

**Ju-Young M. Kang PhD**  
College of Tropical Agriculture and Human Resilience  
Department of Family and Consumer Sciences  
Fashion Design & Merchandising  
FTE Distribution: 70% I; 30% R; 0% E

**Education**

PhD	University of Minnesota, Twin Cities	Apparel Studies: Retail Merchandising & Consumer Studies Concentration	2009-2012
MS	Florida State University, Tallahassee	Apparel Design and Technology	2007-2008

**Professional Appointments (UHM)**

Associate Professor (Tenured)	University of Hawai‘i at Mānoa	2017-Present
Assistant Professor	University of Hawai‘i at Mānoa	2012-2017

**National & International Awards**

2022	ITAA Paper of Distinction Award, Culture Track, <i>International Textile and Apparel Association</i> .
2018	Optitex: University Design Award, <i>International Textiles and Apparel Association</i> .
2017	ITAA Paper of Distinction Award, Consumer Behavior Track, <i>International Textile and Apparel Association</i> .
2016	SFTI Best Poster Presentation Award, <i>The Society of Fashion and Textile Industry</i> .
2014	ITAA Paper of Distinction Award, Consumer Behavior Track, <i>International Textile and Apparel Association</i> .
2012	ITAA Best Paper Award, Doctoral level 1st place, <i>International Textiles and Apparel Association</i> .
2011	ITAA Sara Douglas Fellowship for Professional Promise Award, Doctoral level, <i>International Textiles and Apparel Association</i> .
2011	ACRA Best Paper Award, <i>American Collegiate Retailing Association</i> .

**Courses Taught (UHM)**

FDM 301	Fashion Forecasting/Marketing	3 credit hours	F2015-Present
FDM 338	2D/3D Computer-Aided Design	3 credit hours	S2013-Present
FDM 339	3D Retail Store Design	3 credit hours	S2015-Present
FDM 419	Apparel Design Studio I	3 credit hours	F2012-S2015
FDM 420	Apparel Design Studio II	6 credit hours	F2012-S2015
FDM 491	Topics in Fashion: Branding	3 credit hours	S2016-S2019
FDM 499	Directed Reading and Research	1-4 credit hours	S2014-Present

**Publications**

[Research Gate](#) | [ORCID](#) | [Google Scholar](#)

**Refereed Book Chapter**

- <sup>2</sup> **Kang, J. Y. M.,** Johnson, K. K. P., & Wu, J. (2024). Exploration of online social shopping intent for apparel via social networking sites: a consumer style inventory approach. In M-D. Guíllamón (Ed.), *An Overview on Business, Management and Economics Research* (Vol. 9, pp. 94-119). B P



International.

<https://doi.org/10.9734/bpi/aobmer/v9/2005G>

- 1 **Kang, J. Y. M.** & Johnson, K. K. P. (2021). Study about m-consumer segmentation: An approach for m-communication, m-distribution, and m-accessibility. In T. Türsoy (Ed.), *New innovations in economics, business and management* (Vol. 3, pp. 43-54). B P International.  
<https://doi.org/10.9734/bpi/niebm/v3/14573D>

### **Refereed Journal Publications**

Note. Journal Quality Index

- Australian Business Deans Council (ABDC)
- Social Sciences Citation Index (SSCI)
- Science Citation Index Expanded (SCIE)
- Scopus
- Emerging Sources Citation Index (ESCI)

**Citations: 1,840 Journals** (April 28, 2025)

- 31 Hong, Y.J., Park, S., Ha, S., **Kang, J. Y. M.**, & Koo, S. H. (2025). Design characteristics, preferences, and satisfaction toward virtual fashion using augmented reality. *International Journal of Fashion Design, Technology and Education*.  
<https://doi.org/10.1080/17543266.2025.2480788>.  
[Impact factor (2025): 1.9 from Web of Science Journal Info; **ESCI, Scopus**]
- 30 **Kang, J. Y. M.**, Lee, J. Y., Choi, D., & Koo, S. H. (2024). Artificial intelligence-powered chatbots in the fashion sector: The Affect-Behavior-Cognition model of attitudes. *Family and Consumer Sciences Research Journal*. 53(1), 5-24. <https://doi.org/10.1111/fcsr.12521>  
[Impact factor (2025): 1.3 from Web of Science Journal Info; **ESCI, Scopus**]
- 29 **Kang, J. Y. M.**, & Lin, S. (2024). Building three-dimensional virtual historic fashion museum exhibitions: From the perspective of technology affordances. *Clothing and Textiles Research Journal*. <https://doi.org/10.1177/0887302X241257714>  
[Impact factor (2025): 2.4 from Web of Science Journal Info; **SSCI, Scopus**]
- 28 Chung, J., Tang, W., Yoon, J. E., Ha, S., **Kang, J. Y. M.**, & Koo, S. H. (2024). Design guidelines for movement-assistive clothing based on a comprehensive understanding of older adults' needs and preferences. *PLOS ONE*, 19(3), 1-17. <https://doi.org/10.1371/journal.pone.0299434.g002>  
[Impact factor (2025): 2.9 from Web of Science Journal Info; **SCIE, Scopus**]
- 27 Lee, J. Y., **Kang, J. Y. M.**, & Park, K. H. (2023). Because it is green or unique? Exploring consumers' perceptions of unique types of sustainable packaging, store evaluation, and store patronage. *Journal of the Korean Society of Clothing and Textiles*, 47(6), 1113-1136.  
<https://doi.org/10.5850/JKSCT.2023.47.6.1113> [**Scopus; KCI**]
- 26 **Kang, J. Y. M.**, & Choi, D. (2023). Artificial intelligence-powered digital solutions in the fashion industry: A mixed-methods study on AI-based customer services. *International Journal of Fashion Design, Technology and Education*. 17(2), 162-176. <https://doi.org/10.1080/17543266.2023.2261019>  
[Impact factor (2025): 1.9 from Web of Science Journal Info; **ESCI, Scopus**]
- 25 Choi, D, **Kang, J. Y. M.**, Kim, J., & Lee, H. K. (2023). Self-sexualization in relation to sexual



- harassment and body shame. *Sexuality & Culture*, 27, 1894-1914. <https://doi.org/10.1007/s12119-023-10096-w>  
[Impact factor (2025): 1.2 from Web of Science Journal Info; **ESCI, Scopus**]
- 24 **Kang, J. Y. M.**, Kim, J. E., Lee, J. Y., & Lin, S. (2022). How mobile augmented reality digitally transforms the retail sector: Examining trust in augmented reality apps and online/offline store patronage intention. *Journal of Fashion Marketing and Management*, 27(1), 161-181.  
<https://doi.org/10.1108/JFMM-12-2020-0273>  
[Impact factor (2025): 3.2 from Web of Science Journal Info; **ABDC Journal List: Rank B; SSCI; Scopus**]
  - 23 Lin, S, Boorady, L., & **Kang, J. Y. M.**, (2022). Experiencing body scan and computer simulation virtual fitting. *International Journal of Computer Trends & Technology*. 70(7), 21-29.  
<https://doi.org/10.14445/22312803/IJCTT-V70I7P105>  
[Impact factor (2025): 3.29 from SJIF]
  - 22 **Kang, J. Y. M.** (2019). What drives omnichannel shopping behaviors?: Fashion Lifestyle of Social-Local-Mobile Consumers. *Journal of Fashion Marketing and Management*, 23(2), 224-238.  
<https://doi.org/10.1108/JFMM-07-2018-0088>  
[Impact factor (2025): 3.2 from Web of Science Journal Info; **ABDC Journal List: Rank B; SSCI; Scopus**; Cited by 155 Journals (April, 2025)]
  - 21 Kim, J. E., Lloyd, S., Adebeshin, K., & **Kang, J. Y. M.** (2019). Decoding fashion advertising symbolism in masstige and luxury brands. *Journal of Fashion Marketing and Management*, 23(1), 1361-2026. <https://doi.org/10.1108/JFMM-04-2018-0047>  
[Impact factor (2025): 3.2 from Web of Science Journal Info; **ABDC Journal List: Rank B; SSCI; Scopus**]
  - 20 **Kang, J. Y. M.** (2018). Showrooming, webrooming, and user-generated content creation in the Omnichannel Era. *Journal of Internet Commerce*, 17(2), 145-169.  
<https://doi.org/10.1080/15332861.2018.1433907>  
[Impact factor (2025): 4.1 from Web of Science Journal Info; **ABDC Journal List: Rank B; Scopus**; Cited by 237 Journals (April, 2025)]
  - 19 Lin, S, Johnson, R. R., & **Kang, J. Y. M.** (2018). Fitting simulation evaluation on personalized avatars. *Journal of Textile Engineering & Fashion Technology*, 4(2), 123-128.  
<https://doi.org/10.15406/jteft.2018.04.00129>
  - 18 **Kang, J. Y. M.** & Kim, J. (2017). Online customer relationship marketing tactics through social media and perceived customer retention orientation of the green retailer. *Journal of Fashion Marketing and Management*, 21(3), 298-316.  
<https://doi.org/10.1108/JFMM-08-2016-0071>  
[Impact factor (2025): 3.2 from Web of Science Journal Info; **ABDC Journal List: Rank B; SSCI; Scopus**; Cited by 115 Journals (April, 2025)]
  - 17 **Kang, J. Y. M.** (2017). Customer interface design for customer co-creation in the social era. *Computers in Human Behavior*, 73, 554-567. <https://doi.org/10.1016/j.chb.2017.03.032>  
[Impact factor (2025): 9.0 from Web of Science Journal Info; **ABDC Journal List: Rank A; SSCI; Scopus**]
  - 16 **Kang, J. Y. M.** & Kim, J. (2016). Effect of perceived luxuriousness on brand equity. *The Research*



*Journal of the Costume Culture*, 24(5), 697-708. <https://doi.org/10.7741/rjcc.2016.24.5.697> [KCI]

- 15 **Kang, J. Y. M., & Johnson, K. K. P.** (2015). F-Commerce platform for apparel online social shopping: Testing a Mowen's 3M Model. *International Journal of Information Management*. 35, 691-701. <https://doi.org/10.1016/j.ijinfomgt.2015.07.004>  
[Impact factor (2025): **20.1** from Web of Science Journal Info; ABDC Journal List: **Rank A\***; SSCI; Scopus; Cited by **107** Journals (April 2025)]
- 14 **Kim, J., & Kang, J. Y. M.** (2015). Investigation of the role of proximity of clothing to self-anticipating risky appearance management behaviors. *International Journal of Fashion Design, Technology and Education*, 8(3), 235-242. <https://doi.org/10.1080/17543266.2015.1074292>  
[Impact factor (2025): **1.9** from Web of Science Journal Info; ESCI, Scopus]
- 13 **Kang, J. Y. M., & Johnson, K. K. P.** (2015). Positive word-of-mouth for mobile location-based service retail apps usage. *International Journal of Mobile Communications*, 13(6), 599-618. <https://doi.org/10.1504/IJMC.2015.072055>  
[Impact factor (2025): **0.7** from Web of Science Journal Info; SSCI; Scopus]
- 12 **Wu, J., Kang, J. Y. M., Kim, H. Y., & Johnson, K. K. P.** (2015). MC 2.0: Testing an apparel co-design experience model. *Journal of Fashion Marketing and Management*, 19(1), 69-86. <https://doi.org/10.1108/JFMM-07-2013-0092>  
[Impact factor (2025): **3.2** from Web of Science Journal Info; ABDC Journal List: Rank B; SSCI; Scopus]
- 11 **Kang, J. Y. M., Mun, J., & Johnson, K. K. P.** (2015). In-store mobile usage: Downloading and usage intention toward mobile location-based retail apps. *Computers in Human Behavior*, 46, 210-217. <https://doi.org/10.1016/j.chb.2015.01.012>  
[Impact factor (2025): **9.0** from Web of Science Journal Info; ABDC Journal List: **Rank A**; SSCI; Scopus; Cited by **345** journals (April 2025)]
- 10 **Kang, J. Y. M.** (2014). Augmented reality and motion capture apparel e-shopping values and usage intention. *International Journal of Clothing Science and Technology*, 26(6), 486-499. <https://doi.org/10.1108/IJCST-05-2013-0055>  
[Impact factor: **1.0** from Web of Science Journal Info; SCIE; Scopus; Cited by 84 journals (April 2025)]
- 9 **Kang, J. Y. M.** (2014). Repurchase loyalty for customer social co-creation e-marketplaces. *Journal of Fashion Marketing and Management*, 18(4), 452-464. <https://doi.org/10.1108/JFMM-06-2013-0083>  
[Impact factor (2025): **3.2** from Web of Science Journal Info; ABDC Journal List: Rank B; SSCI; Scopus]
- 8 **Kim, H. Y., Johnson, K. K. P., Kang, J. Y. M., & Lee, J. Y.** (2014). Latino retail entrepreneurship in Minnesota: Implications for extension educators. *Journal of Human Sciences and Extension*, 2(1), 99-101. <https://doi.org/10.54718/QCMH2587>
- 7 **Kang, J. Y. M., Johnson, K. K. P., & Wu, J.** (2014). Consumer style inventory and intent to social shop online for apparel using social networking sites. *Journal of Fashion Marketing and Management*, 18(3), 301-320. <https://doi.org/10.1108/JFMM-09-2012-0057>  
[Impact factor (2025): **3.2** from Web of Science Journal Info; ABDC Journal List: Rank B; SSCI; Scopus; Cited by 116 Journals (April 2025)]



- 6 **Kang, J. Y. M.**, Johnson, K. K. P., & Kim, J. (2013). Clothing functions and use of clothing to alter mood. *International Journal of Fashion Design, Technology and Education*, 6(1), 43-52. <https://doi.org/10.1080/17543266.2012.762428>  
[Impact factor (2025): 1.9 from Web of Science Journal Info; **ESCI, Scopus**]
- 5 **Kang, J. Y. M.**, & Johnson, K. K. P. (2013). How does social commerce work for apparel shopping?: Apparel social e-shopping with social network storefronts. *Journal of Customer Behaviour*, 12(1), 53-72. <https://doi.org/10.1362/147539213X13645550618524>  
[Impact factor (2017): 1.65; **ABDC Journal List**; Cited by 112 Journals (April 2025)]
- 4 **Kang, J. Y. M.**, & Johnson, K. K. P. (2013). M-Consumer segmentation: M-Communication, m-distribution, and m-accessibility. *International Journal of Marketing Studies*, 5(1), 86-95. <http://dx.doi.org/10.5539/ijms.v5n1p86>  
[Impact factor (2025): 1.34 from Google]
- 3 Kim, H. Y., **Kang, J. Y. M.**, & Johnson, K. K. P. (2012). Effect of consumer relationship proneness on perceived loyalty program attributes and resistance to change. *International Journal of Retail and Distribution Management*, 40(5), 376-387. <https://doi.org/10.1108/09590551211222358>  
[Impact factor (2025): 5.5 from Web of Science Journal Info; **ABDC Journal List: Rank A; SSCI, Scopus**]
- 2 **Kang, J. Y. M.**, & Kim, E. (2012). E-Mass customization apparel shopping: Effects of desire for uniqueness for consumer products and perceived risk. *International Journal of Fashion Design, Technology and Education*, 5(2), 91-103. <https://doi.org/10.1080/17543266.2011.641593>  
[Impact factor (2025): 1.9 from Web of Science Journal Info; **ESCI, Scopus**]
- 1 Johnson, K. K. P., Mun, J., Ju, H., **Kang, J. Y. M.**, Kim, H. Y., & Wu, J. (2011). Socialization and teen fashion magazines: What are the messages? *International Journal of Costume and Fashion*, 11(2), 1-12. <https://koreascience.kr/article/JAKO201112961955671.page>  
[Impact factor (2024): 0.58 from Resurchify]

### **Conference Proceedings & Presentations**

- 44 Bahng, Y., Reilly, A., & **Kang, J.Y.M.** (2024). Natural dyes for the sustainable textile industry: a review of literature on native Hawaiian plants. *International Textile and Apparel Association #81*,
- 43 Cho, Y., Cho, Y., Song, M., Yang, S., **Kang, J. Y. M.**, & Koo, S. H. (2024). Developments and implications of flexible e-textile kits for transdisciplinary design education. WC 2024 Wearables Collective Symposium (Wearables collective: Weaving innovation into stages of life) Davis, CA.
- 42 Lin, S., & **Kang, J. Y. M.** (2023). A plan of exhibition on the web: Qing Dynasty dragon robes in the dragon year. *International Textile and Apparel Association #80*, Baltimore, MD.
- 41 Dangwoo, J., Yoon, J, **Kang, J. Y. M.**, & Koo, S. H. (2023). Research for wearable robot design based on deep learning. *Proceedings of the Korean Society of Clothing and Textiles*, Seoul, S.Korea.
- 40 **Kang, J. Y. M.**, Bisbee, M. & Lin, S. (2022). Fashion and Scenic Design Collaboration: 3D Virtual Runway Design. *Proceedings of the International Textile and Apparel Association #79*, Denver, CO.
- 39 **Kang, J. Y. M.** & Lin, S. (2022). 3D Virtual Technology in Costume Museum Exhibition: Qing



Dynasty. *Proceedings of the International Textile and Apparel Association* #79, Denver, CO.  
**\*\*ITAA Paper of Distinction Award, Culture Track**

- 38 Lin, S., **Kang, J. Y. M.**, & Boorady, L. (2020). Experiencing the difference between a virtual and in-person fit session. *Proceedings of the International Textile and Apparel Association* #77, Virtual Conference.
- 37 Lin, S., & **Kang, J. Y. M.** (2019). Body scanning to develop an avatar for fitting simulation. *Proceedings of the International Textile and Apparel Association* #76, Las Vegas, CA.
- 36 **Kang, J. Y. M.** & Lin, S. (2019). Virtual costume museum exhibition incorporating 3-D technology. *Proceedings of the International Textile and Apparel Association* #76, Las Vegas, CA.
- 35 **Kang, J. Y. M.** (2017). Creation of a 3D digital fashion show with 3D virtual prototyping of clothing. *Proceedings of the International Textile and Apparel Association* #74, St. Petersburg, FL.
- 34 **Kang, J. Y. M.** (2017). Social-Local-Mobile consumers' fashion lifestyle and omnichannel shopping. *Proceedings of the International Textile and Apparel Association* #74, St. Petersburg, FL.  
**\*ITAA Paper of Distinction Award, Consumer Behavior Track**
- 33 **Kang, J. Y. M.** (2017). Augmented reality mobile apps in fashion retail: Expectancy-value judgments. *Proceedings of the International Textile and Apparel Association* #74, St. Petersburg, FL.
- 32 **Kang, J. Y. M.**, Lin, S., Reilly, A., & Bahng, Y. (2016). E-Industry competitive structure and e-market demand for Hawaiian Aloha fashions. *The Society Fashion & Textile Industry International Conference*, Honolulu, HI.  
**\*SFTI Best Poster Presentation Award**
- 31 Lin, S., **Kang, J. Y. M.**, & Johnson, R. (2016). Fit compared on live and virtual simulation. IFHE World Congress 2016, Daejeon, S. Korea.
- 30 Lin, S., Johnson, R., **Kang, J. Y. M.** (2015). Fit compared on live and virtual mannequins 6<sup>th</sup> *International Conferences on 3D Body Scanning Technologies*, Lugano, Switzerland.
- 29 **Kang, J. Y. M.** (2015). Virtual prototyping for planning from product design to retail store visualizations and simulations. *Proceedings of the International Textile and Apparel Association* #72, Santa Fe, NM.
- 28 **Kang, J. Y. M.** (2015). Customer interface design for co-creation in the social era. *Proceedings of the International Textile and Apparel Association* #72, Santa Fe, NM.
- 27 Novikoff, S. L., Schmidt, C., & **Kang, J. Y. M.** (2015). Omni-channel purchase journey with multi-device paths. *Proceedings of the International Textile and Apparel Association* #72, Santa Fe, NM.
- 26 **Kang, J. Y. M.**, Mun, J., & Johnson, K. K. P. (2014). Downloading and usage intentions of mobile location-based retail apps: Perceived characteristics of innovations. *Proceedings of the International Textile and Apparel Association* #71, Charlotte, NC.
- 25 **Kang, J. Y. M.** (2014). Eco-Customer relationship marketing tactics through social media, eco-customer retention orientation of the retailer, and patronage behavior. *Proceedings of the International Textile and Apparel Association* #71, Charlotte, NC.
- 24 **Kang, J. Y. M.** (2014). Showrooming, webrooming, and user-generated content creation: The moderating effect of SoLoMo. *Proceedings of the International Textile and Apparel Association* #71,



Charlotte, NC.

**\*ITAA Paper of Distinction Award, Consumer Behavior Track**

- 23 **Kang, J. Y. M., & Johnson, K. K. P.** (2014). F-Store loyalty in f-commerce: A multichannel perspective. *Proceedings of the American Collegiate Retailing Association*, Dallas, TX.
- 22 Lin, S., Johnson, R., **Kang, J. Y. M.**, Stricker, D., & Cui, Y. (2013). Fitting simulation evaluated on self-body scanned and programmed avatars. *4<sup>th</sup> International Conferences on 3D Body Scanning Technologies*, 62-66, Long Beach, CA.
- 21 **Kang, J. Y. M., & Johnson, K. K. P.** (2013). Facebook commerce platform and social shopping for apparel: Testing a Mowen's 3M model. *Proceedings of the International Textile and Apparel Association #70*, New Orleans, LA.
- 20 **Kang, J. Y. M., & Johnson, K. K. P.** (2013). An application of Web 3.0: Positive WOM for mobile location-based apparel shopping services usage. *Proceedings of the International Textile and Apparel Association #70*, New Orleans, LA.
- 19 **Kang, J. Y. M., & Johnson, K. K. P.** (2013). Appearance and social psychological meanings of a favorite clothing item. *Proceedings of the International Textile and Apparel Association #70*, New Orleans, LA.
- 18 **Kang, J. Y. M.** (2013). Augmented reality and motion capture e-shopping usage for apparel: Webcam social shopper. *Proceedings of the International Textile and Apparel Association #70*, New Orleans, LA.
- 17 **Kang, J. Y. M.** (2013). Repurchase loyalty for customer social co-creation e-marketplaces. *Proceedings of the International Textile and Apparel Association #70*, New Orleans, LA.
- 16 Lin, S., **Kang, J. Y. M.**, & Yan, C. (2013). Body scanning avatar and draping simulation. *International Textile and Apparel Association #70*, New Orleans, LA.
- 15 **Kang, J. Y. M., & Johnson, K. K. P.** (2012). M-Consumer segmentation: M-communication, m-distribution, and m-accessibility. *Proceedings of the International Textile and Apparel Association #69*, Honolulu, HI.
- 14 **Kang, J. Y. M., & Johnson, K. K. P.** (2012). Appearance comparison and clothing practices for enhancing mood. *Proceedings of the International Textile and Apparel Association #69*, Honolulu, HI.
- 13 **Kang, J. Y. M., & Johnson, K. K. P.** (2012). How does social commerce work for apparel shopping?: Apparel social e-shopping with social network storefronts. *Proceedings of the International Textile and Apparel Association #69*, Honolulu, HI.  
**\*ITAA Best Paper Award (Doctoral 1<sup>st</sup> place)**
- 12 Kim, H-Y., Johnson, K. K. P., & **Kang, J. Y. M.** (2012). Retail entrepreneurship: A Latino perspective. *Proceedings of the American Marketing Association/American Collegiate Retailing Association first triennial conference*, Seattle, WA.
- 11 **Kang, J. Y. M., Kim, J., & Johnson, K. K. P.** (2011). Use of clothing to enhance mood: Personality traits, beliefs, social appearance anxiety, and perceived clothing functions as determinants. *Proceedings of the International Textile and Apparel Association #68*, Philadelphia, PA.
- 10 **Kang, J. Y. M., & Johnson, K. K. P.** (2011). Influence of mobile affinity, OSL, and personal values on m-shopping attitude and intention: A mixed methods inquiry. *Proceedings of the International Textile and Apparel Association #68*, Philadelphia, PA.



- 9 Kim, H-Y., Yoo, J., **Kang, J. Y. M.**, & Mun, J. M., Johnson, K. K. P. (2011). Applying vanity theory to luxury consumption behavior. *Proceedings of the International Textile and Apparel Association #68*, Philadelphia, PA.
- 8 Kim, H-Y., Johnson, K. K. P., **Kang, J. Y. M.**, & Lee, J. Y. (2011). Latino retail entrepreneurs in Minnesota: A Delphi method approach. *Proceedings of the International Textile and Apparel Association #68*, Philadelphia, PA.
- 7 Wu, J., Damminga, C., **Kang, J. Y. M.**, Kim, H-Y., & Johnson, K. K. P. (2011). Mass customization 2.0: Testing a co-design experience model. *Proceedings of the International Textile and Apparel Association #68*, Philadelphia, PA.
- 6 **Kang, J. Y. M.**, Johnson, K. K. P., & Wu, J. (2011). Consumer decision making styles and their relationship to social shopping for apparel using social networking sites. *Proceedings of the KAMS Spring International Conference/2011 ITAA-KAMS Joint Symposium*, Seoul, South Korea, 144-146.
- 5 Kim, H-Y., **Kang, J. Y. M.**, & Johnson, K. K. P. (2011). Effect of consumer relationship proneness on perceived loyalty program attributes and resistance to change. *Proceedings of the American Collegiate Retailing Association*, Boston, MA.  
\*ACRA Best Paper Award
- 4 Janigo, K. A., Wu, J., & **Kang, J. Y. M.** (2010). Consumer co-design communities online: A mixed method study of motivation and experience. *Proceedings of the International Textile and Apparel Association #67*, Montreal, QC, Canada.
- 3 Johnson, K. K. P., Mun, J., Ju, H., **Kang, J. Y. M.**, Kim, H-Y., & Wu, J. (2010). Socialization and teen fashion magazines: What are the messages? *Proceedings of the International Textile and Apparel Association #67*, Montreal, QC, Canada.
- 2 Kim, J., **Kang, J. Y. M.**, & Johnson, K. K. P. (2010). A test of the moderating effect of proximity of clothing to self on the relationship between body dissatisfaction and appearance management behaviors. *Proceedings of the International Textile and Apparel Association #67*, Montreal, QC, Canada.
- 1 **Kang, J. Y. M.**, & Kim, E. (2009). Consumers' purchase intentions toward mass customized apparel via online: A theory of planned behavior perspective. *Proceedings of the International Textile and Apparel Association #66*, Bellevue, WA.

## Research Support

### Funded Grant:

Title of Grant: Artificial intelligence-powered digital solutions in the fashion industry

Source of Grant: HATCH Grant (HAW03536-H; Accession no. 7005438)

Supported by the *USDA National Institute of Food and Agriculture* and managed by the College of Tropical Agriculture and Human Resources at the University of Hawai'i at Mānoa

Dates of Grant: 2023-2028

Role: PI



Title of Grant: Artificial intelligence-powered digital solutions in the fashion industry

Source of Grant: HATCH Grant (HAW03536-H)

Supported by the *USDA National Institute of Food and Agriculture* and managed by the College of Tropical Agriculture and Human Resources at the University of Hawai'i at Mānoa

Total Dollar Value (Your share of the grant value): \$2,500 (\$2,500)

Dates of Grant: 2018-2023

Role: PI

Title of Grant: 3D Virtual costume museum exhibition for Hawaiian and east Asian collections

Source of Grant: University of Hawai'i Women's Campus Club Grant

Total Dollar Value (Your share of the grant value): \$2,000 (\$1,500)

Dates of Grant: 2017

Role: PI

Title of Grant: Online co-design community for Hawaiian fashions

Source of Grant: HATCH Grant (HAW03526-H)

Supported by the *USDA National Institute of Food and Agriculture* and managed by the College of Tropical Agriculture and Human Resources at the University of Hawai'i at Mānoa

Total Dollar Value (Your share of the grant value): \$5,100 (\$5,100)

Dates of Grant: 2013-2017

Role: PI

Title of Grant: E-Industry competitive structure and e-market demand for Hawaiian Aloha fashions

Source of Grant: HATCH Grant (HAW03524-H)

Supported by the *USDA National Institute of Food and Agriculture* and managed by the College of Tropical Agriculture and Human Resources at the University of Hawai'i at Mānoa

Total Dollar Value (Your share of the grant value): \$6,900 (\$6,900)

Dates of Grant: 2013-2018

Role: PI

Title of Grant: University research council travel grant

Source of Grant: University of Hawai'i

Total Dollar Value (Your share of the grant value): \$2,000 (\$2,000); \$1,500 (\$1,500); \$1,500 (\$1,500)

Dates of Grant: 2013; 2015; 2017

Role: PI

### **Unfunded Grant:**

Title of Grant: University of Hawai'i Manoa Qing Dynasty Dragon Robe and 3D Virtual Costume Exhibition

Source of Grant: Cook Foundation

Total Dollar Value (Your share of the grant value): Requested \$52,128

Dates of Grant Proposal: Feb 2023

Role: Co-PI (Author: Lin, S. & Kang, J.Y.M)

### **Presentations at Conferences** (\*Presenter; \*\*Award)

Title: Natural dyes for the sustainable textile industry: a review of literature on native Hawaiian plants.

Authors: Bahng, Y., \*Reilly, A., & **Kang, J.Y.M.**

Name of Conference: International Textile and Apparel Association #81



Location: Long Beach, CA  
Date of Presentation: November 2024

Title: Developments and implications of flexible e-textile kits for transdisciplinary design education.  
Authors: Cho, Y., Cho, Y., Song, M., Yang, S., **Kang, J. Y. M.**, & \*Koo, S. H.  
Name of Conference: 2024 Wearables Collective Symposium  
(Wearables collective: Weaving innovation into stages of life)

Title: A plan of exhibition on the web: Qing Dynasty dragon robes in the dragon year.  
Authors: \*Lin, S. & **Kang, J. Y. M.**  
Name of Conference: International Textile and Apparel Association #80  
Location: Baltimore, MD  
Date of Presentation: November 2023

Title: Research for wearable robot design based on deep learning.  
Authors: \*Dangwoo, J., Yoon, J, **Kang, J. Y. M.**, & Koo, S. H.  
Name of Conference: Korean Society of Clothing and Textiles  
Location: Seoul, S. Korea  
Date of Presentation: May 2023

Title: Research for wearable robot design based on deep learning.  
Authors: \*Dangwoo, J., Yoon, J, **Kang, J. Y. M.**, & Koo, S. H.  
Name of Conference: Korean Society of Clothing and Textiles  
Location: Seoul, S. Korea  
Date of Presentation: April 2023

Title: Fashion and scenic design collaboration: 3D virtual runway design.  
Authors: **Kang, J. Y. M.**, Bisbee, M. & \*Lin, S.  
Name of Conference: International Textile and Apparel Association #79  
Location: Denver, CO  
Date of Presentation: October 2022

Title: 3D Virtual technology in costume museum exhibition: Qing Dynasty.  
Authors: **Kang, J. Y. M.** & \*Lin, S.  
Name of Conference: International Textile and Apparel Association #79  
Location: Denver, CO  
Date of Presentation: October 2022

**\*\*ITAA Paper of Distinction Award, Culture Track**

Title: Experiencing the difference between a virtual and in-person fit session.  
Authors: \*Lin, S., & **Kang, J. Y. M.**, & Boorady, L.  
Name of Conference: International Textile and Apparel Association #77  
Location: Virtual  
Date of Presentation: November 2020

Title: Body scanning to develop an avatar for fitting simulation.  
Authors: \*Lin, S. & **Kang, J. Y. M.**  
Name of Conference: International Textile and Apparel Association #76  
Location: Las Vegas, CA  
Date of Presentation: November 2019



Title: Virtual costume museum exhibition incorporating 3-D technology.  
Authors: **Kang, J. Y. M.** & \*Lin, S.  
Name of Conference: International Textile and Apparel Association #76  
Location: Las Vegas, CA  
Date of Presentation: November 2019

Title: Creation of a 3D digital fashion show with 3D virtual prototyping of clothing.  
Authors: \***Kang, J. Y. M.**  
Name of Conference: International Textile and Apparel Association #74  
Location: St. Petersburg, FL  
Date of Presentation: November 2017

Title: Social-Local-Mobile consumers' fashion lifestyle and omnichannel shopping.  
Authors: \***Kang, J. Y. M.**  
Name of Conference: International Textile and Apparel Association #74  
Location: St. Petersburg, FL  
Date of Presentation: November 2017  
**\*\*ITAA Paper of Distinction Award, Consumer Behavior Track**

Title: Augmented reality mobile apps in fashion retail: Expectancy-value judgments.  
Authors: \***Kang, J. Y. M.**  
Name of Conference: International Textile and Apparel Association #74  
Location: St. Petersburg, FL  
Date of Presentation: November 2017

Title: E-Industry competitive structure and e-market demand for Hawaiian Aloha fashions.  
Authors: \***Kang, J. Y. M.**, Lin, S., Reilly, A., & Bahng, Y.  
Name of Conference: The Society Fashion & Textile Industry International Conference  
Location: Honolulu, HI  
Date of Presentation: July 2016  
**\*\*SFTI Best Poster Presentation Award**

Title: Virtual prototyping for planning from product design to retail store visualizations and simulations.  
Authors: \***Kang, J. Y. M.**  
Name of Conference: International Textile and Apparel Association #72  
Location: Santa Fe, NM  
Date of Presentation: November 2015

Title: Customer interface design for co-creation in the social era.  
Authors: \***Kang, J. Y. M.**  
Name of Conference: International Textile and Apparel Association #72  
Location: Santa Fe, NM  
Date of Presentation: November 2015

Title: Omni-channel purchase journey with multi-device paths.  
Authors: Novikoff, S. L., Schmidt, C., & \***Kang, J. Y. M.**  
Name of Conference: International Textile and Apparel Association #72  
Location: Santa Fe, NM  
Date of Presentation: November 2015

Title: Downloading and usage intentions of mobile location-based retail apps: Perceived characteristics of



innovations.

Authors: \***Kang, J. Y. M.**, Mun, J., & Johnson, K. K. P.

Name of Conference: International Textile and Apparel Association #71

Location: Charlotte, NC

Date of Presentation: November 2014

Title: Eco-Customer relationship marketing tactics through social media, eco-customer retention orientation of the retailer, and patronage behavior.

Authors: \***Kang, J. Y. M.**

Name of Conference: International Textile and Apparel Association #71

Location: Charlotte, NC

Date of Presentation: November 2014

Title: Showrooming, webrooming, and user-generated content creation: The moderating effect of SoLoMo.

Authors: \***Kang, J. Y. M.**

Name of Conference: International Textile and Apparel Association #71

Location: Charlotte, NC

Date of Presentation: November 2014

**\*\*ITAA Paper of Distinction Award, Consumer Behavior Track**

Title: F-Store loyalty in f-commerce: A multichannel perspective.

Authors: **Kang, J. Y. M.**, & \*Johnson, K. K. P.

Name of Conference: American Collegiate Retailing Association

Location: Dallas, TX

Date of Presentation: April 2014

Title: Fitting simulation evaluated on self-body scanned and programmed avatars.

Authors: \*Lin, S., Johnson, R., **Kang, J. Y. M.**, Stricker, D., & Cui, Y.

Name of Conference: 4th International Conferences on 3D Body Scanning Technologies

Location: Long Beach, CA

Date of Presentation: October 2013

Title: Facebook commerce platform and social shopping for apparel: Testing a Mowen's 3M model.

Authors: \***Kang, J. Y. M.** & Johnson, K. K. P.

Name of Conference: International Textile and Apparel Association #70

Location: New Orleans, LA

Date of Presentation: November 2013

Title: An application of Web 3.0: Positive WOM for mobile location-based apparel shopping services usage.

Authors: \***Kang, J. Y. M.** & Johnson, K. K. P.

Name of Conference: International Textile and Apparel Association #70

Location: New Orleans, LA

Date of Presentation: November 2013

Title: Appearance and social psychological meanings of a favorite clothing item.

Authors: \***Kang, J. Y. M.** & Johnson, K. K. P.

Name of Conference: International Textile and Apparel Association #70

Location: New Orleans, LA

Date of Presentation: November 2013



Title: Augmented reality and motion capture e-shopping usage for apparel: Webcam social shopper.

Authors: \***Kang, J. Y. M.**

Name of Conference: International Textile and Apparel Association #70

Location: New Orleans, LA

Date of Presentation: November 2013

Title: Repurchase loyalty for customer social co-creation e-marketplaces.

Authors: \***Kang, J. Y. M.**

Name of Conference: International Textile and Apparel Association #70

Location: New Orleans, LA

Date of Presentation: November 2013

Title: Body scanning avatar and draping simulation.

Authors: \*Lin, S., **Kang, J. Y. M.**, & Yan, C.

Name of Conference: International Textile and Apparel Association #70

Location: New Orleans, LA

Date of Presentation: November 2013

Title: M-Consumer segmentation: M-communication, m-distribution, and m-accessibility.

Authors: \***Kang, J. Y. M.** & Johnson, K. K. P.

Name of Conference: International Textile and Apparel Association #69

Location: Honolulu, HI

Date of Presentation: November 2012

Title: Appearance comparison and clothing practices for enhancing mood.

Authors: \***Kang, J. Y. M.** & Johnson, K. K. P.

Name of Conference: International Textile and Apparel Association #69

Location: Honolulu, HI

Date of Presentation: November 2012

Title: How does social commerce work for apparel shopping?: Apparel social e-shopping with social network storefronts.

Authors: \***Kang, J. Y. M.** & Johnson, K. K. P.

Name of Conference: International Textile and Apparel Association #69

Location: Honolulu, HI

Date of Presentation: November 2012

**\*\*ITAA Best Paper Award (Doctoral 1<sup>st</sup> place)**

Title: Retail entrepreneurship: A Latino perspective.

Authors: Kim, H-Y., Johnson, K. K. P., & \***Kang, J. Y. M.**

Name of Conference: American Marketing Association/American Collegiate Retailing Association

Location: Seattle, WA

Date of Presentation: April 2012

Title: Use of clothing to enhance mood: Personality traits, beliefs, social appearance anxiety, and perceived clothing functions as determinants.

Authors: \***Kang, J. Y. M.**, Kim, J., & Johnson, K. K. P

Name of Conference: International Textile and Apparel Association #68

Location: Philadelphia, PA

Date of Presentation: November 2011



Title: Influence of mobile affinity, OSL, and personal values on m-shopping attitude and intention: A mixed methods inquiry.

Authors: \***Kang, J. Y. M.**, & Johnson, K. K. P

Name of Conference: International Textile and Apparel Association #68

Location: Philadelphia, PA

Date of Presentation: November 2011

Title: Applying vanity theory to luxury consumption behavior.

Authors: Kim, H. Y., Yoo, J., \***Kang, J. Y. M.**, & Mun, J. M., Johnson, K. K. P.

Name of Conference: International Textile and Apparel Association #68

Location: Philadelphia, PA

Date of Presentation: November 2011

Title: Latino retail entrepreneurs in Minnesota: A Delphi method approach.

Authors: Kim, H. Y., Johnson, K. K. P., \***Kang, J. Y. M.**, & Lee, J. Y.

Name of Conference: International Textile and Apparel Association #68

Location: Philadelphia, PA

Date of Presentation: November 2011

Title: Mass customization 2.0: Testing a co-design experience model.

Authors: Wu, J., Damminga, C., \***Kang, J. Y. M.**, Kim, H-Y., & Johnson, K. K. P.

Name of Conference: International Textile and Apparel Association #68

Location: Philadelphia, PA

Date of Presentation: November 2011

Title: Consumer decision making styles and their relationship to social shopping for apparel using social networking sites.

Authors: **Kang, J. Y. M.**, \*Johnson, K. K. P., & Wu, J.

Name of Conference: KAMS Spring International Conference/2011 ITAA-KAMS Joint Symposium

Location: Seoul, South Korea

Date of Presentation: May 2011

Title: Effect of consumer relationship proneness on perceived loyalty program attributes and resistance to change. Authors: Kim, H-Y., \***Kang, J. Y. M.**, & Johnson, K. K. P.

Name of Conference: American Collegiate Retailing Association

Location: Boston, MA

Date of Presentation: April 2011

**\*\*ACRA Best Paper Award**

Title: Consumer co-design communities online: A mixed method study of motivation and experience.

Authors: \*Janigo, K. A., Wu, J., & **Kang, J. Y. M.**

Name of Conference: International Textile and Apparel Association #67

Location: Montreal, QC, Canada

Date of Presentation: November 2010

Title: Socialization and teen fashion magazines: What are the messages?

Authors: Johnson, K. K. P., \*Mun, J., Ju, H., **Kang, J. Y. M.**, Kim, H-Y., & Wu, J.

Name of Conference: International Textile and Apparel Association #67

Location: Montreal, QC, Canada

Date of Presentation: November 2010



Title: A test of the moderating effect of proximity of clothing to self on the relationship between body dissatisfaction and appearance management behaviors.

Authors: \*Kim, J., \***Kang, J. Y. M.**, & Johnson, K. K. P.

Name of Conference: International Textile and Apparel Association #67

Location: Montreal, QC, Canada

Date of Presentation: November 2010

Title: Consumers' purchase intentions toward mass customized apparel via online: A theory of planned behavior perspective.

Authors: **Kang, J. Y. M.**, & \*Kim, E.

Name of Conference: International Textile and Apparel Association #66

Location: Bellevue, WA

Date of Presentation: November 2009