

Curriculum Vitae

BYOUNGHO JIN, PH. D.

212 Stone Building
 Department of Consumer, Apparel, and Retail Studies
 Bryan School of Business and Economics
 The University of North Carolina at Greensboro
 Greensboro, NC 27402
 U.S.A.
 Office: (336) 256-0251
 Fax: (336) 334-5614
 Email: b_jin@uncg.edu

EDUCATION

1997 – 1998	Post Doctorate	Michigan State University, East Lansing, Michigan Specialization: International Retailing
1996 – 1997	A.A.S	Fashion Institute of Technology, New York, New York Major: Fashion Design
1992 – 1995	Ph. D.	Yonsei University, Seoul, Korea Major: Clothing and Textiles Specialization: Fashion Marketing & Merchandising Minor: Clothing Construction
1989 – 1991	M.S.	Yonsei University, Seoul, Korea Major: Clothing and Textiles Specialization: Fashion Marketing & Merchandising
1984 – 1988	B. S.	Yonsei University, Seoul, Korea Major: Clothing and Textiles

TEACHING AND RESEARCH EXPERIENCE

2009– Present	<i>Putman and Hayes Distinguished Professor</i> The Department of Consumer, Apparel, and Retail Studies, The University of North Carolina at Greensboro, NC
2008 – 2009	<i>Professor</i> Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK
2006 – 2009	<i>Graduate Coordinator</i> Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK
2005 – 2009	<i>Faculty</i> Online Merchandising Master's Program Great Plains Interactive Distance Education Alliance (IDEA)
2001 – 2009	<i>Faculty</i> School of International Studies, Oklahoma State University, Stillwater, OK

- 2001 – 2008 *Associate Professor*
Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK
- 1998 – 2001 *Chief Researcher*
Research Institute of Clothing & Textile Sciences, Seoul, Korea
- Lecturer (Both undergraduate and graduate levels)*
Yonsei University, Seoul, Korea
Chungang University, Seoul, Korea
Hanyang University, Seoul, Korea
Soongsil University, Seoul, Korea
- 1999-2001 *Lecturer*
The Graduate School of Human Environmental Sciences,
Yonsei University, Seoul, Korea
(This particular master's program provides professionals in fashion and apparel industry with state-of-the-art information in theory and practices.)
- 1995 – 1996 *Chief Researcher*
Research Institute of Clothing & Textile Sciences, Seoul, Korea
- Lecturer*
Sangmyung Univeristy, Chunan, Korea
Keimyung University, Daegu, Korea
Changwon University, Changwon, Korea
- 1992 – 1996 *Lecturer*
Hyejeon College, Hongsung, Korea
- 1991 – 1992 *Research Assistant*
Department of Clothing and Textiles
Yonsei University, Seoul, Korea
- 1989 – 1994 *Teaching Assistant*
Department of Clothing and Textiles
Yonsei University, Seoul, Korea

FIELD EXPERIENCE

- 2003 – 2004 *Columnist*
Biznet Times (major retail trade magazine), Seoul, Korea
(provided a monthly column about retailing issues)
- 2000 – 2001 *Adviser and Consultant*
Global Brand Consortium, Seoul, Korea
(Provided consulting services for global brand development in Korea).
- 2000 *Adviser and Consultant*
Orum i Tech, Inc., Seoul, Korea
(Provided consulting services for B to C website development)
- 1999 – 2001 *Coordinator*
Korea Retail Research Group, Seoul, Korea

1999 – 2001	<i>Marketing Consultant</i> I.S. U. Idea Fashion Institute, Seoul, Korea (Provided consulting services with regard to trend analysis, customer analysis, and educated field experts)
1988 – 1989	<i>Fashion Merchandiser and Product Developer</i> Simon and Lucia Enterprises (Buying Office), Seoul, Korea

HONORS AND AWARDS

April 2014	Senior Research Excellence Award Bryan School of Business & Economics, The University of North Carolina at Greensboro
October 2013	The Paper of Distinction Award International Textile & Apparel Association, New Orleans, LA.
April 2013	Selected to be included Who's Who in the World 2014
Jan 2013	Selected to be included Who's Who in America 2014
July 2012	Selected to be included Who's Who in the World 2013
May 2012	Selected to be included Who's Who in America 2013
February 2012	Nominated for Mary Frances Stone Teacher Award School of Human Environmental Sciences University of North Carolina at Greensboro
May 2011	Selected to be included Who's Who in the World 2012
March 2011	Selected to be included Who's Who in America 2012
October 2010	The Paper of Distinction Award International Textile & Apparel Association, Los Angeles, CA.
June 2010	Selected to be included Who's Who in America 2011
March 2010	Selected to be included Who's Who of American Women 2011
March 2010	Selected to be included Who's Who in the World 2011
October 2009	Sara Douglas Fellowship for International Studies in Textile & Apparel (\$1,000), International Textile & Apparel Association, Los Angeles, CA.
July 2009	Selected to be included Who's Who in the World 2010
June 2009	Selected to be included Who's Who in America 2010
May 2009	Selected to be included Who's Who in Finance and Business 2009-2010
April 2009	Outstanding Graduate Faculty Mentor Award

	College of Human Environmental Sciences, Oklahoma State University
June 2008	Regents Distinguished Research Award (Permanent salary increase of \$1,000) Oklahoma State University
June 2008	Selected to be included Who's Who in America 2009
November 2007	Prentice Hall Lecturer Award (\$1,500) International Textile & Apparel Association, Los Angeles, CA.
November 2007	The Best Research Paper Award International Textile & Apparel Association, Los Angeles, CA.
June 2007	Selected to be included Who's Who in America 2008
March 2007	Nominated for Regents Distinguished Research Award Oklahoma State University
March 2007	Nominated for Marguerite Scruggs Award for Meritorious Research in Human Environmental Sciences, Oklahoma State University
March 2007	Nominated for the Phoenix Award (given to the outstanding graduate advisor and mentor), Oklahoma State University
November 2006	Listed as one of the 100 women leaders in South Korea, Yonsei University Alumni Association, Seoul, Korea.
March 2006	Nominated for Marguerite Scruggs Award for Meritorious Research in Human Environmental Sciences, Oklahoma State University
April 2005	Installed as a member of Phi Beta Delta Honor Society for International Scholars
March 2005	Nominated for the Phoenix Award (given to the outstanding graduate advisor and mentor), Oklahoma State University
July 2003	The Best Research Paper 12 th International Conference on Research in Distributive Trades, Paris, France.
December 2001	The Best Lecturer Award Yonsei University, Seoul, Korea
March 2001	The Best Retail Research Paper Award (\$500) ACRA (American Collegiate Retailing Association) Conference, Birmingham, AL
May 1997	Department Award (Department of Fashion Design, 1year AAS program) Bernard Oliver Memorial Award (\$500) Graduated with Summa Cum Laude Fashion Institute of Technology, New York
September 1987	Academic Award Yonsei University, Seoul, Korea
1984 – 1988	Received Honor Scholarships Yonsei University, Seoul, Korea

STUDENTS' HONORS AND AWARDS

June 2014	Michelle Childs The Best Paper Award Annual Conference of International Business Research
October 2013	Seung Bong Ko The Paper of Distinction Award International Textile & Apparel Association
October 2013	Hyeon Jeong (HJ) Cho Student Best Paper: Doctoral Level (2 nd place) International Textile & Apparel Association
October 2010	Ji Hye Kang The Paper of Distinction Award International Textile & Apparel Association
October 2009	Shubhapriya Bennur Sara Douglas Fellowship for International Studies in Textile & Apparel International Textile & Apparel Association
November 2007	Ji Hye Kang The Best Research Paper Award International Textile & Apparel Association
November 2005	Jiyoung Kim The Best Master's Research Paper Award International Textile and Apparel Association

GRADUATE STUDENT RESEARCH ADVISEMENT

Major Advisor - Ph.D.

2014	Bharath Ramkumar – In progress
2014	Hisu-Chun Chou – In progress
2014	Hongjoo Woo – In progress
2014	Natalie Baucum – In progress
2014	Michelle Childs (Ph.D., The University of North Carolina at Greensboro) Dissertation title: "Effective Fashion Brand Extensions: The Impact of Limited Edition and Perceived Fit on Consumers' Urgency to Buy and Brand Dilution"
2014	Sojin Jung (Ph.D., The University of North Carolina at Greensboro) Dissertation title: "Slow Fashion: Understanding Potential Consumers and Creating Customer Value for Increasing Purchase Intention and Willingness to Pay a Price Premium" <u>Current Position: Assistant Professor at Hong Kong Polytechnic University, Hong Kong</u>

- 2013 Jung Hwa Son (Ph.D., The University of North Carolina at Greensboro)
Dissertation title: “Do Lower Prices Always Increase Willingness to Purchase?
A Comprehensive Understanding toward the Role of Perceived Price”
- 2012 Hyeon Jeong Cho (Ph.D., The University of North Carolina at Greensboro)
Dissertation title: “U.S. Apparel Retailers’ International Expansion: An Application of
Uppsala Model”
Current Position: Assistant Professor at Southwest Missouri State University, U.S.A.
- 2011 Seung Bong Ko (Ph.D., Oklahoma State University)
Dissertation title: “Predictors of Purchase Intention toward Green Apparel Products in the
U.S. And China”
Current Position: Assistant Professor at Texas A&M University-Kingsville, U.S.A.
- 2010 Shubhapiya Bennur (Ph.D., Oklahoma State University)
Dissertation title: “From Apparel Product Attributes to Brand Loyalty: A Cross-Cultural
Investigation of U.S. And Indian Consumers’ Attribute Choices
Applying Kano’s Theory”.
Current Position: Assistant Professor at University of Nebraska, U.S.A.
- 2007 Ji Hye Kang (Ph.D., Oklahoma State University)
Dissertation title: “The Positive Emotion Elicitation Process of Chinese Consumers toward
a U.S. Apparel Brand: A Cognitive Appraisal Perspective”.
Current Position: Assistant Professor at Kansas State University, U.S.A.

Major Advisor - M.S.

- 2013 Julian Mack (M.S., The University of North Carolina at Greensboro)
- 2013 Hongjoo Woo (M.S., The University of North Carolina at Greensboro)
Thesis Title: “Do Consumers Want a “Good” Apparel Brand? The Effects of Apparel
Brands’ Corporate Social Responsibility (CSR) Practices on Brand Equity Moderated by
Culture”
- 2010 Bharath Ramkumar (M.S., Oklahoma State University)
- 2007 Jung Hwa Son (M.S. Oklahoma State University)
Thesis title: “Indian Consumer Purchase Behavior of Foreign Brand Jeans”.
- 2007 Uthkala Urubail (M.S., Oklahoma State University)
Thesis title: “Antecedents and Consequences of Flow State in Virtual Communities Hosted
by Companies”.
- 2006 Lisa Kutchman (M.S., Oklahoma State University)
Creative component title: “Gender Role Portrayals Depicted in Women’s Magazines: A
Content Analysis”.
- 2005 Jiyoung Kim (M.S., Oklahoma State University)
Thesis title: “An Integrative Model of E-Loyalty Development Process: The Role of
E-Satisfaction, E-Trust, Etail Quality, and Situational Factors”.
Current Position: Assistant Professor at University of North Texas

Committee Member – Ph.D. in U.S.

- 2012 Parvathi Padmanabhan (Ph.D., The University of North Carolina at Greensboro)
- 2004 Jong Eun Kim (Ph.D., Oklahoma State University, Committee Member)
Dissertation title: “Understanding Consumers’ Online Shopping and Purchasing Behaviors”.
Current Position: California State University, Northridge, Assistant Professor

Committee Member – Ph.D. in Other Countries

- 2012 Sunmyoung Cho (Ph.D. Yonsei University, Seoul, Korea, Committee Member) - In progress
Dissertation title: “The Psychological Mechanism of Self-Brand Connections - Focused on Female Consumers' Long-term Ties with Fashion Brands.”
- 2012 Tae Young Yoon (Ph.D. Yonsei University, Committee Member)
Dissertation title: “The Impact of Market Orientation, Organizational Innovativeness, and their Interaction on Supply Chain Agility: Moderating Effect of Firm Size and Global Sourcing.”
- 2011 Su Yeon Kim (Ph.D. Yonsei University, Committee Member)
Dissertation title: “Stratified Capital Values of Luxury Clothing: Complaint Motives of High-End Fashion Consumers in Korea.”
- 2011 Chyr Sheau Yun (Ph.D. The Hong Kong Polytechnic University, Hong Kong)
Dissertation title: “The Challenges of Moving Towards OBM- A Study of Taiwan Clothing Companies”
- 2005 Sunghee Park (Ph.D., Chung-Ang University, Seoul, Korea, Committee Member)
Dissertation title: “The Effects of Relationship Commitment between Salesperson and Apparel Purchaser on Relationship Behaviors”.

Committee Member – M.S. in U.S

- 2014 Anne Mitchell (M.S., The University of North Carolina at Greensboro)
– In progress
- 2014 Mariam Ghassemi (M.S., The University of North Carolina at Greensboro)
- 2013 Ketura Parker (M.S., The University of North Carolina at Greensboro)
– In progress
- 2013 Brittany Vandegrift (M.S., The University of North Carolina at Greensboro)
- 2012 Zoe Williams (M.S., The University of North Carolina at Greensboro)
- 2010 Wenwen Xu (M.S., Oklahoma State University, Committee Member)
Thesis title: “The Influence of Website Features on Chinese E-Loyalty: The Case Of Taobao and Eachent”.
- 2009 Smitha Tumkur (M.S., Oklahoma State University, Committee Member)
- 2008 Min Jung Nam (M.S., Oklahoma State University, Committee Member)
Thesis title: “Consumer Use of the Internet in Shopping for Unique Products”.

- 2008 Yuqing Li (M.S., Oklahoma State University, Committee Member)
Thesis title: "Chinese Consumer's Evaluation of Multinational and Domestic Discount Store Image and Store Satisfaction".
- 2006 Rebecca Bailey (M.S., Oklahoma State University, Committee Member)
Creative component title: "Critical Components of Failure: Learning from Global Retail Internationalization".
- 2005 Laura Croy (M.S., Oklahoma State University, Committee Member)
Creative component title: "Customer Loyalty Programs in High-End Retailers".
- 2004 Jinhee Nam (M.S. Oklahoma State University, Committee Member)
Thesis title: "Development, Modification and Fit Analysis of Liquid Cooled Vest Prototypes using 3D Body Scanner".
Current Position: Assistant Professor, Ball State University

Committee Member – M.S. in Other Countries

- 2009 Jiyeon Noh (M.S. Yonsei University, Seoul, Korea, Committee Member)
Thesis title: "Ethical Consumer Behavior in Korea".
- 2001 MiRi Ahn (M.S., Yonsei University, Seoul, Korea, Committee Member)
Thesis title: "Promotion of E-Commerce Based on Analysis of Textile B2B Sites Users".
- 2001 Ji-Yeon Lee (M.S., Chung-Ang University, Seoul, Korea, Committee Member)
Thesis title: "Developing of Effective Polyester B to B Site Based on Appraisal of Existing Web Sites".
- 2001 Kea-Yeon Kim (M.S., Chung-Ang University, Seoul, Korea, Committee Member)
Thesis title: "Merchandising Strategy Based on Analysis of Knit Wear Purchasers' Behavior".
- 2000 Yong Souc Choe (M.S., Yonsei University, Seoul, Korea, Committee Member)
Thesis title: "An Exploratory Analysis on Korean Apparel Manufacturers' before-and on-season Merchandising Activities to Maximize Merchandising Hit Ratio".
- 2000 Miyong Park (M.S., Yonsei University, Seoul, Korea, Committee Member)
Thesis title: "An Analytical Study on the Advertisements of the Global Fashion Brands".
- 2000 Seoyong Youn (M.S., Yonsei University, Seoul, Korea, Committee Member)
Thesis title: "Analysis on Internet Shopping-Mall Images through Benefit Segmentation and Perceptual Mapping".

TEACHING AREAS OF EXPERTISE _____

Graduate level

Strategic Apparel Brand Management
International Merchandise Management
Analysis of Apparel and Related Industry
Merchandising Theory Application and Strategy Implementation
Merchandising Trends, Practices, Theories in Apparel and Interior Industries
Consumer Behavior
Retailing Theory and Practice

Apparel Merchandising
Fashion Retail Management

Upper-Level undergraduate
Apparel Brand Management
Retail Strategy
Consumer Product Marketing
Visual Merchandising Field Experience
Visual Merchandising and Promotion
Fashion Marketing
Fashion Retailing

SERVICE TO UNIVERSITY ---

- 2014- Present *Member, Promotion & Tenure Committee*
Bryan School of Business and Economics,
The University of North Carolina at Greensboro, NC
- 2013- 2014 *Member, QEP (Quality Enhancement Program) Design committee focusing on*
Students' Global Engagement
The University of North Carolina at Greensboro, NC
- 2012- 2014 *Co-Chair, Research Committee*
Bryan School of Business and Economics,
The University of North Carolina at Greensboro, NC
- 2011- 2012 *Member, Research Committee*
Bryan School of Business and Economics,
The University of North Carolina at Greensboro, NC
- 2012- Present *Member, Advisory Committee for International and Global Studies Program*
The University of North Carolina at Greensboro, NC
- 2012- Present *Member, Advisory Committee for International Programs*
The University of North Carolina at Greensboro, NC
- 2009- 2013 *Faculty Advisor, Korean Student Organization*
The University of North Carolina at Greensboro, NC
- 2012 *Member, Graduate School Scholarship Committee*
The University of North Carolina at Greensboro, NC
- 2010-2012 *Member, Internationalization Task Force*
Delegated by the American Council on Education (ACE)
The University of North Carolina at Greensboro, NC
- 2009- 2011 *Member, Institutional Review Board*
The University of North Carolina at Greensboro, NC
- 2009- 2011 *Member, HES Promotion & Tenure Committee*
School of Human Environmental Sciences,
The University of North Carolina at Greensboro, NC

- 2008 – 2009 *Chair for Group IV (Social Sciences), Graduate Council*
The Graduate College of Oklahoma State University, Stillwater, OK
- 2006 – 2008 *Vice-Chair for Group IV (Social Sciences), Graduate Council*
The Graduate College of Oklahoma State University, Stillwater, OK
- 2006 – 2009 *Graduate Council Member*
College of Human Environmental Sciences, Oklahoma State University,
Stillwater, OK
- 2006 – 2009 *Graduate Program Coordinator*
Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK

PROGRAM REVIEW

- January 2012 Program review and a site visit to Centennial campus in Raleigh, NC:
Reviewed degree program of Master of Science in Global Luxury
Management proposed by French SKEMA School of Business and NC
State University. UNC General Administration.
- June 2007– May 2008 External Reviewer
For a Project Funded by Business & International Education Program,
The U.S. Department of Education, University of Delaware.

PROFESSIONAL SERVICE

- 2014 – 2017 Associate Editor for International/ Retailing/Merchandising
Management and Industry track
Clothing & Textiles Research Journal
- 2014- Present Member, Faculty Fellowships and Awards Committee
International Textile and Apparel Association (ITAA)
- 2013 – Present Associate Editor in Fashion Merchandising track
Fashion & Textiles
- 2008 – Present Advisory Board Member
The Korea Chamber of Commerce and Industry, Seoul, Korea
- 2007 – Present Editorial Board Member, Reviewer
Korean Journal of Clothing & Textiles
- September 2004 – 2014 Editorial Board Member, Reviewer
Clothing and Textiles Research Journal
- 2003 – Present Reviewer
American Collegiate Retailing Association (ACRA) Conference
- 2009 – 2011 Member, Student Fellowship and Awards Committee
International Textile and Apparel Association (ITAA)

2008 – 2010	Member, Publication Policy Committee International Textile and Apparel Association (ITAA)
January 2008 – July 2009	<i>Faculty Chair</i> Great Plains Interactive Distance Education Alliance (IDEA) Online Merchandising Master's Program
2007 – Present	Editorial Board Member, Reviewer <i>Korean Journal of Clothing & Textiles</i>
September 2004 – Present	Editorial Board Member, Reviewer <i>Clothing and Textiles Research Journal</i>
2003 – Present	Reviewer American Collegiate Retailing Association (ACRA) Conference Papers
2004 – 2008	Reviewer International Textile and Apparel Association (ITAA) Conference Papers
June 2007– May 2008	External Reviewer For a Project Funded by Business & International Education Program, The U.S. Department of Education, University of Delaware.
2007 – 2008	Chair, Student Fellowship and Awards Committee International Textile and Apparel Association (ITAA)
2006 – 2007	Member, Student Fellowship and Awards Committee International Textile and Apparel Association (ITAA)
September 2006	Guest Reviewer <i>Journal of Business Research/ACRA special issue</i>
April 2006	Guest Reviewer <i>Family and Consumer Science Research Journal</i>
June 2004 – 2007	Editorial Board Member, Reviewer <i>Journal of International Business and Economy</i>
June 2004 – 2007	Editorial Board Member, Reviewer <i>Korean Journal of Distribution Research</i>
May 2004	Juror The first-round for the National Art of Fashion Competition, Philadelphia, PA.
2002	Co-Chair, Research and Theory Development Committee International Textile and Apparel Association (ITAA)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (2004 – Present, Member)

American Collegiate Retailing Association (2002 – Present, Member)

International Textile and Apparel Association (1994 – Present, Member)

Phi Beta Delta Honor Society for International Scholars (2005 – Present, Member)

Korean Distribution Association (1998 – Present, Member)

Korean Society of Consumer Studies (1998 – Present, Member)

Korean Society of Clothing and Textiles (1989 – Present, Member)