
CURRICULUM VITAE

Jiyeon Kim, Ph.D.

Associate Professor

Department of Retailing

College of Hospitality, Retail and Sport Management

University of South Carolina, Columbia, SC 29208

Ph: 803-777-6774; Fax: 803-777-4357

Email: jkim01@mailbox.sc.edu

EDUCATION

Ph. D.	Retail Management and Merchandising Auburn University, Auburn, AL (2006)
Master	Fashion Merchandising The University of Georgia, Athens, GA (2003)
Bachelor	Fashion Design and Marketing (dual degree) American InterContinental University, Atlanta, GA (2000)
Bachelor	Clothing and Textile Science The Catholic University of Korea, Seoul, Korea (1992)
FIK Certification	Fashion Design and Marketing Fashion Institute of Kolon, Seoul, Korea (1993)

ACADEMIC WORK EXPERIENCE

Associate Professor	University of South Carolina, Columbia, SC (2012-present)
Director of Graduate Studies	University of South Carolina, Columbia, SC (2015-2018)
Assistant Professor	University of South Carolina, Columbia, SC (2006-2012)

PUBLICATIONS

Refereed Journal Publications

- Prigle, J., Kim, J., and Edwards, K. (2024). Investigating Consumer Purchase Intention of Athleisure Products: A Study of Lululemon's SNS Ad, *Journal of Textile Science & Fashion Technology*. DOI: 10.33552/JTSFT.2024.10.000739
- Watanabe, N. M., Kim, J., and Park, J. (2021). Social Network Analysis and Domestic and International Retailers: An Investigation of Social Media Networks of Cosmetic Brands, *Journal of Retailing and Consumer Services*, 58, 102301.
- Kim, J. (2020). Location-based technology: Beacon for Retailing, *The Journal of Global Business Management*, 16 (1). 40-44.
- Kim, J. (2020). Beacon - The Location-Based Service Technology to Enhance Customer Experience, *Journal of Textile Science & Fashion Technology*, 4(5). DOI: 10.33552/JTSFT.2020.04.000599
- Kim, J., Park, J. & Glovinsky, P. (2018). Customer involvement, fashion consciousness, loyalty for fast-fashion retailers, *Journal of Fashion Marketing and Management*, 22 (3), 301-316.
- Rosenbaum, M.S., Ramírez, G.C., Edwards, K., Kim, J., Campbell, J.M., Bickle, M.C. (2017). The digitization of health care retailing, *Journal of Research in Interactive Marketing*, 11 (4), 432-446.
- Sheth, S. & Kim, J. (2017). Social media marketing: The effect of information sharing, entertainment, emotional connection and peer pressure on the attitude and purchase intentions, *GSTF Journal on Business Review*, 5 (1), 62-70.
- Brown, B & Kim, J. (2017). Understanding Millennials Mobile Shopping Behaviors: An implication for Insurance Industry, *The Journal of International Management Studies*, 12 (1), 71-82.
- Glovinsky, P. & Kim, J. (2015). Turning customer feedback into commitment, *GSTF Journal on Business Review*, vol.4 (2), 53-60.
- Kim, J. (2014). Object interactivity and Millennial shoppers' perceptions towards Interactive product simulator, *Innovative Marketing Journal*, 10 (1), 53-61.

- Sinha, J & Kim, J. (2012). Factors Influencing Online Shopping Behavior of Indian Consumers, *Innovative Marketing Journal*, 8 (2), 44-57.
- Kim, J. (2012). Gender difference in usage of IPS, *Innovative Marketing Journal*, 8 (1), 80-92.
- Kim, J. & Forsythe. S. (2010). Adoption of dynamic product imagery for online shopping: Does age matter? *International Review of Retail, Distribution and Consumer Research*. 20(4), 449-467.
- Kim, J. & Forsythe. S. (2010). Factors affecting adoption of product virtualization technology for online consumer electronics shopping, *International Journal of Retail and Distribution Management*. 38(3), 190-204.
- Kim, J. & Forsythe. S. (2009). Adoption of sensory enabling technology (SET): The usage of SET for online apparel shopping, *European Journal of Marketing*, 43 (9).
- Kim, J. & Forsythe. S. (2008). Adoption of Virtual Try-on technology for online apparel shopping, *Journal of Interactive Marketing*. 22(2), 45-59.
- Kim, J. & Forsythe. S. (2008). Sensory enabling technology acceptance model (SE-TAM): multiple-group structural model comparison, *Psychology and Marketing*, 25(9), 901-922.
- Kim, J. & Forsythe, S. (2007). Hedonic Usage of Product Virtualization Technologies in Online Apparel shopping. *International Journal of Retail and Distribution Management*, 35 (6), 502-514.

Manuscripts under Review

- Kim, J. and Rana, M.R.I. (in review). Understanding Consumer Psychology towards Sustainable Fashion Consumption: A dual-path Model.
- Yang, W. and Kim, J. (In Review). Beyond Compliance: Understanding Strategic CSR in the Institutional Environments of China.

Research in Progress

- Sustainable fashion consumption
- Sustainable food consumption
- Sustainable brand promotion

Refereed Conference Proceedings and Presentations

- Kim, J. and Rana, M.R.I. (2023). Understanding Consumer Psychology towards Sustainable Fashion Consumption: A dual-path Model, Global Alliance of Marketing & Management Associations, Global Fashion Management Conference, Milan, Italy.

- Kim, J. and Rana, M.R.I. (2023). Decoding Sustainable Fashion Consumption: The Role of Self-Identity, Subjective Norm, and Awareness, American Collegiate Retailing Association, ACRA/AMA Triennial Conference, Kalamazoo, MI, U.S.A.
- Yang, W. and Kim, J. (2023). Understanding Firms' CSR Compliance Behaviors in relation to Institutional Development, American Collegiate Retailing Association, Virtual conference
- Prigle, J. Kim J., and Edwards, K. (2022). Investigating consumer purchase behaviors of athleisure wear products on the basis of SNS advertisements, American Collegiate Retailing Association, Lew Orleans, LA.
- Yang, W. and Kim, J. (2021). Do Organizational Behaviors change in response to Institutional Development? – Substantial vs. Symbolic Actions, Global Conference in Services and Retail Management, Virtual conference.
- Kim, J., Park, J., W, Hannah (2020). Investigating Consumer Purchase Intention of Ethically Produced Fashion Products, Global Marketing Conference, Seoul, South Korea.
- Choe, Y. & Kim, J. (2018). Customer experience at integrated resorts: Evidence from online travel reviews, International Conference on Tourism and Retail Management, Macau, China.
- Watanabe, N. M., Kim, J., & Park, J. (2018). Social network analysis for Sephora and Ulta Beauty: A use of ego-centered and whole network analyses, Global Marketing Conference, Tokyo, Japan.
- Shealy, H., Park, J., & Kim, J., (2018). An investigation of mannequins' effect on consumer attitude and intention, American Collegiate and Retailing Association Conference, Vancouver, Canada.
- Glovinsky. P., Kim, J., & Park, J. (2016). The effects of customer product involvement on emotional connectivity, satisfaction, and brand loyalty, 2016 International Conference on Business and Information, Nagoya, Japan. *Abstract published in proceedings of BAI.*
- Monalisa, N., Rosemond, T., Thrasher, J., Kim, J., & Blake, C. (2016). Attention to FOP labels may prompt parents to make healthier child food and beverage choices, *American Society for Nutrition (ASN) Annual Meeting*, San Diego, CA. *Abstract published in proceedings of ASN.*
- Glovinsky. P. & Kim, J. (2015). Turning customer feedback into commitment, International conference on Business Strategy, Singapore, Singapore. *Full paper published in proceedings of IBS.*
- Rosemond, T., Blake, C, Thrasher, J. & Kim, J. (2015). Greater attention to front-of-package nutrition labels predicts parent's selection of healthier children's foods and beverages. International Society for Behavioral Nutrition and Physical Activity, Edinburgh, Scotland.
- Sheth, S. & Kim, J. (2014). Identifying factors affecting social media marketing. Presented at the Global Marketing Conference. Singapore. *Full paper published in proceedings of GMC.*

- Kim, J. (2013). Object interactivity and millennial shoppers' perceptions toward Interactive product simulator for online shopping. Presented at the International Conference on Business and Information Management. Bali, Indonesia. *Full paper published in proceedings of BAI2013.*
- Kim, J. (2012). Is virtual reality retailing on the way? – A scoop from Second Life®. Presented at the International Textiles and Apparel Association (ITAA) Annual Conference. Honolulu, Hawaii. *Abstract published in proceedings of ITAA.*
- Kim, J. (2011). Shopper perceptions about using an interactive product simulator for online shopping. Presented at Korean Academy of Marketing Science Spring International Conference and joint symposium with International Textiles and Apparel Association (ITAA). Seoul, Korea. *Full paper published in the proceedings of KAMS.*
- Sinha, J. & Kim, J. (2010). Factors influencing online shopping behavior of Indian consumers. Presented at the American Collegiate Retailing Association (ACRA) Spring Conference. Orlando, FL. *Full paper published in the proceedings of ACRA.*
- Kim, J. & Kim, J-H. (2009). Redefining factors affecting online purchase: A comparison of US and Korean online shoppers. Presented at the International Textiles and Apparel Association (ITAA) Annual Conference. Bellevue, WA. *Abstract published in proceedings of ITAA.*
- Kim, J. & Forsythe, S. (2009). Functional and hedonic roles of Dynamic Product Imagery for online shopping. Presented at the International Textiles and Apparel Association (ITAA) Annual Conference. Bellevue, WA. *Abstract published in proceedings of ITAA.*
- Kim, J. & Forsythe, S. (2009). Acceptance of dynamic product imagery: Generation Y, X and Baby Boomers. Presented at the Academy of Marketing Science (AMS) /American Collegiate Retailing Association (ACRA) Triennial Retailing Conference. New Orleans, LA. *Full paper published in proceedings of AMS/ACRA.*
- Kim, J. & Forsythe, S. (2008). Consumer acceptance of Dynamic Product Imagery for online shopping. Presented at the American Marketing Association (AMA) Summer Educators Conference. San Diego, CA. *Full paper published in proceedings of AMA.*
- Kim, J. & Forsythe, S. (2007). Understanding shoppers' perceptions of product visualization technologies for online apparel shopping. Presented at the International Textiles and Apparel Association (ITAA) Annual Conference. Los Angeles, LA. *Abstract published in proceedings of ITAA.*
- Kim, J. & Forsythe, S. (2007). Adoption of Virtual Try-On Technology for Online Apparel Shopping. Presented at the American Collegiate Retailing Association (ACRA) Spring Conference. Chicago, IL. *Full paper published in proceedings of ACRA.*
- Kim, J. & Forsythe, S. (2006). Sensory Enabling Technology Acceptance Model (SE-TAM): Multiple-Group Structural Model Comparison. Presented at the American Collegiate Retailing

- Association (ACRA) Spring Conference. Fayetteville, AR. *Full paper published in proceedings of ACRA.*
- Kim, J. & Forsythe, S. (2006). Adoption of Sensory Enabling Technology (SET): The Usage of SET for Online Apparel Shopping. Presented at the International Textiles and Apparel Association (ITAA) Annual Conference. San Antonio, TX. *Abstract published in proceedings of ITAA.*
Received 2006 Lectra Innovation Award for Faculty Research.
- Kim, J. & Forsythe, S. (2006). Hedonic Usage of Product Virtualization Technologies in Online Apparel shopping. Presented at the European Association of Education and Research in Commercial Distribution (EAERCD) Annual Conference. London, England. *Full paper published in proceedings of EAERCD.* Received Best Paper Award.
- Kim, J. & Forsythe, S. (2005). Sensory Enabling Technology Acceptance Model: Functional and Hedonic Roles. Presented at the American Collegiate Retailing Association Winter Conference (ACRA). New York, NY. *Full paper published in proceedings of ACRA.*
- Kim, J. & Forsythe, S. (2005). Adoption of Sensory Enabling Technology in Online Apparel Shopping: A Conceptual Model. Presented at the 84th Textile Institute Annual World Conference (TIAWC), Raleigh, NC. *Full paper published in proceedings of TIAWC.*
- Kim, J. & Burgess, B. (2005). Impact of Visual Merchandising on College Students' Impulse Buying Behavior in Apparel Shopping Situations. Presented at the International Textiles and Apparel Association (ITAA) Annual Conference. Alexandria, VA. *Abstract published in proceedings of ITAA.*
- Kim, J. & Burgess, B. (2005). Consumers' Impulse Buying Behavior in Relation to Visual Merchandising. Presented at the Auburn University Graduate Student Council Research Forum, Auburn AL. *Abstract published in proceedings AU GSCRF.*
- Forsythe, S., Kim, J., Petee, T, & Kim, J. (2005). Modeling Consumer Behavior in On-line Environments: NTC project S02-AC23. Presented at the 13th Annual National Textile Center (NTC) Forum, Raleigh, NC. Annual Report published in proceedings of NTC. Received Director's award.
- Kim, J. & Burgess, B. (2005). Consumers' Impulse Buying Behavior in Relation to Visual Merchandising. Presented at the Auburn University Graduate Student Research Presentation Competition, Auburn AL. Received second place award.

AWARDS & HONORS

Lectra Innovation Award for Faculty Research, International Textile and Apparel Association Annual Conference, San Antonio, TX, 2006.

Best Paper Award, European Association of Education and Research in Commercial Distribution Annual Conference, London, England, 2006.

Director's Award, 13th Annual National Textile Center forum, Raleigh, NC, 2005.

Second place award, Graduate Student Research Presentation Competition, Auburn University, Auburn, AL, 2005

Graduate Teaching Fellowship, Auburn University, Auburn, AL, 2003-2005.

Graduate Research Fellowship, Auburn University, Auburn, AL, 2004-2005.

FUNDING

Kim, J., Shapiro, S., & Park, J. & Watanabe, N.M. (2018). Faculty Research Grant. Secured from College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC. Funding Amount: \$4,440. PI (funded).

Kim, J. & Park, J. (2016). Faculty Research Seed Grant. Secured from College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC. Funding Amount: \$5,000. PI (funded).

Brookshire, R., Bickle, M., Nagel, M., Brosdhal, D., Burnsed, K., Campbell, J., Edwards, K., Heere, B., Hikmat, N., Kim, J., Koesters, T., Moody, M., Park, J., Schooley, B., & Walczak, S. (2015). University of South Carolina Research Engagement Collaborative Grant. Office of Provost, University of South Carolina, Columbia, SC. Funding Amount: \$23,391.25 (unfunded). Co-I.

Thrasher, J., Blake, C., Tomaz, F., Kim, J. & Tang, J. (2015). ASPIRE-III, Integration of Research Excellence Grant. Office of Provost, University of South Carolina, Columbia, SC. Funding Amount: \$100,000 (unfunded). Co-I.

Blake, C., Thrasher, J., Rousu, M., & Kim, J. (2015). Robert Wood Johnson Foundation's Healthy Eating Research program (Healthy Eating Research: Building Evidence to Prevent Childhood Obesity-Round 8). Funding Amount: \$17,720 (Partially funded). Co-I.

Kim, J. (2014). International conference supplemental grants. Secured from College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC. Funding Amount: \$1,500 (funded).

Blake, C., Salloum, R., Newmaa-Norland, R., Rajagopal, P., Kim, J., Kim, S., Tang, J., Markovsky, B., & Leykoff, S. (2014). ASPIRE-III, Infrastructure in Research Excellence Grant. Office of Provost, University of South Carolina, Columbia, SC. Funding Amount: \$100,000 (unfunded). Co-I.

- Kim, J. (2013). International conference supplemental grants. Secured from College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC. Funding Amount: \$1,500 (funded).
- Blake, C., Thrasher, J., & Kim, J. (2012). ASPIRE-I: Innovation of Research Excellence Grant. Secured from Office of Provost, University of South Carolina, Columbia, SC. Funding Amount: \$14,997 (funded). Co-I.
- Kim, J. (2012). International conference supplemental grants. Secured from College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC. Funding Amount: \$1,500 (funded).
- Kim, J. (2011). Faculty Research Seed Grant. Secured from College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC. Funding Amount: \$3,000. PI (funded).
- Kim, J. (2011). International conference supplemental grants. Secured from College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC. Funding Amount: \$1,500 (funded).
- Kim, J. (2010). Faculty Research Grant. Secured from College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC. Funding Amount: \$3,000 (funded). PI.
- Kim, J. & Kim, J-H. (2007-2008). Faculty Research Grant. Secured from College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC. Funding Amount: \$9,000 (funded). Co-PI.
- Kim, J. (2006-2007). Faculty Research Grant. Secured from College of Hospitality, Retail, and Sport Management, University of South Carolina, Columbia, SC. Funding Amount: \$6,500 (funded). PI.

TEACHING

RETL265 Principles of Retailing

RETL363 Textiles for Retailers

RETL365 Visual Merchandising

RETL369 Retail Promotion

RETL425 Customer Experience Management

RETL725 Customer Experience Optimization in the Retail Environment

RETL 745 International Retailing

HRSM 795 Field Projects

RETL798 Directed Study

RETL799 Thesis Preparation

Training

Online instruction certification training with **Center for Teaching Excellence, USC**

Website building certification training with **Wix.com**

Social media listening certification training with **Keyhole**

Facebook Blueprint Core competency certification training

Customer Experience Management certification training with **Qualtrics**

Inbound certification training with **Hubspot**

SERVICE

Member - USC Garnet and Black Associate Professors Program (2024-present)

RETL faculty point of contact - USC First-Gen Center (2024-present)

Member - SPTE assistant professor search committee (2023 – 2024)

Member - Instructor Search Committee (2022)

Member - Scholastic Standards and Petitions Committee (2022 – Present)

Member - USC New Student Union Feasibility Study Steering Committee (2019 – 2020)

Chair - Instructor Search Committee (2021)

Chair - Curriculum and Courses Committee (2021-2022)

Member - Curriculum and Courses Committee (2019 -2022)

Member - Assistant Professor Search Committee (2019 -2020)

Member - Keyhole social media listening certification development committee, Department of Retailing, College of Hospitality, Retail and Sport Management, University of South Carolina (2017 –2018)

Member – Data analytics faculty search committee, College of Hospitality, Retail and Sport Management, University of South Carolina (2016-2017)

Member – Retailing training program development committee, Department of Retailing, College of Hospitality, Retail and Sport Management, University of South Carolina (2016-2017)

Graduate Director – Department of Retailing, College of Hospitality, Retail and Sport Management, University of South Carolina (2015-2018)

Member – Faculty research and grant committee, College of Hospitality, Retail and Sport Management, University of South Carolina (2015-2016)

Member – Graduate directors’ committee, College of Hospitality, Retail and Sport Management, University of South Carolina (2015-2018)

Member – Graduate curriculum development committee, Department of Retailing, College of Hospitality, Retail and Sport Management, University of South Carolina (2014-current)

Member – College of HRSM Web Development committee, College of Hospitality, Retail and Sport Management, University of South Carolina (2013-2015)

Member – Two Instructor search committees, Department of Retailing, College of Hospitality, Retail and Sport Management, University of South Carolina (2013-2014)

Member – Faculty research and grant committee, College of Hospitality, Retail and Sport Management, University of South Carolina (2013-2015)

Chair – Faculty research and grant committee, College of Hospitality, Retail and Sport Management, University of South Carolina (2012)

Member – Tenure track faculty search committee, Department of Sport and Entertainment Management, College of Hospitality, Retail and Sport Management, University of South Carolina (2012-2013)

Co-Project Leader – University of South Carolina Official Tartan Project Committee, Department of Retailing, College of Hospitality, Retail and Sport Management, University of South Carolina (2012-2013)

Member – Tenure and Promotion committee, College of Hospitality, Retail and Sport Management, University of South Carolina (2012-current)

Member –Retailing department chair search committee, Department of Retailing, College of Hospitality, Retail and Sport Management, University of South Carolina (2012-2013)

Member –Retailing department chair search committee, Department of Retailing, College of Hospitality, Retail and Sport Management, University of South Carolina (2011-2012)

Faculty Senator – University faculty senate, University of South Carolina (2009-2012)

Member – Faculty research and grant committee, College of Hospitality, Retail and Sport Management, University of South Carolina (2008-2010)

Member – Tenure track faculty search committee, Department of Retailing, College of Hospitality,
Retail and Sport Management, University of South Carolina (2009-2010)

Chair – Two tenure track faculty search committees, Department of Retailing, College of Hospitality,
Retail and Sport Management, University of South Carolina (2008-2009)

Member – Tenure track faculty search committee, Department of Retailing, College of Hospitality,
Retail and Sport Management, University of South Carolina (2007-2008)

Member – Curriculum and courses committee, College of Hospitality, Retail and Sport Management,
University of South Carolina (2006-2008)

Member – Technology committee, College of Hospitality, Retail and Sport Management, University
of South Carolina (2006-2007)

PROFESSIONAL AFFILIATIONS

American Collegiate and Retailing Association (2005-present)

American Marketing Association (2008-2012)

International Textile and Apparel Association (2005-present)

Korean Academy of Marketing Science (2011-present)

Global Alliance of Marketing & Management Associations (2012-present)