

Na Young Jung, Ph. D.

Assistant Professor

Department of Textiles, Merchandising and Fashion Design
College of Education and Human Sciences
University of Nebraska-Lincoln
Phone: (402) 314-1638 / Email: njung3@unl.edu, teresajung@empal.com

ACADEMIC POSITIONS

Assistant Professor, Textiles, Merchandising and Fashion Design, Fall 2022 – present
College of Education and Human Sciences, University of Nebraska-Lincoln

Adjunct Professor, Management Information Systems, Fall 2020 – Spring 2022
College of Economics and Business Administration, Hanyang Cyber University, Seoul, Korea

Adjunct Professor, Consumer Science, Fall 2020 – Spring 2022
College of Social Sciences, INHA University, Incheon, Korea

Adjunct Professor, Fashion Business Management, Fall 2019 – Spring 2020
Fashion Institute of Technology, State University of New York in Korea

Assistant Professor, Textile and Apparel Management, Fall 2016 – Spring 2017
College of Human Environmental Sciences, University of Missouri

Assistant Professor, Apparel, Textiles and Merchandising, Fall 2015 – Spring 2016
Department of Family and Consumer Sciences, Central Washington University

EDUCATION

M.S., The Cyber University of Korea, Seoul, South Korea, August 2023
Major: Data Science, Graduate School of Interdisciplinary Information Studies
Cumulative G.P.A.: 4.45/4.5
Thesis title: Corporate performance of ESG management: Comparison of ESG management between general and fashion companies

Ph.D., The University of Georgia, Athens, GA, July 2015
Major: International Merchandising, Department of Textiles, Merchandising and Interiors
Advisor: Dr. Yoo-Kyoung Seock
Cumulative G.P.A.: 3.91/4.0
Dissertation title: Cognitive and affective antecedents of satisfaction with service recovery in online apparel retailing: A comparison of service recovery activities

M.S., Seoul National University, Seoul, South Korea, 2008
Major: Fashion Marketing, Department of Textiles, Merchandising and Fashion Design
Cumulative G.P.A.: 4.15/4.3
Thesis title: Relationship among marketing activities, brand equity, and consumer behavior by life cycle of fashion brand

B.S., Seoul National University, Seoul, South Korea, 2006
Department of Textiles, Merchandising and Fashion Design
Ranked Top 1st in Dept. with a Cumulative G.P.A.: 3.98/4.3

A.A.S., Fashion Institute of Technology, New York, NY, 2003
Department of Fashion Design
Summa Cum Laude with a Cumulative G.P.A.: 3.9/4.0

RESEARCH

RESEARCH INTERESTS

Fashion marketing and merchandising, Retail management, Service marketing, Big data marketing analytics, Retail technology and innovation, SSRT (Self-service retail technology), SRT (Smart retail technology), Sustainability, SMEs (Small to Medium-sized Enterprises), Biomechanics of running shoes

REFEREED JOURNAL PUBLICATIONS

Lee, M., Yi, Y., & Jung, N. Y. (2023). The effect of innovation orientation on the performance of SMEs: Focusing on the role of business model innovation and environmental turbulence. *Korean Management Review*, 52(1), 191-216. <https://doi.org/10.17287/kmr.2023.52.1.191>

Son, J., & Jung, N. Y. (2022). An exploratory study on globalization strategy of Korean traditional clothes through the study of the ‘Cool Japan’ strategy. *Journal of Korean Traditional Costume*, 25(1), 131-141, KCI journal.

Jung, N. Y., & Seock, Y. K. (2018). The role of communication channel in delivering service recovery in online shopping environment. *International Journal of Electronic Marketing and Retailing*, 9(1), 59-76, Scopus journal.

Jung, N. Y., & Seock, Y. K. (2017). Effect of service recovery on customers’ perceived justice, satisfaction, and word-of-mouth intentions on online shopping websites. *Journal of Retailing and Consumer Services*, 37 (July 2017), 23-30, SSCI.

Jung, N. Y., & Seock, Y. K. (2016). The impact of corporate reputation on brand attitude and purchase intention. *Fashion and Textiles*, 3(1), 20, Scopus journal.

Jung, N. Y., Kim, S., & Kim, S. (2014). Influence of consumer attitude toward online brand community on revisit intention and brand trust. *Journal of Retailing and Consumer Services*, 21(4), 581-589, SSCI.

Jung, N. Y., & Kim, M. Y. (2010). Relationship among marketing activities, brand equity, and consumer behavior by life cycle of fashion brand. *Journal of Korean Society of Clothing and Textiles*, 34(9), 1454-1469.

BOOK PUBLICATION

Jung, N. Y. (2023). *Branding for my store should be different (Korean title)*. Seoul: Chunggrim Publishing Co. (in Korean).

Jung, N. Y. (2019). *Old and small store stories: Places where people meet with people (Korean title)*. Seoul: Miraebok Publishing Co. (in Korean).

BOOK TRANSLATION: ENGLISH TO KOREAN

Scott, D. M., & Scott R. (2020). *Fanocracy: Turning fans into customers and customers into fans*. New York: Portfolio (Original publication), Seoul: Miraebok Publication (Translated publication in 2021).

Frey, B. S., & Stutzer, A. (2001). *Happiness and economics: How the economy and institutions affect human well-being*. New Jersey: Princeton University Press (Original publication), Seoul: Yeamoon Archive Co., Ltd. (Translated publication in 2008).

RESEARCH IN PROGRESS

Jung, Na Young, Seock, Yoo-Kyoung, and Cude, Brenda, “Cognitive and affective antecedents to satisfaction with service recovery as moderated by service failure perception,” *manuscript in preparation*

Data collection: 377 responses (using Qualtrics.com)

Methodology: EFA and Hierarchical regression

Jung, Na Young and Kim, Soo Hyun, “The effect of consumer’s perceived benefits on the attitude and revisit intention in marketer- and consumer-created communities,” *manuscript in preparation*

Data collection: 239 responses (Snowball sampling)

Methodology: CFA and Multigroup SEM (using Mplus)

Jung, Na Young, “The effect of retail service quality on service recovery quality,” *manuscript in preparation*

Data collection: 386 responses (using Qualtrics.com)

Methodology: CFA and SEM (using Mplus)

Jung, Na Young, “Retail service quality and service recovery quality: Comparison between small and large-sized retail stores,” *manuscript in preparation*

Data collection: 386 responses (using Qualtrics.com)

Methodology: CFA and Multigroup SEM (using Mplus)

Jung, Na Young, Seock, Yoo-Kyoung, and Cude, Brenda, “The effect of customer age on the perception of service recovery quality,” *manuscript in preparation*

Data collection: 377 responses (using Qualtrics.com)

Methodology: EFA and MANOVA (using SPSS)

CONFERENCE PRESENTATIONS

Lee, M., Yi, Y., & **Jung, N. Y.** (February 2024). The effect of innovation orientation on the performance of SMEs: Focusing on the role of business model innovation and environmental turbulence. 2023 Winter Conference of Korea Business Association, South Korea. [**Excellent Paper Award**].

Jung, N. Y., & Son, J. (November 2022). Customer service strategies in the context of self-service retail environment. 2022 Winter Conference of Korean Association of Human Ecology, South Korea. [**Best Poster Award**].

Jung, N. Y., & Son, J. (October 2021). Exploratory study of the globalization of Korean traditional apparel based on ‘Cool Japan’ strategy. 2021 Society of Korean Traditional Costume Fall Virtual Conference, South Korea.

Jung, N. Y. (Accepted). The relationship between service quality and service recovery quality in retail store. *2018 AMA ACRA Triennial Conference*, Toronto, Canada.

Jung, N. Y. (Accepted). Retail service quality and service recovery quality: A comparison between small and large retail stores. *2018 AMA ACRA Triennial Conference*, Toronto, Canada.

Jung, N. Y., & Seock, Y. K. (Accepted). The effects of customer age on service recovery evaluation process in retail. *2018 AMA ACRA Triennial Conference*, Toronto, Canada.

Modi, D., & Jung, N. Y. (November 2017). The relationships among perceived fairness, customer satisfaction and relationship quality in a multi-channel retail environment. *2017 International Textile and Apparel Association (ITAA) Annual Conference*, St. Petersburg, FL.

Jung, N. Y., Kim, S., & Kim, S. (November 2016). The effects of consumers' perceived benefits on attitudes and revisit intentions in an online brand community. *2016 International Textile and Apparel Association (ITAA) Annual Conference*, Vancouver, BC, Canada.

Jung, N. Y., & Seock, Y. K. (April 2016). Comparative study of service recovery activities: Apology and compensation. *2016 ACRA Annual Conference*, Secaucus, NJ/NY.

Jung, N. Y., & Seock, Y. K. (April 2016). Cognitive and affective antecedents to satisfaction with service recovery as moderated by service failure perception. *2016 ACRA Annual Conference*, Secaucus, NJ/NY.

Jung, N. Y., & Seock, Y. K. (November 2015). The impact of service recovery communication channel on perceived quality of service recovery and consumer behavior. *2015 International Textile and Apparel Association (ITAA) Annual Conference*, Santa Fe, NM.

Jung, N. Y., & Seock, Y. K. (March 2015). The effect of service recovery on consumers' perceived justice, satisfaction and word-of-mouth intentions on online shopping websites. *2015 AMA/ACRA Triennial Conference*, Coral Gables, FL.

Jung, N. Y., & Seock, Y. K. (November 2014). The impact of corporate reputation on brand attitude and purchase intention. *2014 International Textile and Apparel Association (ITAA) Annual Conference*, Charlotte, NC.

Jung, N. Y., & Seock, Y. K. (March 2014). Influence of negative corporate reputation on the change in brand attitude and purchase intention. *11th International Conference of The Global Academy of Business and Economic Research (GABER)*, New York, NY.

Kim, S., Jung, N. Y., & Kim, S. (September 2013). Marketer-created versus consumer-created online brand communities: Impacts of the type of online community on perceived benefits, attitude, revisit intention and brand trust. *2013 Atlantic Marketing Association (AMA) Annual Conference*, Nashville, TN.

Jung, N. Y., & Kim, S. (September 2012). Explaining the eWOM process: A qualitative meta-analysis. *2012 Atlantic Marketing Association (AMA) Annual Conference*, Williamsburg, VA.

Jung, N. Y., & Kim, M. Y. (2008). Relationship among marketing activities, brand equity, and consumer behavior by life cycle of fashion brand. *2008 Fall Conference of Korean Marketing Association (KMA)*, Busan, South Korea.

RESEARCH GRANTS

Jung, N. Y. (December 2023). Enhancing experiential learning: Collaborative visual merchandising with local small businesses. Pedagogic Intervention Grant, Center for Transformative Teaching, The University of Nebraska-Lincoln, \$1,000 – **Funded**.

Jung, N. Y. (October 2023). Trampoline-inspired cushioning technology: A comprehensive ergonomics study. Industry Partnership with Under Armour, Halo Science, \$300,000 – **in the final stage of review**.

Jung, N. Y. (PI), & Jennifer, J. J. (June 2023). The effects of human inclusive SSRT (self-service retail technology) on consumers' patronage. Layman Awards, The University of Nebraska-Lincoln, \$9,907.50 requested – **Funded**.

Jung, N. Y. (June 2023). Scholarly Enhancement Program: Grant-writing for Grand Visions (GWGV) 2023-2024, The University of Nebraska-Lincoln, \$1,000 – **Funded**.

Jung, N. Y. (PI), & Jennifer, J. J. (January 2023). The effects of human inclusive SSRT (self-service retail technology) on consumers' patronage. Arts & Humanities Research Enhancement Program, The University of Nebraska-Lincoln, \$9,907.50 requested – Not funded.

Jung, N. Y. (July 2020). Customer service strategies in the context of non-contact retail environment. Humanities and Social Science Research Professor, National Research Foundation of Korea, \$14,000 – **Funded**.

Jung, N. Y. (May 2017). The perception of service failure and recovery in the context of retail service innovation. Margaret Mangel Research Catalyst Fund, The University of Missouri, \$2,000 – **Funded**.

Jung, N. Y., & Ha-Brookshire, J. (January 2017). Corporate hypocrisy in the context of retail service failure: Measurement development. HES Faculty Grant Writing Institute, The University of Missouri, \$500 – **Funded**.

Jung, N. Y., & Ha-Brookshire, J. (October 2016). Corporate hypocrisy in the context of retail service failure: Measurement development. Richard Wallace Faculty Incentive Grant, The University of Missouri, \$3,050 – Not funded.

Jung, N. Y. (September 2015). Fund for development of course materials, Central Washington University, \$3,111 – **Funded**.

Jung, N. Y. (January 2015). Cognitive and affective antecedents of satisfaction with service recovery in online apparel retailing: A comparison of service recovery activities. Jan M. Hathcote Social Science Academic Support Fund, The University of Georgia, \$1,800 – **Funded**.

Jung, N. Y. (October 2015, January 2015, September 2014, April 2014). Graduate Student Travel Fund, The University of Georgia – **Funded**.

TEACHING

TEACHING INTERESTS

Fashion merchandising and marketing, Buying and merchandising math, Retail buying and planning, Retail management strategies, Entrepreneurship, AI in business, Future Technology in retail, Digital retailing, Branding, Multi- and omni-channel retail, Consumer behavior, Research methods.

COURSES TEACHING and TAUGHT

Merchandising I (In-person/Online), University of Nebraska-Lincoln
Assistant Professor, Fall 2022, Fall 2023

Course Description: This course aims to teach and train students to be an entry-level position in buying, planning, product development, and category management in the fashion and retail industry. Topics include environmental analysis, buying function, types of stores, product trends, consumer behavior, and negotiation and vendor relationships. This course help students to acquire knowledge of the discipline of fashion buying as well as to explore current global and local issues in retail buying.

International Retail Expansion, MS (GPIDEA/Online), University of Nebraska-Lincoln
Assistant Professor, Fall 2022, Fall 2023

Course Description: In this course, students gain comprehensive understanding of theory, practices, and trends on international business. Topics include an overview of globalization, regional economic integration, trade theories, supply chain, sourcing, sustainability, and strategic process. Students analyze global retail

systems, the methods of distribution to global consumers, and opportunities for sustainable sourcing within the supply chain.

Theory Development, MS, University of Nebraska-Lincoln

Assistant Professor, Fall 2023

Course Description: In this course, students understand the emergence and synthesis of theory, current theoretical development, conceptual structures, and theory construction as a framework for researching and evaluating scholarly publications. Students obtain a sense of the origins, range, and depth of scholarship found within the discipline.

Textile and Apparel Merchandising and Promotion, University of Nebraska-Lincoln

Assistant Professor, Spring 2023

Course Description: In this course, students gain comprehensive understanding of scope, trends, practices, and processes in visual merchandising. Topics include the detailed visual planning for visual installations, types of window structures, mannequin forms, fixtures, signage, props and materials, sustainable design in visual merchandising, and aesthetics in merchandise presentation and promotion.

Merchandising II, University of Nebraska-Lincoln

Assistant Professor, Spring 2023

Course Description: This course provides fundamentals of merchandise mathematics and its application to technology. Topics include merchandise systems, P&L statement, pricing, budget, and assortment planning, and terms of purchase. Upon completion of this course, students will be able to understand the merchandise planning process, apply financial concepts utilized within a retail company, develop an integrated merchandise calendar and pricing strategy, develop merchandise budget and assortment plan.

Future Technology in Consumer Life, Consumer Science at INHA University

Adjunct Professor, Spring 2021

Course Description: The convergence of new information and communication technology and production paradigm, called the 4th Industrial Revolution, is acting as a driving force for fundamental change in all fields such as economy, industry, culture, and consumption. In order to understand the current state of the development of science and technology, this course provides an overview of the development status of technology in various fields and analysis how such technology development affects consumer life. In addition, from the perspective of consumer studies, this course attempts to predict what kind of changes will be made to the role and status of consumers by technological change in the macroscopic consumption environment.

AI Business (Online), Management Information Systems at Hanyang Cyber University

Adjunct Professor, Fall 2020

Course Description: This course provides an overview of AI, the way to apply AI to business and its role in business transformation to enhance students' knowledge and insights. This course focuses on the AI's fundamental concepts and methods, applications of AI-based methods to solving practical business problems, implications of AI for business strategies and where the AI technologies are heading within the next few years.

Consumer and Retailing, Consumer Science at INHA University

Adjunct Professor, Fall 2020, Fall 2021

Course Description: This course covers the basic concept of distribution in terms of basic principles, roles, and functions and characteristics of wholesale and retail companies. Topics include the different types of retailers and the factors that influence consumers' choice of retailers. Through this, students can understand the retail industry and further develop and effectively implement retail strategies. Upon completion of this course, students will be able to discuss the strategic decisions made by retailers, understand the systems they manage the strategies, and the approach to managing customer relationships.

Fashion Merchandising, FIT at SUNY Korea

Adjunct Professor, Spring 2020

Course Description: This course aims to teach and train students to be an entry-level position in buying, planning, product development, and category management in the fashion and retail industry. Topics include seasonal merchandising strategy, assortment planning, six month planning, negotiation and vendor relationships, fashion forecasting, classification planning, category management, promotional planning, and digital marketing techniques. Upon completion of this course, students will be able to define merchandising concepts as they relate to current industry trends. The students will also be able to understand the roles of merchandising and category management and the components of merchandising objectives.

Merchandising Math Applications, FIT at SUNY Korea

Adjunct Professor, Fall 2019

Course Description: This course provides an overview of retail management in the soft goods industry with an emphasis on merchandising planning, financial control, and promotions. Topics include merchandise systems, P&L statement, pricing, budget, and assortment planning, and terms of purchase. Upon completion of this course, students will be able to understand the merchandise planning process, apply financial concepts utilized within a retail company, develop an integrated merchandise calendar and pricing strategy, develop merchandise budget and assortment plan.

Branding and Design, International Summer School, Dankook University

Lecturer, Summer 2019

Course Description: This course aims to teach students about brand planning, developing, and management in the practical aspect. Through this course, students will be able to develop brand identity and establish brand equity. They will also enhance research abilities and insights on the current fashion and retail industry. Students will be given various class projects including case studies of domestic and global brands and research project to explore those brands' shops and companies. Students will also be able to analyze the brand identity of their own choice with better solutions from merchandising and designing aspects.

Graduate Individual Studies MS, University of Missouri

Assistant Professor, Fall 2016, Spring 2017

Course Description: This course provides to the graduate students who are willing to take undergraduate courses with the additional assignments and projects. Graduate students learn the topics of each course and get involve to the course teaching through the article review presentations which relating to the course subjects. Several assignments and the final project are given to the graduate students to find an interesting research topic relating to the course and practice research projects.

Fundamentals of Entrepreneurship, University of Missouri

Assistant Professor, Spring 2017

Course Description: This course covers the fundamental principles, practices, and procedures of soft goods entrepreneurship in a step-by-step approach, and generates a business model. It delves into recognizing the entrepreneurial potential, appreciating for opportunity, creating new value, funding and financing, and recruiting great employees. This course is designed for those who want to consider starting their own retail businesses, but not limited to those who want to reassess the direction of their existing businesses, or to those who want to build tangible as well as intangible entrepreneurial skill sets for their corporate careers.

Retail Finance and Merchandise Control, University of Missouri

Assistant Professor, Fall 2016, Spring 2017

Course Description: This course provides an overview of retail management in the soft goods industry with an emphasis on merchandising planning, financial control, and promotions. Topics include merchandise systems, P&L statement, pricing, budget, and assortment planning, and terms of purchase. Upon completion of this course, students will be able to understand the merchandise planning process, apply financial concepts utilized within a retail company, develop an integrated merchandise calendar and pricing strategy, develop merchandise budget and assortment plan.

Buying and Merchandising Math, new course developed and offered, Central Washington University
Assistant Professor, Winter 2016

Course Description: This course is designed to develop student understanding of financial merchandise management and decision making for retail and fashion businesses. Topics include profit, markups, markdowns, six-month dollar planning, and turnover. Upon completion of this course, students will be able to understand the fundamental terminology, principles, and typical merchandising forms encountered in retail stores. Through assignments and exams, students have opportunities to develop competency in applying mathematical calculation formulas to solve merchandising problems and analyze profitability from buyers' perspectives.

Apparel Manufacturing, Central Washington University
Assistant Professor, Winter 2015

Course Description: This course introduces students to the processes and strategies used in global apparel production. The focus of this course is the value chain of apparel production including product development, sizing, grading, marking, costing, global sourcing, and manufacturing. Students participate in several class projects including creating a case study of existing brands, local market research, specification and cost sheets, and sourcing and finishing plan. Upon completion of the course, students will be able to understand the general structure and process of apparel production and acquire proficiency in the skills and methods used in the production process.

Digital Presentation Techniques, new course developed and offered, Central Washington University
Assistant Professor, Fall 2015

Course Description: This course is designed to train students in fashion presentation by employing digital techniques used within the fashion industry. Students practice transforming images to portray a specific brand concept using Photoshop's editing tools and creating textile and garment designs through the use of painting and drawing tools. Special emphasis is placed on creating a brand mood board and portfolio containing a number of textile and garment designs, keeping consistency throughout the entire project. This is a project-based course designed to give students competence in applying technology to fashion industry projects.

Brand Management, new course developed and offered, Gukje Gemological Institute of Korea
Lecturer, Spring 2011

Course Description: This course focused on brand management and strategy to build and maintain brand meaning and value through learning about brand positioning, brand identity development, strategies for brand equity establishment, and brand revitalizing strategy. This course was designed to develop skills and perspectives for developing brand strategies through varied class projects, such as an analysis of the branding process of a specific brand (case study) and a brand development project (the final presentation was delivered to several investors to establish students' own businesses).

Fashion Marketing, new course developed and offered, Gukje Gemological Institute of Korea
Lecturer, Spring 2011

Course Description: This course focused on a comprehensive introduction to the global fashion business environment through learning about consumer behavior, STP (segmentation, targeting, and positioning), and marketing mix (product development, price setting, retailing, marketing communication, and promotion strategies) in the fashion industry. This course integrated marketing knowledge, practices, and applications through class projects and presentations, including a weekly presentation of marketing trends, an STP practice project, and a marketing proposal of existing fashion brands.

Brand Management, Dongseo University
Lecturer, Spring 2009

Course Description: As one of the basic courses for undergraduate students majoring in design, this course focused on the basic concepts of marketing and branding and covered the concepts and practices of brand management, brand identity, brand equity, and global brand management.

Brand Management, Seoul Mode Fashion Institute

Lecturer, Spring 2009

Course Description: As one of the basic courses for undergraduate students majoring in design, this course focused on the basic concepts of marketing and branding and covered the concepts and practices of brand management, brand identity, brand equity, and global brand management.

ACADEMIC ADVISING

Major Professor

2017 Dipali Modi, M.S.	Entered M.S. program in Fall 2016
2024 Carol Calderon, M.S.	Entered M.S. program in Spring 2024
2024 Saba Sarikhani, M.S.	Entered M.S. program in Fall 2024
2024 Kunlun Xue, Ph.D.	Entered Ph.D. program in Fall 2024

Graduate Committee Member

2017 Geetika Jaiswal, Ph.D.	Entered Ph.D. program in Fall 2014
Saheli Goswami, Ph.D.	Entered Ph.D. program in Fall 2014
Rachel LoMonaco-Benzing, Ph.D.	Entered Ph.D. program in Fall 2015
2023 Xiaoqing Yu, Ph.D.	Entered Ph.D. program in Fall 2019
Melisa Spilinek, Ph.D.	Entered Ph.D. program in Fall 2020
Ritu Jadwani, Ph.D.	Entered Ph.D. program in Fall 2022
2024 Val Wedeking, M.S. (GPIDEA)	Entered M.S. program in Fall 2022
Kate Reyome, M.S. (GPIDEA)	Entered M.S. program in Fall 2022

WORKSHOP PRESENTATIONS TO BUSINESS COMMUNITIES

Branding for small and independent business, YES24, July 2023.

Presentation Title: How to differentiate the brand strategy for small and independent business.

Focused on brand strategies for small and independent businesses based on case studies of successful store branding. Suggested new and compelling branding and marketing tools to apply to actual small businesses.

Future technology and Trade, Korea International Trade Association, June 2022.

Presentation Title: Big data and AI in international trade.

Explained about the role of big data and AI in the current post-COVID-19 environment and AI use cases by industry. The CEOs of SMEs learned technological changes, data analysis, big data and AI use cases in current post-COVID-19 environment. Suggested the way to establish an infrastructure for AI application using the cloud computing services.

2022 Bookstore school, Korea Federation of Bookstore Association, June 2022.

Presentation Title: Cultural program for local and small bookstores in Korea.

Moderated for the discussion with the panelists who own the local bookstores planning and conducting the cultural marketing programs. Discussion was about what kinds of cultural program the local and small bookstores should plan and use to attract more readers from the local communities.

Export strategy in preparation for post-COVID-19, Ministry of SMEs and Startups, December 2021.

Presentation Title: Big data and AI in a post-COVID-19 world.

Explained about the role of big data and AI in the current post-COVID-19 environment and AI use cases by industry. The CEOs of SMEs learned technological changes, data analysis, big data and AI use cases in current post-COVID-19 environment. Suggested the way to establish an infrastructure for AI application using the cloud computing services.

New Trade Campus' online special lecture, Korea International Trade Association, September 2021.

Presentation Title: Big data and AI in the age of digital transformation.

Explained about the role of big data and AI in current business environment and AI use cases by industry. AI use cases included AmazonGo, smart factory, self-driving automobile. Suggested the way to establish an infrastructure for AI application using the cloud computing services.

2021 Bookstore school, Korea Federation of Bookstore Association, June 2021.

Presentation Title: Offline marketing and cultural program for local and small bookstores in Korea.

Explained about the key ingredients that contributed to the independent bookstore resurgence. Suggested the most appropriate offline marketing strategies and events for local and small bookstores corresponding to the changing trend of bookstore operation and advanced technology.

2020 KMA Insight Forum, Korea Management Association, November 2020.

Presentation Title: Marketing strategies for local retail business in Korea.

Explained about the changes and current trends of consumer needs toward local retail businesses. Suggested the marketing strategies and tools to strengthen the long-term relationship with consumers and improve engagement of consumers toward retail stores.

2020 Bookstore school, Korea Federation of Bookstore Association, June 2020.

Presentation Title: Marketing strategies for local and small bookstores in Korea.

Explained about the changes and current trends of consumer needs toward local and small bookstores. Suggested the most appropriate marketing strategies and tools and online promotion methods for local and small bookstores corresponding to the changing trend of bookstore operation and advanced technology.

Market 4.0 and small business marketing (made up of 5 two-hour sessions), Insight Platform, February 2020.

Presentation Title: How market 4.0 era affects to small retail business.

Focus on marketing 4.0 developed by Philip Kotler in detail and discuss how small retail businesses adjust to this new marketing environment; cases of marketing 4.0; cases of successful small retail businesses in current retail market; the identity of small retail business in the era of marketing 4.0; marketing strategies and tools that small retail business can use in the marketing 4.0 environment.

Marketing strategy for small retail business, Insight Platform, December 2019.

Presentation Title: How to maintain my small retail business longer in a marketing perspective.

Introduced my published book titled "*Old and small store stories: Places where people meet with people*"; explained the economic and social reasons of small retail businesses' current difficulties and struggles; focused on marketing strategies of small retail business.

Marketing strategy for retail business, Lotte Culture Center, 11 branches, December 2019.

Presentation Title: What is the meaning of small stores in our town.

Introduced my published book titled "*Old and small store stories: Places where people meet with people*"; explained the importance of relationship with a local store in consumer perspective; the value and importance of small stores to enhance local community's economic enhancement; focused on marketing strategies of local and small retail business.

Marketing strategy for retail business, Arc N Book, November 2019.

Presentation Title: How to enhance customer relationship in a local community.

Introduced my published book titled "*Old and small store stories: Places where people meet with people*"; explained the importance of customer relationship in a local community; focused on marketing strategies to enhance customer loyalty in local retail environment.

Marketing strategy for local retail business, EntangledwithBooks, October 2019.

Presentation Title: The importance of relationship in local retail business.

Introduced my published book titled "*Old and small store stories: Places where people meet with people*"; explained the economic and social reasons of small and local retail businesses' current difficulties and struggles; focused on marketing strategies of small and local retail business.

Marketing strategy for small retail stores, WeWork at Seolleung Station II, September 2019.

Presentation Title: How to maintain my small business longer in a marketing perspective.

Introduced my published book titled “*Old and small store stories: Places where people meet with people*”; explained the economic and social reasons of small retail businesses’ current difficulties and struggles; focused on marketing strategies of small retail business.

INVITED ACADEMIC PRESENTATIONS TO STUDENTS

TMI Graduate Seminar, The University of Georgia, March 2023.

Presentation Title: AI in Business

Explained about the role of big data and AI in current retail industry. AI use cases included AmazonGo, smart factory, self-driving automobile. Suggested the way to establish an infrastructure for AI application using the cloud computing services.

Entrepreneurship and Start-up business, Soongui Woman’s College, November 2020.

Presentation Title: Merchandising works and entrepreneurship

Explained the works of merchandising manager in the retail and fashion industry and entrepreneurship of start-up businesses. Focused on actual and effective strategies and workflow to establish and maintain the start-up in these days.

Entrepreneurship and Start-up business, Andong National University, November 2020.

Presentation Title: Merchandising works and entrepreneurship

Explained the works of merchandising manager in the retail and fashion industry and entrepreneurship of start-up businesses. Focused on actual and effective strategies and workflow to establish and maintain the start-up in these days.

Apparel and Textile Economics, The University of Georgia, November 2013.

Presentation Title: Nike: The Most Successful Athletic Footwear Company

Introduced Nike (brief description of Nike and market share in athletic footwear market); explained Nike’s success strategies (high-tech strategy, brand portfolio, and customization); focused on sustainability issues regarding Nike’s business environment; and discussed these issues with students.

Apparel and Textile Economics, The University of Georgia, February 2013

Presentation Title: South Korean Apparel and Retail Industry

Introduced geographic and economic characteristics of South Korean retail industry and South Korean apparel industry, specifically focusing on Korean retail structure, differences between Korean and American retail structures, and Korean apparel industry’s growth and volume.

Merchandising, Dongseo University, June 2007

Presentation Title: Merchandising: Research vs. Industry

Focused on the gap between academic research and industry practice; explained problems in prior merchandising literatures; discussed varied topics and issues in which there is a lack of research (retailing effectiveness, visual merchandising, improvement of market prediction, and performance assessment).

Sports Brand Merchandising, Seoul National University, March 2005

Presentation Title: Apparel MD

Explained the basic concepts of merchandising, fashion business flow, merchandising workflow, types of merchandisers, the differences between merchandiser (MD) and designer, and MD vision.

Emotional Marketing, Kyung Hee University, November 2004

Presentation Title: Emotional marketing

Taught job characteristics of merchandisers in the fashion industry; focused on emotional marketing trends and strategies.

TEACHING TECHNOLOGIES

iClicker, Fundamentals of Entrepreneurship and Retail Finance and Merchandise Control, University of Missouri

Menti.com, Mindscale.kr, All courses I have taught at the State University of New York, Korea

Moodle, All courses I have taught at INHA University

Canvas, All courses I have taught at Central Washington University, University of Missouri and University of Nebraska-Lincoln

Blackboard, All courses I have taught at the State University of New York, Korea

Photoshop, Digital Presentation Techniques, Central Washington University

PowerPoint, All courses I have taught

Technologies available: Google Docs, Skype, Blogs, Prezi, Dropbox, YouTube, Qualtrics, Survey Monkey

INDUSTRY EXPERIENCE

CEO

Nilehand Corp., Seoul, South Korea, 2019 – 2022

Design and retail merchandising company; making license contracts with fashion apparel and shoe brands in the United States and Europe including NBALAB and ASPEN; Developing global business plan to launch these new brands in Korea and Japan; conducting budget plan and analysis for launching new brands; established business plan proposal and conducted seasonal buying; planned and managed distribution channels and expanded international retail network to Japan; developing new designs of apparel and shoes collaborating with design companies in the United States; managing current patents and directing R&D process to develop further patents; coordinating all marketing vendors in Korea and the United States and managing the supply chains in Korea, China, and Vietnam.

Marketing Team Manager

SEOLIM BIO, Inc., Seoul, South Korea, 2017 - 2019

Developing global business plan to launch a new shoe and apparel brand of SEOLIM BIO in the United States; conducting budget plan and analysis for launching a new brand; leading the creation and execution of product category; managing a detailed seasonal production and marketing plan; seasonal production plan including all necessary details; coordinating all marketing vendors in Korea and the United States; manage and track all production and marketing placements; communicating and working closely with the business partners and experts of distribution channels and retail network in the United States; implementing and evaluating the plan of product categories and seasonal marketing plans.

Manager of Global Brand Distribution; Research and Development Director for Footwear

JI ONE FRS, Inc., Seoul, South Korea, 2006 - 2010

Launched CROCS and ACORN in Korea and Japan; established business plan proposal and conducted seasonal buying; planned and managed distribution channels and expanded international retail network to Japan; communicated and worked closely with CROCS and ACORN business partners; worked as contractor for distribution in Japan; communicated and worked with overseas vendors in China; negotiated seasonal product price and production cost; managed and directed running shoe R&D process; selected the proper function and match with products; organized and managed testing procedures of the function of a running shoe with the kinesiology departments of several universities.

CEO of Women's Apparel Brand

t's SDA, Seoul, South Korea, 2005 – 2005

Launched women's apparel brand "Bina Abling"; established business plan; contracted local retail owners and negotiated product price; hired, trained, and motivated designers to develop seasonal styles; supported and supervised design development of fabrics, styles, and trims to satisfy retail contractors and target customers; sourced, identified, and negotiated seasonal costing with vendors and mills; managed the

production process of seasonal products, including sourcing fabrics, dyeing and finishing, sewing, and packaging and delivering to local retail contractors; continuously expanded retail networks.

Assistant Merchandising Manager of Nike Active Life Team

Techang, Inc., Seoul, South Korea, 2003 – 2004

Launched Nike Active Life in South Korea in cooperation with Nike Sports Korea Co. Ltd.; established business plan proposal, including seasonal product ranges and stock levels; conducted seasonal buying from Nike Sports Korea and Nike headquarters in the USA; analyzed business performance and sales results; managed distribution channels and promotion in retail stores.

Internship in International Licensing Department

Nautica Apparel, Inc., New York, NY, USA, 2003 – 2003

Assisted designer and merchandiser for product development and communication with global contractors.

Assistant Merchandising Manager

PRO-SPECS Apparel Planning Dept., KUKJE, Inc., Seoul, South Korea, 1998-2001

Established seasonal business and merchandising plan proposal; analyzed business performance; made textile and style selections with design team; negotiated product cost with vendors; established product price of seasonal products; managed the production procedure from fiber selection, dyeing and finishing, and sewing products; responsible for woven training tracksuit, woven jackets, T-shirts, pants, ladies line, and junior line (increased seasonal sales by 15%–20% while working in my position of merchandising these product lines).

Merchandiser

PRO-SPECS Marketing Dept., KUKJE, Inc., Seoul, South Korea, 1997-1998

Reported yearly, seasonal, and monthly business plan proposal; acted as decision maker for number and quantity of seasonal products; analyzed sales performance; determined styles and products for the seasonal collection with apparel planning department; established seasonal product prices to attract target customers; managed product allocation in the stores with the correct quantities; managed retail promotion; cooperated with logistics and distribution management team to ensure on-time delivery with correct quantities into right stores; managed product lines, including backpacks, hats, and socks (seasonal sales increased by over 15% during my management of these product lines).

Retail Merchandiser

DOORS Business Dept. (Apparel Multi-Shop), KUKJE, Inc., Seoul, South Korea, 1996-1997

Conducted market research on fashion trends and competitive multi-shops; analyzed sales results; managed interior and exterior visual merchandising of stores (staged window displays and point of purchase displays); issued seasonal advertisement catalog; managed sales staffs; managed product stock and price levels.

SERVICE

University Committees and Councils

- TMFD Recruitment and Retention Committee, The University of Nebraska-Lincoln, 2023-2024
- Graduate Curriculum Committee for Textiles, Merchandising & Fashion Design, The University of Nebraska-Lincoln, 2022-2024
- Search Committee for Textile and Apparel Management Faculty, The University of Missouri, 2016-2017
- Graduate Award and Scholarship Committee for the College of Human Environmental Sciences, The University of Missouri, 2017
- TAM Departmental Scholarship Committee for Textile and Apparel Management, The University of Missouri, 2017

University Service Activities

- Faculty Co-Leader of the Dare to Wear (DTW) Student Association, TMFD, The University of Nebraska-Lincoln, 2024-2025
- Faculty-led Inquiry into Reflective and Scholarly Teaching (FIRST) Project, The University of Nebraska-Lincoln, 2024-2025
- Faculty reviewer for Graduate Student Travel Awards Program (GTAP), Graduate Student Assembly, The University of Nebraska-Lincoln, Spring 2024
- NRF Faculty sponsor, The University of Nebraska-Lincoln, 2023-2025
- Participant, Scholarly Enhancement Program: GWGV, The University of Nebraska-Lincoln, 2023-2024
- Graduate program application review (ADMIT), The University of Nebraska-Lincoln, 2022-2024
- Study Tour in South Korea, The University of Nebraska-Lincoln, July 2023
- Participant, HES Faculty Grant Writing Institute, The University of Missouri, July 2017
- Academic Advising, 15-20 TAM undergraduate students, The University of Missouri, 2016 - 2017
- Analyst, Google Analytics for TAM website, The University of Missouri, Fall 2016
- Volunteer, Mizzou Graduate CV Docs, The University of Missouri, 2016 - 2017
- Secretary, Graduate Student Association, Department of Textiles, Merchandising and Interiors, The University of Georgia, 2014 – 2015
- Volunteer staff, Experience UGA, The University of Georgia, February 2015
- Volunteer staff, South Campus Tailgate, The University of Georgia, September 2012

Reviewer in Professional Organizations

Ad hoc reviewing for Journal Manuscript

2019 March	Journal of Services Marketing
2018 March	Journal of Fashion Marketing and Management
2018 May	Journal of Fashion Marketing and Management

OUTREACH

Local independent bookshop consulting service, Our Local Bookstore Learning Center

Seoul Metropolitan Institute for Lifelong Education, Seoul, September 2021

Consulting services on developing marketing strategy for independent bookshop (store name is One Table),

Entrepreneurship mentor, 2020 Youth School for life planning

Seoul Volunteer Center and Seoul Metropolitan Institute for Lifelong Education, Seoul, August 2020

Seoul Volunteer Center and Seoul Metropolitan Institute for Lifelong Education, Seoul, October 2020

Deliberative committee member, 2nd deliberation of Public-private governance for Junggu's local economy

Jung-gu Office, Seoul, June 2020

Management consultant, Pro bono activity for small social enterprises, Caritas Social Enterprise Center, Caritas Seoul, Fall 2018 – Present

Consulting services on developing brand concept and marketing strategy for small independent business (store name is My Local Lounge), April 2020

Revising and editing the promotional brochure and materials of Caritas Social Enterprise Center, March 2020

Consulting services on business planning and the process of social entrepreneurship certification, Pro bono activity for North Korean defector's small businesses, December 2019

Consulting services on Storytelling marketing, Pro bono activity for North Korean defector's small business (company name is HanaDoga), October 2019

Social entrepreneurship course

Caritas Social Enterprise Center, Caritas Seoul, Fall 2018

REDI Social Entrepreneurial Meetings

Columbia Regional Economic Development, Inc., 2016 – 2017

HONORS AND AWARDS

- Excellent Paper Award, 2023 Winter Conference of Korea Business Association, South Korea. South Korea, February 2024
- Best Poster Award, 2022 Winter Conference of Korean Association of Human Ecology, South Korea, November 2022
- Certificate of Appreciation on Pro bono activity, Caritas Social Enterprise Center, Caritas Seoul, December 2019
- Graduate School Assistantship, The University of Georgia, 2011 - 2014, \$105,000
- Full-tuition scholarship, Seoul National University, 2006, \$3,000
- Top 1st in Dept., B.S. graduation, Seoul National University, 2006
- Summa Cum Laude, AAS graduation, Fashion Institute of Technology, 2003
- Full-tuition scholarship from HAE-SUNG Foundation, 1992 – 1996, \$28,000

PATENTS

Apparel items with a built-in micro-current electrical stimulation device, Patent number 10-0938605

Bra with a built-in micro-current electrical stimulation device, Patent number 10-0938825

MEMBERSHIP

Member, International Textile and Apparel Association

Member, American Collegiate Retailing Association

Member, The Korean Society of Clothing and Textiles

Member, Korean Association of Human Ecology