

HYO JUNG (JULIE) CHANG, PH.D.

Texas Tech University
Department of Hospitality and Retail Management
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EDUCATION:

Doctor of Philosophy, August 2012
University of North Carolina at Greensboro
Major: Consumer, Apparel and Retail Studies
Minor: Educational Research Methodology

Master of Science, August 2009
Colorado State University, Fort Collins
Major: Design and Merchandising

Bachelor of Science, August 2004
Konkuk University, Seoul, South Korea
Majors: Textile Engineering
Apparel & Textile Design

ACADEMIC/PROFESSIONAL EXPERIENCE:

Professor and Ph.D. Program Director, Texas Tech University (Fall 2024 to Present)
Department of Hospitality and Retail Management
College of Health and Human Sciences

Associate Professor, Texas Tech University (Fall 2018 to Summer 2024)
Department of Hospitality and Retail Management
College of Human Sciences

Assistant Professor, Texas Tech University (Fall 2012 to Summer 2018)
Department of Hospitality and Retail Management
College of Human Sciences

Graduate Assistant, University of North Carolina at Greensboro (Fall 2009 to Spring 2012)
Department of Consumer, Apparel, and Retail Studies
Bryan School of Business and Economics

Graduate Assistant, Colorado State University (Fall 2006 to Spring 2009)
Department of Design and Merchandising
College of Health and Human Sciences

AREAS OF EXPERTISE:

My scholarship focuses on fashion psychology and technology to cultivate inclusivity and empowerment, and create a positive impact on fashion consumers, as well as academic and industry communities. My research explores how fashion can enhance selfhood and human intelligence, while also seeking ways to establish a responsible and sustainable fashion management system.

- Fashion Psychology
- VR/AR/AI
- Sustainability
- Fashion Management
- Consumer Behavior

PUBLICATIONS:

Refereed Research Journal

Kim, S., **Chang, H.**, & Cuevas, L. (2nd Submission). New luxury experiences and haute cuisine: A qualitative exploration of consumers' memorable experiences and social media sharing. *Journal of Global Fashion Marketing*. Submitted on August 12th, 2024.

Chang, H., Lee, H., & Kim, M. (2nd Revision). Virtual reality in fashion: a systematic review and research agenda. *Clothing and Textile Research Journal*. Submitted on June 8th, 2024.

Hossain, J., & **Chang, H.** (3rd Revision). Challenges and opportunities of product fitting for denim manufacturers: A reflexive thematic analysis through the lens of engineering design process model. *Clothing and Textile Research Journal*. June 6th, 2024.

Wang, D., **Chang, H.**, & Kwang, J., & Yuan, J. (1st Revision). An analysis of the multi-level halo effects of country and destination images: The case of Singapore as a tourism hub in Asia. *Journal of Destination Marketing & Management*. November 20th, 2023.

Kim, M., & **Chang, H.** (Accepted, January 5, 2025). Made-to-measure: Defining the consumption values of 3D body scanning technology and its effects on consumer experience. *Journal of Research in Interactive Marketing*.

Kim, S., Cuevas, L., & **Chang, H.** (2024). Revisiting consumer loyalty in luxury brand restaurants and cafes: A cross-cultural study. *International Journal of Retail & Distribution Management*, 53 (2), 199-215. <https://doi.org/10.1108/IJRDM-04-2024-0193>

Hossain, J., & **Chang, H.**, Jones, R. (2024). I bought it and I feel good! An examination of fit factors and self-evaluation related to confident clothing decisions and psychological well-being.

Journal of Retailing and Consumer Services, 84, 104167. SSCI indexed.
<https://doi.org/10.1016/j.jretconser.2024.104167>

Chang, H., Bruess, F., & Chong, J. (2024). Retail technologies leading resurgence for small independent fashion retailers: A thematic analysis related to the TOE framework. *Fashion and Textiles*, 11(26), 1-19, SCIE indexed. <https://doi.org/10.1186/s40691-024-00391-x>

Chang, H., Rakib, N., Foysal, K., & Chong, J. (2024). Garment suggestions based on comfort extracted from physiological and emotional parameters. *International Journal of Clothing Science and Technology*, 36(5), 761-775. <https://doi.org/10.1108/IJCST-10-2022-0141>

Hodges, N., Watchravesringkan, K., Yan, R-N, **Chang, H.** (2024). Being real about teaching virtual: Comparing academic and industry views on 3D/virtual technology adoption. *International Journal of Fashion Design, Technology and Education*, 17(3), 394-403. Scopus indexed. <https://doi.org/10.1080/17543266.2024.2315074>

Kim, S., & **Chang, H.** (2023). Mechanism of retail therapy during stressful life events: The psychological compensation of revenge consumption toward luxury brands. *Journal of Retailing and Consumer Services*, 75, 103508. SSCI indexed. <https://doi.org/10.1016/j.jretconser.2023.103508>

Lee, S., **Chang, H.**, Zhao, L., & Zhou, Y. (2023). The importance of personal norms and situational expectancies to sustainable behaviors: The norm activation and situational expectancy-value theories. *Journal of Retailing and Consumer Services*, 73, 103371. SSCI indexed. <https://doi.org/10.1016/j.jretconser.2023.103371>

Chang, H., & Min, S. (2022). Evaluation of 3D apparel design spatial visualization training for cognitive function of older adults: Cross-cultural comparisons. *Fashion and Textiles*, 9(1), 1-19. SCIE indexed. <https://doi.org/10.1186/s40691-022-00292-x>

Rakib, N., **Chang, H.**, & Jones, R. (2022). Effective sustainability messages triggering consumer emotion and action: An application of the social cognitive theory and the dual-process model. *Sustainability*, 14(5), 2505. SSCI indexed. <https://doi.org/10.3390/su14052505>

Min, S., & **Chang, H.** (2022). Enhancing older adults' spatial visualization ability via a virtual pattern-making module: Focusing on ethnic background. *International Journal of Fashion Design, Technology, and Education*, 15(1), 130-138. Scopus indexed. <https://doi.org/10.1080/17543266.2021.2006802>

Min, J., **Chang, H.**, Fowler, D., & Blum, S. (2022). Why are college sports tourists traveling long distances? Antecedents of destination and team loyalty. *Asia Pacific Journal of Marketing and Logistics*. SSCI indexed. <https://doi.org/10.1108/APJML-05-2021-0371>

Chang, H., Hodges, N., & Shin, S-J. (2021). Exploring caregivers' clothing choices for individuals with severe Alzheimer's disease: An application of the theories of self-complexity

and choosing for others. *Clothing and Textile Research Journal*. SSCI indexed.

<https://doi.org/10.1177/0887302X211053988>

Chang, H., Yurchisin, J., Shin, S-J. (2021). The psychology of body shapes and activewear preferences related to exercise behavior for elderly female consumers. *The Journal of Aging and Social Change*, 12(1), 1-15. <https://doi.org/10.18848/2576-5310/CGP/v12i01/1-15>

Chang, H., Min, S., Woo, H., & Yurchisin, J. (2021). Mask-wearing behavior during the COVID-19 pandemic: A cross-cultural comparison between the United States and South Korea. *Family and Consumer Sciences Research Journal*, 50(1), 5-26. **(Awarded for the Best Paper in Apparel, Textiles, and Merchandising and selected as the FCSRJ Outstanding Paper)**. ESCI and Scopus indexed. <https://doi.org/10.1111/fcsr.12416>

Foysal, K. H., **Chang, H.**, Bruess, F., & Chong, J. W. (2021). Body size measurement using a smartphone. *Electronics*, 10(11), 1-15. SCIE indexed. <https://doi.org/10.3390/electronics10111338>

Navas, R., **Chang, H.**, Khan, S., & Chong, J. W. (2021). Sustainability transparency and trustworthiness of traditional and blockchain ecolabels: A comparison of generations X and Y consumers. *Sustainability*, 13(15), 8469. SSCI indexed. <https://doi.org/10.3390/su13158469>

Foysal, K. H., **Chang, H.**, Bruess, F., & Chong, J. W. (2021). SmartFit: Smartphone application for garment fit detection. *Electronics*, 10(1), 1-15. SCIE indexed. <https://doi.org/10.3390/electronics10010097>

Manis, K., **Chang, H.**, Fowler, D., & Blum, S. (2020). Inaugural events and beer tourist behavior: Capitalizing on the craft beer movement. *Event Management*. 24(2/3), 311-334. ESCI indexed. <https://doi.org/10.3727/152599519X15506259856525>

Chang, H., & Shin, S-J. (2019). Positive psychological effects of clothing design elements on the aging population. *International Journal of Aging and Society*. 9(2), 1-14. <https://doi.org/10.18848/2160-1909/CGP/v07i04>

Min, J., **Chang, H.**, Jai, T., & Ziegler, M. (2019). The effects of celebrity-brand congruence and publicity on consumer attitudes and buying behavior. *Fashion and Textiles*, 6(1), 1-19. SCIE indexed. <https://doi.org/10.1186/s40691-018-0159-8>

Harb, A., Fowler, D., **Chang, H.**, Blum, S. & Alakaleek, W. (2019). Social media as a marketing tool for events. *Journal of Hospitality and Tourism Technology*. 10(1), 28-44. SSCI indexed. <https://doi.org/10.1108/JHTT-03-2017-0027>

Chang, H., Colwell, M., & Walisky, D. (2018). Clothing selection motivations and the meaning of possessions for tweens in a foster care group home. *Journal of Retailing and Consumer Services*. 42, 47-54. SSCI indexed. <https://doi.org/10.1016/j.jretconser.2018.01.014>

Chang, H., & Watchravesringkan, K. (2018). Who are sustainably minded apparel shoppers? An investigation to the influencing factors of sustainable apparel consumption. *International Journal of Retail & Distribution Management*. 46(2), 148-162. SSCI indexed. <https://doi.org/10.1108/IJRDM-10-2016-0176>.

Suttikun, C., **Chang, H.**, Bicksler, H. (2018). A qualitative exploration of day spa therapists' work motivations and job satisfaction. *Journal of Hospitality and Tourism Management*. 34, 1-10. SSCI indexed. <https://doi.org/10.1016/j.jhtm.2017.10.013>

Chang, H., & Reed, D., & McCool, B. (2017). An exploration of body image perceptions and education needs of military parents of preschool children. *Military Behavioral Health*. 5(4), 356-363. <https://doi.org/10.1080/21635781.2017.1325802>.

Chang, H., & Suttikun, C. (2017). The examination of psychological factors and social norms affecting body satisfaction and self-esteem for college students. *Family and Consumer Sciences Research Journal*, 45(4), 422-437. ESCI and Scopus indexed. <https://doi.org/10.1111/fcsr.12220>

Shin, S-J., & **Chang, H.** (2017). An examination of body size discrepancy for female college students wanting to be fashion models. *International Journal of Fashion Design, Technology and Education*. 11(1), 53-62. Scopus indexed. <https://doi.org/10.1080/17543266.2017.1299225>

Chang, H., O'Boyle, M., Anderson, R. C., & Suttikun, C. (2016). An fMRI study of advertising appeals and their relationship to product attractiveness and buying intentions. *Journal of Consumer Behaviour*. 40(2), 179-192. SSCI indexed. <https://doi.org/10.1002/cb.1591>.

Suttikun, C., **Chang, H.**, Acho, C., Ubi, M., Bicksler, H., Komolsevin, R., & Chongsithiphol, S. (2016). Sociodemographic and travel characteristics affecting the purpose of selecting Bangkok as a tourist destination. *Tourism and Hospitality Research*, 18(2), 152-162. ESCI indexed. <https://doi.org/10.1177/1467358416637254>

Suttikun, C., & **Chang, H.** (2016). College students' satisfaction and involvement with the recreation center based on perceived service quality: The moderating effects of health and weight consciousness. *Recreational Sports Journal*, 40(2), 179 -192. <http://dx.doi.org/10.1123/rsj.2015-0046>

Chen, H. S., Phelan, K. V., & **Chang, H.** (2016). The hunt for online hotel deals: How online travelers' cognition and affection influence their booking intentions. *Journal of Quality Assurance in Hospitality & Tourism*, 17(3), 1-18. ESCI indexed. <https://doi.org/10.1080/1528008X.2015.1077186>

Rieke, S. E., Fowler, D. C., **Chang, H.**, & Velikova, N. (2016). Exploration of factors influencing body image satisfaction and purchase intent: Millennial females. *Journal of Fashion Marketing and Management*, 20(2), 208-229. SSCI indexed. <https://doi.org/10.1108/JFMM-12-2015-0094>

Yurchisin, J., **Chang, H.**, & Childs, M. (2015). Where am I reading? Using Kelsey Timmerman's book to teach undergraduates about social responsibility in The Apparel Industry. *International Journal of Fashion Design, Technology and Education*, 8(3), 185-193. Scopus indexed. <https://doi.org/10.1080/17543266.2015.1049220>

Suttikun, C., **Chang, H.**, Komolsevin, R., & Chongsithiphol, S. (2015). An investigation of environmental and situational factors affecting tourists' behavioral intention to choose Bangkok as their final destination. *Tourism Analysis: An Interdisciplinary Journal*, 20(5), 523-537. ESCI indexed. <https://doi.org/10.3727/108354215X14411980111451>

Chang, H., & Jai, T-M. (2015). Sustainable fast fashion: The effect of positioning strategies on consumers' attitudes and purchase intentions. *Social Responsibility Journal*, 11(4), 853-867. ESCI indexed. <https://doi.org/10.1108/SRJ-07-2014-0095>

Chang, H., Cho, H-J., Gupta, M., Turner, T., & Watchravesringkan, K. (2015). An examination of store attributes on retail patronage behaviors: Evidence from activewear specialty stores. *Journal of Fashion Marketing and Management*, 19(2), 136-153. SSCI indexed. <https://doi.org/10.1108/JFMM-03-2014-0019>

Chang, H., Yan, R-N., & Eckman, M. (2014). Moderating effects of situational characteristics on impulse buying. *International Journal of Retail & Distribution Management*, 42(4), 298-314. SSCI indexed. <https://doi.org/10.1108/IJRDM-04-2013-0074>

Chang, H., Hodges, N., & Yurchisin, J. (2014). Consumers with disabilities: A qualitative exploration of clothing selection and use among female college students. *Clothing and Textiles Research Journal*, 32(1), 34-48. SSCI indexed. <https://doi.org/10.1177/0887302X13513325>

Chang, H., Yurchisin, J., Hodges, N., Watchravesringkan, K., & Ackeman, T. (2013). An investigation of self-concept, clothing selection, and life satisfaction among disabled consumers. *Family and Consumer Sciences Research Journal*, 42(2), 162-176. ESCI and Scopus indexed. <https://doi.org/10.1111/fcsr.12050>

Chang, H., Eckman, M., & Yan, R-N. (2011). Application of the Stimulus-Organism-Response model to the retail environment: The role of hedonic motivation in impulse buying behavior. *International Review of Retail, Distribution, and Consumer Research*, 21(3), 233-249. ESCI indexed. <https://doi.org/10.1080/09593969.2011.578798>

Peer-Reviewed Book Chapter

Jin, B., **Chang, H.**, Matthews, D. & Gupta, M. (2011). Fast fashion business model: What, why, and how? In T.-M. Choi (Ed), *Fashion Supply Chain Management: Industry and Business Analysis*. Business Science Reference: PA.

Abstracts Published in Refereed Conference Proceedings

Chang, H., Min, S. (2024). *Exploring the transformative role of fashion in fostering resilience during post-breast cancer experiences*. International Textile and Apparel Association Conference, Long Beach, CA.

Chang, H., Hodges, N., Watchravesringkan, K., Yan, R.-N., & Kim, S. (2024). *From buying to promotion: Creating 3D VR product displays and promotional content*. International Textile and Apparel Association Conference, Long Beach, CA.

Kim, M. J., & **Chang, H.** (2024). *From values to action: Exploring the consumption values of portable 3D body scanning technology and their effect on usage intention*. International Textile and Apparel Association Conference, Long Beach, CA.

Kim, M. J., & **Chang, H.** (2024). *Innovativeness of emerging adults: Exploring its relationships with cognitive flexibility, self-esteem, and 3D fashion technology adoption*. International Textile and Apparel Association Conference, Long Beach, CA.

Chang, H., Kim, M. J., Chong, J. W. (2024). *Reshaping fashion industry system in South Korea: A reflexive thematic analysis from the perspectives of SMEs*. International Textile and Apparel Association Conference, Long Beach, CA.

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 Conference, Long Beach, CA.

Chang, H., Kim, M., & Chong, J. (2024). *Weaving circular fashion: A donut economics-based qualitative exploration of SMEs' perspectives in South Korea*. American Collegiate Retailing Association (ACRA), Kalamazoo, MI.

Chang, H., Hodges, N., Yan, R., & Watchravesringkan, K. (2024). *A path to college and beyond: Empowering high school students with virtual/3d technology for success in the fashion industry*. American Collegiate Retailing Association (ACRA), Kalamazoo, MI.

Kim, S., **Chang, H.,** Cuevas, L. (2024). *Understanding the determinants of memorable gastronomic experiences at luxury brands' restaurants and cafés: A qualitative study*. American Collegiate Retailing Association (ACRA), Kalamazoo, MI. **(Awarded for the Runner-Up Graduate Best Paper).**

Chang, H., Min, S., & Blount, S. (2023). *Dressing the self: Using virtual fashion technology to define identity and improve self-concept for breast cancer patients*. International Textile and Apparel Association Conference, Baltimore, MD.

Chang, H., Hossain, J., & Reilly, A. (2023). *The effects of encloded cognition on self-concept and psychological responses: A multi-group analysis of veterans with and without disabilities.* International Textile and Apparel Association Conference, Baltimore, MD.

Hossain, J., **Chang, H.,** & Jones, R. (2023). *Clothing fit and self: An empirical examination of fit factors and self-evaluation related to the confident clothing decision and psychological well-being.* 2023 International Textile and Apparel Association Conference, Baltimore, MD.

Hodges, N., Watchravesringkan, K., Yan, R-N, **Chang, H.** (2023). *Cultivating applied technology competencies in the apparel and textiles curriculum: Development and assessment of course materials and teaching strategies.* 2023 International Textile and Apparel Association Conference, Baltimore, MD.

Hodges, N., Watchravesringkan, K., Yan, R-N, **Chang, H.,** & Lee, Y. (2023). *Teaching virtual/3D technology in the apparel and textiles curriculum: A conceptual model for developing pedagogical best practices.* 2023 International Textile and Apparel Association, Baltimore, MD.

Kim, S., Cuevas, L., & **Chang, H.,** (2023). *What drives gastronomic experiences in luxury brands? The effect of cultural differences on costly signals.* Association for Consumer Research Conference, Seattle, WA.

Kim, S., & **Chang, H** (2023). *The mechanism of retail therapy during the COVID-19 pandemic: The psychological compensation in revenge consumption toward luxury brands.* American Collegiate Retailing Association (ACRA) (**Awarded for the Best Paper**). Virtual Conference.

Chang, H., & Yurchisin, J. (2022). *The role of self-assured clothing on self-perception and well-being for older adults: The moderating effect of perceived youthfulness.* International Textile and Apparel Association, Denver, CO.

Chang, H., Chong, J., Foysal, K., & Bruess, F. (2022). *The role of cutting-edge fashion technology on consumer-brand relationships: The moderating effect of interactive smart mirror types.* International Textile and Apparel Association, Denver, CO.

Lee, S., **Chang, H.,** & Zhao, L. (2022). *The importance of personal norms and accessibility in sustainable behaviors: Norm activation and situational expectancy-value theory.* International Textile and Apparel Association, Denver, CO.

Hossain, J., & **Chang, H.** (2022). *Challenges and opportunities of product fitting for denim manufacturers: A reflexive thematic analysis through the lens of engineering design process model.* International Textile and Apparel Association, Denver, CO.

Watchravesringkan, K., **Chang, H.,** Hodges, N., & Yan, R-N. (2022). *Measuring self-efficacy in the context of 3D/virtual technology learning: Scale development and assessment.* International Textile and Apparel Association, Denver, CO.

Yan, R-N, Tarzian, J., Hodges, N., Watchravesringkan, K., & **Chang, H.** (2022). *Do 3D technologies fill in the gaps for online shopping? Understanding young adult consumers'*

motivations and user experiences from the behavioral reasoning theory perspective.
International Textile and Apparel Association, Denver, CO.

Chang, H. & Min, S. (2021). *Evaluation of 3D apparel design spatial visualization training for cognitive functioning improvement of older adults: Cross-cultural comparisons.* International Textile and Apparel Association (**Awarded for the Paper of Distinction in the Culture Track**). Virtual Conference.

Min, S., & **Chang, H.** (2021). *Enhancing older adults' spatial visualization ability via a virtual pattern-making module: Focusing on ethnic background.* International Textile and Apparel Association. Virtual Conference.

Hodges, N., Watchravesringkan, K., Yan, R., **Chang, H.** Maurno, C., Tarzian, J., & Rakib, N. (2021). *Being real about teaching virtual: comparing academic and industry views on technology integration and skill development.* International Textile and Apparel Association. Virtual Conference.

Rakib, N., **Chang, H.** Jones, R., & Jung, K. (2021). *The effects of brand emotion and action desire on sustainable consumer behavior: The moderating roles of gender and sustainability motivation.* International Textile and Apparel Association. Virtual Conference.

Westbrook, R., & Vice, J., Jai, T., & **Chang, H.** (2021). *Dreams really do come true: How 3d technology will shake the future of online retailing.* International Textile and Apparel Association. Virtual Conference.

Rakib, N., **Chang, H.**, & Jones, R. (2021). *The effective sustainability messages for consumer emotion and action: An application of social cognitive theory and a dual process model.* American Collegiate Retailing Association (ACRA) (**Awarded for the Runner-Up Graduate Best Paper**). Virtual Conference.

Chang, H., Hodges, N., & Shin, S-J. (2020). *Exploring caregivers' clothing choices for individuals with severe Alzheimer's disease: An application of the theories of self-complexity and choosing for others.* International Textile and Apparel Association. (**Awarded for the Intellect Books Research Award**).

Chang, H., Bruess, F., Chong, J., & Foysal, K. (2020). *Retail technologies leading resurgence for small independent fashion retailers: A thematic analysis related to the TOE framework.* International Textile and Apparel Association.

Chang, H., Dokko, J., Min, J., & Rakib, N. (2020). *A typology of online shopping consumers and its relation to online shopping perception and obsession.* International Textile and Apparel Association.

Rakib, N., **Chang, H.**, & Jai, T-M. (2020). *Transformative learning connected to the triple bottom line of apparel business sustainability: A thematic analysis*. International Textile and Apparel Association.

Navas, R., **Chang, H.**, & Khan, S. (2020). *Sustainability transparency and trustworthiness of Blockchain: A comparison of generations X and Y fashion customers*. International Textile and Apparel Association. **(Awarded for the Paper of Distinction in the Sustainability/Social Responsibility Track)**.

Hicks, H., Fowler, D., **Chang, H.**, Jai, T-M. (2020). *The effects of sustainability perceptions on perceived values and brand love for outdoor versus fast fashion apparel brands*. International Textile and Apparel Association.

Scott, K., Jai, T-M., & **Chang, H.** (2020). 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.

Chang, H., Yurchisin, J., & Shin, S-J. (2019). *An examination of elderly female consumers' body shapes, activewear preferences and exercise behavior*. International Textile and Apparel Association. Las Vegas, NV.

Chang, H., Cho, H., Jung, S., & Son, J. (2019). *The comparison of fashion entrepreneurship motivations, skills, and traits between the US and Korean college students*. International Textile and Apparel Association. Las Vegas, NV.

Min, S., & **Chang, H.** (2019). *Exploring clinical use of apparel design activities: Enhancing spatial ability through virtual apparel patternmaking*. International Textile and Apparel Association. Las Vegas, NV.

Navas, R., Khan, S., & **Chang, H.** (2019). *The future of sustainability in the retail sector*. International Textile and Apparel Association. Las Vegas, NV.

Yurchisin, J., Cook S., Vogel, A., & **Chang, H.**, (2019). *Perceptions of apparel retailers' culture based on employees' style of dress featured on corporate recruitment websites*. International Textile and Apparel Association. Las Vegas, NV.

Shin, S-J., **Chang, H.**, & Istook, C. (2018). *A sizing system for Big & Tall: Comparison between proportional sizing system and linear regression model approach*. International Textile and Apparel Association, Cleveland, OH.

Chang, H., & Shin, S-J. (2018). *Clothing selection motivations and challenges for individuals with Alzheimer's disease: A qualitative exploration of caregivers' viewpoints*. International Textile and Apparel Association, Cleveland, OH.

Min, J., **Chang, H.**, Fowler, D., & Jai, T-M. (2018). *Is team chat an effective tool for manager-employee communication? The application of team chat in the hospitality industry*. 23rd Annual Graduate Education & Graduate Student Research, Dallas, TX.

Min, J., Suttikun, C., Bicksler, H., & **Chang, H.** (2018). *Luxury chain or boutique hotels? Customers' perception and evaluation based on service reviews*. 23rd Annual Graduate Education & Graduate Student Research, Dallas, TX.

Chang, H., & Shin, S-J. (2017). *The Perception of Colors in Fashion: A Cohort Comparison of Baby Boomers and Generation Y*. International Textile and Apparel Association, St. Petersburg, FL.

Shin, S-J., & **Chang, H.** (2017). *Different Perceptions of the Elderly Women's Clothing and the Image Traits*. International Textile and Apparel Association, St. Petersburg, FL.

Min, J., Ziegler, M., **Chang, H.**, Jai, T-M. (2017). *The Effects of Celebrity-Brand Congruence and Publicity on Consumer Attitudes, Buying Intention, and Loyalty*. International Textile and Apparel Association, St. Petersburg, FL.

Min, J., Bolls, P., & **Chang, H.** (2017). *An examination of the effects of level of arousing content and rival salience in sports team videos on team loyalty*. 22nd Annual Graduate Education & Graduate Student Research, Houston, TX.

Min, J., Blum, S., Fowler, D., & **Chang, H.** (2017). *How will Colin Kaepernick's behavior impact fans' trust and loyalty?* 22nd Annual Graduate Education & Graduate Student Research, Houston, TX.

Manis, K., **Chang, H.**, Fowler, D., & Blum, S. (2017). *Servicescape at an inaugural beer festival*. 22nd Annual Graduate Education & Graduate Student Research, Houston, TX.

Chang, H., O'Boyle, M., Anderson, R., & Suttikun, C. (2016). *A neural predictor of consumer psychology: an fMRI study of the effect of celebrity, non-celebrity, and rational advertising appeals on dress attractiveness*. International Textile and Apparel Association, Vancouver, Canada.

Chang, H., Reed, D., & McCool, B. (2016). *Body image from the military service member's perspective: The effects of weight concerns and social pressures, and health-related attitudes*. International Textile and Apparel Association, Vancouver, Canada.

Son, J., & **Chang, H.** (2016). *Retail therapy: What makes you feel relieved and happy?* International Textile and Apparel Association, Vancouver, Canada.

Shin, S-J., & **Chang, H.** (2016). *A case study of the 3D design process applied for customized art wears*. International Textile and Apparel Association, Vancouver, Canada.

Min, J., **Chang, H.**, Adams, C. (2016). *The effect of sport tourists' motivation and team identification on satisfaction and loyalty: A case of the college football game*. International Council on Hotel, Restaurant, and Institutional Education, Dallas, TX.

Min, J., Canziani, B., Hsieh, Y., & **Chang, H.** (2016). *What do we want to eat? The effect of cultures on food selections and preferences of dining services on the university campus*. 20th Academy of Global Hospitality & Tourism Conference, Seoul, South Korea.

Suttikun, C., & **Chang, H.** (2016). *The relationships among perceptions of service quality, user satisfaction, and user involvement at a university recreation center*. 21st Annual Graduate Education & Graduate Student Research, Philadelphia, PA.

Suttikun, C., & **Chang, H.**, & Bicksler, H. (2016). *A qualitative exploration of day spa therapists' work motivations and job satisfaction in Thailand*. 21st Annual Graduate Education & Graduate Student Research, Philadelphia, PA.

Chang, H., Colwell, M., & Henderson, D. (2015). *An exploration of clothing selection motivations and meaning of possessions for children in foster care homes*. International Textile and Apparel Association, Santa Fe, NM.

Chang, H., Reed, D., McCool, B., & Ziegler, M. (2015). *An exploration of body image perceptions and education needs of military parents of preschool children*. International Textile and Apparel Association, Santa Fe, NM.

Chang, H. (2015). *We are veterans: The therapeutic effects of clothing related to self-concept*. International Textile and Apparel Association, Santa Fe, NM.

Shin, S-J., & **Chang, H.** (2015). *Do I know my body size? An examination of college students involved in fashion*. International Textile and Apparel Association, Santa Fe, NM.

Chang, H., & Lee, S-Y. (2015). *Special apparel needs of consumers with visual impairments*. International Textile and Apparel Association, Santa Fe, NM.

Chang, H., Song, J., Yeo, C., & Kim, J. (2015). *Exploring factors influencing perceived quality on sportswear fabric*. International Textile and Apparel Association, Santa Fe, NM.

Chang, H., & Kim, M. (2015). *The effects of sexism and self-concept on body satisfaction and clothing style preferences for college students*. International Textile and Apparel Association, Santa Fe, NM.

Suttikun, C., & **Chang, H.** (2015). *International tourists in Bangkok: An examination of push and pull travel motivations*. 20th Annual Graduate Education & Graduate Student Research, Tampa, FL.

Suttikun, C., & **Chang, H.** (2015). *Demographic and travel characteristics affecting tourists' decision to visit Bangkok*. 20th Annual Graduate Education & Graduate Student Research, Tampa, FL.

Chang, H., Yurchisin, J., & Hodges, N. (2014). *Consumers with visual impairments: Impacts of self-efficacy and public self-consciousness on their clothing selection motivations*. International Textile and Apparel Association, Charlotte, NC.

Fowler, D., **Chang, H.,** David, H. (2014). *What do tweens think about fashion apparel brands? An exploration of tween's perceptions about brand personality*. International Textile and Apparel Association, Charlotte, NC.

Chang, H. (2013). *Who are the green-minded apparel shoppers? An investigation of the influencing factors of green apparel consumption*. American Collegiate Retailing Association, Nashville, TN.

Chang, H., Yurchisin, J., & Hodges, N. (2013). *An investigation of self-concept, clothing selection, and life satisfaction among disabled consumers*. International Textile and Apparel Association, New Orleans, LA.

Chang, H., Son, J., & Yurchisin, J. (2012). *The impact of retail therapy on apparel consumer's post-purchase emotions*. International Textile and Apparel Association, Honolulu, HI.

Chang, H., Hodges, N., & Yurchisin, J. (2011). *Consumers with disabilities: A qualitative exploration of clothing selection and meanings*. International Textile and Apparel Association, Philadelphia, PA.

Chang, H., Yan, R-N., Eckman, M. (2011). *Individual and situational influences on impulse buying*. International Textile and Apparel Association, Philadelphia, PA.

Chang, H., Cho, H-J, Frank, P., & Jin, B. (2011). *Is game theory applicable in apparel and retail research? Yes!* International Textile and Apparel Association, Philadelphia, PA.

Yurchisin, J., **Chang, H.,** Cho, H-J., Gupta, M. (2011). *Think globally, click locally: A preliminary examination of learning effectiveness in online and offline global sourcing courses*. International Textile and Apparel Association, Philadelphia, PA.

Chang, H., Watchravesringkan, K. (2011). *Modeling environmentally friendly behavior: Application of theory of planned behavior on green apparel purchase*. Atlantic Marketing Association (AtMA) 2011 Proceedings.

Yurchisin, J., **Chang, H.,** Ou, Y, & Yan, R-N. (2011). *An examination of apparel donation behavior using the people's helping behavior toward charities framework*. International Textile and Apparel Association-Korean Marketing Sciences (ITAA-KAMS) 2011 Proceedings.

Yurchisin, J., **Chang, H.,** Watchravesringkan, K., & Yan, R-N. (2010). *Investigating U.S. consumers' perceptions of Iraqi-made apparel*. International Textile and Apparel Association-Korean Marketing Sciences (ITAA-KAMS) 2010 Proceedings.

Yan, R-N., Watchravesringkan, K., Yurchisin, J., & **Chang, H.** (2010). *The influence of employee clothing style, service quality, and consumer emotions on consumers' image perceptions of banking institutions*. Global Marketing 2010 Proceedings.

Chang, H., Cho, H-J., Gupta, M., Turner, T., & Watchravesringkan, K. (2010). *An examination of store attributes on retail patronage behaviors: Evidence from activewear specialty stores*. Proceedings of American Collegiate Retailing Association (ACRA), 2010 Spring, www.acraretail.org

Chang, H., Gupta, M., Matthews, D., & Jin, B. (2010). *How fast fashion is winning the retail race: Suggestions for mass fashion retailers from operational and internationalization perspectives*. Proceedings of American Collegiate Retailing Association (ACRA), 2010 Spring, www.acraretail.org

Watchravesringkan, K., **Chang, H.**, & Yan, R-N, Yurchisin, J. (2010). *Retail service quality, customer satisfaction, and consumer loyalty: A comparative study between department stores and specialty stores*. Proceedings of American Collegiate Retailing Association (ACRA), 2010 Spring, www.acraretail.org

Chang, H., Eckman, M., & Yan, R-N. (2009). *Impulse buying behavior of apparel: Application of the SOR model and the moderating effect of hedonic motivation*. International Textile and Apparel Association Proceedings, 2009, www.itaaonline.org. **(This paper was selected for the Best Paper Award in the Consumer Behavior Track.)**

Yan, R-N., & **Chang, H.** (2008). *Sustainable consumption of low-impact products by generation Y: Discovery of motives and influential factors*. International Textile and Apparel Association Proceedings, 2008, www.itaaonline.org.

Conference Presentations Not Elsewhere Listed

Kim, M., & **Chang, H.** (Accepted, 2025). *Bridging psychological distance: The impact of CSR marketing and construal levels on consumer-brand quality relationships*. American Collegiate Retailing Association Conference (March 12-14, 2024), Columbia, SC.

Kim, M., Moshiri, N., & **Chang, H.** (Accepted, 2025). *Big data analyses of ESG communications with prospective employees on sustainable sportswear brand webpages*. American Collegiate Retailing Association Conference (March 12-14, 2024), Columbia, SC.

Kim, S., **Chang, H.**, Ortiz, B., & Chang, J. (2024). *The Proust effect of scent on luxury consumers' memory: Mixing an EEG and a quantitative analyses*. International Textile and Apparel Association Conference, Long Beach, CA.

Chang, H., Lee, S., & Kim, S. (2023). *Exploring the immersive VR experience of sustainability in fashion for foster care youth: Qualitative content analysis using Leximancer*. ITAA-KSCT Biennial Joint Symposium, Baltimore, MI.

Lee, S., Zhou, Y., **Chang, H.**, & Zhao, L. (2023). Do consumers truly understand sustainability? text mining and sentiment analysis. 29th Recent Advances in Retailing and Consumer Science, Lyon, France.

Cheraghian, M., Blum, S., & **Chang, H.** (2021). *The effect of AR/VR tourism application on technology adoption and intention to travel for people with disabilities*. International Council on Hotel, Restaurant, and Institutional Education.

Chang, H., & Shin, S-J. (2018). *Imagination of clothing colors by elderly female fashion consumers: An fMRI investigation*. International Conference on Clothing and Textiles, Baekyangnuri, Yonsei University, Seoul, Korea.

Shin, S-J., & **Chang, H.** (2018). *A case study of the transitional virtual fitting process with 2D/3D CAD systems in the apparel industry*. International Conference on Clothing and Textiles, Baekyangnuri, Yonsei University, Seoul, Korea.

Chang, H., & Shin, S-J. (2017). *Positive psychological effects of clothing design elements on the aging population*. Aging and Society. University of California at Berkeley, Berkeley, USA.

Shin, S-J., & **Chang, H.** (2017). *Implicit preconceptions and distinctive perceptions of the elderly's clothing*. Aging and Society. University of California at Berkeley, Berkeley, USA.

Chang, H., & Son, J. (2017). *Comparison of product choices and levels of retail therapy by age and gender*. Research Symposium celebrating the 100th Anniversary of the Department of Consumer, Apparel, and Retail Studies (CARS) at the University of North Carolina at Greensboro.

Min, S., Yurchisin, J., & **Chang, H.**, Brown, V. (2014). *Bridal gowns and communication of personal values*. Fashion and Communication Symposium. Minneapolis, MN.

Chang, H., & Jai, T-M. (2014). *Sustainable fast fashion: The effect of positioning strategies on consumers' attitudes and purchase intentions*. American Collegiate Retailing Association, Dallas, TX.

Riggins, K., Yurchisin, J., & **Chang, H.** (2014). *The influence of color in window displays on consumers' perceptions of apparel retail store personalities*. Global Fashion Management Conference, London, UK.

Yurchisin, J., & **Chang, H.** (2013). *Where am I wearing? Using Kelsey Timmerman's book to teach students about social responsibility*. Fashion and Social Responsibility Symposium. Minneapolis, MN.

Chang, H., Yurchisin, J., & Hodges, N. (2012). *Fashion and the social psychological well-being of disabled consumers*. Fashion and Health symposium, Minneapolis, MN.

Chang, H. (2010). *Investigating the role of motivation and situation on consumers' apparel purchase behavior*. South East Graduate Student Consortium, Athens, GA.

GRANTS AND FUNDING ACTIVITIES:

External Grants & Funding Activities

\$40,000	Cotton Incorporated Grant: <i>From Fabric to Future: Innovating Cotton through Immersive Digital Branding</i> . Chang, H. (PI), Jones, R., & Letkzian, J. (2025). Funded
\$192,500	United States Department of Agriculture (USDA). Higher Education Multicultural Scholars Program: <i>Empowering Global Leaders with Integrated Thinking: Moral Resilience of Sustainability for the Underrepresented Undergraduate Population</i> . Chang, H. (PI), Lee, S., & Meyers, C. Funded
\$49,979	Cotton Incorporated Grant: <i>Immersive 3D VR Module "I Am Cotton" Development for Cotton Sustainability in Fashion: Raising Awareness and Promoting Sustainable Practices</i> . Chang, H. (PI), Chong, J., & Cassidy, R. Not Funded
\$329,277	National Science Foundation (NSF) Perception, Action & Cognition: <i>Dressing the Self: Using Virtual Patternmaking Simulation Technology to Enhance Female Older Adults' Cognitive Abilities and Self-Esteem</i> . Chang, H. (PI), Min, S., & Chong, J. (2022). Not Funded
\$14,500	Academy of Korean Studies (AKS) Grant: <i>Narrative Inquiry: Reviving Fashion System and Enterprises in South Korea</i> . Chang, H. (PI), & Chong, J. (2022-2023). Funded
\$250,000	National Science Foundation (NSF) Partnerships for Innovation (PFI-Technology Translation). <i>Smartphone-Based Interactive Fit Detection Mirror</i> . Chong, J., & Chang, H. (Co-PI). (2021). Not Funded
\$528,851	United States Department of Agriculture (USDA). Higher Education Challenge Grants Program: Collaborative Research: <i>Cultivating Applied Technology Competencies among Undergraduates: Development and Assessment of Course Materials and Teaching Strategies</i> . Hodges, N., Watchravesringkan, K., Yan, R.-N., Geanious, C., Chang, H. (Co-PI and Lead PI of TTU), & Greenhalgh-Spencer, H. (2019). Funded
\$50,000	National Science Foundation (NSF) I-Corps: <i>The Smartphone-Based Interactive Fit Detection Mirror</i> . Chong, J. & Chang, H. (Co-PI). (2020). Funded
\$47,598	Cotton Incorporated Grant: <i>Integration of Digital Cotton and Cotton TBL Practices in Fashion Merchandising</i> . Jai, T-M., Chang, H. (Co-PI), Fowler, D., Jones, R. (2020). Funded

- \$83,466 The CH Foundation. *Learn Sustainable, Act Responsible: Building a Sustainability Culture in South Plains of Texas*. **Chang, H.** (PI), Lee, S., Chong, J., & Lim, L. (2020). Not Funded
- \$425,000 United States Department of Agriculture (USDA). Higher Education Challenge Grants Program: Collaborative Research: *Cultivating Applied Technology Competencies among Undergraduates: Development and Assessment of Course Materials and Teaching Strategies*. Hodges, N., Hodges, N., **Chang, H.**, Watchravesringkan, K., Yan, R-N. & Min, S. (Co-PI). (2018). Not Funded
- \$1,545,733 National Science Foundation (NSF). SCH: INT: *Collaborative Research: Design and Implementation of Next Generation Smart Healthcare Systems Using Smartphones* (\$1,545,733). Chong, J., Kwon, O-S., & **Chang, H.** (Co-PI). (2016). Not Funded
- \$792,454 National Science Foundation (NSF 16-508). *Effects of Material Properties, Human & Environmental Factors on Human's Emotional and Cognitive Reactions to Surface Touch*. Yeo, C., Baker, M., Song, J., Lee, J., & **Chang, H.** (Co-PI) (2015), Not Funded
- \$40,600** Cotton Incorporated Grant. *Implementing Cotton Content through the Curriculum*. Fowler, D., Jai, T-M., **Chang, H.** (Co-PI), Hlavaty, V., & Padgett, B. (2014-2015). **Funded**
- \$35,000 Academy of Nutrition and Dietetics (Federal). *Operation Jump2Health: A Web-based Education Intervention with Military Parents*. Reed, D., McCool, B., Mengel, S., Jai, T-M., Colwell, M., **Chang, H.** (Co-PI), Hart, M., Vanallen, J. (2014). Not Funded
- \$19,246 Hogg Foundation for Mental Health (State). *The Influence of Self-Esteem and Self-Efficacy on Decision Making of Veterans with PTSD*. **Chang, H.** (PI) (2013). Not Funded

Internal Grants & Funding Activities

- \$20,000** Strategic Research Themes Seed Grant. *Shaping the future of wellness care: Developing the sustainable and hospitable healthcare system*. **Chang, H.** (PI), Jones, R., Booe, R., Blum, S., Li, J., Koo, B. (2025). College of Health & Human Sciences, Texas Tech University. **Funded**
- \$10,000** Mid-Career Faculty Grant. College of Human Sciences, Texas Tech University **Chang, H.** (Spring 2024) **Funded**
- \$7,000** Course Release Grant. College of Human Sciences, Texas Tech University **Chang, H.** (Spring 2023) **Funded**

- \$1,000** Undergraduate Research Experience Grant (Riley Todd). *Reviving Fashion System in South Korea*. College of Human Sciences. Texas Tech University. (2022-2023). **Funded**
- \$6,000** Engaged Scholarship Collaboration Seed Grant. *From Foster Care to College: Empowering Youth in Children's Home of Lubbock with Sustainability Education Training Using VR*. College of Human Sciences, Texas Tech University **Chang, H.** (PI) & Lee, S. (2022). **Funded**
- \$7,500** Cancer Grant. *Dressing the Self: Using Virtual Fashion Technology to Enhance Breast Cancer Patients' Cognition, Body Image, and Self-Esteem*. College of Human Sciences, Texas Tech University **Chang, H.** (PI). (2022). **Funded**
- \$2,500** Faculty C-Startup Program. Innovation Hub at Research Park. Texas Tech University. (2021-2022). **Funded**
- \$1,000** Undergraduate Research Experience Grant (Skylar Blount). *Dressing the Self*. College of Human Sciences. Texas Tech University. (2021-2022). **Funded**
- \$4,000** 2021-2022 Scholarship Catalyst Program Grant. *Dressing the Virtual Self: Spatial Visualization, Cognitive Abilities, and Self-Concept*. Texas Tech University. **Chang, H.** (PI). (2021-2022). **Funded**
- \$5,000** "Come n' Go" Collaboration Seed Grant. *Developing a Visual-Spatial Training Program with Patternmaking Technique to Improve Cognitive Functioning for Hispanic Elderly*. College of Human Sciences. Texas Tech University. **Chang, H.** (PI), & Min, S. (2019-2020). **Funded**
- \$3,000** Regional I-Corps Program. *The Smartphone-Based Interactive Fit Detection Mirror*. Innovation Hub, Texas Tech University. **Chang, H.** (PI), Chong, J., Bruess, F., & Foysal, K. (2019). **Funded**
- \$3,500** 2018 Scholarship Catalyst Program Grant. *Exploring the Gap between Innovative Fashion Retail Technology and Customer Connectedness*. Texas Tech University. **Chang, H.** (PI), & Chong, J. (2018-2019). **Funded**
- \$750** Undergraduate Research Experience Grant (Francine Bruess). *Innovative Fashion Retail Technology and Customer Experiences*. College of Human Sciences. Texas Tech University. (2018-2019). **Funded**
- \$5,000** "Come n' Go" Collaboration Seed Grant. *An fMRI Study for the Aging Society: Understanding the Psychological and Neurophysiological Effects of Design Elements Related to Body Shapes*. College of Human Sciences. Texas Tech University. **Chang, H.** (PI), Shin, S-J., & Yurchisin, J. (2017-2018). **Funded**

\$12,000	Texas Tech Neuroimaging Institute (TTNI) (fMRI Scans: \$550/hour × 20 scans) and Department of Hospitality and Retail Management (Participant Compensation: \$25 × 20 participants). <i>An fMRI Study for the Elderly and Their Caregivers: Understanding the Neurophysiological Effects of Color and Fashion Styling on Perception</i> . Chang, H. (PI), & Shin, S-J. (2017). Funded
\$12,500	College of Human Sciences, Texas Tech University. <i>Adaptive Therapeutic Clothing Development for Individuals with Alzheimer's: Understanding Dressing Behaviors Associated with Alzheimer's Disease</i> . Shin, S-J., & Chang, H. (Co-PI) (2017). Funded
\$3,500	ORC Pilot and Feasibility Grant, Texas Tech University. <i>Preventing Obesity in Military Families with Preschool Children: Testing the Operation Jump2Health Intervention Website Using Eye-Tracking and Theory-Based Psychological Measures</i> . Shafer, A., Reed, D., Vanallen, J., Chang, H. (Co-PI), McCool, B., & Mengel, S. (2014-2015). Funded
\$9,094	Paired-Faculty Grant Program. <i>An Investigation of Clothing Needs, Clothing Selection Motivations, and Self-Concept of Children in the Children's Home of Lubbock</i> . Colwell, M., & Chang, H. (Co-PI) (2014). Not Funded
\$5,000	Faculty Research Seed Grant. <i>Cultural difference in body image, self-esteem, and clothing selection: A comparative study of American and Korean college students</i> . College of Human Sciences. Texas Tech University (2013-2014). (PI) Funded
\$10,000	Functional Magnetic Resonance Imaging (fMRI) Seed Grant. <i>Advertising appeals: An fMRI study of perceptual and behavioral reactions to apparel ads</i> . College of Human Sciences. Texas Tech University (2013). (PI) Funded
\$5,000	Faculty Research Seed Grant. <i>Veterans with disabilities: Self-concept, clothing needs, and social psychology of clothing</i> . College of Human Sciences. Texas Tech University (2012-2013). (PI) Funded

AWARDS AND HONORS:

2024	<i>Chancellor's Council Distinguished Research Award</i> , Texas Tech University
2023	<i>ITAA Mid-Career Excellence Award</i> , International Textile and Apparel Association, Baltimore, MD.
2023	Nominee for the <i>Chancellor's Council Distinguished Research Award</i> , College of Human Sciences, Texas Tech University
2023	<i>Best Paper Award</i> , American Collegiate Retailing Association.
2022	<i>Outstanding Reviewer Award</i> , <i>Clothing and Textiles Research Journal</i> , International Textile and Apparel Association

- 2022 Nominee for the *Chancellor's Council Distinguished Research Award*, College of Human Sciences, Texas Tech University
- 2021 Awarded for the Best Paper in Apparel, Textiles, and Merchandising, American Association of Family and Consumer Sciences Conference, Orlando, FL.
- 2021 Awarded for the FCSRJ Outstanding Paper, American Association of Family and Consumer Sciences Conference, Orlando, FL.
- 2021 Awardee of the *C-Startup Ambassador*, Innovation Hub at Research Park, Texas Tech University.
- 2021 *Paper of Distinction, Culture Track*, International Textile and Apparel Association
- 2020 *Intellect Books Research Award*, International Textile and Apparel Association
- 2020 *Paper of Distinction, Sustainability/Social Responsibility Track*, International Textile and Apparel Association
- 2019 *Teaching Academy Member*, Texas Tech University
- 2017 *ITAA Rising Star Award*, International Textile and Apparel Association (ITAA) November 18th, 2017, St. Petersburg, FL.
- 2017 Awardee for the *Alumni Association New Faculty Award*, Texas Tech University
- 2017 Nominee for the *Alumni Association New Faculty Award* (2016-2017), College of Human Sciences, Texas Tech University
- 2016 Nominee for the *Hemphill Wells New Faculty Excellence in Teaching Award* (2015-2016), Texas Tech University
- 2015 Nominee for the *Hemphill Wells New Faculty Excellence in Teaching Award* (2014-2015), Texas Tech University
- 2014 Nominee for Family & Consumer Sciences Research Journal (FCSRJ) Emerging Scholar Award in 2014 for *An investigation of self-concept, clothing selection, and life satisfaction among disabled consumers* published in 2013.
- 2009 *Best Paper, Consumer Behavior Track*, International Textile and Apparel Association
- 2002 Second Place in the Sang Huh Thesis Competition, Konkuk University. 2002. Title: *The relationship between Sang Huh and the New Frontier program*.

TEACHING EXPERIENCE:

Professor, Texas Tech University (Fall 2014 - Present)
 Department of Hospitality and Retail Management
 College of Human Sciences

Associate Professor, Texas Tech University (September 2018 – Summer 2024)
 Department of Hospitality and Retail Management
 College of Human Sciences

Assistant Professor, Texas Tech University (September 2012 - Summer 2018)
 Department of Hospitality and Retail Management
 College of Human Sciences

Graduate Part-Time Instructor, University of North Carolina at Greensboro (Spring 2012)
 Department of Consumer, Apparel, and Retail Studies
 Bryan School of Business and Economics

Co-Instructor, University of North Carolina at Greensboro (Spring 2011 - Fall 2011)
 Department of Consumer, Apparel, and Retail Studies
 Bryan School of Business and Economics

Graduate Assistant, University of North Carolina at Greensboro (Fall 2009)
 Department of Consumer, Apparel, and Retail Studies
 Bryan School of Business and Economics

Teaching Assistant, Colorado State University (Spring & Fall 2007)
 Department of Design and Merchandising
 College of Health and Human Sciences

English Instructor, Mongolia Huree University, Mongolia (Summer 2004)

COURSES TAUGHT:

Texas Tech University

RTL 1320 Fashion and Modern Culture
 RTL 2340 Consumer Behavior
 RTL 3310 Fashion Styling
 RTL 3370 Retail Management Analytics
 RTL 3375 Retail Buying for Store Management Track
 RTL 3380 Retail Buying and Control for Corporate/Research Track
 RTL 3390 Internship in Retailing
 RETL 5311 CLO 3D: Product Analysis and Development
 RHIM 5311 Independent Study
 HRM 6102 Doctoral Seminar: Publishing in Hospitality and Retail Management
 HRM 6353 (RETL/RHIM 5353): Hospitality and Retail Marketing Research
 HRM 6375 Measurement Methods in Hospitality, Tourism, and Retail Management
 HRM 6388 Current Literature in Hospitality, Tourism and Retail Management
 HRM 6000 Master's Thesis
 HRM 7000 Independent Research
 HRM 8000 Doctoral Dissertation

GRADUATE COMMITTEE CHAIR/CO-CHAIR/MEMBER

Doctoral Level (Advisor)

- Umma Tanila Rema, in progress, 2024 to Present
- Niloufar Moshiri, in progress, 2024 to Present
- Min Jung Kim, in progress, 2023 to Present
- Sanghee Kim, in progress, 2022 to Present
- Rayan Althagafi, in progress, 2022 to Present
- Dimin Wang, dissertation titled “US tourists’ travel behavioral intention to Singapore: The effects of country image and destination image with the moderating role of familiarity” completed in May 2022.

Doctoral Level (Co-Advisor)

- Mahboubeh Cheraghian, dissertation titled “Wearing your destination: Making tourism experiences accessible by using smart glasses” completed in August 2022.
- Jaehan Min, dissertation titled “The impact of college football tourists’ personality and motivations on their destination loyalty” completed in August 2019.

Master Level (Advisor)

- Umma Tanila Rema, thesis titled “The effects of affect-driven factors and work meaningfulness on hospitality employee retention: The application of affective events theory” completed in May 2024.
- Jakir Hossain, thesis titled “Clothing fit and self: An empirical examination of fit factors and self-evaluation related to the confident clothing decision and psychological well-being” completed in May 2023.
- Nasir Rakb, thesis titled, “The effects of triple bottom line and message framing on consumer’s wishful identification and willingness to act” completed in 2020.

Master Level (Co-Advisor)

- Sara Rieke, thesis titled, “The impact of personal preferences, society, environmental influences, and perceived body image on generation Y’s purchase intent” completed in May 2014.
- Taylor Fields, thesis titled, “The influence of cause-related marketing on consumer behavior: Does the cause matter?” completed in December 2013.

Doctoral Level (Member)

- Nia Allen, in progress, 2022 to Present
- Joseph Kleypas, in progress, 2021 to Present
- Yang Zhou, dissertation titled, “Sustainable cultural tourism: understanding tourists’ intentions to choose sustainable cultural tourism using a comprehensive action determination model” completed in June 2024.
- Zaman Adib, dissertation titled, “Multivariate irregularly time series imputation and classification with uncertainty for predicting hospital readmission” completed in June 2021.

- Bandar Altalhi, dissertation titled, “Antecedents to turnover intentions of entry-level employees at community hotels” completed in June 2018.
- Nemer Alsaab, dissertation titled, “Factors that affect guests’ intentions to make green hotel purchases in the United States” completed in May 2016.
- Ayman Harb, dissertation titled, “Social media as a marketing tool for hospitality events” completed in May 2016.
- Faranak Memarzadeh, dissertation titled, “A theoretical approach to determining the influence of e-comments on business travelers’ full-service lodging choices” completed in May 2015.
- Hsiang-Ting Chen, dissertation titled, “Consumer behavior of hotel deal bookings through online travel intermediaries” completed in May 2014.

Master Level (Member)

- Kelsi Shuey, thesis titled, “The effects of discount level and scarcity on the perceived product value in e-mail advertising” completed in October 2014.
- Halie David, thesis titled, “Retail personality: Tweens’ perception of specific retail stores,” completed in December 2013.

INVITED RESEARCH PRESENTATION

- The Quadruple Bottom Line: A Future of Sustainable Fashion, Yonsei University, South Korea (November 10, 2021)
- Technology and Fashion Consumers: 3D Fashion and Fit Technology, University of Wisconsin-River Falls, WI, USA (November 17, 2021)

INDUSTRY/PROFESSIONAL EXPERIENCE:

- CEO, Fashion Lab, LLC, Lubbock, TX. (2024-Present)
- CFO/CMO, iNoon, LLC., Lubbock, TX. (2018-Present)
- Buyer, Generations Boutique, Greensboro, NC (2011-2012)
- Intern (Merchandising and Sales), Talbots, Fort Collins, CO (2007-2009)
- Assistant Merchandiser, Panko Corporation, Seoul, South Korea (2005-2006)

SCHOLARSHIPS AND FELLOWSHIPS:

\$500	Lois Dickey Fellowship, International Textile and Apparel Association, Honolulu, HI. 2012
\$500	The Sara Douglas Fellowship for Professional Promise (doctoral), International Textile and Apparel Association, Philadelphia, PA. 2011

\$2,000	Summer Graduate Assistantship, The Graduate School, The University of North Carolina at Greensboro, 2011.
\$2,100	D. Elizabeth Williams International Scholarship, The University of North Carolina at Greensboro, 2011-2012.
\$1,005	Summer Graduate Assistantship, The Graduate School, The University of North Carolina at Greensboro, 2010.
\$500	Miriam Scott Mayo and Hazeleene Tate Scott Scholarship, The University of North Carolina at Greensboro, 2010-2012.

SERVICE:

Professional Service

- Executive Board
 - Treasurer of American Collegiate Retailing Association, 2024-Present
- Council
 - Secretary of International Textile and Apparel Association, 2021-2023
- Associate Editor
 - Clothing and Textile Research Journal, 2022-Present
- Associate Editor
 - Family and Consumer Sciences Research Journal, 2021-Present
- Guest Editor
 - Sustainability: Special Issue of Innovative Sustainable Practices from Product to Consumer, 2021-2022
- Guest Associate Editor
 - Clothing and Textile Research Journal: Special Issue of Fashion and Textiles in COVID-19 Global Pandemic: Challenges and Opportunities, 2020-2021
- Advisory Board
 - Advisory Board Member, Aging & Social Change Research Network, 2019-Present
- Reviewer for Refereed Journal Articles
 - Clothing and Textile Research Journal
 - Family and Consumer Sciences Research Journal
 - Journal of Fashion Marketing & Management
 - Journal of Global Fashion Marketing
 - International Journal of Retail & Distribution Management
 - Fashion and Textiles

- Journal of Retailing and Consumer Services
- Journal of Social Work in Disability & Rehabilitation
- International Journal of Sports Marketing and Sponsorship
- Journal of Hospitality Marketing & Management
- Journal of Quality Assurance in Hospitality and Tourism
- Tourism Analysis: An Interdisciplinary Journal
- Journal of Cleaner Production
- International Journal of the Digital Human
- Committee Activities
 - Committee Chair, International Relations Committee, International Textile and Apparel Association, 2016-2018
 - Sub-Committee Chair, International Bazaar, International Relations Committee, International Textile and Apparel Association, 2014-2016
 - International Relations Committee, International Textile and Apparel Association, 2012-Present
- Track Chair and Reviewer for Conferences
 - Co-Track Chair for Consumer Behavior Track Review for International Textile and Apparel Association Conference, 2018-Present.
 - International Textile and Apparel Association Conference (Consumer Behavior Track, 2012-2017; Textile and Apparel Industry Track, 2013- Present; Fashion Studies Track, 2013-2017; Student Best Paper, 2013-2017)
 - American Collegiate Retailing Association, Sustainability Track, 2013
 - Society for Marketing Advances Conference, Consumer Behavior Track, 2013
- Presider for Conferences
 - International Textile and Apparel Association Conference (2014-2016, 2020).
- Other Professional Service
 - P&T review for faculty at Kent State University (2022)
 - P&T review for faculty at Missouri Western State University (2020)
 - Technical editor for Housing and Society (2007-2009)

University

- Teaching Academy New Member Selection Committee, 2023-Present
- Graduate Program Reviewer (Department of Design), Graduate School, November 2022
- College Faculty Equality Advocate, 2021-Present (NSF ADVANCE program)
- Institute for Inclusive Excellence Member, 2019-2020
- Search Committee, College of Human Sciences Dean, 2019-2020
- Vice-President, Korean Faculty Association, 2016-2018
- Convocation Committee Member, 2013-Present
- Vice-President, Korean Faculty Association, 2016-Present
- Undergraduate Advisor, Korean Student Association, 2014-2016
- Board Member, Korean Faculty Association, 2014-2015

College

- Teaching Effectiveness Committee Chair, 2021-Present
- Diversity, Equity & Inclusion Committee, 2021-Present
- Search Committee, Apparel Design & Manufacturing Faculty Search, Spring 2021
- Promotion & Tenure Committee, 2018-Present
- Research Committee, 2018-Present
- Teaching Effectiveness Committee, 2018-2020
- Search Committee, Hospitality and Retail Management Chair, 2017-2018
- Student Services Committee, 2016-Present
- Technology Users Committee, 2016-2018
- Recruitment, Retention, and Student Success Committee, 2015-2016
- Faculty Council, 2015-2016
- Commencement Activities Committee, 2014-2015
- Search Committee, Interior Design Faculty Search, Spring 2017
- Search Committee, Apparel Design & Manufacturing Faculty Search, Spring 2015

Department

- Strategic Planning Committee, 2024-Present
- AI Committee, 2024-Present
- Journal Review Committee, 2023-Present
- Retail Management Faculty Search Committee, 2022-Present
- Tech National Retail Federation Student Association, Advisor, 2018-Present
- Scholarship Committee, 2015-Present
- Undergraduate Retail Management Curriculum Committee, 2014-Present
- Tech Retail Association, Co-Advisor, 2012-2018
- Member of the Graduate Faculty, 2012-Present

Professional Affiliations

- International Textile and Apparel Association, Member, 2006-Present
- American Collegiate Retailing Association, Member, 2010-Present
- The Korean Society of Clothing and Textiles, Member, 2021-Present
- Aging & Society Research Network, 2017-Present
- Kappa Omicron Nu Honor Society, 2011-Present
- Beta Gamma Sigma, 2012-Present
- Korean Academy of Marketing Science, 2010-2015

OUTREACH AND ENGAGEMENT ACTIVITIES

Texas Tech STEM Center for Outreach, Research & Education (STEM CORE) member
(September 2017- Present)

Cotton: The Natural Choice Fashion Show (September 2017): A fashion show focusing on cotton products and the cotton industry. Partnered with Plains Cotton Growers, Texas Tech Athletics, South Plains Mall, Plains Cotton Cooperative Association, Cotton Incorporated.

Noche de Cuentos II, Interwoven Stories across Cultures (March 2017): The event to promote literacy and diversity through storytelling.

Cotton: The Natural Choice Fashion Show (September 2016): A fashion show focusing on cotton products, highlighting the cotton industry. Partnered with Plains Cotton Growers, National Cotton Council, Texas Tech Athletics.

Noche de Cuentos, Interwoven Stories across Cultures (March 2016): The event to promote literacy and diversity through storytelling.

Celebrate Cotton Fashion Show (February 2015): A fashion show to focus on cotton products, to highlight the cotton industry using 75 models with connection to cotton production. Partnered with Plains Cotton Growers, Tech Retail Association.

Cotton “Blue Jeans Go Green” Project (Fall 2013): The Retail Management Program at Texas Tech University participated in the denim recycling program in to create awareness for cotton sustainability.

Jump2Health Family Fun Night (February 2013): In collaboration with LISD Head Start, family fun nights were hosted at 2 elementary schools to teach parents and young children with information about 7 Health Habits that may help prevent childhood obesity.

SUMMARY OF COMPUTER SKILLS:

- LISREL to test Structural Equation Modeling (SEM)
- SmartPLS
- Statistical Package for the Social Sciences (SPSS)
- NVivo Qualitative Data Analysis Software
- Leximancer Qualitative Data Analysis Software
- CLO 3D Design
- Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- Computer-Aided Design (CAD)
- Microsoft Word, Microsoft Excel, Microsoft PowerPoint