- Journal of Family and Economic Issues July 2010 – Present
- Journal of Fashion Marketing and Management June 2009 – Present
- Transnational Corporate Review June 2010 – Present
- Textbook (Fairchild Book, McGraw-Hill, Pearson) 2009, 2010, 2011
- International Textile and Apparel Association 2007, 2010, 2011, 2012

Honors/Awards

- **Grant**

- University Senate Research Committee Award. (2015-2016). “The Influence of Self-Constualls on Young Korean Consumers’ Decision-Making Styles.” International Travel Grant.
- University Senate Research Committee Award. (2013-2014). “Fast Fashion and Sustainability.” International Travel Grant.
- University Senate Research Committee Award. (2012-2013). “A Social Networked Mobile Learning Adoption Model of Higher Education in Three Counties.” International Travel Grant.
- University Senate Research Committee Award. (2012/2013). “Fast Fashion and its Impact on World Fashion Markets.” International Travel Grants.
- University Senate Research Committee Award. (2012/2013). “A social networked mobile learning adoption model for higher education in three countries.” International Travel Grant.
- University Senate Research Committee Award. (2008-2009). “U.S. Textile and Apparel Imports from China and Vietnam under Recent Trade Policies.” International Travel Grant

- **Honors/Distributions/Awards**

- Certificate of Merit in recognition of achievement in scholarship during 2015. (2016, May 16). The Trustees and President of Indiana University of Pennsylvania.
- Certificate of Merit in recognition of achievement in scholarship during 2012. (2013, May 16). The Trustees and President of Indiana University of Pennsylvania.
- Certificate of Merit in recognition of achievement in scholarship during 2010. (2011, March 3). The Trustees and President of Indiana University of Pennsylvania.
- Eligibility To Teach Graduate Courses – October, 2010
- National Foundation for Advancement in the ARTS-Visual Arts, April 14, 1989
- Who’s Who Among American High School Students – Arts Recognition and Talent Search, March 27, 1989

Professional Membership

- Association for Consumer Research 2015 – Present
- Korea Fashion & Costume Design Association 2015 – Present
- People & Global Business Association (P&GBA) 2015 – Present
- Korea Distribution Science Association 2013 – Present
- International Economic Development and Research Center 2011 – Present
- International Textile and Apparel Association (ITAA) 2015 – 2016

Select Service Activities at Indiana University of Pennsylvania (IUP)

- **IUP University-Wide Committee**

- Distinguish Scholarship 2016 – Present
- Career and Professional Development Center Advisory Board 2015 – Present
- Liberal Studies Committee 2011 –2014
- Promotion Committee 2012 –2013

- **IUP College of Health and Human Services Committee**

- Undergraduate Curriculum 2008 – 2014
- Outcome Assessment 2013 – 2014
- Graduate Curriculum 2006 – 2008

- **IUP HDES Department Committees**

- Tenure Committee 2011 – 2013
- Tenure Committee – Chair 2015 – Present

- Research & Award 2013 – Present

- Tenure/Promotion Mentoring Committee 2013 – Present

- Department Chair Election Committee – Chair 2016 - Present
2013 –2014

- Fashion Merchandising Program Coordinator 2012 –2014
- Performance Review and Evaluation 2011 – Present

- Fashion Merchandising Search – Committee Member 2007 – 2015
- Fashion Merchandising Search – Chair 2014 – 2015

- Fashion Merchandising Curriculum – Committee Member 2006 – Present
- Fashion Merchandising Curriculum – Chair 2014 – Present

- Promotion – Committee Member 2006 – 2014
- Promotion – Chair 2013 – 2014

- Scholarship 2006 – 2008, 2015 - Present
- Scholarship - Chair 2015 - Present
2008 – 2011

- **Advisors – HDES Student Organizations**
 - IUP Fashion Association 2006 – 2008
 - IUP Korean Students Association 2006 – 2008
 - Visual Merchandising Club 2011 – Present

- **Advisors – IUP Student Organizations**
 - Delta Zeta 2012 – Present
 - Zeta Tau Alpha 2015 – Present

- **Undergraduate/Graduate Scholar Forum**
 - Judge 2012 – Present