

Tunmin (Catherine) Jai, Ph.D.

Human Sciences 609
Lubbock, Texas 79409-1240

Phone: (806) 834-8645
E-mail: Catherine.Jai@ttu.edu

PROFESSIONAL AFFILIATIONS

International Textile and Apparel Association (ITAA), VP of Publication (FY25-27)
Academy of Marketing Science (AMS)
American Collegiate Retailing Association (ACRA)
Association of North America Higher Education International (ANAHEI)
IEEE Standard Association, P3141 Standard for 3D Body Processing, Communication,
Security and Privacy Working Group

EDUCATION

- Ph.D. Oregon State University, 2010
Major: Consumer Behavior
Supporting Areas of Emphasis: Business Administration
Dissertation: *The impact of unsolicited behavioral tracking practices on consumers' shopping evaluations and attitudes toward trusted online retailers*
(ITAA Best Paper-Doctoral Category--First Place Award)
- M.S. Fu Jen Catholic University, Taiwan, 2006
Major: Textiles and Clothing
Thesis: *Patent analysis of chemical protective clothing materials*
Intellectual Property Thesis Award, Asia Pacific Intellectual Property Association,
Taiwan
- B.S. Fu Jen Catholic University, Taiwan, 1998
Major: Textiles and Clothing Minor: Business Administration

PROFESSIONAL EXPERIENCE

Texas Tech University

Professor of Retail Management	2025 – Present
Associate Professor of Retail Management	2016 – 2025
Interim Associate Dean of Honors College	2021 – 2022
Retail Graduate Program Director	2018 – 2021
Assistant Professor of Retail Management Department of Hospitality and Retail Management	2010 – 2016

Oregon State University

Graduate Teaching Assistant Department of Design and Human Environment	2007~2010
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Shi-Ming Thinktank

2006-2007

Market Analyst –Intellectual Property/ Competitive Intelligence Analytics

Fu Jen Catholic University, Taiwan 2003~2006
Graduate Research Assistant
Department of Textiles and Clothing

Fu Jen Catholic University, Taiwan 2000~2003
Textile Science Lab Technician
Department of Textiles and Clothing

I-Hwa Industrial Co. Ltd., Taiwan 1998~2000
Textile Merchandiser
Research and Development Department

LICENSURES AND CERTIFICATIONS

Teaching Digital Marketing Certificate, Academy of Marketing Science (2018)

Teaching Marketing Analytics Certificate, Academy of Marketing Science (2018)

Certification in Hotel Industry Analytics (CHIA), American Hotel & Lodging Educational Institute (2015 - 2020)

Certificate of Global Scholarship for the 21st Century, Office of International Affairs, Texas Tech University. In recognition of the exemplary study abroad program leadership

HONORS AND AWARDS

2025 Mid-Career Excellence Award, International Textile and Apparel Association (ITAA)

2024 2024-25 Grantee of **Fulbright Scholars to Taiwan**, The Bureau of Educational and Cultural Affairs (ECA) of the U.S. Department of State

2023 Professing Excellence Award, Texas Tech University

2018 Elsevier Outstanding Reviewer (Journal: *Computers in Human Behavior*, *SSCI*; *Journal of Retailing and Consumer Services*)

2017 Nominee of Chancellor's Council Distinguished Research Award, Texas Tech University

2016 Elsevier Outstanding Reviewer (Journal: *Computers in Human Behavior*, *SSCI*)

2015 Alumni Association New Faculty Award, Texas Tech University

2014 Nominee of Hemphill-Wells New Professor Excellence in Teaching, Texas Tech University

2012 College of Human Sciences Research Travel Fund, Texas Tech University

2011 International Textile and Apparel Association (ITAA) Best Paper-Doctoral Category-- First Place Award

- 2009 Betty Hawthorne Fellowship, Health and Human Science College, Oregon State University
- 2008 Betty Hawthorne Fellowship, Health and Human Science College, Oregon State University
- 2007 Intellectual Property Thesis Award, Asia Pacific Intellectual Property Association, Taiwan
- 2003, 2004, 2005 Fu Jen Catholic University Top of the Graduate School Scholarship

RESEARCH

RESEARCH INTERESTS

Consumer Trust and Loyalty, Branding, E-commerce, AI, Information Privacy and Security

TEXTBOOK (PEER-REVIEWED)

Jai, T. M., & Kim-Vick, J. (2025). *Omnichannel retailing for the fashion business, 1st edition*, Fairchild Books, ISBN: 978-1-5013-7709-9 / eBook: 978-1-5013-7707-5

REFEREED JOURNAL ARTICLES [JOURNAL RANKING] (*Student Authors)

1. Kim, S. *, **Jai, T. C.**, & Chang, H. J. (2026). Exploring drivers of brand loyalty in luxury e-commerce: The role of AI chatbots. *Journal of Global Scholars of Marketing Science*, 1–23. <https://doi.org/10.1080/21639159.2026.2622304>. ESCI, Impact Factor: 10.4. Publisher: Elsevier
2. Kao, Y. R., * & **Jai, T. C.** (2026). Universal appeal? A flow theory perspective on the adoption of digital twin-based fashion technology. *Journal of Retailing and Consumer Services*, 88, 104466. <https://doi-org.lib-e2.lib.ttu.edu/10.1016/j.jretconser.2025.104466> **SSCI**; Impact Factor: 10.4. Publisher: Elsevier
3. Alimohammadirokni, M. *, Velikova, N., Jones, R. P., **Jai, T.**, & Yuan, J. (2025). Seeing through different lenses: comparing firm-generated and user-generated photos aesthetics in wine tourism. *Consumer Behavior in Tourism and Hospitality*, 20(4), 565-582. **Scopus**; Citescore: 5.3, Publisher: Emerald
4. Emadlou, N. *, Velikova, N., Yuan, J. J., Paul Jones, R., & **Jai, T.** (2025). Tasting place: How memorable food-based experiences create responsible tourists. *Tourism Review International*, 29(1), 71-92. **Scopus**; Citescore: 3.2, Publisher: Cognizant
5. Recalde Garay, D. *, **Jai, T. M.**, Jones, R. (2024). I can find the right product with AR! The mediation effects of shopper engagement on intent to purchase. *Journal of Retailing and Consumer Services*. 78. 103764. <https://doi.org/10.1016/j.jretconser.2024.103764> **SSCI**; Impact Factor: 10.4. Publisher: Elsevier
6. Johnston, N. *, **Jai, T. M.**, Phelan, K. V., Velikova, N. (2023). Supporting sustainable marketing programs: Exploring relationships between cultural values, green attitudes, and intent. *Social Responsibility Journal*, 16(7), 1276-1296. <https://doi.org/10.1108/SRJ-10-2020-0405> **Scopus**, Citescore: 4.5. Publisher: Emerald

7. Mim, K.B.*, **Jai, T. M.**, Lee, S.H. (2022). The influence of sustainable positioning on eWOM and brand loyalty: Analysis of credible sources and transparency practices based on the S-O-R Model. *Sustainability*, 14, 12461. <https://doi.org/10.3390/su141912461>
SSCI, Impact Factor: 3.889, Publisher: MDPI
8. **Jai, T. M.**, Tong, X., Chen, H. S. (2022). Building brand loyalty on social media: Theories, measurement, antecedents and consequences. *Journal of Brand Management*, 29, 35-57.
<https://doi.org/10.1057/s41262-021-00252-8>
SSCI, Impact Factor: 3.500, Publisher: Palgrave Macmillan
9. Willis, B.*, **Jai, T. M.** & Lauderdale, M. (2021). Do U.S. consumers want control over their personal data? The effect of applying GDPR consumer data rights on U.S. consumers' attitudes toward online retailers. *Journal of Consumer Behaviour*, 20(6), 1575-1590.
<https://onlinelibrary.wiley.com/doi/10.1002/cb.1968>
SSCI, Impact Factor: 3.280, Publisher: Wiley
10. **Jai, T. M.**, Fang, D., Bao, F. S., James, R., Chen, T. & Cai, W., (2021). Seeing it is like touching it: Unraveling the effective product presentations on online apparel purchase decisions and brain activity (An fMRI Study). *Journal of Interactive Marketing*, 53, 66-79.
<https://doi.org/10.1016/j.intmar.2020.04.005>
SSCI, Impact Factor: 11.8; Publisher: Elsevier
11. Yi, S.*, **Jai, T. M.** (2020). Integrated model of belief-desire theory of emotion in relation to consumers' impulse buying behavior in restaurant daily deal. *Journal of Hospitality Marketing and Management*, 29(6), 662-681.
<https://doi.org/10.1080/19368623.2020.1692267>
SSCI, Impact Factor: 3.01; Publisher: Taylor and Francis
12. Shih, I. H.*, **Jai, T. M.**, Chen, S., & Blum, S. (2019). Greetings from Emily! The effect of greeting cards on hotel guest tipping behavior. *International Journal of Contemporary Hospitality Management*, 31(8), 3058-3076. <https://doi.org/10.1108/IJCHM-05-2018-0398/full/html>
SSCI; Impact Factor: 3.567. Publisher: Emerald
13. Chen, H., **Jai, T. M.** (2019). Trust fall: Data breach perceptions from loyalty and non-loyalty customers. *The Service Industries Journal*, 1-17.
<https://doi.org/10.1080/02642069.2019.1603296>
SSCI; Impact Factor: 1.15. Publisher: Elsevier
14. Chen, H., **Jai, T. M.** (2019). Cyber alarm: Determining the impacts of hotel's data breach messages. *International Journal of Hospitality Management*, 82, 326-334.
<https://doi.org/10.1016/j.ijhm.2018.10.002>
SSCI; Impact Factor: 3.912. Publisher: Elsevier
15. Min, J.*, Chang, J., **Jai, T. M.**, Ziegler, M.* (2019). The effects of celebrity-brand congruence and publicity on consumer attitudes. *Fashion and Textiles*, 6(1), 1-19.
SCI Expanded; Impact Factor: 2.765
16. Johnston, N. E.*, **Jai, T. M.**, Phelan, K. V., Velikova, N. (2018). Branding state-level pride: Exploring values, ethnocentrism, and identity. *Journal of Foodservice Business Research*, 21(6), 659-681.
Scopus; Citescore: 3.4. Publisher: Taylor and Francis
17. Yoon, S.*, Chen, H., Kim, Y. H., **Jai, T. M.** (2018). Swipe and book: How consumers evaluate the functionality of hotel-reservation apps. *Journal of Tourism Research &*

Hospitality, 7(1), [DOI : 10.4172/2324-8807.1000179](https://doi.org/10.4172/2324-8807.1000179)

Acceptance rate: NA; Publisher: SciTechnol

18. Alansari, M.* , Velikova, N., **Jai, T. M.** (2018). Beyond 140 characters: Marketing effectiveness of hotel Twitter accounts in Saudi Arabia. *Journal of Hospitality and Tourism Technology*, 9(1), 63-77.
SSCI; Impact Factor: 2.796; Publisher: Emerald
19. Yi, S.* , Li, X., **Jai, T. M.** (2018). Hotel guests' perception of best green practices: A content analysis of online reviews. *Tourism and Hospitality Research*, 18(2), 191-202.
Scopus; Impact Factor: 3.5; Acceptance rate: 23% (Cabell's Directory); Publisher: Sage
20. Chen, S., **Jai, T. M.** (2018). Waste less, enjoy more: Promoting conservative plate portions and reducing food waste in restaurants. *Journal of Quality Assurance in Hospitality & Tourism*, 19(4), 495-520.
Scopus; Impact Factor: 3.3; Publisher: Taylor and Francis
21. Song, J.* , **Jai, T. M.**, & Li, X. (2018). Do green practices work better in green destinations? Comparison of green guest comments toward resort and non-resort hotels. *International Journal of Hospitality & Tourism Administration*, 21(2), 165-187.
Scopus; Impact Factor: 3.5; Publisher: Taylor and Francis
22. Davis, L. **Jai, T. M.**, (2018). Mediating Effects of Faith Driven Consumption (FDC) on Religiosity and Apparel Shopping Orientation. *Quarterly Review of Business Disciplines*, 5(3), 199-221.
23. Chen, H. T.* , **Jai, T. M.**, & Yuan, J. (2017). Unveiling the role of information levels in consumers' evaluative process on opaque-selling hotel websites. *International Journal of Contemporary Hospitality Management*, 29(8), 2139-2158.
SSCI; Impact Factor: 3.567 (Clarivate Analytics 5-year). Publisher: Emerald
24. Yu, Y.* , Xu, L & **Jai, T. M.** (2017). The impact of green experience on guest satisfaction: Evidence from TripAdvisor, *International Journal of Contemporary Hospitality Management*, 29(5), 1340-1361.
SSCI; Impact Factor: 3.567 (Clarivate Analytics 5-year). Publisher: Emerald
25. Shih, I. H.* , **Jai, T. M.**, & Blum, S. (2016). Tipping: the case of turndown service. *International Journal of Hospitality Management*, 55, 129-131.
SSCI; Impact Factor: 3.912 (Clarivate Analytics 5-year). Publisher: Elsevier
26. **Jai, T. M.**, & King, N. J. (2016). Privacy versus reward: Do loyalty programs increase consumers' willingness to share personal information with third-party advertisers and data brokers?. *Journal of Retailing and Consumer Services*, 28, 296-303
Scopus; Impact Factor: 2.912 (Clarivate Analytics, 2018); Publisher: Elsevier
27. Lee, H.* , **Jai, T. M.** & Li, X. (2016). A social media approach to green hotel practices, *Journal of Hospitality and Tourism Technology*, 7(2), 182-199.
SSCI; Impact Factor: 2.796; Publisher: Emerald
28. Kim, Y. H., Kim, D. J., **Jai, T. M.** (2016). One destination and two events: A comparative analysis on perceived value, satisfaction, and intention to revisit. *Event Management*, 20(3), 327-339.
Scopus; Citescore: 2.2.
29. **Jai, T. M.**, McCool, B., & Reed, D. (2016). Military parents' personal technology usage and interest in e-health information for obesity prevention. *Telemedicine and eHealth*, 22(3), 183-190.
SCI; Impact Factor: 2.031; Publisher: Mary Ann Liebert, Inc.

30. Chen, H. T.*, Phelan, K., & **Jai, T. M.** (2016). Gender differences in deal-hunting: What motivates consumers to search and book hotel deals?. *Journal of Hospitality Marketing and Management*, 25(5), 613-639.
SSCI, Impact Factor: 3.01; Publisher: Taylor and Francis
31. Kim, Y. H., Duncan, J. L., & **Jai, T. M.** (2016). Segmenting the collegiate football game spectator: A cluster analysis approach. *Sport, Business and Management*, 6(1), 76-96.
Scopus; Impact Factor: 1.6; Publisher: Emerald
32. Chang, J., & **Jai, T. M.** (2015). Sustainable fast fashion: The effect of positioning strategies on consumers' attitudes and purchase intentions. *Social Responsibility Journal*, 11(4).
Emerging SCI; Impact Factor: 3.72; Publisher: Emerald
33. Chua, B.*, Goh, K., Huffman, L. **Jai, T. M.**, & Karim, S. (2015). Cruise passengers' perception of key quality attributes of cruise lines in North America. *Journal of Hospitality Marketing and Management*, 25(3), 346-371.
SSCI, Impact Factor: 3.01; Publisher: Taylor and Francis
34. **Jai, T. M.**, & Tung, T. T. (2015). Fashion innovativeness, information technology innovativeness, and prior experience as factors influencing adoption of mobile apparel e-catalogs. *Journal of Global Fashion Management*. 6(13), 1-17
Scopus; Citescore: 4.5; Publisher: Taylor and Francis
35. **Jai, T. M.**, O'Boyle, M., & Fang, D. (2014). Neural correlates of sensory enabling presentation: A fMRI study of zooming and rotation video effects on online apparel shopping. *Journal of Consumer Behaviour*, 13(5), 342-350.
SSCI; Impact Factor: 1.481.
36. Davis, L., & **Jai, T. M.** (2014). Effects of religiosity on apparel shopping orientation: An exploratory study. *International Journal of Business Anthropology*, 5(2), 24-36.
Acceptance rate: NA; Publisher: North American Business Press, Inc.
37. Sohn, E. *, Yuan, J, & **Jai, T. M.** (2014). From a tea event to a host destination: Linking motivation, image, satisfaction and loyalty, *International Journal of Tourism Sciences*, 14(3), 1-23. Acceptance rate: NA; Publisher: Tourism Sciences Society of Korea
38. Tung, T., **Jai, T. M.**, & Burns, L. D. (2014). Attributes of apparel tablet catalogs: A value proposition comparison between catalog aggregators' and retailers' apps. *Journal of Fashion Marketing and Management*, 18(3), 321-337.
Emerging SCI, Impact Factor: 4.8, Publisher: Emerald
39. Kim, Y. H., Duncan, J. L., & **Jai, T. M.** (2014). A case study of a southern food festival: Using a cluster analysis approach. [*Anatolia: An International Journal of Tourism and Hospitality Research*](#), 25(3), 457-473.
Scopus; Impact Factor: 2.6; Publisher: Taylor and Francis
40. **Jai, T. M.**, Burns, L. D., & King, N. J. (2013). The impact of unsolicited behavioral tracking practices on consumers' shopping evaluations and attitudes toward trusted online retailers. *Computers in Human Behavior*, 29(3), 901-909.
SSCI; Impact Factor: 4.252 (Clarivate Analytics 5-year); Publisher: Elsevier
41. Mower, J. M., Pedersen, E. L., & **Jai, T. M.** (2013). Concept analysis of "Cross-Cultural Marketing:" An exploration. *Journal of Global Fashion Marketing*, 4(1), 4-19.
Scopus; **Emerging SCI**, CiteScore:4.5; Publisher: Taylor and Francis

INDUSTRY WHITEPAPER

Hernandez, M., Hopkins, S., **Jai, T. M.**, Rannow R., Schulz, J. (2021). IEEE 3D body processing industry connections (3DBP-IC): Summary and recommended actions for communication, security, privacy, and trust section of standard [P3141.1], IEEE Standard Association (authors' names in alphabetical order). <https://standards.ieee.org/content/dam/ieee-standards/standards/web/governance/iccom/3DBP-Comm-Security-Privacy-Trust.pdf>

INVITED SPEAKER PRESENTATIONS

1. **Jai, T. M.**, Guest Lecture, Digital Twins, AI and Apparel Design, National Taiwan University, Taiwan (May 15, 2025, online)
2. **Jai, T. M.**, Guest Lecture, Shaping the future: Exploring the role of digital twins in creativity and commerce, National Taiwan University, Taiwan (Dec. 12, 2024, in-person)
3. **Jai, T. M.**, Keynote Speaker of 2022 Orange Beneficence International Conference, "Omnichannel Retailing in Fashion," Fu Jen Catholic University, Taipei, Taiwan, (December 10, 2022, in-person).
4. **Jai, T. M.**, Keynote Speaker of 2020 Orange Beneficence International Conference, "Sustainability Branding and Consumer Wellbeing," Fu Jen Catholic University, Taiwan, Virtual. (November 28, 2020, online).
5. **Jai, T. M.**, Invited Visiting Scientist to resented "Digital Retailing" and "Using fMRI to Conduct Online Visual Merchandising Research", College of Human Environmental Sciences. University of Alabama. (Feb. 10-14, 2020).

REFEREED CONFERENCE STAND-UP PRESENTATIONS

1. Kao, Y. J. (Presenter & Author), Jai, T. (Author Only), 2025 International Textile and Apparel Association Annual Conference, "Who Intends to Use Virtual Try-On? Consumers' Characteristics and Cross-Brand Insight." (November 18, 2025).
2. Kim, S., Chang, J., Jones, R., **Jai, T. M.**, (2025). Material vs. Experiential Luxury Self-Gifting: Unveiling Psychological Mechanisms and Brand Equity Among Millennials and Generation, International Textile and Apparel Association, St. Louis, Missouri, USA. (November 2025).
3. Kao, Y. J., **Jai, T.**, Shih, S.-Y., (2025). Bridging Virtual and Real: Telepresence, Self-Congruity, and the Promise Of Digital Twins. 2025 Global Marketing Conference, Hong Kong (July 27, 2025).
4. **Jai, T.**, Kao, Y. J., Shih, S.-Y., (2025). Cross-National Comparison of How Consumers React to Virtual Try-On Technology: The Case of Us and Taiwan. 2025 Global Marketing Conference, Hong Kong (July 24, 2025).
5. Mim, K. B., **Jai, T. M.** (2024). Towards sustainability: A win-win position for brands and consumers, International Textile and Apparel Association, Long Beach, CA. (November 22, 2024).

6. Kao, Y. J., **Jai, T. M.**, Robertson, C. (2024). Exploring the dynamics of avatar realism and trust in virtual try-on technology: An integrated S-O-R model, International Textile and Apparel Association Annual Conference, Long Beach, CA. (November 21, 2024).
7. **Jai, T. M.**, Vick, J., Zhang, R. Teng, R., Rogovskiy, V., Zhang, H. (2023). Innovative technologies in fashion retail landscape, Special Topic, 2023 International Textile and Apparel Association, Baltimore, MD. (November 2023).
8. Recalde, D., **Jai, T. M.**, Jones, R. (2023). Letting customers participate: Co-creating with apparel brands on social media, Paper presented in the 2023 International Textile and Apparel Association, Baltimore, MD. (November 2023).
9. Mim, K.B., **Jai, T. M.** (2023). Green branding: Role of transparency and source credibility. Paper presented in the 2023 International Textile and Apparel Association, Baltimore, MD. (November 2023).
10. Amuzu, M., **Jai, T. M.** (January 8, 2023) Tough love: The new era of social media engagement and relationship building among restaurant consumers, Paper presented at the 2023 Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Anaheim, CA.
11. Mim, K.B., **Jai, T. M.**, Lee, S.H. (October 28, 2022). The influence of sustainable positioning on eWOM and brand loyalty: Analysis of credible sources and transparency practices based on the S-O-R Model. International Textile and Apparel Association, Denver, CO. (October, 2022).
12. Westbrook, R., Vice, J., **Jai, T. M.**, Chang, J., (November 18, 2021). *Dreams really do come true: How 3D technology will shake the future of online retailing*, Paper will be presented at the 2021 International Textile and Apparel Association Virtual Conference.
13. Amuzu, M., **Jai, T. M.**, (January 6, 2021). *The effect of social media message on consumer engagement during Covid-19 pandemic: A focus on the US restaurant industry*, Paper presented at the 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX
14. **Jai, T. M.**, (October 26, 2019). *Real money, real clients, real experience: Using Google Ad Grants to teach online marketing*, Paper presented at the 2019 International Textile and Apparel Association, Las Vegas, NV.
15. Willis, B., **Jai, T. M.**, Lauderdale, M., (October 26, 2019). *Do U.S. consumers want control over their personal data? The effect of applying GDPR rights on U.S. consumers' attitudes toward online retailers*, Paper presented at the 2019 International Textile and Apparel Association, Las Vegas, NV.
16. Willis, B., **Jai, T. M.**, Jones, R., (October 26, 2019). *A new era of consumer data privacy: Do U.S. consumers want it?*, Paper presented at the 2019 International Textile and Apparel Association, Las Vegas, NV.
17. Willis, B., **Jai, T. M.**, (2019, May 29-31). *Do U.S. consumers want more power over their personal data? A preliminary study on consumer data right preferences*, Paper presented at the 2019 AMS Annual Conference, Academy of Marketing Science, Vancouver, BC, Canada.
18. Yi, S., **Jai, T. M.**, Blum, S., (2018, January 5). *What makes a successful independent restaurant owner? – Examining the Big-Five personality traits and educational background*, Paper presented at the 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX.

19. Min, J., Chang, J., Fowler, D., **Jai, T. M.**, (2018, January 4). *Is team chat an effective tool for manager-employee communication? The application of team chat in the hospitality industry*, Paper presented at the 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Dallas, TX.
20. **Jai, T. M.**, (2017, November 18). *Bring the real-world digital marketing experience to classroom: Google online marketing challenge*, Paper presented at the 2017 Annual Conference, International Textile and Apparel Association, St. Petersburg, FL.
21. **Jai, T. M.**, Fang, D., Cai, W., Bao, F. S., (2017, November 16). *Predicting consumers' apparel purchase decisions from brain activity patterns*, Paper presented at the 2017 Annual Conference, International Textile and Apparel Association, St. Petersburg, FL.
22. Shih, I. H., **Jai, T. M.**, Blum, S., (2017, July 28). *A field study of hotel gratuity envelopes and guests' tipping behavior: Do gratuity envelopes work for preferred floor guests?* Paper presented at Annual ICHRIE Summer Conference and Marketplace, International Council on Hotel, Restaurant, and Institutional Education, Baltimore, MD.
23. Yi, S., & **Jai, T. M.** (2017, January 5). *An Integrated Model of Belief-Desire Theory of Emotion Examining Consumer Impulse Buying Behavior in the Context of the Restaurant Daily Deals*. Paper presented at the 22nd Annual Graduate Student Research Conference in Hospitality and Tourism, University of Houston, Houston, TX.
24. Lee, H. R., & **Jai, T. M.** (2016, January 8). *Don't be unfair to me: Guests' attitudes toward the hotel management's negative response on social media*. Paper presented at the 21st Annual Graduate Student Research Conference in Hospitality and Tourism, Temple University, Philadelphia, PA.
25. Johnston, N., **Jai, T. M.**, & Phelan, K. V. (2016, January 8). *Proud Texan: Exploring the influence of state-level ethnocentrism on consumer responses towards a state-operated sustainable marketing program*. Paper presented at the 21st Annual Graduate Student Research Conference in Hospitality and Tourism, Temple University, Philadelphia, PA.
26. Shih, I. H., & **Jai, T. M.** (2016, January 8). *Tipping: The case of hotel turndown service*. Paper presented at the 21st Annual Graduate Student Research Conference in Hospitality and Tourism, Temple University, Philadelphia, PA.
27. Davis, L., & **Jai, T. M.** (2015, November 10). *Religiosity, faith driven consumption, and apparel shopping orientation*. Paper presented at 2015 International Textile and Apparel Association Annual Conference, International Textile and Apparel Association, Santa Fe, NM.
28. Yoon, S., **Jai, T. M.**, & Kim, Y. H. (2015, January 10). *Analyzing attributes of hotel-reservation-related apps: E-service quality on mobile experience*. Paper presented at the 20th Annual Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL.
29. Davis, L., & **Jai, T. M.** (2014, November 15). *Religiosity and store choice criteria: Exploring Christian consumers' apparel shopping behavior in the United States*. Paper presented at 2014 International Textile and Apparel Association (ITAA) Annual Conference, Charlotte, NC.
30. **Jai, T. M.**, & King, N. (2014, March 27). *Privacy versus reward: Do loyalty programs increase consumers' willingness to share personal information with third-party advertisers and data brokers?.* Paper presented at 2014 American Collegiate Retailing Association (ACRA) Annual Conference, Dallas, TX.

31. Chang, J., & **Jai, T. M.** (2014, March 27). *Sustainable fast fashion: The effect of positioning strategies on consumers' attitudes and purchase intentions*. Paper presented at 2014 American Collegiate Retailing Association (ACRA) Annual Conference, Dallas, TX.
32. Davis, L., & **Jai, T. M.** (2014, May 9-11). *Effects of religiosity on apparel shopping orientation: An exploratory study*. Paper presented at the 3rd International Conference on Application of Anthropology in Business, Zhangjiajie, China.
33. Tung, T. T., & **Jai, T. M.** (2013, October 17). *Who is using apparel tablet catalogs? Intention and behavior of fashion and IT innovators*. Paper presented at 2013 International Textile and Apparel Association Annual Conference, Orleans, LA.
34. **Jai, T. M.**, & Tung, T. T. (2013, July 4). *Predictors of consumer intention to adopt tablet catalog applications*. Paper presented at the 17th Conference of the European Association for Education and Research in Commercial Distribution (EAERCD), University of Valencia, Spain. #Full Paper published in the conference proceeding.
35. **Jai, T. M.**, O'Boyle, M., & Fang, D. (2013, March 20). *Neural correlates of sensory enabling presentation: A fMRI study of zooming and rotation video effects on online apparel shopping*. Paper presented at 2013 American Collegiate Retailing Association (ACRA) Conference, American Collegiate Retailing Association (ACRA) Annual Conference, Nashville, TN.
36. Mower, J. M., Pedersen, E., & **Jai, T. M.** (2012, July 19). *Cross-cultural marketing: An exploration*. Paper presented at 2012 Global Marketing Conference at Seoul, Korean Scholars of Marketing Science, Seoul, South Korea.
37. **Jai, T. M.** (2011, November 3). *The impact of unsolicited behavioral tracking practices on consumers' attitude and repurchase intentions*. Paper presented at International Textile and Apparel Association (ITAA) Annual Conference, Philadelphia, PA.
38. **Jai, T. M.**, Ti, C. M., & Kim, M. (2009, October 29). *The effects of visual product presentation on consumer response in online shopping*. Paper presented at 2009 International Textile and Apparel Association (ITAA) Annual Conference, Seattle, WA.

REFEREED CONFERENCE POSTER SESSIONS

1. Mim, K. B., Senthil, R., **Jai, T.**, (2025). Green Purchase Intention and Green Brand Loyalty: Unveiling the Impact of Sustainability Awareness, Peer Discussion, and Status Consciousness, International Textile and Apparel Association, St. Louis, Missouri, USA. (November 2025).
2. Kao, Y. J., **Jai, T.**, (2025). Too Real to Reveal? Investigating the Trust-Risk Paradox in Realistic Virtual Try-On Avatars. (November 18, 2025).
3. McDonald, C. (Presenter & Author), Schildmeyer, K. (Author Only), **Jai, T.** (Presenter & Author), 2024 International Textile and Apparel Association Annual Conference, "Application of Posture in Product Design of Apparel," International Textile and Apparel Association, Long Beach, CA. (November 22, 2024).
4. Kim, S., **Jai, T.**, Chang, H., (2024). Complaints to the AI-Chatbot: The Effect of Chatbot Service Authenticity in Online Luxury Shopping, International Textile and Apparel Association, Long Beach, CA. (November 22, 2024).
5. Kao, Y. J. (Presenter & Author), **Jai, T.** (Author Only), 2024 International Textile and Apparel Association Annual Conference, "Finding Who We Are: Revitalizing Siraya Cultural Identity through Traditional Clothing (an Ethnographic Approach)," Long Beach, CA. (November 22, 2024).

6. Butcher, C., **Jai, T. M.**, Balasubramanian, M. (2023). 3D avatars and body image perception of young adults: An exploratory study, Paper will be presented in the 2023 International Textile and Apparel Association Annual Conference, Baltimore, MD. (November 10, 2023).
7. Mim, K. B., **Jai, T. M.**, (2023). Green branding: Role of transparency and source credibility, Paper will be presented in the 2023 International Textile and Apparel Association, Baltimore, MD. (November 10, 2023).
8. Parks, C., **Jai, T. M.**, 2022 International Textile and Apparel Association Annual Conference, "Depop-ularity: Why Second-Hand is the New Norm for Gen Z consumers,," International Textile and Apparel Association, Denver, CO. (October 28, 2022).
9. Recalde, D., **Jai, T. M.**, Jones, R., 2022 International Textile and Apparel Association Annual Conference, "I Can Find the Right Product with AR! The Mediation Effects of Shopper Engagement on Intention to Purchase," International Textile and Apparel Association, Denver, CO. (October 28, 2022).
10. Butcher, C., **Jai, T. M.**, 2022 International Textile and Apparel Association Annual Conference, "Metaverse Users' Adaptation to Digital Avatar Based on Body Image Perception," International Textile and Apparel Association, Denver, CO. (October 28, 2022).
11. Hicks, H., Fowler, D., Chang, J., **Jai, T. M.**, (2020, November 18). *The Effects of Sustainability on Perceived Values and Brand Love for Outdoor versus Fast Fashion Brands*, International Textile and Apparel Association, Virtual Conference.
12. Scott, K., **Jai, T. M.** (Presenter), Chang, J., (2020, November 18). *It's an Influencer's World & We're All Just Living in It: How Can Fashion Influencers Build Their Community with a Generation Z Audience?*, International Textile and Apparel Association, Virtual Conference.
13. Cheraghian, M., **Jai, T. M.**, (2019, January 5). *Smart Tourism Industry in Iran*, Paper presented at The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.
14. **Jai, T. M.**, Kuehler, A. & Yuan, J. (2018, November 10). *Transitioning in Life: Early Retiree's Apparel Shopping Values in Internet Era*. Paper presented at 2018 International Textile and Apparel Association Annual Conference, International Textile and Apparel Association, Cleveland, OH.
15. Min, J., Ziegler, M., Chang, J., **Jai, T. M.** (2017, November 18). *The effects of celebrity-brand congruence and publicity on consumer attitudes*. International Textile and Apparel Association, St. Petersburg, FL.
16. Southworth, S. S., & **Jai, T. M.** (2016, November 10) *Love language scale in retail service environment: An exploratory study*. Paper presented at 2016 International Textile and Apparel Association Annual Conference, International Textile and Apparel Association, Vancouver, Canada.
17. Yi, S., & **Jai, T. M.** (2016, July 22). *Do restaurant daily deals stimulate consumers' impulse buying?*. Paper presented at the Council on Hotel, Restaurant, and Institutional Education, Dallas, TX.
18. Lee, H. R., **Jai, T. M.**, & Blum, S. (2016, July 22). *Gender Differences in Consumers' Attitudes toward Imprudent Hotel Management Responses on Social Media*. Paper presented at the Council on Hotel, Restaurant, and Institutional Education, Dallas, TX.

19. Yi, S., & **Jai, T. M.** (2016, July 22). *The effectiveness of social couponing: Restaurant deal users' satisfaction and re-patronage intentions*. Paper presented at the Council on Hotel, Restaurant, and Institutional Education, Dallas, TX.
20. Shih, I. H., **Jai, T. M.**, & Blum, S. (2016, January 8). *Suggestion or coercion: Hotel gratuity envelopes*. Paper presented at the 21st Annual Graduate Student Research Conference in Hospitality and Tourism, Temple University, Philadelphia, PA.
21. **Jai, T. M.**, McCool, B., Reed, D., Chang, J., & Sobel, A. (2015, December 1). *Determining effective technology intervention strategies for obesity prevention in military families worldwide*. Paper presented at 2015 AMSUS Annual Continuing Education Meeting, Association of Military Surgeons of the United States, Henry B. Gonzalez Convention Center, San Antonio, Texas.
22. **Jai, T. M.**, Fan, D., Cai, W. & Bao, F. S. (2015, November 9-13). *The effect of sensory visual presentations on consumers' buying decisions: A fMRI study*. International Textile and Apparel Association (ITAA) Annual Conference, Santa Fe, NM.
23. Davis, L. & **Jai, T. M.** (2015, November 9-13). *Religiosity, faith driven consumption, and apparel shopping orientation*. International Textile and Apparel Association (ITAA) Annual Conference, Santa Fe, NM.
24. Song, J., **Jai, T. M.**, & Li, X. (2015, July 29 -31). *Do green practices work better in green destinations? Comparison of green guest comments toward resort and non-resort hotels*. 2015 Annual ICHRIE Summer Conference, International Council on Hospitality Restaurant and Institutional Education, Orlando, FL.
25. Yu, Y., Li, X., & **Jai, T. M.** (2015, July 29 -31). *Do hotel guests appreciate more green practices?*. 2015 Annual ICHRIE Summer Conference, International Council on Hospitality Restaurant and Institutional Education, Orlando, FL.
26. Lee, H. R., **Jai, T. M.**, & Li, X. (2015, July 29 -31). *A content analysis of consumers' green comments on green hotels and management responses: A social media approach: A Social Media Approach*. 2015 Annual ICHRIE Summer Conference, International Council on Hospitality Restaurant and Institutional Education, Orlando, FL.
27. Shih, I. H., Teng, C. H., **Jai, T. M.**, & Blum, S. (2015, January 10). *An exploratory study of hotel guest tipping behavior inside hotel rooms*. The 20th Annual Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL.
28. Yi, S., & **Jai, T. M.** (2015, January 10). *Exploratory study of the big three shots against fast food giants: The challenge of Chick-fil A, Panera Bread, and Mexican Chipotle*. The 20th Annual Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL.
29. Teng, C. H., Shih, I. H., Chen, H. T., **Jai, T. M.**, & Blum, S. (2015, January 10). *Exploring the impacts of personalized messages on tipping in hotel room*. The 20th Annual Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL.
30. Ahn, J., & **Jai, T. M.** (2015, January 10). *Green tea tourism development as an agritourism in Boseong, South Korea*. The 20th Annual Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL.
31. Kwon, H., & **Jai, T. M.** (2015, January 10). *The mediating role of trust on the relationship between corporate social responsibility and customer loyalty*. The 20th Annual Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL.

32. Bae, J. I., Blum, S., **Jai, T. M.**, & McCool, B. (2013, January 4). *Factors influencing hospitality employees' organizational commitment*. Washington State University, Seattle, WA.
33. Bae, J. I., & **Jai, T. M.** (2013, January 3). *Hospitality employees' attitude on adopting new technologies at work*. The 18th Annual Graduate Student Research Conference in Hospitality and Tourism, Washington State University, Seattle, WA.
34. Kwon, J. M., & **Jai, T. M.** (2013, January 3). *Mobile applications from hotel companies*. The 18th Annual Graduate Student Research Conference in Hospitality and Tourism, Washington State University, Seattle, WA.
35. Kwon, J. M., & **Jai, T. M.** (2012, January 5). *The relationship between hotel brand choices and downloading mobile applications*. The 17th Annual Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL.

GRANTSMANSHIP

External Funded (Total: \$118,198)

- Jai, T. M.** (Principal), Integration of Digital Cotton and Cotton TBL Practices in Fashion Merchandising. Submitted to Cotton Incorporated, \$47,598 (Funded), (2020)
- Jai, T. M.** (Co-Principal), Implementing cotton content through the curriculum. Sponsored by Cotton Incorporated, \$40,600 (Funded), (2015)
- Jai, T. M.** (Co-Principal), Texas Tech and the cotton Industry: Implementing a four-year curriculum. Sponsored by Cotton Incorporated, \$30,000 (Funded), (2013)

Internal Funded (Total: \$73,018)

- Jai, T. M.** (Research Mentor), Makenna Mays, (Undergraduate student), CHHS Undergraduate Research Experience Funding Award, \$1000 (Funded), (2025-2026)
- Jai, T. M.** (Principal), Selection of Over-The-Counter Treatment Modalities for Osteoarthritic Joint Pain: A Decision-Making Model Based on Artificial Intelligence Using Consumers' Feedback, TTUHSC School of Medicine, \$8,000 (Funded), 2024
- Jai, T. M.** (Principal), COHS Mid-Career Research Funding Award, \$10,000 (Funded), 2023
- Jai, T. M.** (Research Mentor), Yu-Ju Kao, (PhD student), Graduate Student Research Support Competition, TTU Graduate School, \$1,500 (Funded), (2023)
- Jai, T. M.** (Research Mentor), Mim, K. B. (PhD student), Graduate Student Research Support Competition, TTU Graduate School, \$1,500 (Funded), (2023)
- Jai, T. M.** (Research Mentor), Cami Parks, (Undergraduate student), TrUE Undergraduate Project Funding Award, Center for Transformative Undergraduate Experiences (TrUE), \$500 (Funded), (2022)
- Jai, T. M.** (Research Mentor), Calli Butcher, (Undergraduate student), TrUE Undergraduate Project Funding Award, Center for Transformative Undergraduate Experiences

- (TrUE), \$500 (Funded), (2022)
- Jai, T. M.** (Research Mentor), Recalde, D. (PhD student), Graduate Student Research Support Competition, TTU Graduate School, \$1,000 (Funded), (2022)
- Jai, T. M.** (Research Mentor), Amuzu, M. (PhD student), Graduate Student Research Support Competition, TTU Graduate School, \$1,000 (Funded), (2021)
- Jai, T. M.** (Principal), Consumer Trust, Privacy, and Awareness of Consumer Data Rights in the Era of Big data: An International Comparison. Texas Tech University 2020 Scholarship Catalyst Program, \$4,000 (Funded), (2019 - 2020)
- Jai, T. M.** (Thesis Advisor), Willis, B. (MS student), Graduate Student Thesis Research Support Competition, TTU Graduate School, \$1,000 (Funded), (2019)
- Jai, T. M.** (Principal), Aging and online purchase decision making: The comparison of eye-tracking data and behavioral data. Sponsored by 2017 Scholarship Catalyst Grant program competition. Texas Tech University, \$3,500 (Funded), (2017 - 2018)
- Jai, T. M.** (Principal), Undergraduate Research Experience Grant Sponsored by College of Humana Sciences. Texas Tech University, \$750 (Funded), (2017 - 2018)
- Jai, T. M.** (Co-Principal), COHS Internal Research Grant Award, Determining the computer literacy and tablet/smartphone devices currently utilized by directors, teachers, and military. Sponsored by College of Human Sciences, Texas Tech University, \$10,000 (Funded), (2012 - 2014)
- Jai, T. M.** (Principal), Do you see what I see? Over weight consumers' neurophysiological and behavioral reactions to skinny versus plus-sized models. Sponsored by College of Human Sciences, Texas Tech University, \$5,000 (Funded), (2012 - 2013)
- Jai, T. M.** (Principal), Privacy and ethical issues of behavioral marketing practices in online retail industry: How online retailers reduce consumers' information privacy concerns. Sponsored by Creative Arts, Humanities and Social Sciences Competitive Research Award, Texas Tech University, \$19,768 (Funded), (2011 - 2012)
- Jai, T. M.** (Principal), The buying brain: Consumers' neurophysiological and behavioral reactions to online visual presentations. Sponsored by College of Human Sciences, Texas Tech University, \$5,000 (Funded), (2011 - 2012)

Internal Pending (\$809,028)

- Jai, T. M.** (Principal), Establishing a 3-D Knitting & SMART Innovation Hub: Sustainable Matters in Architect, Responsive Elements, and Textiles, \$809,028, TUF
Investment Opportunity: FY26-29

External Not Funded

- Jai, T. M.** (Principal), From Cotton Fields to Virtual Fitting Rooms: Advancing Agribusiness

through 3D Digital Transformation, USDA Capacity Building Grants for Non-Land-Grant Colleges of Agriculture Program, \$749,339 (Not-funded), USDA NLGCA (November, 2024)

Jai, T. M. (Principal), Capacity Building in 3D/Digital Transformation of the Textile and Apparel Global Value-added Supply Chain, USDA Capacity Building Grants for Non-Land-Grant Colleges of Agriculture Program, \$749,585 (Not-funded), USDA NLGCA (January, 2024)

Jai, T. M. (Principal), Honors Summit Courses and Community: Tell a Cotton Story in STEAM Education, Submitted to Cotton Incorporated, \$46,935 (Not-funded), (2022)

Jai, T. M. (Principle), Digital Cotton and Farm-to-Fashion: Where Agriculture Meets Technology, Submitted to USDA-PDAL grant, \$499,996 (Not-funded), (2021)

Jai, T. M. (Co-Principal), NEH Summer Institute for School Teachers Focused on Textiles, Clothing and Fashion History. National Endowment of Humanity, \$203,142 (Not-funded), (2016 - 2017)

Internal Not Funded (Total: \$30,000)

Jai, T. M. (Co-Principal), Smart slim body: Control the fat burning in fashion design, Seed Grant Solicitation for Interdisciplinary Research, Texas Tech University, \$15,000 (Not-funded), (2017 - 2019)

Jai, T. M. (Co-Principal), Control the Fat Burning in Fashion Design, Seed Grant Solicitation for Interdisciplinary Research, Texas Tech University, \$15,000 (Not-funded), (2016 - 2018)

TEACHING

COURSES TAUGHT

Texas Tech University, Assistant/Associate Professor/Professor, 2010~Present
Department of Hospitality and Retail Management

- RTL 2340 Contemporary Issues in Retailing
- RTL 3340 International Retailing
- RTL 3390 Retail Internship
- RTL 4000 Individual Study-3D Product Development
- RTL 4335 E- and Mobile-Commerce (with Lab)
- RETL 4350 Retail Global Sourcing
- RETL 5350 Advanced Global Sourcing
- RETL 5335 Advanced E- and Mobile-Commerce (Online, New course)
- HRM 6316 Advanced Marketing in Service Industries
- HRM 6345 Consumer Behavior in Service Industries
- RETL 6335 Advanced Concepts in E-Commerce
- HRM 6353 Marketing Research
- RHIM 6000 Master's Thesis

- RHIM 7000 Research
- RHIM 8000 Doctor's Dissertation

Honors College

- HONS1303 HONS 1303-H01: Honors First-Year Seminar in Social Sciences: Influencers, Consumers, & Behaviors in the Era of Big Data

Oregon State University, Graduate Teaching Assistant, 2007~2010

Department of Design and Human Environment

- Textile science lab
- Textile quality assurance lab

Fu Jen Catholic University, Taiwan, Textile Science Technician, 2000~2003

Department of Textiles and Clothing

- Textile science lab teaching
- Textile performance testing teaching
- Lab safety management
- Mentoring summer internship program
- Developing an online teaching program for Textile Science class

GRADUATE STUDENT RESEARCH SUPERVISION

Doctoral Dissertations:

Chair	Yu Ju (Rubie) Kao	Retail Management	Present
	Khurul Basar Mim	Retail Management	Aug 2025
	Daniella Recalde	Retail Management	Aug 2023
	Mawufemor Amuzu	Hospitality Administration	Aug 2023
Co-chair	Sungpo Yi	Hospitality Administration	Dec 2017
	I-Hsuan Shih	Hospitality Administration	May 2017
	Nicholas E. Johnston	Hospitality Administration	Aug 2016
Committee Member	Sanghee Kim	Retail Management	Present
	Chu-Yen Pai	Rawls College of Business	August 2024
	Atefeh (Nafas) Emadlou	Hospitality Administration	Aug 2023
	Mohammad	Hospitality Administration	Aug 2023
	Alimohammadirokni		
	Peng, Li-Ling	Nutritional Sciences	May 2022
	John Palabiyik	Hospitality Administration	May 2018
	Kyungyul Jun	Hospitality Administration	Aug 2017
	Mansour Alansari	Hospitality Administration	May 2017
	Ran Li	Hospitality Administration	Dec 2016
	HyeRyeon Lee	Hospitality Administration	Aug 2016
	Faranak Memarzadeh	Hospitality Administration	Mar 2015
	Bobson Tsai	Hospitality Administration	Aug 2014
	Hui Chang	Nutritional Sciences	May 2014
	Beelia Chua	Hospitality Administration	May 2014
	Shatina Chen	Hospitality Administration	May 2014
	Sangmook Lee	Hospitality Administration	May 2013
Jung-In (Stephanie) Bae	Hospitality Administration	May 2013	
Jun Mo Kwon	Hospitality Administration	Aug 2013	

Master Theses:

Chair	Khirul Basar Mim	Retail Management	May 2022
	Brooke Willis	Retail Management	May 2019
	Magboul Althubiti	Hospitality Administration	Dec 2016
	Caroline Traeger	Retail Management	Dec 2014
	Kelsi Shuey	Retail Management	Dec 2014
Committee Member	Mara Driscoll	Hospitality Administration	Aug 2016
	Ashely Adams	Retail Management	Apr 2012

SERVICE**UNIVERSITY SERVICE**

Committee Member, Convocations Committee (2013 - present)

Grant Proposal Reviewer, FY21 Creative Arts, Humanities and Social Sciences Grant (2020)

Faculty Status and Welfare committee (2018-2020)

Faculty Senate (2017-2020)

Faculty Honor and Award Council (2017-2020)

Common Requirement Review Taskforce/ TTU Graduate School (2018-2019)

Graduate Program Review--Internal Reviewer (2018)

Grant Proposal Reviewer, FY13 Creative Arts, Humanities and Social Sciences Grant (2012)

COLLEGE SERVICE

Promotion and Tenure Committee (2016-2018, 2020-2021, 2023-25)

Faculty Council Committee Member (2016-2018, 2023-25)

Curriculum Committee (2018-2021)

Graduate Program Committee (2018-2021)

Assessment Committee, Committee Member (2017-2022)

Grade Appeal Committee, Committee Member (2014 - 2017)

Technology Users Committee, Committee Member (2012 - 2016)

DEPARTMENT SERVICE

AI Committee (2024~Present)

Master's Program Director (2025~Present)

Advanced Wedding & Conference Management Certificate Advisor (2025~Present)

Advanced Entrepreneurship Certificate Advisor (2025~Present)

Retail Graduate Program Director (2018-2021)

Co-advisor, Graduate Hospitality and Retail Management Association (2018-2021)

Dept. of Family and Consumer Sciences-Assistant Professor of Practice search committee (2019)

HRM Department Chair Search Committee (2017-2018)

RHIM undergraduate curriculum committee (2017-2018)

Retail Graduate Advisor (2017-2018)

Managing Google Ads Account for HRM Skyviews Restaurant

Graduate Faculty Committee (2010 - Present)

TTU Retail Symposium (Co-organizer, 2014, 2015, 2016, 2017)

150-hour Combined BS/MS Curriculum Committee (Member, 2014)

Hospitality Faculty Search Committee (Member, 2014)

TTU Retail Symposium (Co-organizer, 2013, 2014, 2015, 2016)

Nutrition Faculty Search Committee (Member, 2013)

Retail Faculty Search Committee (Member, 2012)

Tech Retail Association (Co-advisor, 2010 - 2011)

PROFESSIONAL SERVICE

VP of Publications (FY25-28)

International Textile and Apparel Association

Conference Co-Chair

2024 International Textile and Apparel Association Annual Conference, Long Beach, CA

IEEE Standard Association, CSPT Working Group Co-Chair

2020-2024 IEEE Standard Association, P3141 Standard for 3D Body Processing, Communication, Security Privacy, and Trust (CSPT) Working Group

Journal Editorial Board Members

Clothing and Textile Research Journal (2018-Present)

Journal of Global Fashion Marketing (2019-Present)

Frontiers in Psychology/Consumer Science - Human-Media Interaction (2021-Present)

International Textile and Apparel Association

2016-present Member, International Relations Committee

2019-2022 Chair, Undergraduate Research Track, Conference Paper, International Textile and Apparel Association Annual Conference

2023 Reviewer, Conference Paper, 2023 International Textile and Apparel Association Annual Conference

2022 Reviewer, Conference Paper, 2022 International Textile and Apparel Association Annual Conference

2021 Reviewer, Conference Paper, 2021 International Textile and Apparel Association Annual Conference

2020 Reviewer, Conference Paper, 2020 International Textile and Apparel Association Annual Conference

2019 Reviewer, Conference Paper, 2019 International Textile and Apparel Association Annual Conference

2018 Reviewer, Conference Paper, 2018 International Textile and Apparel Association Annual Conference

2017 Reviewer, Conference Paper, 2017 International Textile and Apparel Association Annual Conference

2016 Reviewer, Conference Paper, 2016 International Textile and Apparel Association Annual Conference

2014-2015 Chair of International Relations Committee

2015 Reviewer, Conference Paper, 2015 International Textile and Apparel Association Annual Conference

2014 Reviewer, Janet Else International Scholar/ Practitioner Award, 2014 International Textile and Apparel Association Annual Conference

- 2014 Reviewer, Conference Paper, 2014 International Textile and Apparel Association Annual Conference
- 2013 Sub-committee chair, 2013 International Bazaar, New Orleans, Louisiana
- 2013 Reviewer, Conference Paper, 2013 International Textile and Apparel Association Annual Conference, New Orleans, Louisiana
- 2012 Reviewer, Conference Paper, 2012 International Textile and Apparel Association Annual Conference, Honolulu, Hawaii
- 2011 Reviewer, Conference Paper, 2011 International Textile and Apparel Association Annual Conference, Philadelphia, Pennsylvania

California State University-North Ridge

- 2019 NIH Build PODER grant -- Ad-hoc reviewer

Global Online Marketing Academic Challenge

- 2019 Asia-Pacific Region finalist Adjudicator/Juror

University of Minnesota

- 2018 External ad-hoc reviewer of University of Minnesota AES project proposal (Department of Design, Housing and Apparel).

American Collegiate Retailing Association

- 2014 Reviewer, Conference Paper, Annual Conference, Dallas, Texas
- 2013 Reviewer, Conference Paper, Annual Conference, Nashville, Tennessee

Hospitality Graduate Conference

- 2013 Reviewer, Conference Paper, Annual Conference, Seattle, Washington

Society for Marketing Advances

- 2013 Reviewer, Conference Paper, 2013 Society for Marketing Advances Annual Conference, Hilton Head, South Carolina

Global Marketing Conference

- 2012 Reviewer, Conference Paper, 2012 Global Marketing Conference at Seoul, Seoul, South Korea

Refereed Ad-hoc Journal Reviewer

- 2020-24 Clothing and Textile Research Journal
- International Journal of Consumer Studies
- Journal of Retailing and Consumer Services
- Journal of Hospitality Marketing and Management
- Journal of Global Fashion Marketing
- Journal of Hospitality Marketing and Management

- Journal of Hospitality and Tourism Technology
Frontiers in Psychology
- 2019 Clothing and Textile Research Journal
European Journal of Marketing
Journal of Hospitality Marketing and Management
Journal of Retailing and Consumer Services
Journal of Global Fashion Marketing
Journal of Fashion Marketing and Management
- 2018 Journal of Interactive Advertising
Computers in Human Behavior
Clothing and Textile Research Journal
International Journal of Contemporary Hospitality Management
Journal of Hospitality Marketing and Management
Journal of Retailing and Consumer Services
Tourism and Hospitality Research
- 2017 Journal of Consumer Behaviour
Computers in Human Behavior
Clothing and Textile Research Journal
International Journal of Contemporary Hospitality Management
Journal of Hospitality Marketing and Management
Information System Management
Journal of Fashion Marketing and Management
Journal of Retailing and Consumer Services
Tourism and Hospitality Research
- 2016 Computers in Human Behavior
Journal of Hospitality Marketing and Management
Journal of Consumer Behaviour
Clothing and Textile Research Journal
International Journal of Contemporary Hospitality Management
- 2014 Journal of Hospitality Marketing and Management
- 2014 Journal of Organizational Computing and Electronic Commerce
- 2013 Cornell Hospitality Quarterly

OUTREACH

- 2024 CLO3D training workshop (June 18, 2024), 4H-TX Fashion/Interior Design Ambassador Program, participants are 28 high schoolers from 22 TX high schools, with majority of them are from rural area schools.
- 2023 CLO3D training workshop (August 9-10, 9am to 4 am), Two-day training workshop for 12 Extension Agents in the panhandle area.

- 2023 Fashion Camp Lecturer
- 2020 Fashion Camp Lecturer
- 2019 Media Contribution: Radio, Knowledge@Wharton. (May 23, 2019).
Knowledge@Wharton is a daily, call-in business interview program, broadcasting live from The Wharton School of the University of Pennsylvania. Dr. Jai was interviewed about the US tipping culture and its impact on the hospitality industry.
- 2018 Fashion Camp Lecturer
- 2017 Fashion Camp Lecturer
- 2016 Cotton: The Natural Choice Fashion Show
- 2016 Fashion and Chef Camp Lecturer
- 2015 Fashion and Chef Camp Lecturer
- 2013 Cotton "Blue to Green" Project
- 2012, 2013 Jump2Health Family Fun Night, Engaged Research and Creative Activity

WORKSHOP, SHORTCOURSE, AND DEVELOPMENT ACTIVITIES

- 2022 Penn State Academic Leadership Academy, June 12-16, 2022.
- Conference Attendance, 3D Tech Festival by Alvanon x Motif, Alvanon, Virtual. (12 hours, Fall 2021)
- Conference Attendance, ProfCon 2021 Virtual Conference, Stukent, (12 hours, Summer 2021)
- Conference Attendance, 3D Tech Festival by Alvanon x Motif, Alvanon, Virtual. (12 hours, Fall 2020)
- Workshop, CLO 3D Academic Summit, Cotton Inc., Virtual Workshop. (20 hours, Summer 2020)
- Conference Attendance, ProfCon 2020 Virtual Conference, Stukent, Facebook, Acdium. (12 hours, Summer 2020)
- Webinar, Exploring the Challenges and Opportunities in Online Case Teaching: Insights from Two Case Teaching Experts, Harvard Business School, Virtual. (1 hour, Summer 2020)
- Webinar, Moving Your Research Online: A Solution for Eye Tracking Studies, Tobii Pro. (1 hour, Spring 2020)
- Workshop, Write Winning Grant Proposals Seminar (Phase 1+2), Texas Tech University, LUBBOCK, Texas, United States. (16 hours, Spring and Summer 2020)
- Workshop, XSEDE HPC Workshop: BIG DATA, TTU High Performance Computing Center, (6 hours, Spring 2019)

Google AdWords Online Trainings, Google, (40 hours, Spring 2019)

HubSpot Inbound Marketing Certificate (2 hours, Spring 2019)

Internet Retailer Conference and Exhibition (IRCE), Chicago, IL, (Conference Attendance, 2 days, 2018)

Media Psychophysiological Research Boot Camp, College of Media and Communication, Lubbock, TX, USA. (20 hours, Fall 2017)

West Texas Assessment and Planning Conference, TTU Office of Planning and Assessment, Lubbock, TX. (Conference Attendance, 4 hours, 2017)

Intercultural Learning Workshop for Faculty Leaders, Office of International Affairs, Lubbock, TX, United States. (4 hours, Fall 2017)

Google AdWords Online Trainings, Google, (40 hours, Spring 2017)

John M. Burns Conference- "Visual Engagement Techniques", TTU Teaching Academy (Conference Attendance, 4 hours, 2016)

Breaking Out of Social to the Metrics & Methodologies That Matter, Marketing Science Institute. (Webinar, 1 hour, 2016)

Online Learning Consortiums 2016 Innovate Conference-Virtual conference, TLPDC. (Conference Attendance, 3 hours, 2016)

Copyright compliance made simple: Six rules for course design, TLPDC. (Workshops, 2 hours, 2016)

Excel Data Analysis ShortCourse, Teaching, Learning and Technology Center (Workshops, 10 hours, 2015)

ADA Compliance for Online Courses, Teaching, Learning and Technology Center (Workshop, 2015)

Writing Measurable Student Learning Outcomes, Office of Planning & Assessment (Workshop, 2015)

CHIA Train-the-Trainer Workshop, STR SHARE Center, Tampa, FL (Workshop, 2015)

John M. Burns Conference- Using Writing, Not Teaching Writing, TTU Teaching Academy (Conference, 2014)

The 19th Annual Meeting of the Organization for Human Brain Mapping, The Organization for Human Brain Mapping, Seattle, Washington (Conference, 2013)

2013 FSL & FreeSurfer Course, University of Oxford and Martinos Center & Massachusetts General Hospital, Seattle, Washington (5-day workshop, 2013)

Mobile Learning Ideas and Options, Teaching, Learning and Technology Center (Workshop, 2012)

Introduction of fMRI Study Design and Analysis, Texas Tech Neuroimaging Institute, Lubbock, Texas (Seminar-Fall Semester, 2011)