

## **Jung-Hwan Kim, Ph.D.**

Associate Professor  
Department of Retailing  
College of Hospitality, Retail, & Sport Management  
University of South Carolina  
4010E Carolina Coliseum  
Columbia, SC 29208

803-777-0489 (O)  
803-777-4357 (F)  
803-760-4865 (C)  
Email: jhkim@mailbox.sc.edu

### **EDUCATION**

---

Ph.D.	2006	The Ohio State University, Columbus, Ohio Department of Consumer Sciences, College of Education and Human Ecology Major: Textiles and Clothing; Minor: Qualitative Psychology
A.A.S.	2002	Fashion Institute of Technology, New York, New York Major: Fashion Merchandising Management
M.S.	1998	SookMyung Women's University, Seoul, Korea, Major: Clothing and Textiles
B.S.	1996	Hannam University, Taejon, Korea, Major: Clothing and Textiles

### **EMPLOYMENT HISTORY**

---

Associate Professor	Aug. 16, 2015 - Present	Department of Retailing College of Hospitality, Retail, & Sport Management University of South Carolina
Associate Professor/ Director of Graduate Studies	Aug. 16, 2012 – Aug. 15, 2015	Department of Retailing College of Hospitality, Retail, & Sport Management University of South Carolina
Assistant Professor/Interim Director of Graduate Studies	Aug. 16, 2008 – Aug. 15, 2009	Department of Retailing College of Hospitality, Retail, & Sport Management University of South Carolina
Assistant Professor	Aug. 16, 2006 – Aug. 15, 2012	Department of Retailing College of Hospitality, Retail, & Sport Management University of South Carolina
	Courses Taught:	RETL 268: Principles of Fashion Merchandising RETL 295: Retailing Practicum RETL 368: Fashion Product Analysis RETL 388: Fashion Forecasting RETL 378: Home Furnishing Merchandising RETL 462: Merchandising Management Strategies RETL 695: Retailing Literature & Thought RETL 798: Directed Study/Retailing HRSM 795: Field Project in HRSM HRSM 788: Applied Research in HRSM
Graduate Teaching Assistant	2002 - 2006	Department of Consumer Sciences College of Education and Human Ecology The Ohio State University
	Courses Assisted:	TXTL&CLO 275: The Business of Fashion

		TXTL&CLO 372: Appearance, Dress & Cultural Diversity TXTL&CLO 375: Ready-to-Wear Analysis TXTL&CLO 571: Textile Analysis and Evaluation TXTL&CLO 685.01: Merchandise Buying and Management
Graduate Research Assistant	1997 - 1998	Department of Clothing and Textiles SookMyung Women's University

## FIELD EXPERIENCE

---

Merchandising Management Assistant	2002	Nautica Enterprises, Inc., New York, New York (Worked with Design/Product Development Teams)
Marketing Assistant	2001	Acolyte Systems, New York, New York (Market research for product development)

## PUBLICATIONS

---

### Refereed Journal Articles

**Kim, J-H.** (2019). Luxury brands in the digital age: perceived quality and gender difference, *The International Review of Retail, Distribution and Consumer Research*, DOI: 10.1080/09593969.2019.1651379.

**Kim, J-H.** (2019). Imperative challenge for luxury brands: Generation Y consumers' perceptions of luxury e-commerce sites. *International Journal of Retail & Distribution Management*, 47(2), pp.220-244.

**Kim, J-H., & Kim, M.** (2018). Conceptualization and Assessment of E-service Quality for Luxury Brands. *The Service Industries Journal*. DOI:10.1080/02642069.2018.1517755.

**Kim, J-H., Kim, M., & Lennon S.J.** (2018). E-service Performance of Apparel E-retailing Websites: A Longitudinal Assessment. *International Journal of Service Science, Management, Engineering, and Technology*, 8(1), 18-31.

**Kim, J-H.** (2017). How important are media characters to you?: The effects of media images on body concern. *Fashion, Industry and Education*, 15(1), 29-43.

**Kim, J-H., & Lennon, S.J.** (2017). Descriptive content analysis on e-service research. *International Journal of Service Science, Management, Engineering, and Technology*, 8(1), 18-31.

**Kim, J-H., & Zhang, B.** (2015). Attitude and purchase intent for luxury fashion goods: Cultural differences between Americans and Chinese. *International Journal of Costume and Fashion*, 15(1), 19-37.

Lennon, S.J., & **Kim, J-H.** (2015). Making sense of the e-service quality literature: Sampling, undergraduates, and replications. *International Journal of Service Science, Management, Engineering, and Technology*, 6(1), 38-62.

†Zhang, B., & **Kim, J-H.** (2013). Luxury fashion goods and Chinese consumer: Factors affecting attitude and purchase intent. *Journal of Retailing and Consumer Services*, 20(1), 68-79.

† Received Certificate for Highly Cited Research in Journal of Retailing and Consumer Services

(Awarded December, 2016)

Ranked 21 out of the 50 Most frequently downloaded articles on ScienceDirect since January 2015 (published on April 28, 2015).

† Ranked ninth out of the 25 Most downloaded articles in marketing from Elsevier published journals during the period of January –June 2013.

† Listed as being number 1 of the ‘5 Most downloaded articles’ in *Journal of Retailing and Consumer Sciences* during the period of January 2013 – October 2014.

**Kim, J-H.,** & Kim, C. (2012). Male generation Y consumers: Online apparel shopping and e-satisfaction. *International Journal of Costume and Fashion, 12*(2), 1-14.

**Kim, J-H.,** & Lennon, S.J. (2012). Music and amount of information: Do they matter in an online apparel setting? *The International Review of Retail, Distribution and Consumer Research, 22*(1), 55-82.

Runyan, R., **Kim, J-H.,** & Baker, J. (2012). The mall as bazaar: How kiosks influence consumer shopping behavior. *Journal of Marketing Management, 29*(1-2), 85-102.

**Kim, J-H.,** Kim, M., & Kandampully, J. (2011). The impact of e-retail environment characteristics on e-satisfaction and purchase intent. *International Journal of Service Science, Management, Engineering, and Technology, 2*(3), 1-19.

**Kim, J-H.,** & Runyan, R. (2011). Where did all the benches go?: The effects of mall kiosks on perceived retail crowding. *International Journal of Retail & Distribution Management, 39*(2), 130-143.

Kim, M., **Kim, J-H.,** & Lennon, S.J. (2011). E-service attributes available on men’s and women’s apparel websites. *Managing Service Quality, 21*(1), 25-45.

†**Kim, J-H.,** & Kim, C. (2010). E-service quality perceptions: A cross-cultural comparison of American and Korean consumers. *Journal of Research in Interactive Marketing, 4*(3), 257-275.

† Ranked ninth out of the 10 Most cited articles in *Journal of Research in Interactive Marketing* during the period of January 2015 –December 2015.

**Kim, J-H.,** & Lennon, S.J. (2010). Information available on a website: Effects on consumers’ shopping outcomes. *Journal of Fashion Marketing and Management, 14*(2), 247-262.

**Kim, J-H.,** Kim, M., & Lennon, S.J. (2009). Effects of website atmospherics on consumer responses: Music and product presentation. *Direct Marketing: An International Journal, 3*(1), 4-19.

**Kim, J-H.,** Kim, M., & Kandampully, J. (2009). Buying environment characteristics in the context of e-service. *European Journal of Marketing, 43*(9/10), 1188-1204.

**Kim, J-H.** (2007). The portrayal of the image of women in cosmetic advertisements. *International Journal of Human Ecology, 8*(2), 127- 139.

†**Kim, J-H.,** Kim, M., & Kandampully, J. (2007). The impact of buying environment characteristics of retail websites. *The Service Industries Journal, 27*(7), 865-880.

†Received Outstanding Publications Award (established by the College of HRSM in 2010 to monetarily reward HRSM faculty who published papers in the highest ranked journals).

**Kim, J-H.,** Kim, M., & Lennon, S.J. (2007). Information components of apparel retail Websites: Task

relevance approach. *Journal of Fashion Marketing and Management*, 11(4), 494-510.

†**Kim, J-H.**, & Lennon, S.J. (2007). Mass media and self-esteem, body image, and eating disorder tendencies. *Clothing and Textiles Research Journal*, 25(1), 1-15.

†Listed as being number 1 of the '50Most-Frequently Read Articles' in Clothing and Textiles Research Journal (from April 2007 to July 2014)

†Kim, M., **Kim, J-H.**, & Lennon, S.J. (2006). Online service attributes available on apparel retail websites: An E-S-QUAL Approach. *Managing Service Quality*, 16(1), 51-77.

†Nominated as a finalist for the Highly Commended Paper Award for the year 2006.

#### Book Chapters

**Kim, J-H.**, & Kim, M. (2014). The power of consumers in the process of co-creating value. In J. Kandampully (eds). *Customer experience management: Enhancing experience and value through service management*. Dubuque, IA: Kendall Hunt publishing company.

**Kim, J-H.**, & Lennon, S.J. (2012). Electronic retailing and service quality. In J. Kandampully (eds). *Services management: The new paradigm in retailing*, New York, NY: Springer.

#### Refereed Proceedings

**Kim, J-H.** (2018, November). Quality dimensions affecting online luxury consumers: Does gender matter? *Proceedings of International Textile and Apparel Association Annual Meeting*, Cleveland, Ohio.

**Kim, J-H.**, Kim, M., Park, M., & Yoo, J. (2018, November). Mental imagery in an in-store apparel shopping context; Do women and men differ? *Proceedings of KSCT-ITAA Joint Symposium*, Cleveland, Ohio.

**Kim, J-H.**, & Kim, M. (2017, November). Luxury Consumers' E-service Perceptions: Does Income Level Matter?. *Proceedings of International Textile and Apparel Association Annual Meeting*, St. Petersburg, Florida.

Park, M., Kim, M., **Kim, J-H.**, Yoo, J. (2017, July). Consumer decision making process in in-store shopping: Focusing on sensory experience and mental imagery. *Proceedings of 2017 Global Fashion Management Conference*, Vienna, Austria.

**Kim, J-H.**, Kim, M., & Lennon, S.J. (2016, November). A longitudinal analysis of e-service attributes available on apparel e-retailing sites. *Proceedings of International Textile and Apparel Association Annual Meeting*, Vancouver, British Columbia.

Kim, M., & **Kim, J-H.** (2016, November). Content analysis of m-commerce: A comparison of apparel and non-apparel sites. *Proceedings of International Textile and Apparel Association Annual Meeting*, Vancouver, British Columbia.

**Kim, J-H.**, & Kim, M. (2016, July). Luxury fashion retailers and consumers' perceptions of luxury fashion websites. *2016 Proceedings of Academic of Marketing Science (AMS) World Marketing Congress*, Paris, France.

**Kim, J-H.**, & Lennon, S.J. (2014). Making sense of the e-service quality literature. *Proceedings of the*

*International Textile and Apparel Association*. Charlotte, NC, USA.

**Kim, J-H.**, & Kim, M. (2014). Investigation of e-service attributes on luxury fashion websites. *Proceedings of the International Textile and Apparel Association*. Charlotte, NC, USA.

Yoo, J, Kim, M, & **Kim, J-H.** (2014). Service attributes available on mobile website. *Proceedings of the International Textile and Apparel Association*. Charlotte, NC, USA.

**Kim, J-H.**, & Zhang, B. (2013). U.S. Luxury Fashion Consumption: Factors Affecting Attitude and Purchas Intent. *Proceedings of the International Textile and Apparel Association*. New Orleans, Louisiana, USA.

**Kim, J-H.**, & Kim, C (2012). Generation Y male consumers: Online apparel shopping and e-satisfaction. *Proceedings of 2012 Global Marketing Conference*. Seoul, Republic of Korea.

Zhang, B., & **Kim, J-H.** (2010). Luxury fashion goods and Chinese consumer: Factors affecting attitude and purchase intent. *Proceedings of the International Textile and Apparel Association*. Montreal, Quebec, Canada.

**Kim, J-H.**, Kim, M., & Kandampully, J. (2010). Antecedents and consequences of e-service experience in e-commerce. *Proceedings of the International Research Symposium in Service Management*. Reduit, Mauritius.

Kim, J., **Kim, J-H.**, Kim, K-Y. (2009). Redefining factors affecting online purchase: A comparison of US and Korean online shoppers. *Proceedings of the International Textile and Apparel Association*. Bellevue, Washington, USA.

Runyan, R.C., **Kim, J-H.** & Baker, J. (2009). The changing face of the mall: How kiosks and salespeople affect mall shopping intentions. *Proceedings of the 16th International Conference on Recent Advances in Retailing and Services Science*. Niagara Falls, Canada.

**Kim, J-H.**, Kim, M, & Lennon, S. (2008). Consumer responses to online service quality: An E-A-S-QUAL approach. *Proceedings of the International Textile and Apparel Association*. Shamburg, IL, USA.

Bickle, M., & **Kim, J-H.** (2008). Virtual scholars: Teaching international retailing concepts while simultaneously building global relationships. *Proceedings of the International Textile and Apparel Association*. Shamburg, IL, USA.

**Kim, J-H.**, & Lennon, S. (2007). Effects of music and amount of information on consumer shopping behavior under low involvement. *Proceedings of the International Textile and Apparel Association*. Los Angeles, CA, USA.

**Kim, J-H.**, & Bickle, M. (2007). Baby boomers' perceptions of e-service quality in online apparel shopping. *Proceedings of the International Textile and Apparel Association*. Los Angeles, CA, USA.

Kim, M., **Kim, J-H.**, & Lennon, S. (2007). Online store atmospherics: How product presentation and music affect consumer responses. *Proceedings of the International Textile and Apparel Association*. Los Angeles, CA, USA.

**Kim, J-H.**, Kim, M., & Kandampully, J. (2007). A consumer perspective of buying environment characteristics in the context of e-services. *Proceedings of the International Textile and Apparel*

Association. Los Angeles, CA, USA.

Kim, M., **Kim, J-H.**, & Lennon, S. (2007). E-service attributes available on men's and women's apparel websites. *Proceedings of 2007 Spring American Collegiate Retailing Association Conference*. Chicago, IL, USA.

**Kim, J-H.**, & Lennon, S. (2006). The effect of amount of information on consumer shopping behaviors in an online apparel retailing setting. *Proceedings of the International Textile and Apparel Association*. San Antonio, TX, USA.

**Kim, J-H.**, & Kandampully, J. (2006). The impact of buying environment characteristics in online apparel websites as a driver of competitive strategy. *Proceedings of the International Conference of the European Institute of Retailing and Services Studies*. Budapest, Hungary.

**Kim, J-H.**, Kim, M., & Lennon, S. (2006). The effect of visual product presentation and music on mood, attitude towards the site, and purchase intentions in online apparel shopping. *Proceedings of 2006 Spring American Collegiate Retailing Association*. Bentonville, Arkansas, USA.

**Kim, J-H.**, Kim, M., & Lennon, S. (2005). The impact of the website on shopping information components of apparel retail websites: Task relevance approach. *Proceedings of the International Textile and Apparel Association*. Alexandria, VA, USA.

Kim, M., **Kim, J-H.**, & Lennon, S. (2005). Service elements of apparel retail websites: A SERVQUAL approach. *Proceedings of 2005 Seoul International Clothing & Textiles Conference*. Seoul, Korea.

Kim, M., **Kim, J-H.**, & Lennon, S. (2005). Online service attributes available on apparel retail websites: A SERVQUAL approach. *Proceedings of the American Collegiate Retailing Association*. Philadelphia, Pennsylvania, USA.

**Kim, J-H.**, & Lennon, S. (2004). Effects of mass media on self-esteem, body image, and eating disorder tendencies. *Proceedings of the International Textile and Apparel Association*. Portland, Oregon, USA.

#### Non-refereed Proceedings

**Kim, J-H.**, & Lennon, S. (2005, April-May). The effect of visual product presentation and music on mood, attitude towards the site, and purchase intentions in online apparel shopping. *Global Symposium for Consumer Sciences*— Jointly held by The Ohio State University's Consumer Sciences Department, Purdue University's Consumer Sciences and Retailing Department, and Seoul National University's Consumer Studies Resource Management.

## PRESENTATIONS

---

#### Refereed Conference Presentations

**Kim, J-H.** (2018, November). Quality dimensions affecting online luxury consumers: Does gender matter? *International Textile and Apparel Association Annual Meeting*, Cleveland, Ohio.

**Kim, J-H.**, Kim, M., Park, M., & Yoo, J. (2018, November). Mental imagery in an in-store apparel shopping context; Do women and men differ? *KSCT – ITAA Joint Symposium*, Cleveland, Ohio.

**Kim, J-H.**, & Kim, M. (2017, November). Luxury Consumers' E-service Perceptions: Does Income Level Matter?. *International Textile and Apparel Association Annual Meeting*, St. Petersburg, Florida.

Park, M., Kim, M., **Kim, J-H.**, Yoo, J. (2017, July). Consumer decision making process in in-store shopping: Focusing on sensory experience and mental imagery. *2017 Global Fashion Management Conference*, Vienna, Austria.

**Kim, J-H.**, Kim, M., & Lennon, S.J. (2016, November). A longitudinal analysis of e-service attributes available on apparel e-retailing sites. *International Textile and Apparel Association Annual Meeting*, Vancouver, British Columbia.

Kim, M., & **Kim, J-H.** (2016, November). Content analysis of m-commerce: A comparison of apparel and non-apparel sites. *International Textile and Apparel Association Annual Meeting*, Vancouver, British Columbia.

**Kim, J-H.**, & Kim, M. (2016, July). Luxury fashion retailers and consumers' perceptions of luxury fashion websites. *2016 Academic of Marketing Science (AMS) World Marketing Congress*, Paris, France.

**Kim, J-H.**, & Lennon, S.J. (2014, November). Making sense of the e-service quality literature. *International Textile and Apparel Association Annual Meeting*, Charlotte, NC, USA.

**Kim, J-H.**, & Kim, M. (2014, November). Investigation of e-service attributes on luxury fashion websites. *International Textile and Apparel Association Annual Meeting*, Charlotte, NC, USA.

Yoo, J, Kim, M, & **Kim, J-H.** (2014, November). Service attributes available on mobile website. *International Textile and Apparel Association Annual Meeting*, Charlotte, NC, USA.

**Kim, J-H.**, & Zhang, B. (2013, October). U.S. Luxury Fashion Consumption: Factors Affecting Attitude and Purchas Intent. *International Textile and Apparel Association Annual Meeting*, New Orleans, Louisiana, USA.

**Kim, J-H.**, & Kim, C (2012, July). Generation Y male consumers: Online apparel shopping and e-satisfaction. *Global Marketing Conference*. Seoul, Republic of Korea.

Zhang, B., & **Kim, J-H.** (2010, October). Luxury fashion goods and Chinese consumer: Factors affecting attitude and purchase intent. *International Textile and Apparel Association Annual Meeting*, Montreal, Quebec Canada.

**Kim, J-H.**, Kim, M., & Kandampully, J. (2010, August). Antecedents and consequences of e-service experience in e-commerce. *International Research Symposium in Service Management*, Reduit, Mauritius.

Kim, J, **Kim, J-H.**, & Kim, K-H. (2009, October). Redefining factors affecting online purchase: A comparison of US and Korean online shoppers. *International Textile and Apparel Association Annual Meeting*, Bellevue, Washington, USA.

Runyan, R.C., **Kim, J-H.**, & Baker, J. (2009, July). The changing face of the mall: How kiosks and salespeople affect mall shopping intentions. Presented at the 16th International Conference on Recent Advances in Retailing and Services Science, Niagara Falls, Canada.

**Kim, J-H.**, Kim, M., & Lennon, S. (2008, November). Consumer responses to online service quality: An E-A-S-QUAL approach. *International Textile and Apparel Association Annual Meeting*, Schaumburg, Illinois, USA.

Bickle, M., & **Kim, J-H.** (2008, November). Virtual scholars: Teaching international retailing concepts while simultaneously building global relationships. *International Textile and Apparel Association Annual Meeting*, Schaumburg, Illinois, USA.

**Kim, J-H.**, & Lennon, S. (2007, November). Effects of music and amount of information on consumer shopping behavior under low involvement. *International Textile and Apparel Association Annual Meeting*, Los Angeles, California, USA.

**Kim, J-H.**, & Bickle, M. (2007, November). Baby boomers' perceptions of e-service quality in online apparel shopping. *International Textile and Apparel Association Annual Meeting*, Los Angeles, California, USA.

Kim, M., **Kim, J-H.**, & Lennon, S. (2007, November). Online store atmospherics: How product presentation and music affect consumer responses. *International Textile and Apparel Association Annual Meeting*, Los Angeles, California, USA.

**Kim, J-H.**, Kim, M. & Kandampully, J. (2007, November). A Consumer perspective of buying environment characteristics in the context of e-services. *International Textile and Apparel Association Annual Meeting*, Los Angeles, California, USA.

Kim, M., **Kim, J-H.**, & Lennon, S. (2007, April). E-service attributes available on men's and women's apparel websites. *American Collegiate Retailing Association Spring 2006 Conference*, Chicago, Illinois, USA.

**Kim, J-H.**, & Lennon, S. (2006, November). The effect of amount of information on consumer shopping behaviors in an online apparel retailing setting. *International Textile and Apparel Association Annual Meeting*, San Antonio, Texas, USA.

**Kim, J-H.**, & Kandampully, J. (2006, July). The impact of buying environment characteristics in online apparel websites as a driver of competitive strategy. *The European Institute of Retailing and Services Studies*, Budapest, Hungary.

**Kim, J-H.**, Kim, M., & Lennon, S. (2006, April). The effect of visual product presentation and music on mood, attitude towards the site, and purchase intentions in online apparel shopping. *American Collegiate Retailing Association Spring 2006 Conference*, Bentonville, Arkansas, USA.

**Kim, J-H.**, Kim, M., & Lennon, S. (2005, November). The impact of the website on shopping information components of apparel retail websites: Task relevance approach. *International Textile and Apparel Association Annual Meeting*, Alexandria, Virginia, USA.

Kim, M., **Kim, J-H.**, & Lennon, S. (2005, August). Service elements of apparel retail websites: A SERVQUAL approach. *2005 Seoul International Clothing & Textiles Conference*, Seoul, Korea.

Kim, M., **Kim, J-H.**, & Lennon, S. (2005, April). Online service attributes available on apparel retail websites: A SERVQUAL approach. *American Collegiate Retailing Association Spring Conference*, Philadelphia, Pennsylvania, USA.

**Kim, J-H.**, & Lennon, S. (2004, November). Effects of mass media on self-esteem, body image, and eating disorder tendencies. *International Textile and Apparel Association Annual Meeting*, Portland, Oregon, USA.

Non-refereed Presentations/Seminars



**Kim, J-H.** (2012, March). Music and amount of information: Do they matter in an online apparel setting? Research Symposium held by College of Hospitality, Retail, & Sport Management, University of South Carolina.

Davis, C., & **Kim, J-H.** (April, 2012). Customer attitudes and personal selling. Discovery Day: A forum for student ingenuity held by University of South Carolina.

**Kim, J-H.** (2010, April). The impact of buying environment characteristics of retail websites, Research Symposium held by College of Hospitality, Retail, & Sport Management, University of South Carolina.

**Kim, J-H.,** & Kandampully, J. (2006, March). The impact of buying environment characteristics in online apparel websites as a driver of competitive strategy. Consumer Sciences Department Seminar, The Ohio State University.

**Kim, J-H.,** & Lennon, S. (2005, April-May). The effect of visual product presentation and music on mood, attitude towards the site, and purchase intentions in online apparel shopping. *Global Symposium for Consumer Sciences*– Jointly held by The Ohio State University’s Consumer Sciences Department, Purdue University’s Consumer Sciences and Retailing Department, and Seoul National University’s Consumer Studies Resource Management.

#### Invited Presentations

Department of fashion Industry, Ewha Women’s University. Topic covered: Preparing future career in the field of textiles and clothing and graduate program (June, 18, 2018).

Department of fashion Industry, Ewha Women’s University. Topic covered: Retail Innovation and the future of Retailing (June, 18, 2018).

Family Studies and Social Work, Miami University, Topic covered: Mass media, body image, and eating disorder tendencies (March 8, 2007).

#### GRANTS

---

##### External Grants

Park, M., Kim, M., **Kim, J-H.,** Yoo, J. (2016 - 2019). *Building the innovative consumer decision-making process model in an omni-channel retail context: Based on qualitative, qualitative and fMRI approaches.* 2016 Humanities and Social Sciences Basic Research Support Program, National Research Foundation of Korea, \$222,911.18 (259,200,000 WON) (Funded).

Kim, C., & **Kim, J-H.** (2011). *Korean college students’ e-service quality perceptions in relation to e-satisfaction and e-loyalty.* Hannam University Gyobi Research Grant, \$4,617.66 (5,000,000 KRW Funded).

##### Internal Grants

**Kim, J-H.** (2015). *Getting Started with Teaching Online at USC.* Faculty Support Grants, Center for Teaching Excellence (CTE), University of South Carolina, \$750 (Funded).

**Kim, J-H.** (2012). International conference supplemental grants. College of Hospitality, Retail, and Sport Management, University of South Carolina. \$1,500 (funded).

**Kim, J-H.** (2012). College of HRSM Faculty Premier Summer Research Support. College of Hospitality, Retail, and Sport Management, University of South Carolina. \$8,000 (Funded).

**Kim, J-H.** (2011). *Growth opportunities of luxury fashion goods in China*. University of South Carolina, College of HRSM Untenured Faculty Seed Grant, \$3,000 (Funded).

**Kim, J-H.** (2008). *A cross cultural comparison of website quality*. University of South Carolina, College of HRSM Internal grant for Faculty Research 2008-2009, \$5,000 (Funded).

Kim, J., & **Kim, J-H.** (2007). *Consumer acceptance of product visualization technology: A comparison of US and Korean online shoppers' perceptions*. University of South Carolina, College of HRSM Internal grant for Faculty Research 2007-2008, \$9,000 (Funded).

**Kim, J-H.,** & Runyan, R. (2006). *The influence of kiosks at shopping malls on consumer patronage intention*. University of South Carolina, College of HRSM Internal grant for Faculty Research 2006-2007, \$3,500 (Funded).

#### **WORKING PAPERS (Under review or In-progress)**

---

Kim, M., **Kim, J-H.,** Park, M., & Yoo, J. (Under review). In-store consumer decision-making process: Focusing on sensory experiences and mental imagery. *Journal of Fashion Marketing and Management*

**Kim, J-H.,** Hsu, M-M., Yuen, A. (Under review) Exploration of key driving factors influencing millennial consumers' luxury consumption attitude and purchase intent. Difference by income. *Journal of Consumer Behavior: An International Research Review*.

**Kim, J-H.,** Kim, M., Park, M., & Yoo, J. Mental imagery in an in-store apparel shopping context; Do women and men differ? Target journal: *Journal of Retailing and Consumer Services*.

Park, M., Yoo, J. Kim, M., & **Kim, J-H.** (In-progress). Consumer in-store shopping decisions: A focus group study. Target journal: *The Korean Society of Clothing & Textiles*.

Muhammad, A., Khoza, L., Kim, M., Kobia, C., & Lee, J., & **Kim, J-H.** (In-progress). Who are Social Entrepreneurs? Connecting the Stories of Women in the Global Textile and Apparel Industry. Target journal: *Clothing and Textiles Research Journal*.

#### **MENTORING/ADVISING**

---

Duration	Student Name	Level	Type	Project
2017- 2018	Man Man, Hsu	Undergraduate	Directed Research	Understanding millennial shoppers' purchasing behavior regarding luxury fashion goods in Hong Kong
2014-2015	Yang, Cao	Graduate	Dissertation Committee	How to make destination dining experiences memorable
2012-2013	Sradha Sheth	Graduate	Thesis Reviewer	Social media, a new revolution in the field of marketing
2012-2013	Zhang Pei	Graduate	Thesis Committee	Examining long-haul Chinese outbound tourists' shopping intentions
2012	Paige Glovinsky	Graduate	Thesis Reviewer	Turning customer feedback into commitment: The effects of

2012	Charley Davis	Undergraduate	Directed Research	customer product involvement on satisfaction, emotional connectivity, brand loyalty, and word-of-mouth behavior Customer attitudes and personal selling (Second place, 2012 Discovery Day Award)
2011-2012	Bopeng Zhang	Graduate	Directed Research	Luxury fashion goods and Chinese consumer: Factors affecting attitude and purchase intent

## HONORS AND AWARDS

Received Certificate for Highly Cited Research in Journal of Retailing and Consumer Services in recognition of the contribution to the quality of the journal made by: Luxury fashion consumption in China: Factors affecting attitude and purchase intent.	December, 2016
Article published in <i>Journal of Retailing and Consumer Services</i> _Ranked ninth out of the 25 Most downloaded articles in marketing from Elsevier published journals during the period of January –June 2013.	September, 2013
➤ Listed as being number 1 of the ‘5 Most downloaded articles’ in <i>Journal of Retailing and Consumer Sciences</i> during the period of January 2013 – October 2014.	
Nominated as 2013’s Rising Star of the College University of South Carolina	December, 2013
Second Place, Discovery Day Award (Research Project with an Undergraduate Student ) University of South Carolina	April, 2012
Faculty Premier Summer Research Support (\$ 5,000 salary + \$3,000 data collection) College of Hospitality, Retail, & Sport Management, University of South Carolina	March, 2012
USC Featured Scholars of the Month University of South Carolina	January 2012
Finalist of the <i>Patricia G. Moody Distinguished Researcher and Scholar of the year</i> College of Hospitality, Retail, & Sport Management, University of South Carolina	2010, 2011, 2012
Outstanding Publication Award College of Hospitality, Retail, & Sport Management, University of South Carolina	2010
Listed as being number 1 of the ‘50Most-Frequently Read Articles’ in Clothing and Textiles Research Journal (from April 2007 to July 2014)	2007 - 2014
Finalist for the Highly Commended Paper Award in Managing Service Quality Journal	2006
Honorable Mention in Research, Department of Consumer Sciences College of Education and Human Ecology, The Ohio State University	2006
Department of Consumer Sciences Graduate Student Research Award College of Education and Human Ecology, The Ohio State University	2006
Department of Consumer Sciences Graduate Student Travel Award	2004 - 2006

College of Education and Human Ecology, The Ohio State University

Dean's List 2001 - 2002  
Fashion Institute of Technology

Assistance Scholarships 1997 - 1998  
College of Human Ecology, SookMyung Women's University

Department Summa Cum Laude 1996  
College of Natural Sciences, Hannam University

## **SERVICE**

### University (College/Department) Service

Member Faculty Senate Committee on Libraries 2017 - Present  
University of South Carolina

Member Department Instructor Search Committee Fall 2017 –  
Department of Retailing Spring 2018  
College of Hospitality, Retail, & Sport Management  
University of South Carolina

Member Department Chair Search Committee 2016 - 2017  
Department of Retailing  
College of Hospitality, Retail, & Sport Management  
University of South Carolina

Member Department Chair Search Committee Fall 2016  
School of Hotel, Restaurant and Tourism Management  
College of Hospitality, Retail, & Sport Management  
University of South Carolina

Secretary Student Academic Responsibility Committee Fall 2015 –  
(Fall 2016 – Spring 2017) College of Hospitality, Retail, & Sport Management Spring 2017  
Chair University of South Carolina  
(Fall 2015 – Spring 2016)

Member Review Committee for Dean of College of HRSM 2012-2013  
University of South Carolina

Chair Assistant Faculty Position Search Committee 2013  
Department of Retailing  
College of Hospitality, Retail, & Sport Management  
University of South Carolina

Judge Oral Research April, 2012  
Graduate Student Day  
University of South Carolina

Member	Department Chair Search Committee Department of Retailing College of Hospitality, Retail, & Sport Management University of South Carolina	2011-2012
Member	Faculty Research and Grant Committee College of Hospitality, Retail, & Sport Management University of South Carolina	2010 - 2012
Member	Student Scholarship Awards Committee College of Hospitality, Retail, & Sport Management University of South Carolina	2006 - 2010
Graduate Director	Department of Retailing College of Hospitality, Retail, & Sport Management University of South Carolina	2012 – 2015 2008 - 2009
Member	Graduate Academic Review Committee College of Hospitality, Retail, & Sport Management University of South Carolina	2008 – 2009 2012- Present
Member	Sport & Entertainment Management Faculty Search Committee College of Hospitality, Retail, & Sport Management University of South Carolina	2008
Member	International Activities Committee College of Hospitality, Retail, & Sport Management University of South Carolina	2007 - 2008
Member	Instructor Position Search Committee, Department of Retailing College of Hospitality, Retail, & Sport Management University of South Carolina	2007 - 2008
Chair	Student Academic Responsibilities Committee College of Hospitality, Retail, & Sport Management University of South Carolina	2006 - 2009
Facilitator	Global Virtual Scholars Program, Department of Retailing College of Hospitality, Retail, & Sport Management University of South Carolina	2006 - 2007

Professional Service

Editorial Board Member	Clothing and Textiles Research Journal	2010 - Present
	Journal of Service Management	2015 - Present
Research Reviewer	Tourism Analysis	2017
	International Journal of Electronic Marketing and Retailing	2016
	Psychological Reports	2015 - 2016

	Fashion and Textiles	2015
	Journal of Retailing and Consumer Services	2013 - Present
	International Review of Retail, Distribution, & Consumer Research	2011 - present
	Electronic Commerce Research Journal	2012
	Family & Consumer Science Journal	2012
	International Journal of Retail & Distribution Management	2011
	Journal of Electronic Commerce Research	2011
	Journal of Service Management	2011
	Journal of Interactive Marketing	2010
	Journal of Research in Interactive Marketing	2009 - 2012
	Journal of Fashion Marketing and Management	2007 - 2010
	Managing Service Quality Journal	2006 - 2010
Conference committee member	International Business and Consumer Research (IBCR) Conference Best Paper review committee	2016 - 2017
Conference Abstract Reviewer	International Textile and Apparel Association Conference Papers	2007 - Present
Conference Paper Reviewer	International Textiles and Apparel Association Conference Student Best Paper Awards	2015 - Present
	American Collegiate Retailing Association Competitive Paper Award	2015
	American Collegiate Retailing Association Dissertation Award	2008, 2013
	Award American Collegiate Retailing Association Conference Papers	2007
Facilitator	International Textiles and Apparel Association Pre-conference workshop	2007
Presider	American Collegiate Retailing Association Spring Conference	2007
External Reviewer for Tenure and promotion	Adelphi University	2015
	Texas Tech University	2015

## **PROFESSIONAL DEVELOPMENT**

Acquired certification in Google AdWords Fundamentals/Google Analytics for Beginners (Fall 2017 – Fall 2018)

Acquired certification in completing EMERITUS Digital Marketing: Customer engagement, social media, planning & analytics course (Fall 2017)

Acquired certification in completing Stanford Medical Educational Program – 3<sup>rd</sup> Innovation in Psychiatry and Behavioral Health: Virtual Reality and Behavioral Change (Fall 2017)

Acquired Certification in completing one 5-day course on Mediation, Moderation, and Conditional Process Analysis (Summer 2018)

Acquired Wix (web development platform) certification (August 2018)

## **PROFESSIONAL ORGANIZATIONS**

International Textile and Apparel Association

American Collegiate Retailing Association

Walker Institute for International and Area Studies

Academic of Marketing Science

Direct Selling Education Foundation (DSEF) Fellow