

Jennifer (Yeeun) Huh, Ph.D.

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Education

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|-------------|---|
| 2017 - 2023 | Ph.D. University of Minnesota, St. Paul, MN, USA
Major: Apparel Studies (Advisor: Dr. Hye-Young Kim)
Concentration: Retail Merchandising and Consumer Studies |
| 2014 - 2017 | M.A. Seoul National University, Seoul, South Korea
Major: Clothing and Textiles (Advisor: Dr. Jisoo Ha)
Concentration: Fashion Design |
| 2007 - 2012 | B.S. Ewha Womans University, Seoul, South Korea
Major: Clothing and Textiles
Major: Art History |

Academic Positions

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| 2023 - Present | Assistant Professor, Texas Tech University |
| 2020 - 2023 | Graduate Instructor, University of Minnesota |
| 2018 - 2023 | Research Assistant, University of Minnesota |
| 2017 - 2020 | Teaching Assistant, University of Minnesota |

Areas of Interests in Research & Teaching

Jennifer (Yeeun) Huh's scholarship centers on consumer behavior in digitally mediated environments, with a focus on how emerging technologies reshape consumer experience and well-being. Her research bridges technology, culture, and retail practice, spanning topics from voice AI to clothing-related well-being, and data-driven decision-making in retail spaces.

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| • Digital Retail Environment | • Category Management |
| • Voice AI | • Retail Buying and Social Intelligence |
| • Big Data Analytics | • Fashion Culture |

Grants and Research Funding

External Grants

- 2026 Wagner, B. (Principal Investigator), **Huh, J. (Co-PI)**, & Williams, M. “Retail Access to Over-the-Counter Oral Contraceptives: Sales Channels, Access Barriers, and Consumer Experiences”. *Sponsored by NIH Navigation Cohort in Society of Family Planning* (Not funded), (2026.06 - 2027.05) [\$171,368]
- 2025 Lee, S.H. (Principal Investigator) & **Huh, J. (Co-PI)**. “Cultivating Cotton Sustainability Awareness: University-Led K-12 Cotton Sustainability Camp for Dual Education Engagement”. *Sponsored by Cotton Incorporated Grant* (Not funded), (2025.10 - 2026.3) [\$39,502]
- 2025 Wagner, B. (Principal Investigator), Herbolsheimer, C., & **Huh, J. (Co-PI)**. “Effects of Title X Funding Freezes and Medical Provider Eligibility Restrictions on Demand for Retail and Prescription Contraception”. *Sponsored by NIH Navigation Cohort in Society of Family Planning* (Not funded), (2026.01 - 2027.12) [\$149,066]
- 2025 **Huh, J. (Principal Investigator)**, Jang, J.Y. & Kim, D.Y. “A Cross-Cultural Comparison Study on AI-enabled Voice Assistant. *Sponsored by Academy of Korean Studies Grant (Funded)*, (2025.2 - 2026.1) [\$10,000]

Internal Grants at Texas Tech University

- 2025 Li, J. (Principal Investigator), **Huh, J. (Co-PI)**, Basdogan, M. (Co-PI), & Chang, J. “Revolutionizing Higher Education with Artificial Intelligence”: Utilizing Pedagogical AI Agents for Enhancing Students’ Intellectual Growth. *Sponsored by CHHS General Funding Research Seed Grant. Texas Tech University (Funded)* (2025.4 - 2026.1) [\$7,500]
- 2024 **Huh, J. (Principal Investigator)**, Chen, A. (Co-PI), Singer, J. (Co-PI), & Chang, J. “Empowering Aging Minds”: Integrating Conversational Artificial Intelligence Agents (CA) and Extended Reality (XR) in Digital Reminiscence Therapy for Older Adults. *Sponsored by COHS Health and Wellness Research Seed Grant. Texas Tech University (Funded)*, (2024.4 - 2025.5) [\$10,000]

Internal Grants at the University of Minnesota

- 2022 Research/Travel Grants, Council of Graduates (*University*), UMN [\$500], [\$300]
- 2021 Research Grants, CDes (*College*), University of Minnesota [\$1,100]
- 2019 Travel Grants, DHA (*Department*), University of Minnesota [\$1,000], [\$500]
- 2018 Travel Grants, DHA (*Department*), University of Minnesota [\$878], [\$910]

Scholarly and Research Activities

Refereed Journal Publications (10)

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| 2026 | 10. Huh, J. , Cuevas, L., Kim. H.Y., Kao.Y.J., & Im, J.H. (Accepted). Young female consumers' perceptions of sustainability virtual influencers: A perspective from goal-framing and source credibility. <i>Young Consumers</i> [ESCI/Q1, IF: 4.9] |
| 2025 | 9. Wagner, B. & Huh, J. (2025). "One year of Opill: Retail sales of over-the-counter birth control pills in the United States", <i>Contraception</i> , 153, 11255. doi: 10.1016/j.contraception.2025.111255 [SCIE/Q2, 5-year IF: 2.5] |
| 2025 | 8. Lee, G., Kim, J., Kim. K., Huh, J. , & Park, J. (2025). AI vs. Human Design in Fashion: Critical Role of Product Innovativeness in Shaping Consumer Attitudes. <i>Journal of Fashion Marketing and Management</i> , 30(2), 390-416. doi: 10.1108/JFMM-11-2024-0431 [SSCI/Q2, 5-year IF: 4.9] |
| 2025 | 7. Huh, J. & Kim, H.Y. (2025). "Function or Emotion?" Understanding smart shopping via voice AI based on the LVSEM approach. <i>International Journal of Retail and Distribution Management</i> , 53(7), 623-638. doi: 10.1108/IJRDM-07-2024-0370 [SSCI/Q1, 5-year IF: 5.9] |
| 2024 | 6. Huh, J. & Kim, N.L (2024). Green as the new status symbol: Examining green signaling among Gen Z and millennial consumers. <i>Journal of Fashion Marketing and Management</i> , 28(6), 1237-1255 doi: 10.1108/JFMM-07-2022-0159 [SSCI/Q2, 5-year IF: 4.9] |
| 2023 | 5. Huh, J. , Kim, H.Y., & Lee, G. (2023). "Oh, happy day!" Examining the role of AI-powered voice assistants as a positive technology in the formation of brand loyalty, <i>Journal of Research in Interactive Marketing</i> , 17(5), 794-812. doi: 10.1108/JRIM-10-2022-0328 [SSCI/Q1, 5-year IF: 9.6] |
| 2022 | 4. Huh, J. , Whang, C. & Kim, H.Y. (2022). Building trust with voice assistants for apparel shopping: The effects of social role and user autonomy. <i>Journal of Global Fashion Marketing</i> , 14(1), 5-19. doi: 10.1080/20932685.2022.2085603 . |
| 2022 | 3. Huh, J. & Kim, H.Y. (2022). Showrooming versus webrooming: Examining motivational differences in omnichannel exploratory behaviors. <i>The International Review of Retail, Distribution and Consumer Research</i> , 1-17. doi: 10.1080/09593969.2022.2048413 . |
| 2018 | 2. Huh, J. & Ha, J. (2018). Korean modern fashion and gender norms. <i>Journal of the Korean Society of Fashion Design</i> , 18(2), 1-19, [KCI] (non-English) doi: 10.18652/2018.18.2.1 |

- 2016 1. **Huh, J.**, Chun, J.H. & Ha, J. (2016). Research on the communication characteristics of fashion film: Focusing on Chanel, Prada, Kenzo, and Alexander Wang. *Journal of the Korean Society of Clothing and Textiles*, 40(2), 315-329, [KCI] (non-English) doi:[10.5850/JKSCT.2016.40.2.315](https://doi.org/10.5850/JKSCT.2016.40.2.315)

Manuscripts Under Review (8)¹

- 2026 **Huh, J.**, Lee, G., & Kim, T.H. (Under Review). “Beyond transparency”: The moderating roles of personalization and need for cognition in explainable AI recommender and perceived fairness. *Journal of Retailing and Consumer Services*
- 2026 Senthil, R., **Huh, J.**, & Lee, S. (Under Review). Beyond bargains: Investigating pricing in second-hand furniture through means-end theory and S-O-R. *Clothing and Textiles Research Journal*
- 2026 Lee, G.R., Kim, T.H., & **Huh, J.** (Under Review). The effectiveness of positive vs. two-sided AI-generated review summary: The moderating effect of search and experience product types. *Journal of Retailing and Consumer Services*
- 2026 **Huh, J.**, Chan, A., Kim, M.J., Chang, J., & Jang, J.Y. (Under Review). Memories reminiscenced with AI: Impact of VR shopping with an AI avatar on older adults’ psychological well-being. *Computers and Human Behavior Report*
- 2026 **Huh, J.**, Jang, J.J., & Kim, D.Y. (Under Review). The sincerity gap: Cross-cultural perspectives on AI vs. human empathy in service recovery. *Journal of Service Management*
- 2026 **Huh, J.**, Li, J., Park, J.S., Han, H.S. & Chang, J. (Under Review). Conflicting views on AI in industry and academia: A comparative analysis using LDA topic modeling. *British Journal of Educational Studies*
- 2026 Kim, M.J., **Huh, J.***, Chan, A., Chang, J. (Under Review). Revisiting the past through clothes: Exploring clothing attachment and life stories of baby boomers. *Fashion & Textiles*
- 2026 Kao, Y.J., **Huh, J.***, & Jai, C. (Under Review). Designing digital luxury: How AR experience features shape gendered pathways to customer equity and loyalty. *International Journal of Retail and Distribution Management*

¹ *Indicates the role of corresponding author, advising/mentoring doctoral students’ works.

Research Presentations

Refereed Conference Presentations

- 2026
- Huh, J.**, Lee, G., & Kim, T.H. (2026, Spring). “Beyond transparency”: The moderating roles of personalization and need for cognition in explainable AI recommender and perceived fairness. ACRA Conference, Los Angeles, California, USA. Oral presentation. **[Best Paper Award, ACRA Conference]**
- Kao, Y.J., **Huh, J.**, & Jai, C. (2026, Spring). Designing digital luxury: How AR experience features shape gendered pathways to customer equity and loyalty. ACRA Conference, Los Angeles, California, USA. Oral presentation
- Senthil, R., **Huh, J.** & Lee, S. (2026, Spring). Beyond bargains: Investigating pricing in second-hand furniture through means-end theory and S-O-R. ACRA Conference, Los Angeles, California, USA. Oral presentation
- Im, J.H., **Huh, J.** & Jones, R. (2026, Summer). Understanding trustworthiness and consumer acceptance of cooking robot: An application of the theory of planned behavior. ICHRIE Conference, Las Vegas, Nevada, USA, Oral presentation
- Huh, J.**, Li, J., Han, H.S. & Im, J.H. (2026, Summer). What do people talk about AI in higher education: Topic modeling on Reddit. WF ICHRIE Conference, Las Vegas, Nevada, USA, Oral presentation
- Huh, J.**, Jang, J.J., & Kim, D.Y. (2026, Fall). An evaluation of empathic AI agents: A cross-cultural comparison study. ITAA Conference, Florida, USA. Poster
- Huh, J.**, Chan, A., Kim, M.J., Chang, J., & Jang, J.J. (2026, Fall). Memories reminiscenced with AI: Impact of virtual reality shopping with an AI avatar on older adults’ psychological well-being. ITAA Conference, Florida, USA. Oral presentation.
- 2025
- Huh, J.**, Kim, M.J., Chen, A., & Chang, H.J. (2025, Fall). Clothing and memory: Exploring attached objects as a promising medium for reminiscence therapy among baby boomers. ITAA Conference, St. Louis, Missouri, USA. Oral
- Senthil, R., **Huh, J.** & Lee, S. (2025, Fall). What drives premium pricing in second-hand furniture? A means-end theory exploration. ITAA Conference, St. Louis, Missouri, USA. Oral presentation
- Kao, Y. J., & **Huh, J.** (2025, Spring). Systematic literature review on virtual reality and augmented reality in retail. ACRA Conference, Columbia, USA. Oral
- Lee, G.R., **Huh, J.**, & Kim, T.H. (2025, Spring). AI review summary: An investigation of information seeking behavior. ACRA Conference, Columbia, South Carolina, USA. Oral presentation
- 2024
- Kao, Y. J., & **Huh, J.** (2024, Fall). Virtual Influencers and Green Consumption: Unveiling the Impact of Ethics and Credibility on Eco-Friendly Purchasing Intentions. ITAA Conference, Long Beach, California, USA. Poster presentation

- Huh, J.**, Cuevas, L. Kim, H.Y., & An, Y. (2024, Summer). Understanding sustainability virtual influencers: A perspective from the goal-framing theory. Global Fashion Management Conference, University of Milan, Milan, Italy. Oral presentation
- Huh, J.**, Jang, J.Y., & Kim, D.Y. (2024 Spring). Understanding pro-environmental behavioral intentions promoted by AI virtual influencers: The role of empathy. International Conference on Clothing and Textile, Booyoung Hotel, Jeju Island, South Korea. Poster presentation
- 2023
- Huh, J.** & Kao, Y. J. (2023, December). Understanding senior users' perceptions toward the Metaverse healthcare platforms: A perspective from the uses-and-gratifications. International Conference on Development and Convergence Metaverse. Jeju, South Korea, Winter, Poster presentation.
- Huh, J.** & Kim, H.Y. (November, 2023). Reversed trend in technology? The moderating impact of gender in using AI powered voice assistants for shopping. ITAA-KSCT Joint Symposium Conference. Maryland, USA, Fall, Poster.
- Lee, G.R., **Huh, J.** & Kim, H.Y. (November, 2023). An investigation of personalization-privacy paradox on social media. ITAA Conference. Maryland, USA, Fall, Poster presentation.
- Huh, J.**, Kim, H.Y. & Lee, G.R. (July, 2023). Key dimensions of AI powered voice assistants as related to perceived control, flow, consumer happiness, and brand loyalty. Global Fashion Management Conference. Seoul, South Korea, Oral.
- Olive, R., Draeger, K., Kim, H.Y., Hanawa, H.P., Jarvi, M., Park, D., Jorgenson, A., **Huh, J.** (March, 2023). Toward Resilient Food Retail Systems: New Insight Derived from the 2019-2020 Minnesota Rural Grocery Survey Report. ACRA, Virtual, Spring, Oral presentation.
- 2022
- Huh, J.** & Kim, H.Y. (May, 2022). Predicting voice shopping loyalty based on the uses-and-gratifications perspective. ICCT Conference. Hybrid, Korea University, Seoul, South Korea, Spring, Oral presentation.
- Huh, J.** & Kim, N.L. (October, 2022). Green as the new status symbol: Examining green signaling effects among Gen Z and Millennial consumers. ITAA Conference. Denver Sheraton Downtown Hotel, Colorado, USA, Oral
- Whang, C., Kim, D.Y., & **Huh, J.** (October, 2022). Does how and who matter in encouraging sustainable behavior? Focused on the effect of influencer type and content modality. ITAA Conference. Denver Sheraton Downtown Hotel, Colorado, USA, Poster presentation.
- 2021
- Huh, J.** & Whang, C., & Kim, H.Y. (September, 2021). The social role of voice assistants as servant or partner: User autonomy in building a trustful relationship. Global Fashion Management Conference. Virtual, USA, Oral presentation.
- Huh, J.** & Kim, H.Y. (November, 2021). An integrated uses and gratifications model of voice shopping. ITAA Conference. Virtual, USA, Fall, Poster presentation.

2019	Huh, J. & Kim, H.Y. (November, 2019). The role of curiosity on showrooming and webrooming. ITAA Conference. Las Vegas, USA, Fall, Oral presentation. Kim, H.Y., & Huh, J. (July, 2019). Understanding micro-moments in mobile shopping: Sequential linkages between curiosity and consumer traits. Global Fashion Management Conference. Paris, France, Summer, Oral presentation. Kim, H.Y. & Huh, J. (March, 2019). Examining hedonic shopping motivations, attitude toward locally grown food, and perceived farmers market appealingness as key drivers of farmer's market patronage. ACRA Conference. AZ, USA, Oral presentation.
2018	Huh, J. & Kim, H.Y. (July, 2018). Understanding contemporary luxury experience: Two contrasting propositions. Global Marketing Conference. New Otani Hotel, Tokyo, Japan. Oral presentation. Huh, J. & Kim, H.Y. (October, 2018). Purchase intention for luxury wellness brands: Assessing the predictive value of brand awareness versus brand attachment. ITAA Conference. Hilton Cleveland Downtown, OH, USA, Fall, Poster
2016	Huh, J. & Ha, J.S. (October, 2016). Research on Korean gender norms and contemporary fashion. KSFD Conference. Dong Seoul University, Seoul, South Korea, Fall, poster presentation.
2015	Huh, J. & Ha, J.S. (November, 2015). Research on pragmatic fashion after 2010. KSCT Conference. Incheon National University, Incheon, South Korea, Fall, poster presentation. Huh, J., Chun, J.H. & Ha, J.S. (November, 2015). Research on communication characteristics of fashion film. KSCT Conference. Seoul National University, Seoul, South Korea, Spring, poster presentation.

Honors/Scholarships, Recognitions, and Awards

2026	Nominee of TTU Alumni New Faculty Award, Texas Tech University
2026	Best Paper Award, ACRA Conference
2025	Lawrence Schovanec Teaching Scholarship, Texas Tech University [\$2,000]
2022	Mary Hoover Award for Teaching Excellence, University of Minnesota
2021	Peggy Matthews Fellowship Award, University of Minnesota [\$3,000]
2019	"Thank you, Teacher" Recognition, University of Minnesota
2015	BK 21 Scholarship, Fashion Design, Seoul National University [\$3,600]
2015	GM International Award, Fashion Design, Seoul National University
2011	Honors & Scholarship, Ewha Womans University [\$500], [\$200]
2008	Honors & Scholarship, Ewha Womans University [\$1,750]

Teaching Experiences

Courses Taught at the Texas Tech University, Assistant Professor

Graduate Level

- 2023-present
- RETL 6346 Category Management [F2F]
 - RETL 6365 Retail Buying, Assortment, and Allocation Planning [F2F]

Undergraduate Level

- 2023-present
- RETL 4320/5320 Retail Category Management [F2F]
 - RETL 1320 Fashion and Modern Culture [F2F/Online]

Courses Taught at the University of Minnesota, Graduate Instructor

- 2019 – 2023
- RM 3243 Visual Merchandising (2cr.), [F2F]
 - RM 4117W Retail Environments and Human Behavior (3cr.), [Online]
 - RM 1201 Fashion, Ethics, and Consumer (3cr.), [Online]
 - ADES 4218W Fashion, Design, and Industry (3cr.), [Online]

Courses Assisted at the University of Minnesota, Teaching Assistant

- 2017 – 2021
- RM 4234 Digital Retail Analytics and Social Media (3cr), [F2F] *Audit*
 - RM 4218 International Retail Markets (3cr.) [F2F]
 - RM 4117W Retail Environments and Human Behavior (3cr.), [Online]
 - RM 2215 Introduction to Retailing (3cr.), [F2F/Online]
 - RM 1201 Fashion, Ethics, and Consumer (3cr.) [F2F]

Invited Talks/Presentations

- Spring 2025
- 2025 ICON Blue Yonder Conference, Nashville, TN (05/06/2025)
Reshaping College Curriculum for the future: A Successful Collaboration with Blue Yonder (w/Dr. Deborah Fowler)
- Fall 2023
- Fashion e-Business (Topic: Artificial Intelligence (AI) in Digital Marketing) (11/21/2023), Gachon University

Academic Advising and Mentoring

Texas Tech University

- 2025 – present Doctoral Committee Co-chair, Jin Hyeok Im
- 2023 – 2026 Doctoral Committee Member, Min-Jung Kim
- 2023 – 2026 Doctoral Committee Member, Kao Yu Ju

Industry Experiences

- 2017 March – **Market Researcher (Part-time)**, Samsung Design Net, South Korea
2017 June
- Translated trend reports and collected data (e.g., seasonal trade show/runway, global market, consumer lifestyle, and design trend).
- 2012 May – **Junior Researcher (Full-time)**, Inter Fashion Planning, South Korea
2014 May
- Analyzed global culture, market, and design trends from various resources (e.g., WGSN, PSFK, View Magazine, etc).
 - Participated in seasonal trend forecasting seminars ranging from mega, sportswear, womenswear, consumer lifestyle, product/interior to beauty design.
 - Assisted in providing UX design consulting services (e.g., LG mobile).
 - Managed trend report publishing and translations of Fashion Snoops news.
- 2011 July – **Intern (Internship)**, R&D Team at LG Fashion Corporation, South Korea
2011 August
- Assisted in organizing the seasonal trend forecasting seminars and collected data for textile, design/shape, and color trends.
- 2010 March – **Retail Sales Associate (Part-time)**, Leyii Designer Boutique, South Korea
2010 May
- Assisted apparel production (e.g., grading, pattern making, sampling) and merchandising (e.g., packaging, sales) processes.

Exhibitions and Fashion Show

- 2015 October “Art, Whatever!”
Seoul National University Annual Fashion Show, Seoul National University
- 2015 March “Touch of Fashion II”
Korea Fashion Illustration Association Exhibition, Seoul Art Center
- 2014 July “Curious Kitchen” Member of Talk Seminar ‘Talk about Our Curious Kitchen’
Very things Company, Daelim Museum D Space

Media Exposure

- 2024 November “Health & Human Sciences Researchers Aim to Help Older Population with Technology” Retrieved from <https://www.ttu.edu/now/posts/2024/11/health-human-sciences-researchers-aim-to-help-older-population-with-technology.php>, Texas Tech Now, College of Health and Human Sciences, Texas Tech University
- 2014 July “Curious Kitchen” with Very Things Company, Nylon Magazine Korea

Services and Voluntary Activities

Ad-hoc Reviewer Activities

2023 – present ITAA (2025, 2026) / GMC (2025), GFMC (2026) / ACRA (2025) Conference
 Journal of Retailing and Consumer Studies (SSCI)
 International Journal of Retail & Distribution Management (SSCI)
 Journal of Fashion Marketing and Management (SSCI)
 Journal of Consumer Behavior (SSCI)
 Marketing Intelligence & Planning (SSCI)
 Clothing and Textiles Research Journal (SSCI)
 Computers and Human Behavior (SSCI)
 Journal of Global Fashion Marketing (Scopus)
 Fashion and Textiles (Scopus)
 Fashion Practice (Scopus)
 Family & Consumer Sciences Research Journal

University Level, Texas Tech University

2026 TTU Graduate Ceremony Participation (May 14)
 2024–2026 Korean Faculty Association (KFA), Executive Board Member: Public Relation

College Level, Texas Tech University

2024–2026 Teaching Effectiveness Committee Member

Department Level, Texas Tech University

2026 Fashion Camp (May 18 – June 26)
 2025 Search Committee Member for Assis/Associate Professor of Practice
 AI Committee Member
 Texas Tech Preview (October 23)
 Fashion Camp (May 28 – June 27)
 2024 AI Committee Member
 COHS Homecoming Watch Party (October 22)
 Dallas Retail Field Trip (April 3-6)
 2023 COHS Homecoming Watch Party (October 24)

University of Minnesota

2022–2023 Classroom Advisory Subcommittee, University Senate Governance
 2022 Spring Grant Review Committee Board, Council of Graduate Students (COGS)
 2020–2021 DHA Department Policy Advisory Board, Dept. of DHA
 2020–2022 Student Advocate Services Advisory Board, Student Advocate Service Center

Professional Developments

Certifications

2021	Intercultural Teaching in Diverse Environment Certificate, Central International Office, University of Minnesota
2020	Online Course Design Certificate, Center for Educational Innovation, University of Minnesota

Industry Symposia

2026	AI Dev Summit, AI Dev, San Francisco, CA, USA
2025	Observe Summit, The Social Intelligence Lab, Los Angeles, CA, USA
2025	ICON: Cognitive Solution, Blue Yonder, Nashville, TN, USA
2024	AI Summit, DMK Global, Seoul, South Korea

Workshops

2025	Center for Global Institution 25 Cohort, International Affairs, Texas Tech University TeMPO 25 Cohort, Teaching Learning Professional Development Center, Texas Tech University
2024	Ethics in Teaching & Learning 24-25 Cohort, Teaching Learning Professional Development Center, Texas Tech University Grant Writers' Seminars & Workshops, Innovation Hub, Innovation Hub, Texas Tech University
2023	Research: Grant Writing 101, Office of Research Development & Communications, Texas Tech University Faculty Mentorship Academy 23-24 Cohort, Teaching Learning Professional Development Center, Texas Tech University Budget Basic Training, Office of Research Services, Texas Tech University
2021	R Basics Workshop, Liberal Arts Technologies and Innovation Services, University of Minnesota
2017	Teaching Enrichment TA Workshop Series, Center for Educational Innovation, University of Minnesota
2015	Denmark Fur Design Workshop, Kopenhagen Fur, Seoul National University

Professional Affiliations

2018–present	International Textile and Apparel Association (ITAA)
2018–present	Global Alliance of Marketing & Management Associations (GAMMA)
2019–present	American Collegiate Retailing Association (ACRA)
2015–2016	The Korean Society of Clothing and Textiles (KSCT)