

Scientific Curriculum

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

PUBLICATION

Refereed Journals

81. **Jin, B.**, & Bennur, S. (accepted). Does the importance of apparel product attributes differ by country? Testing Kano's theory in four countries. *Clothing & Textiles Research Journal* [SSCI journal]
80. Childs, M., & **Jin, B.** (accepted). Firm factors that influence internationalisation and subsequent financial performance of fashion retailers. *Managing Service Quality* [SSCI journal]
79. Jung, S., & **Jin, B.** (accepted). A theoretical investigation of slow fashion: Sustainable future of the apparel industry. *International Journal of Consumer Studies*. [SSCI journal]
78. Woo, H., & **Jin, B.** (accepted). Asian apparel brands aiming for global: The cases of internationalization of Giordano and Uniqlo. *Fashion & Textiles*.
77. **Jin, B.**, & Son, J. (accepted). Face saving, materialism and desire for unique consumer products: Differences among three Asian countries. *Journal of the Textile Institute*, 105(3), 304-313 [SCI Expanded]
76. Childs, M., & **Jin, B.** (2014). Is Uppsala model valid to fashion retailers? An analysis from internationalisation patterns of fast fashion retailers. *Journal of Fashion Marketing and Management*, 18(1), 36-51.
75. Hwang, J., Chung, J-E., & **Jin, B.** (2013). Culture matters: The role of long-term orientation and market orientation in buyer-supplier relationships in a Confucian culture. *Asia Pacific Journal of Marketing and Logistics*, 25(5), 721-744.
74. Bennur, S., & **Jin, B.** (2013). Cross-cultural investigation of U.S. and Indian consumer's apparel attribute choices applying Kano's Theory. *Journal of Fashion Marketing and Management*, 17(3), 306-321.
73. **Jin, B.**, Yu, H., & Kang, J. H. (2013). Challenges in Western-Chinese business relationships: The Chinese perspective. *Marketing Intelligence & Planning*, 31(2), 179-192.
72. Son, J., **Jin, B.**, & George, B. (2013). Consumer purchase behavior of foreign brand goods.

Management Decision, 51(2). 434-450. [SSCI journal]

71. **Jin, B.**, Kendagal, P. & Jung, S. (2013). Evolution patterns of apparel brands in Asian countries: Propositions from an analysis of the apparel industry in Korea and India. *Clothing and Textiles Research Journal*, 31(1), 48-63 [SSCI journal]
70. **Jin, B.**, & Kang, J. H. (2013). Antecedents and outcomes of global sourcing and information technology in the U.S. apparel supply chain. *Journal of Textile Institute*, 104(1), 57-66. [SCI Expanded]
69. **Jin, B.**, & Son, J. (2013). Indian consumers: Are they the same across regions? *International Journal of Emerging Markets*, 8(1), 7-23.
68. **Jin, B.**, & Bennur, S. (2012). Curriculum internationalization focusing on India: Pre- and post-assessment of student learning. *Journal of Teaching in International Business*, 23(1), 31-45.
67. **Jin, B.**, Gavin, M., & Kang, J. H. (2012). Similarities and differences in forming purchase intention toward a U.S. apparel brand: A comparison of Chinese and Indian consumers. *Journal of Textile Institute*, 103(10), 1042-1054. [SCI Expanded]
66. Bennur, S., & **Jin, B.** (2012). A conceptual process of implementing quality apparel retail store attributes: An application of Kano's model and the quality function deployment approach. *International Journal of Business, Humanities and Technology*, 2(1), 174-183.
65. **Jin, B.**, & Kang, J. H. (2011). Purchase intentions of Chinese consumers toward a U.S. apparel brand: A test of composite behavioral intention model. *Journal of Consumer Marketing*, 28(3), 187-199.
64. Chung, J.-E., & **Jin, B.** (2011). In-group preference as opportunism governance in a collectivist culture: Evidence from Korean retail buyer-supplier relationships. *Journal of Business and Industrial Marketing*, 26(4), 237-249. [SSCI journal]
63. **Jin, B.**, Swinney, J., Cao, H., Muske, G., Nam, J., & Kang, J.H. (2011). Doing business with China: Curriculum internationalization through an infusion method. *Innovations in Education and Teaching International*, 48(2), 171-181. [SSCI journal]
62. Chung, J-E., Huang, Y., **Jin, B.**, & Sternquist, B. (2011). The impact of market orientation on Chinese retailers' channel relationships. *Journal of Business and Industrial Marketing*, 26(1), 14-25. [SSCI journal]
61. Kim, H.-S., **Jin, B.**, & Park, J. Y. (2011). Motivations of market mavens participating in online communities. *International Journal of Electronic Marketing and Retailing*, 4(1), 62-79.
60. Kang, J. H., **Jin, B.**, & Gavin, M. (2010). The positive emotion elicitation process of Chinese consumers toward a U.S. apparel brand: A cognitive appraisal perspective. *Journal of the Korean Society of Clothing and Textiles*, 34(12), 1992-2005.
59. **Jin, B.**, & Farr, C. (2010). Supplier selection criteria and perceived benefits and challenges by characteristics of global sourcing apparel firms in the United States. *Family and Consumer Sciences Research Journal*, 39(1), 31-44.
58. Cho, H.J., **Jin, B.**, & Cho, H. (2010). An examination of regional differences in China by socio-cultural factors. *International Journal of Market Research*. 52(5), 611-631. [SSCI journal] (The

paper was nominated by Northeast Research Organization for annual research competition).

57. **Jin, B.**, Park, J. Y., & Kim, H.-S. (2010). What makes online community members commit? A social exchange perspective. *Behaviour & Information Technology*, 29(6), 589–601. [SSCI journal]
56. **Jin, B.**, & Kang, J.H. (2010). Face or subjective norm? Chinese college students' purchase behaviors toward foreign brand jeans. *Clothing & Textiles Research Journal* 28(3), 218-233.
55. **Jin, B.**, & Kim, J. (2010). Multichannel versus pure e-tailers in Korea: Evaluation of online store attributes and their impacts on e-loyalty. *International Review of Retail, Distribution and Consumer Research*, 20(2), 217-236.
54. **Jin, B.**, Park, J. Y., & Kim, J. (2010). Joint influence of online store attributes and offline operations on performance of multichannel Retailers. *Behaviour & Information Technology*, 29(1), 85-96. [SSCI journal]
53. Kang, J. H., & **Jin, B.** (2010). Korean college students' purchase intention of foreign jeans brands: Applying an integrated behavioral intention model. *Journal of the Korean Society of Clothing and Textiles*, 34(8), 1341-1351.
52. **Jin, B.**, Park, J. Y., & Ryu, J.S. (2010). Comparison of Chinese and Indian consumers' evaluative criteria when selecting denim jeans: A conjoint analysis. *Journal of Fashion Marketing and Management*, 14(1), 180-194.
51. Kim, J., **Jin, B.**, & Swinney, J. (2009). The role ofetail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of Retailing and Consumer Services*, 16(4), 239-247.
50. Kim, H.-S., Park, J. Y. & **Jin, B.** (2008). Dimensions of online community attributes: examination of online communities hosted by companies. *International Journal of Retail & Distribution Management*, 36(10), 812-830.
49. **Jin, B.**, Park, J. Y., & Kim, J. (2008). Cross cultural examination of the relationships among reputation, e-satisfaction, e-trust and e-loyalty. *International Marketing Review*, 25(3), 324- 337. [SSCI journal]
48. Chung, J.-E., **Jin, B.**, & Sternquist, B. (2007). The role of market orientation in channel relationships when channel power is imbalanced. *International Review of Retail, Distribution and Consumer Research*, 17(2), 159-176.
47. **Jin, B.**, Lee, Y-K, & Kwon, S.U. (2007). Dimensions of experiential value: Is it same across retail channels? *Journal of Korean Academy of Marketing Science*, 17(4), 223-245.
46. Kang, J. H., & **Jin, B.** (2007). Determinants of the born global firm growth in apparel industry: Korean Case. *Journal of the Textile Institute*, 98(2), 137-145. [SCI Expanded]
45. **Jin, B.** (2006). Performance implications of information technology implementation in an apparel supply chain. *Supply Chain Management: An International Journal*, 11(4), 309-316. [SSCI journal]
44. Kang, J.H., & **Jin, B.** (2006). Sustainable development: Implication for apparel and textile supply chain management. *Journal of the Korean Society of Clothing and Textiles*, 30(6), 829-839.

43. **Jin, B., & Park, J. Y.** (2006). The moderating effect of online purchase experiences on the evaluation of online store attributes and the subsequent impact on market response outcomes. In C. Pechmann, & L. Price (Eds.), *Advances in Consumer Research*, 33. Duluth, MN: Association for Consumer Research, 203-211. **[SSCI journal]**
42. **Jin, B., & Moon, H-C.** (2006). The diamond approach to the competitiveness of Korea's apparel industry: Michael Porter and beyond. *Journal of Fashion Marketing and Management*, 10(2), 195-208.
41. Kim, H.-S., & **Jin, B.** (2006). Exploratory study of virtual communities of online apparel retailers. *Journal of Fashion Marketing and Management*, 10(1), 41-55.
40. **Jin, B.** (2005). Global sourcing vs. domestic sourcing: Implementation of technology, competitive advantage, and performance. *Journal of the Textile Institute*, 96(5), 277-286.
39. Nam, J., Branson, D., Ashdown, S., Cao, H., **Jin, B.**, Peksoz, S., & Farr, C. (2005). Fit analysis of liquid cooled vest prototypes using 3D body scanning technology. *Journal of Textile and Apparel, Technology and Management*, 4(3), 1-13.
38. **Jin, B., & Suh, Y.G..** (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, 22(2), 62-71.
37. Yu, H., & **Jin, B.** (2005). Enhancing international dimensions in apparel and merchandising curricula: A practitioner's perspective. *Journal of Fashion Marketing and Management*, 9(2), 232-243.
36. **Jin, B.** (2004). Achieving an optimal global versus domestic sourcing balance under demand uncertainty. *International Journal of Operations and Production Management*, 24(12), 1292-1305. **[SSCI journal]**
35. **Jin, B., & Hong, B-S.** (2004). Consumer susceptibility to salesperson's influence in Korean department stores. *Journal of International Consumer Marketing*, 17(1), 33-53.
34. **Jin, B., & Sternquist, B.** (2004). Shopping is truly a joy - cross cultural considerations of hedonic shopping values and price cues. *Service Industries Journal*, 24(6), 1-18. **[SSCI journal]**
33. Muske, G., **Jin, B.**, & Yu, H. (2004). Engaging rural retailers in visual merchandising. *Journal of Family and Consumer Science*, 96(3), 53-56.
32. **Jin, B.** (2004). Apparel industries in East Asian newly industrialized countries: competitive advantage, challenges, and implications. *Journal of Fashion Marketing and Management*, 8(2), 230-244.
31. Sternquist, B., Byun, S-E., & **Jin, B.** (2004). The dimensionality of price perceptions: a cross-cultural comparison of Asian consumers. *International Review of Retail, Distribution and Consumer Research*, 14(1), 83-100.
30. **Jin, B., & Kim, J.O.** (2003). A typology of Korean discount shoppers: shopping motives, store attributes, and outcomes. *International Journal of Service Industry Management*, 14(4), 396-419. **[SSCI journal]**
29. Nam, J., & **Jin, B.** (2003). E-tailing in U.S. apparel industry. *Korean Distribution Business Review*, 3, 3-23.

28. **Jin, B.**, & Sternquist, B. (2003). The influence of retail environment on price perception: An exploratory study of U.S. and Korean students. *International Marketing Review*, 20(6), 643-660. [SSCI journal]
27. **Jin, B.**, Sternquist, B., & Koh, A. (2003). Price as hedonic shopping. *Family and Consumer Sciences Research Journal*, 31(4), 378-402.
26. Kim, H-S., **Jin, B.**, & Park Y-J. (2002). Vietnam: Is it attractive market for Korean textiles and apparel Industries? Recent investments, Future Directions, and Implications. *Journal of the Korean Society of Clothing and Textiles*, 26(7), 958-969.
25. Lee, Y-S., Youk, S-H., Choi, W-K., Lee, S-K., & **Jin, B.** (2002). Exploratory analysis on the global sourcing and implications for competitiveness Korean apparel firms. *Journal of the Korean Society of Clothing and Textiles*, 26(6), 751-762.
24. Kim, S., & **Jin, B.** (2002). Validating the retail service quality scale for U.S. and Korean customers of discount stores. *Journal of Services Marketing*, 16 (2/3), 223-237.
23. **Jin, B.**, & Kim, J.O. (2001). Discount store retailing in Korea: Shopping excitement, shopping motives, and store attributes. *Journal of Global Marketing*, 15(2), 81-107.
22. Kim, J.O., & **Jin, B.** (2001). The mediating role of excitement in customer satisfaction and repatronage intention of discount store shoppers in Korea. *Journal of Shopping Center Research*, 8(2), 117-138.
21. Kim, J.O., & **Jin, B.** (2001). Korean consumers' patronage of discount stores: consumer profiles of domestic versus multinational discount stores. *Journal of Consumer Marketing*, 18(3), 236-255.
20. Youn, S., **Jin, B.**, Lee, S., & Koh, A. (2001). Analysis of Internet shopping-mall images though benefit segmentation and perceptual mapping. *Journal of Korean Home Economics Association*, 39(10), 55-67.
19. Kim, S., & **Jin, B.** (2001). An evaluation of the retail service quality scale for U.S. and Korean customers of discount stores. *Advances in Consumer Research* (pp.169-176), 28. Association for Consumer Research. [SSCI journal]
18. **Jin, B.**, & Hong, B.S. (2000). Consumers' perception toward retail salespeople attributes: Scale development, validation, and some related variables. *Korean Journal of Distribution Research*, 5(1), 65-81.
17. Koh, A., **Jin, B.**, & Shim, J. (2000). Influencing factors of Korean female adolescent's clothing behaviors. *Journal of the Korean Society of Clothing and Textiles*, 24(4), 475-486.
16. **Jin, B.**, & Koh, A. (1999). Differences between South Korean male and female consumers in clothing brand loyalty formation process: Model testing. *Clothing & Textiles Research Journal*, 17(3), 117-127. [SSCI journal]
15. **Jin, B.**, & Koh, A. (1999). The effects of consumers' clothing price perceptions on Hedonic shopping values. *Korean Journal of Consumer Studies*, 10(3), 67-84.
14. Sternquist, B., & **Jin, B.** (1998). South Korean retail industry: Government's role in retail liberalization. *International Journal of Retail and Distribution Management*, 26(9), 345-353.

13. **Jin, B.** (1998). Consumers' perception of clothing price (Part II). The effects of product involvement and consumer knowledge on the perceptions of each dimensions of clothing price. *Journal of the Korean Society of Clothing and Textiles*, 22(3), 417-427.
12. **Jin, B.** (1998). Consumers' perception of clothing price (Part I). Testing validity of dimensions of clothing price. *Journal of the Korean Society of Clothing and Textiles*, 22(5), 628-638.
11. **Jin, B., & Koh, A.** (1996). An investigation to the influencing variables of clothing brand loyalty. *Yonsei Journal of Human Ecology*, 10, 13-23.
10. Lee, J., & **Jin, B.** (1996). Perceptual differences in brand images of national medium-low priced casual clothing according to consumer purchase characteristics. *Journal of Korean Home Economics Association*, 34(3), 47-57.
9. **Jin, B., & Koh, A.** (1996). A model of clothing brand loyalty formation. *Journal of the Korean Society of Clothing and Textiles*, 20(3), 502-511.
8. Lee, J., & **Jin, B.** (1996). A review of research on clothing comfort by wearer trials. *Journal of Hyejeon College*, 14, 791-818.
7. Lee, J., & **Jin, B.** (1995). Brand images of national medium-low priced casual clothing through perceptual mapping. *Journal of the Korean Society of Clothing and Textiles*, 19(6), 1040-1050.
6. **Jin, B., & Koh, A.** (1995). A study on the characteristics of patronage consumer related to types of outlet stores. *Journal of Korean Home Economics Association*, 33(1), 61-69.
5. Koh, A., & **Jin, B.** (1995). A study on the shopping orientations, importance of store attributes, and use of information sources for outlet store patronage consumers. *Journal of the Korean Society of Clothing and Textiles*, 19(1), 104-114.
4. Lee, J., & **Jin, B.** (1995). Impact of clothing on heat exchange between human body and environment. *Journal of Hyejeon College*, 13, 347-373.
3. Lee, J., & **Jin, B.** (1994). Clothing as a social status symbol. *Journal of Hyejeon College*, 12, 363-386.
2. Kim, H. K., Yoo, H.S., **Jin, B.**, & Hong, H. (1993). Effect of fabric characteristics on drapability of flare skirts. *Yonsei Journal of Human Ecology*, 7, 3-12.
1. **Jin, B., & Kahng, H.** (1992). A study on the determinant variables of brand loyalty related to clothing items. *Journal of the Korean Society of Clothing and Textiles*, 16(2), 211-225.

Book

Suh, S., Hong, B.S., & **Jin, B.** (2002). *Fashion Business*, Seoul: Hyung-Sul Publication (in Korean).

Chapters in Books

3. **Jin, B.**, Chang, H.J., Matthews, D. & Gupta, M. (2011). Fast fashion business model: What, why and how? In T.-M. Choi (Ed), *Fashion Supply Chain Management: Industry and Business Analysis* (pp. 193-211), Hershey, PA: IGI Global.

2. **Jin, B.**, & Sternquist, B. (2007). Chap 18. Retailing in South Korea. *International Retailing* (2nd edition). New York: Fairchild Publications.
1. **Jin, B.**, & Koh, A. (1998). Dimensions of clothing brand loyalty among South Korean consumers, In N. J. Miller, & M.A. Littrell (Ed.), *International Apparel Consumer Behavior* (pp.79-89), Ames: Iowa State University.

Trade Publication

- Bartholomew, R., Richards, L., **Jin, B.** & Chung, J.M. (2004, June). Security solutionists. *Interiors and Source*, 11 (6), 60-62.
- Jin, B.**, Richards, L., Bartholomew, R., & Chung, J-M (2004, March). Designing safer stores. *Chain Store Age*, 80(3), 104-108. (This paper was featured as a cover story of the issue)

International Trade Publication (in Korean)

68. **Jin, B.** (2013, January). Combating in a Niche market: A case of Lulu Lemon, *Korean Distribution Journal*, 49-53.
67. **Jin, B.** (2012, December). Plus size apparel market in the U.S. *Korean Distribution Journal*, 58-62.
66. **Jin, B.** (2012, November). Online luxury rental business in the U.S. *Korean Distribution Journal*, 50-54.
65. **Jin, B.** (2012, October). Slow fashion, *Korean Distribution Journal*, 50-54.
64. **Jin, B.** (2012, September). Fast fashion, *Korean Distribution Journal*, 90-94.
63. **Jin, B.** (2012, August). Flash sale, private shopping: A case of Gilt Groupe. *Korean Distribution Journal*, 90-93.
62. **Jin, B.** (2012, July). Membership cosmetic sample business model: Birch Box. *Korean Distribution Journal*, 94-97.
61. **Jin, B.** (2012, June). Wedding registry business in the U.S. *Korean Distribution Journal*, 116-119.
60. **Jin, B.** (2012, May). Marketing strategies utilizing status quo bias. *Korean Distribution Journal*, 108-111.
59. **Jin, B.** (2012, April). Diversified U.S. market and merchandise. *Korean Distribution Journal*, 94-98.
58. **Jin, B.** (2012, March). Trends in the U.S. retail industry under recession. *Korean Distribution Journal*, 27-31.
57. **Jin, B.** (2012, February). Do-it-Yourself Business in the U.S. *Korean Distribution Journal*, 66-70.
56. **Jin, B.** (2012, January). U.S. retailing industry: What sets them apart from the Korean retail

industry. *Korean Distribution Journal*, 118-121.

55. **Jin, B.** (2010, August). The core of fashion business: Creating the sense of scarcity and emergency. *Korean Distribution Journal*. 10-13.
54. **Jin, B.** (2009, March). Green retailing trends in U.S. *Korean Distribution Journal*, 18-21.
53. **Jin, B.** (2008, August). Return policy: How can we effectively utilize it? *Korean Distribution Journal*, 15-18.
52. **Jin, B.** (2007, April). Moneyed mass: How can we attract middle-income consumers? *Korean Distribution Journal*, 92-95.
51. **Jin, B.** (2007, March). Incredible Pizza: Incredible combinations of buffet and family entertainment. *Korean Distribution Journal*, 94-97.
50. **Jin, B.** (2006, October). The experience economy and experiential retailing. *Korean Distribution Journal*, 74-78.
49. **Jin, B.** (2005). Retail revolution RFID: Its usage and prospects. *Fashion Information and Technology*, 2, 33-39.
48. Kim, J., & **Jin, B.** (2005, June). Success cases of US retailing: Pacific Sunwear, *Biznet Times*, 135, 44-45.
47. **Jin, B.** (2005, May). Success cases of US retailing: Bed, Bath & Beyond. *Biznet Times*, 131, 44-45
46. Kang, J. H., & **Jin, B.** (2005, May). Success cases of US retailing: Sports Authority. *Biznet Times*, 129, 44-45.
45. Kim, J., & **Jin, B.** (2005, April). Success cases of US retailing: The Cheesecake Factory. *Biznet Times*, 126, 44-45.
44. **Jin, B.** (2005, April). Success cases of US retailing: Build a Bear. *Biznet Times*, 123, 44-45.
43. Kim, J., & **Jin, B.** (2005, March). Success cases of US retailing: Lane Bryant. *Biznet Times*, 121, 48-49.
42. Kang, J. H., & **Jin, B.** (2005, March). Success cases of US retailing: Mary Kay. *Biznet Times*, 119, 48-49.
41. **Jin, B.** (2005, January). Success cases of US retailing: Sephora. *Biznet Times*, 117, 52-53.
40. Kang, J. H., & **Jin, B.** (2005, February). Success cases of US retailing: Bath & Body Works. *Biznet Times*, 115, 56-57.
39. Kim, J., & **Jin, B.** (2005, January). Success cases of US retailing: Today. *Biznet Times*, 113, 50-51.
38. Kang, J. H., & **Jin, B.** (2005, January). Success cases of US retailing: Michaels. *Biznet Times*, 112, 48-49.
37. Kim, J., & **Jin, B.** (2004, December). Success cases of US retailing: In N Out Burger. *Biznet Times*, 109, 66-67.

36. Gam, H., & **Jin, B.** (2004, December). Success cases of US retailing: Pets Mart. *Biznet Times*, 107, 50-51.
35. Kang, J. H., & **Jin, B.** (2004, November). Success cases of US retailing: Zara. *Biznet Times*, 103, 172-173.
34. Kim, J., & **Jin, B.** (2004, November). Success cases of US retailing: Krispy Kreme. *Biznet Times*, 101, 42-44.
33. Gam, H., & **Jin, B.** (2004, October). Success cases of US retailing: Patagonia. *Biznet Times*, 99, 52-53.
32. Kang, J. H., & **Jin, B.** (2004, September). Success cases of US retailing: William Sonoma. *Biznet Times*, 98, 42-43.
31. Kang, J. H., & **Jin, B.** (2004, September). Success cases of US retailing: Sharper Image. *Biznet Times*, 97, 64-65.
30. Gam, H., & **Jin, B.** (2004, August). Success cases of US retailing: Container Store. *Biznet Times*, 93, 46-47.
29. Kang, J. H., & **Jin, B.** (2004, August). Success cases of US retailing: Crate & Barrel. *Biznet Times*, 91, 46-47.
28. Kim, J., & **Jin, B.** (2004, August). Success cases of US retailing: Pottery Barn. *Biznet Times*, 89, 38-40.
27. Gam, H., & **Jin, B.** (2004, July). Success cases of US retailing: Toys 'R' Us. *Biznet Times*, 87, 46-47.
26. Kang, J. H., & **Jin, B.** (2004, July). Success cases of US retailing: Panera. *Biznet Times*, 85, 42-43.
25. Kim, J., & **Jin, B.** (2004, June). Success cases of US retailing: Jamba. *Biznet Times*, 82, 56-57.
24. **Jin, B.** (2004, June). E-personalization. *Biznet Times*, 83, 8.
23. Gam, H., & **Jin, B.** (2004, May). Success cases of US retailing: Home Depot. *Biznet Times*, 80, 60-61.
22. Kang, J. H., & **Jin, B.** (2004, May). Success cases of US retailing: Whole Foods Market. *Biznet Times*, 78, 58-59.
21. **Jin, B.** (2004, May). Principles of persuasion. *Biznet Times*, 76, 8.
20. Kim, J., & **Jin, B.** (2004, April). Success cases of US retailing: Borders. *Biznet Times*, 76, 56-57.
19. Gam, H., & **Jin, B.** (2004, April). Success cases of US retailing: Best Buy. *Biznet Times*, 73, 58-59.
18. **Jin, B.** (2004, April). Enthusiastic consumers. *Biznet Times*, 72, 8.

17. Kim, J., & **Jin, B.** (2004, March). Success cases of US retailing: REI. *Biznet Times*, 70, 64-65.
16. **Jin, B.** (2004, March). Retail internationalization. *Biznet Times*, 69, 8.
15. Gam, H., & **Jin, B.** (2004, March). Success cases of US retailing: Sonic. *Biznet Times*, 68, 62-64.
14. **Jin, B.** (2004, February). Private brand. *Biznet Times*, 64, 8.
13. Kang, J. H., & **Jin, B.** (2004, February). Success cases of US retailing: Target. *Biznet Times*, 65, 56-57.
12. **Jin, B.** (2004, January). E-tailing should offer more than products. *Biznet Times*, 60, 8.
11. **Jin, B.** (2003, December). Retailer's efforts on environmentalism. *Biznet Times*, 56, 8.
10. **Jin, B.** (2003, November). Mass customization. *Biznet Times*, 53, 8.
9. **Jin, B.** (2003, October). Trends in retail technology. *Biznet Times*, 48, 8.
8. **Jin, B.** (2003, September). Experiential retailing. *Biznet Times*, 43, 8.
7. **Jin, B.** (2002, May). Korean textiles and apparel industry: Implications for globalization and competitiveness, *Korean Distribution Journal*, 64-67.
6. **Jin, B.** (2000, October). Fashion business: Present and future Direction. *Korean Distribution Journal*, 37-40.
5. Sternquist, B., & **Jin, B.** (1999, April). The department store industry in Europe. *Korean Distribution Journal*, 30-33.
4. Yoon, S., & **Jin, B.** (1999, March). Usage of fashion information source among women's apparel company. *Korean Distribution Journal*, 81-85.
3. Sternquist, B., & **Jin, B.** (1999, February). The department store industry in the United States. *Korean Distribution Journal*, 62-65.
2. Sternquist, B., & **Jin, B.** (1999, January). What sets the United States retail industry apart from other countries? *Korean Distribution Journal*, 22-25.
1. Sternquist, B., & **Jin, B.** (1998, April). Internationalization of retailers. *Korean Distribution Journal*, 36-42.

PRESENTATION

Refereed Presentation and Associated Publication

99. Ahn, S., Y., Kim, K., **Jin, B.** & Koh, A. (accepted). *Gossip behaviors and its implications for apparel consumers: Exploratory findings*. Paper presented at the annual conference of International Textile and Apparel Association, Charlotte, NC.
98. **Jin, B.**, Chou, H., & Ramkumar, B. (accepted). *Identifying unknown sources and roles of networks among SMEs in international expansion: Evidence from global apparel cases*. Paper presented at the annual conference of International Textile and Apparel Association, Charlotte, NC.
97. Son, J., **Jin, B.** (accepted). *Toward the deeper understanding of price and purchase intention relationship: The role of price fairness, consumer vanity and consumer brand*

- familiarity level*. Paper presented at the annual conference of International Textile and Apparel Association, Charlotte, NC.
96. Woo, H., & **Jin, B.** (accepted). *The effects of apparel brands' corporate social responsibility (CSR) practices on brand equity moderated by culture*. Paper presented at the annual conference of International Textile and Apparel Association, Charlotte, NC.
 95. **Jin, B.**, Ramkumar, B., & Chou, H. (accepted). *Motivations and patterns of Internationalization among SMEs in Asian countries: How are they different from SMEs in European countries?* Paper presented at the annual conference of International Textile and Apparel Association, Charlotte, NC.
 94. Childs, M., & **Jin, B.** (accepted). *The effect of brand extension strategy and brand level on urgency to buy and brand dilution*. Paper presented at the annual conference of International Textile and Apparel Association, Charlotte, NC.
 93. Jung, S., & **Jin, B.** (accepted). *A critical linkage to environmental and social sustainability: A conceptual clarification of slow fashion*. Paper presented at the annual conference of International Textile and Apparel Association, Charlotte, NC.
 92. Childs, M., **Jin, B.**, & Tullar, W. L. (2014, June). *The dark side of discounting: What moves urgency to buy and brand dilution*. Paper presented at the annual conference of International Business Research, Toronto, Canada. **(This paper won the Best Paper Award.)**
 91. Childs, M., & **Jin, B.** (2014, March). *The effects of product scarcity on purchase intentions: The influence of cultural dimensions*. Paper presented at the annual conference of American Collegiate Retailing Association, Dallas, TX.
 90. **Jin, B.**, & Jung, S. (2013, October). *The role of social networks and global mindset of decision makers in SME firm internationalization*. Paper presented at the annual conference of International Textile and Apparel Association, New Orleans, LA.
 89. Son, J., & **Jin, B.** (2013, October). *A comprehensive understanding toward perceived price and willingness to purchase*. Paper presented at the annual conference of International Textile and Apparel Association, New Orleans, LA.
 88. Son, J., & **Jin, B.** (2013, October). *Identifying factors related to luxury brands' international market selection*. Paper presented at the annual conference of International Textile and Apparel Association, New Orleans, LA.
 87. Cho, H. J., & **Jin, B.** (2013, October). *What explains small- and medium-sized apparel retailers' international market involvement? An application of the Uppsala model*. Paper presented at the annual conference of International Textile and Apparel Association, New Orleans, LA.
 86. Ko, S., & **Jin, B.** (2013, October). *Predictors of purchase intention toward green apparel products: A cross-cultural investigation in the U.S. and China*. Paper presented at the annual conference of International Textile and Apparel Association, New Orleans, LA. **(This paper won the Paper of Distinction Award.)**
 85. Woo, H., & **Jin, B.** (2013, October). *Apparel brands' corporate social responsibility: Influence of consumers' cultural values and impact on brand loyalty*. Paper presented at the annual conference of International Textile and Apparel Association, New Orleans, LA.

84. Childs, M., & **Jin, B.** (2013, October). *Are scarcity messages still effective? An experimental comparison with brand prominence and some moderating effects.* Paper presented at the annual conference of International Textile and Apparel Association, New Orleans, LA.
83. Jung, S., & **Jin, B.** (2013, May). *Time to be slow? Slow movement in apparel business.* Paper presented at the annual conference of Academy of Marketing Science, Monterey Bay, California.
82. Childs, M., & **Jin, B.** (2013, March). *U.S. Retailer internationalization.* Paper presented at the annual conference of American Collegiate Retail Association, Nashville, TN.
81. Woo, H. & **Jin, B.** (2012, November). *Corporate social responsibility communications of global apparel firms: The web site analysis of U.S., European, and Asian firms.* Paper presented at the annual conference of International Textile and Apparel Association, Honolulu, HI (KSCT)
80. **Jin, B.** & Jung, S. (2012, November). *Small business internationalization: What hinders and how we can help?* Paper presented at the annual conference of International Textile and Apparel Association, Honolulu, HI. (KSCT)
79. Jung, S. & **Jin, B.** (2012, November). *Distinctive pattern of internationalization between apparel and information technology industry: Uppsala model approach.* Paper presented at the annual conference of International Textile and Apparel Association, Honolulu, HI.
78. Son, J., & **Jin, B.** (2012, November).). *The price of Levi's jeans across countries: Why and how they are different?* Paper presented at the annual conference of International Textile and Apparel Association, Honolulu, HI.
77. Cho, H. J., & **Jin, B.** (2012, November).). *An application of Uppsala model to internationalization of U.S. fashion companies: The cases of Tiffany & Co. and Polo Ralph Lauren in Japan.* Paper presented at the annual conference of International Textile and Apparel Association, Honolulu, HI.
76. Kim, S.Y., Koh, A-E., & **Jin, B.** (2012, November). *Why and how luxury consumers complain? A grounded approach.* Paper presented at the annual conference of International Textile and Apparel Association, Honolulu, HI.
75. Childs, M., & **Jin, B.** (2012, May). *Internationalization patterns of fast fashion retailers: Does it follow Uppsala model?* Paper presented at the annual conference of Academy of Marketing Science, New Orleans, LA.
74. Kang, J.H., & **Jin, B.** (2012, May). *Positive consumption emotion to purchase intention: Cross-cultural evidence from China and India.* Paper presented at the annual conference of Academy of Marketing Science , New Orleans, LA.
73. **Jin, B.**, & Padmanabhan. P. (2011, November). *Evolution patterns of apparel brands in developing countries: Propositions from the cases of Korea and Indian apparel industry.* Paper presented at the annual conference of International Textile and Apparel Association, Philadelphia, PA. **(This paper was selected as the Paper of Distinction Award in the International track).**
72. Cho, H. J., Kananukul, C., & **Jin, B.** (2011, November). *A Comparison of global competitive advantage of U.S. and Italy textile and apparel industries: Application of generalized double*

diamond model. Paper presented at the annual conference of International Textile and Apparel Association, Philadelphia, PA.

71. Bennur, S., & **Jin, B.** (2011, November). *The mediating role of brand trust and affect in brand loyalty formation: A cross-cultural examination of U.S. and India*. Paper presented at the annual conference of International Textile and Apparel Association, Philadelphia, PA.
70. **Jin, B.**, & Bennur, S. (2011, November). *Does the importance of apparel product attributes differ by country? Testing Kano's theory in four countries*. Paper presented at the annual conference of International Textile and Apparel Association, Philadelphia, PA.
69. Chang, H.-J., Cho, H. J., Frank, P., & **Jin, B.** (2011, November). *Is game theory applicable in apparel and retail research? Yes!* Paper presented at the annual conference of International Textile and Apparel Association, Philadelphia, PA.
68. **Jin, B.**, & Kang, J. H. (2011, July). *Globalization and its impact on personal value and foreign brand purchase: cross-cultural evidence from China and India*. Paper presented at the World Marketing Congress, Reims, France.
67. **Jin, B.**, Gavin, M., & Kang, J. H. (2010, October). *Similarities and differences in forming purchase intention toward a U.S. apparel brand: A comparison of Chinese and Indian consumers*. Paper presented at the annual conference of International Textile and Apparel Association, Quebec, Montreal, Canada. (**This paper was selected as the Paper of Distinction.**)
66. Cho, H.J., **Jin, B.**, & Watchravesringkan, K. (2010, October). *Materialism and its Implications for Global Luxury Brands: A Comparison among the U.S. and Three Asian Countries*. Paper presented at the annual conference of International Textile and Apparel Association, Quebec, Montreal, Canada.
65. Son, J., & **Jin, B.** (2010, October). *The impact of face saving and materialism on consumers' desire for uniqueness: A cross-cultural comparison among three Asian countries*. Paper presented at the annual conference of International Textile and Apparel Association, Quebec, Montreal, Canada.
64. **Jin, B.**, Ramkumar, B., & Bennur, S. (2010, June). *Curriculum internationalization focusing on India: Pre- and post assessment of student learning*. Paper presented at the spring conference of American Collegiate Retailing Association, Orlando, FL.
63. Chang, H.J., Gupta, M., Matthews, D. & **Jin, B.** (2010, June). *How fast fashion is winning the retail race: Suggestions for mass fashion retailers from operational and internationalization perspectives*. Paper presented at the spring conference of American Collegiate Retailing Association, Orlando, FL.
62. Bennur, S., & **Jin, B.** (2010, June). *Achieving consumer satisfaction through store attributes: An application of Kano's model and the Quality Function Deployment approach in the context of apparel retail stores*. Paper presented at the spring conference of American Collegiate Retailing Association, Orlando, FL.
61. Kang, J. H., & **Jin, B.** (2009, November). *How does the positive emotion elicitation process affect purchase intention of a foreign apparel brand in the Indian market?* Paper presented at the Society of Asian Retailing and Distribution (SARD) workshop, Seoul, Korea.
60. Bennur, S., & **Jin, B.** (2009, November). *From apparel product attributes to brand loyalty: A proposed framework using Kano's theory*. Paper presented at the annual conference of

International Textile and Apparel Association, Bellevue, WA.

59. Ryu, J. & **Jin, B.** (2009, November). *Idiocentric and allocentric consumers' luxury brand purchase motivations: A research proposition*. Paper presented at the annual conference of International Textile and Apparel Association, Bellevue, WA.
58. Simpson, J., Ryu, J.S., & **Jin, B.** (2009, October). *Lessons for future global retailing: Internationalization failures and achieving a global mindset*. The Triennial AMS/ACRA Conference, New Orleans, LA.
57. Cho, H.J., **Jin, B.**, & Cho, H. (2009, May). *Is the Chinese market homogenous? An examination of three Chinese cities by socio-cultural factors*. Paper presented at the spring conference of American Collegiate Retailing Association, Las Vegas, NV.
56. Hwang, J., Chung, J-E., & **Jin, B.** (2009, May). *The moderating influence of environmental volatility on channel relationships in a collectivist culture: evidence from retail buyer-supplier relationships in South Korea*. Paper presented at the spring conference of American Collegiate Retailing Association, Las Vegas, NV.
55. Cho, H. J., & **Jin, B.** (2009, March). *Factors related to the acceptance of private brands in U.K. and Japanese retail markets*. Paper presented at the annual conference of Oklahoma Association of Family and Consumer Sciences, Stillwater, OK.
54. **Jin, B.**, & Son, J. (2009, January). *Indian consumers: Are they the same across regions?* Paper presented at the winter conference of American Collegiate Retailing Association, New York, NY.
53. **Jin, B.**, & Kang, J. H. (2008, November). *Purchase intentions of Chinese consumers toward a U.S. apparel brand: A test of composite behavioral intention model*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL.
(This paper was nominated for the Best Paper award in the T&A Industries/ International track.)
52. Kang, J. H., & **Jin, B.** (2008, November). *The positive emotion elicitation process of Chinese consumers toward a U.S. apparel brand: A cognitive appraisal perspective*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL.
51. Son, J., **Jin, B.**, & George, B. (2008, November). *Indian consumer purchase behavior of foreign brand jeans: A test of an integrated behavioral intention model*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL.
50. Ryu, J. S., & **Jin, B.** (2008, November). *Consumer's attitude and purchase intention toward the extended clothing brand: A proposed research framework*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL.
49. Ko, S. B., & **Jin, B.** (2008, November). *Consumers' intention to use online apparel customization system: A proposed composite model*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL.
48. Hwang, J., Chung, J-E., & **Jin, B.** (2008, November). *The effects of retailer market orientation and supplier market intelligence in building retailer long-term orientation*. Paper presented at the annual conference of International Textile and Apparel Association, Schaumburg, IL.
47. Kang, J. H., & **Jin, B.** (2008, October). *Korean college students' purchase intention toward*

- foreign brand jeans: A test of the integrative behavioral intention model*. Paper presented at the fall conference of the Korean Society of Clothing and Textiles, Seoul, Korea.
46. **Jin, B.**, Yu, H., & Kang, J. H. (2008, September). *Traditional values and contemporary business practices in China: Implications for multinational companies*. Paper presented at the International Marketing Forum, Beijing, China.
 45. **Jin, B.**, Park, J. Y., & Ryu, J.S. (2008, May). *Comparison of Chinese and Indian consumers' evaluative criteria toward denim jeans: A conjoint analysis*. Paper presented at the spring conference of American Collegiate Retailing Association, Durango, CO.
 44. **Jin, B.**, Park, J. Y., Kim, H.-S., & Ko, S.B. (2008, May). *From online community participation to loyalty toward the hosting firm: Examining the mediating and crossover effects of trust and satisfaction*. Paper presented at the spring conference of American Collegiate Retailing Association, Durango, CO.
 43. Chung, J-E., Huang, Y., **Jin, B.**, & Sternquist, B. (2008, May). *The impact of market orientation on Chinese retailers' channel relationships*. Paper presented at the spring conference of American Collegiate Retailing Association, Durango, CO.
 42. Urubail, U., & **Jin, B.** (2007, November). *Antecedents and consequences of flow state in virtual communities hosted by companies*. Paper presented at the annual conference of International Textile and Apparel Association, Los Angeles, CA.
 41. **Jin, B.**, Swinney, J., Cao, H., Muske, G., Nam, J., & Kang, J.H. (2007, November). *Doing business with China: Curriculum internationalization through infusion method*. Paper presented at the annual conference of International Textile and Apparel Association, Los Angeles, CA. **(This paper was nominated for the Best Paper award in the T&A Industries/ International track.)**
 40. **Jin, B.**, & Kang, J. H. (2007, November). *Face or subjective norm? Chinese college students' purchase behaviors toward foreign brand jeans*. Paper presented at the annual conference of International Textile and Apparel Association, Los Angeles, CA. **(This paper was selected as the Best Paper award in the T&A Industries/ International track.)**
 39. Kang, J.H., & **Jin, B.** (2007, November). *Chinese consumers' purchase decision on foreign apparel products: A framework based on cognitive appraisal theory*. Paper presented at the annual conference of International Textile and Apparel Association, Los Angeles, CA.
 38. Chung, J.-E., & **Jin, B.** (2007, April). *The influence of cultural characteristics on channel relationships: A model of yeon-go, environmental volatility, trust, and opportunism in Korean retailer-supplier relationships*. Paper presented at the spring conference of American Collegiate Retailing Association, Chicago, IL.
 37. Kang, J. H. & **Jin, B.** (2007, March). *Ambivalent or equivalent? Chinese view on Western business practice in a transition period*. Paper presented at the annual conference of Association for Oklahoma Family & Consumer Sciences, Tulsa, OK.
 36. **Jin, B.**, Park, J. Y., & Kim, H.-S. (2007, March). *Antecedents of affective and calculative commitment to online communities: A social exchange perspective*. Paper Presented at the annual meeting of Association of Collegiate Marketing Educators/Federation of Business Disciplines, San Diego, CA.
 35. **Jin, B.**, Lee, Y-K, & Kwon, S.U. (2006, November). *Dimensions of experiential value: Is it same*

across retail channels? Paper presented at the Fall International Conference of Korean Academy of Marketing Science, Cheju, Korea.

34. Ahn, K-H., Akkurt, C., & **Jin, B.** (2006, June). *Multidisciplinary theoretical framework in experiential retailing and taxonomy of atmospherics*. Paper presented at the European Association for Education and Research in Commercial Distribution Conference, London, UK.
33. **Jin, B.**, Muske, G., Farr, C., Branson, D., & Kang, J. H. (2006, May). *Key success factors for doing business with China*. Paper presented at the Hawaii International Conference on Social Sciences.
32. **Jin, B.**, Yu, H., Muske, G., Farr, C., Branson, D., Kang, J. H., & Li, Y. (2006, May). *Innovative instructions for enhancing college students' understanding in doing business with China*. Paper presented at the Hawaii International Conference on Social Sciences.
31. Strickler, S., Hegland, J., **Jin, B.**, Hellegard, K., Kotsiopoulos, A., LeHew, M., Lyons, N., Manikowske, L., & Meyer, D. (2006, April). *Creating an online merchandising master's: A development story*. Paper presented at the spring conference of American Collegiate Retailing Association, Fayetteville/Bentonville, AR.
30. **Jin, B.**, Park, J. Y., & Kim, J. (2006, April). *Cross cultural examination of the relationships among reputation, e-satisfaction, e-trust and e-loyalty*. Paper presented at the spring conference of American Collegiate Retailing Association, Fayetteville/Bentonville, AR.
29. Park, J. Y. & **Jin, B.** (2006, April). *Hierarchical dimensions of online merchandising*, Paper presented at the spring conference of American Collegiate Retailing Association, Fayetteville/Bentonville, AR.
28. Kim, H.-S., Park, J. Y. & **Jin, B.** (2006, April). *Dimensions of online community attributes: Examination of online communities hosted by companies*. Paper presented at the spring conference of American Collegiate Retailing Association, Fayetteville/Bentonville, AR.
27. Kim, J., & **Jin, B.** (2005, November). *An integrative model of e-loyalty development process: The role of retail quality, e-satisfaction, and e-trust*. Paper presented at the annual conference of International Textile and Apparel Association, Alexandria, VA/Washington, D.C. **(This paper was selected as "the Best Master's Research Paper Award".)**
26. **Jin, B.**, Kang, J. H., & Park, J. Y. (2005, November). *Antecedents and outcomes of global sourcing and information technology*. Paper presented at the annual conference of International Textile and Apparel Association, Alexandria, VA/Washington, D.C.
25. **Jin, B.**, & Park, J. Y. (2005, September). *The moderating effect of online purchase experiences on the evaluation of online store attributes and the subsequent impact on market response outcomes*. Paper presented at the annual conference of Association for Consumer Research. San Antonio, TX.
24. **Jin, B.** & Kim, J. (2005, January). *Profiles of Korean multichannel versus pure online shoppers*. Paper presented at the winter conference of American Collegiate Retailing Association, New York, NY.
23. **Jin, B.** (2004, November). *Performance implications of information technology implementation: The moderating effect of firm size*. Paper presented at the annual conference of International Textile and Apparel Association, Portland, OR.

22. **Jin, B.**, & Farr, C. (2004, November). *The differences in perception of benefits and challenges of global sourcing by characteristics of US apparel manufacturers*. Paper presented at the annual conference of International Textile and Apparel Association, Portland, OR.
21. Kang, J. H., & **Jin, B.** (2004, November). *Determinants of the born global firms' growth in apparel industry*. Paper presented at the annual conference of International Textile and Apparel Association, Portland, OR.
20. Yu, H., & **Jin, B.** (2004, November). *Practitioners' perspectives on enhancing international dimensions in apparel and merchandising curriculum*. Paper presented at the annual conference of International Textile and Apparel Association, Portland, OR.
19. Nam, J., Branson, D., Ashdown, S., Cao, H., & **Jin, B.** (2004, November). *Fit analysis of liquid cooled vest prototypes using 3d body scanner*. Paper presented at the annual conference of International Textile and Apparel Association, Portland, OR.
18. Chung, J.-E., **Jin, B.**, & Sternquist, B. (2004, July). *the influence of market orientation on channel relationships: Evidence from Korean department store context*. Paper presented at the annual conference of American Collegiate Retailing Association, FL.
17. **Jin, B.**, & Moon, H-C. (2004, January). *The diamond approach to the competitiveness of Korea's apparel industry: Michael Porter and beyond*. Paper presented at the annual conference of International Business & Economy, San Francisco, CA.
16. **Jin, B.** (2003, November). *Global sourcing versus domestic sourcing: implementation of technology, competitive advantage, and performance*. Paper presented at the annual conference of International Textile and Apparel Association, Savannah, GA.
15. Kim, H-S., & **Jin, B.** (2003, November). *Virtual communities hosted by online retailers: Implications for apparel stores*. Paper presented at the annual conference of International Textile and Apparel Association, Savannah, GA.
14. Muske, G., Jin, B., & Yu, H. (2003, November). *Demonstrating visual merchandising to rural retailers: Engaging students as instructors*. Paper presented at the annual conference of International Textile and Apparel Association, Savannah, GA.
13. Sternquist, B., Byun, S-E., & **Jin, B.** (2003, July). *The dimensions of price: A cross-cultural comparison of Asian consumers*. 12th International Conference on Research in Distributive Trades, Paris, France. **(This paper was selected as "the Best Research Paper").**
12. **Jin, B.** (2002, August). *Apparel industries in newly industrialized countries: Competitive advantage, challenges, and implications*. Paper presented at the annual conference of International Textile and Apparel Association, New York, NY.
11. **Jin, B.**, & Kim, J. O. (2001, June). *Korean discount shoppers' shopping motivation, and their evaluation on store attributes and shopping outcomes*. Paper presented at the joint world conference of Korean Society of Clothing and Textiles/ International Textile and Apparel Association, Seoul, Korea.
10. Hong, B. S., & **Jin, B.** (2001, June). *Consumer susceptibility to apparel salesperson influence: Scale development, related variables, and implications for apparel selling*. Paper presented at the joint world conference of Korean Society of Clothing and Textiles/ International Textile and

Apparel Association, Seoul, Korea.

9. Choe, Y. S., Koh, A., & **Jin, B.** (2001, June). *An exploratory analysis on Korean apparel manufacturer's before-and on-season merchandising activities to maximize merchandising hit ratio*. Paper presented at the joint world conference of Korean Society of Clothing and Textiles/ International Textile and Apparel Association, Seoul, Korea.
8. Kim, J.O., & **Jin, B.** (2001, March). *The mediating role of excitement in customer satisfaction and repatronage intention of discount store shoppers in Korea*. Paper presented at the annual conference of American Collegiate Retailing Association, Birmingham, Alabama. **(This paper was selected as "the Best Retail Research Paper" by the International Council of Shopping Centers.)**
7. Kim, S., & **Jin, B.** (2001, March). *Validating the retail service quality scale for U.S. and Korean customers of discount stores*. Annual conference of American Collegiate Retailing Association, Birmingham, Alabama.
6. Kim, J. O., & **Jin, B.** (2000, November). *Korean consumers' perception on discount stores and consumer characteristics*. Paper presented at the annual conference of International Textile and Apparel Association, Cincinnati, Ohio.
5. Kim, S., & **Jin, B.** (2000, October). *An evaluation of the retail service quality scale for U.S. and Korean customers of discount stores*. Paper presented at the annual conference of Association for Consumer Research, Salt Lake City, Utah.
4. **Jin, B.**, & Sternquist, B. (1999, March). *Shopping is truly a joy - Cross cultural considerations of hedonic shopping values and price cues*. Paper presented at the annual conference of American Collegiate Retailing Association, Tucson, Arizona. **(This paper was nominated for the Best Retail Research Paper by International Council of Shopping Centers.)**
3. **Jin, B.**, Kim, S., Alswailem, A., & Sternquist, B. (1998, November). *Saudi Arabian and South Korean consumers: Is price a multidimensional cue?* Paper presented at the annual conference of International Textile and Apparel Association, Dallas, Texas.
2. **Jin, B.**, & Koh, A. (1995, November). *A study on the dimensions of clothing brand loyalty*. Paper presented at the annual conference of International Textile and Apparel Association, Pasadena, California.
1. **Jin, B.**, & Koh, A. (1995, October). *A formation model of clothing brand loyalty*. Paper presented at the annual conference of Korean Society of Clothing and Textile Association, Seoul, Korea.

Invited Presentation

- Jin, B.** (2014, October 6). *Globalization Strategies for Fashion Firms from Newly Industrialized Countries*. 50th anniversary academic workshop, College of Human Ecology, Yonsei University, Seoul, Korea.
- Jin, B.** (2014, July 3). *Writing Academic Papers/Abstracts in English*. Seoul National University, Seoul, Korea.
- Jin, B.** (2014, June 13). *SME Internationalization*. Yonsei University, Seoul, Korea.
- Jin, B.** (2014, June 11). *Fast Fashion, Slow Fashion & Sustainable Development*,

SungKyunKwan University. Seoul, Korea.

- Jin, B.** (2013, July 1). *Why Fast Fashion?* Korean Merchandise Forum, Seoul, Korea
- Jin, B.** (2013, June 11). *Business Model Innovation and Consumption Culture*. Yonsei University, Seoul, Korea.
- Jin, B.** (2012, April). *Internationalization to Emerging Markets: What, Why and How*. Korean Society of Clothing and Textiles, Seoul, Korea (Invited as Keynote speaker).
- Jin, B.** (2011, March). *Fast fashion business model: What can we learn from them?* Yonsei University, Seoul, Korea.
- Jin, B.** (2009, June). *International apparel merchandising: Needs and selected research frameworks*. The Beijing Institute of Fashion Technology, Beijing, China.
- Jin, B.** (2009, June). *Selected frameworks for cross-cultural research*. Seoul National University, Seoul, Korea.
- Jin, B.** (2009, June). *Needs for International apparel merchandising*. Yonsei University, Seoul, Korea.
- Jin, B.** (2009, February). *The U.S. apparel industry in the global economy: Current status and preparation for future*. University of North Carolina, Greensboro, NC.
- Jin, B.** (2008, June). *Cross-cultural consumer behavior research: Frameworks and applications*. Fashion Marketing Workshop, Korean Society of Clothing and Textile Association, Seoul, Korea.
- Jin, B.** (2008, June). *How can Korean apparel industry achieve national competitiveness? An analysis utilizing Porter's model*. Yonsei University, Seoul, Korea.
- Jin, B.** (2008, June). *National competitiveness in apparel industry: Suggestions to Korean apparel industry*. Chung-Ang University, Seoul, Korea.
- Jin, B., & Johnson, C.** (2006, February). *Enhancing Oklahoma Academic and Small Business Community Competitiveness for Doing Business with China*. Agricultural Research and Education Serving the Nation (A University Science and Education Exhibition on Capital Hill). National Association of State Universities and Land-Grant Colleges. Washington, D.C.
- Jin, B.** (2005, June). *Environmental sustainability: Implication to design and merchandising*. Yonsei University, Seoul, Korea.
- Jin, B.** (2004, July). *LOHAS consumers and its implication to Korean retail industry*. Seventh Distribution and Logistics Committee Meeting, Korea Chamber of Commerce and Industry, Seoul, Korea.
- Jin, B.** (2003, July). *Recent trends in U.S. retail industry*. Third Distribution and Logistics Committee Meeting, Korea Chamber of Commerce and Industry, Seoul, Korea.
- Jin, B.** (2001, June). *Global sourcing in apparel industry*. Joint World Conference of Korean Society of Clothing and Textiles/ International Textile and Apparel Association, Seoul, Korea.

Workshop to Business Communities

- Jin, B.** (2013, June 20). *Strategies Promoting Cultural Products in Jeju Island to Global Markets*. Workshop presented to a conference hosted by Jeju Tourism Culture Industry Promotion Agency, Jeju, Korea. (Invited as a keynote speaker)
- Jin, B.** (2013, March 29). *Promotion, PR Strategies and Effective Visual Presentation*. Workshop presented to a group of minority farmers, Elizabeth City, North Carolina.
- Jin, B.** (2013, March 15). *Marketing Planning and Strategies*. Workshop presented to a group of minority farmers, Elizabeth City, North Carolina
- Jin, B.** (2012, January 30). *The administration of federal-level research projects at government agency and university levels*. Workshop presented to a group of R&D overseas study participants from Chung Nam University, South Korea, organized by Bryan School of Business & Economics, The University of North Carolina at Greensboro.
- Jin, B.** (2011, December 14). *Basics of merchandise presentation*, 5th Annual Cooperative Development Conference, Wilmington, NC, organized by Leonard C. Cooper Jr. International Trade Center, North Carolina A&T State University with partial funding by USDA Rural Development.
- Jin, B.** (2006, June 26). *Doing Business with China*, Tulsa, OK
(sponsored by the Oklahoma Department of Commerce).
- Jin, B.** (2006, June 27). *Doing Business with China*, Oklahoma City, OK
(sponsored by the Oklahoma State Chamber).

Other Presentation and Exhibition

- Jin, B.**, Ha-Brookshire, J., Park, H., Kim, J., Kim, H-Y, & Ha, Y. (2012, April). *Preparing Academic Positions and Studying Abroad*. Special Panel Discussion Session at the Annual Conference of Korean Society of Clothing and Textiles, Seoul, Korea (Session Chair)
- Jin, B.**, Hodges, N., Karpova, E., & Watchravesringkan, K. (2011, November). *Emerging Global Markets: What Next?: Implications for Teaching and Learning*, Special Panel Discussion Session at the Annual Conference of International Textile and Apparel Association, Alexandria, Philadelphia, PA. (Session Chair)
- Hegland, J., Hellegard, K., **Jin, B.**, Kotsiopoulos, A., LeHew, M., Manikowske, L., Meyer, D., Lyons, N., Strickler, S., (2005, November)*. *Distance Master's Program in Merchandising: A Faculty Collaboration of the Great Plains Interactive Distance Education Alliance (Great Plains IDEA)*, Special Panel Discussion Session at the Annual Conference of International Textile and Apparel Association, Alexandria, VA/Washington, D.C.
(Co-Chaired the session with J. Hegland)
*The presenters were listed by alphabetical order.

OTHER SCHOLARY WORK

- Jin, B.** (2013). *Marketing Planning and Strategies*. Original training module developed for minority farmers, Rural Business Enterprise grant, USDA project.

- Jin, B.** (2013). Promotion, PR Strategies and Effective Visual Presentation. Original training module developed for minority farmers, Rural Business Enterprise grant, USDA project.
- Jin, B.** (2013). Creating Synergies Utilizing Online and Offline Marketing. Original training module developed for minority farmers, Rural Business Enterprise grant, USDA project.
- Jin, B.** (2008). Retail Industry in India. Original CD developed for classroom instruction and training business professionals. USDA project, Stillwater, OK: Department of Design, Housing and Merchandising, Oklahoma State University.
- Jin, B.** (2008). Doing Business with India. Original CD developed for classroom instruction and training business professionals. USDA project, Stillwater, OK: Department of Design, Housing and Merchandising, Oklahoma State University.
- Jin, B.** (2006). Retail Industry in China. Original video developed for classroom instruction and training business professionals. BIE project, Stillwater, OK: Department of Design, Housing and Merchandising, Oklahoma State University.
- Jin, B. & Yu, H.** (2006). Doing Business with China. Original CD developed for classroom instruction and training business professionals. BIE project, Stillwater, OK: Department of Design, Housing and Merchandising, Oklahoma State University.

EXTERNAL FUNDED GRANTS RECEIVED _____

- Min, S., & **Jin, B.** "Promoting Korean national image through the analysis of Korean cultural objects". The Academy of Korean Studies, June 1, 2014 - May 31, 2015, \$10,000 (Co-PI).
- Chung, J.-E., **Jin, B.**, & Jung, S. "Developing internationalization model for fostering globally competitive Korean SMEs". Korea Research Foundation, Sep 1, 2013 – Aug 31, 2016, \$267, 089 (290,000,000 Korean won) (Co-PI/PI in the US).
- Yeboah, O., **Jin, B.**, Yeboah, F., & Naanwaab, C. "Enhancing the sustainability of small rural business via marketing and entrepreneurship training". U.S. Department of Agriculture, 2012-2013, \$57,069 (Co-PI).
- Jin, B.** "Vietnam Faculty Development in International Business (FDIB)". Center for International Business Education and Research (CIBER), University of North Carolina, Chapel Hill, January 2-14, 2010, \$5,395.48 (PI)
- Jin, B. & Bennur, S.** "Does the Importance of Apparel Product Attributes Differ by Country and Change over Time? Testing Kano's Theory". International Textile and Apparel Association, 2009-2010, \$1,000 (PI)
- Jin, B.**, & Muske, G. "Building U.S. Competitiveness in Natural-Fiber and Related Industries by Preparing Students and Small Business Leaders for Global Markets". International Science & Education (ISE) Competitive Grant Program, U.S. Department of Agriculture, 2006-2009, \$100,000 (PI).
- Jin, B.**, Branson, D., Farr, C., Muske, G., & Yu, H. "Enhancing Oklahoma Academic and Small Business Community Competitiveness for Doing Business with China". Business and International Education (BIE) Program, U.S. Department of Education, 2004-2007, \$162,000 (PI).

Jin, B. “Success Cases of US Retailers”. Biznet Times, Seoul, Korea, 2004-2005, \$4,053.28 (PI).

Muske, G., **Jin, B.**, & Yu, H. “Visual Merchandising demonstration project”. CE-FCS Ambassadors Program Development Grant, 2003-2004, \$1,000 (Co-PI).

Bickle, B.C., Bastow-Shoop, H., Good, L., Harp, S., Hegland, J., Huddleston, P., Hyllegard, K., **Jin, B.**, Kotsiopoulos, A., Kraus, B., Niehm, L., O’Neil, G., & Park, J. “Professionals’ Perceptions of Graduate Level Distance Education Courses: Motivating Factors, Enrollment Variables, Logistics, and Educational Tools Innovativeness/ Importance”. Center for the Study of Learning and Teaching at a Distance Faculty Grant Initiative, Colorado State University, 2003, \$2,076 (Co-PI).

Kim, J.O., Forsythe, S., **Jin, B.**, & Gu, Q.L. “The Role of Emotion in Success of Global Textile Product Retailing”. National Textile Center, U.S. Department of Commerce, 2001-2003, \$120,000 (Co-PI).

INTERNAL FUNDED GRANTS RECEIVED _____

Jin, B., & Yurchisin, J. “What Prevents Us From Innovating ? Identifying Innovation Challenges and Risks among Small Apparel and Textile Firms in North Carolina”. Dean’s Research Scholar Program, Bryan School of Business and Economics, University of North Carolina at Greensboro, 2011-2012, \$2,000 (PI).

CONSULTING SERVICE PROVIDED _____

Jin, B. “Multichannel Strategies for Korean e-tailing Companies.” Korea Chamber of Commerce and Industry, Seoul, Korea, summer 2004.