

Ju-Young M. Kang PhD
 College of Tropical Agriculture and Human Resources
 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

Lifetime Awards

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

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-S2021
FDM 499	Directed Reading and Research	1-4 credit hours	S2014-Present

Publications

Refereed Book Chapter

- 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 List

- Australian Business Deans Council (ABDC)

- Social Sciences Citation Index (SSCI)
- Science Citation Index Expanded (SCIE)
- Scopus

- + **Kang, J. Y. M.** (under review). Artificial intelligence-powered digital solutions in the e-commerce industry: A mixed-methods study on AI-based customer services. *Journal of Fashion Marketing and Management*.
- + **Kang, J. Y. M.**, Lee, J. Y., & Kim J. E. (under review). Artificial intelligence-based chatbot platforms: The moderating effect of omnichannel shopping tendency. *International Journal of Technology Management*.
- + Lin, S, **Kang, J. Y. M.**, & Boorady, L. (under review). Experiencing the difference between a virtual and in-person fit session. *Clothing and Textiles Research Journal*.
- + **Kang, J. Y. M.**, Kim, J.E., Kim J, Lee, J. Y., & Lin, S. (under 2nd revision review). 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*.
- 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. [Impact factor (2021): 3.41 from Google; **ABDC Journal List: Rank B; SSCI; Scopus**]
- 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. [Impact factor (2021): 3.41; **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 [Impact factor (2019): 1.86 from Google; **ABDC Journal List: Rank B; Scopus**]
- 19 Lin, S, Johnson, R. R., & **Kang, J. Y. M.** (2018). Fitting simulation evaluation of two types of virtual avatars. *Journal of Textile Engineering & Fashion Technology*, 4(2), 123-128.
- 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 [Impact factor (2021): 3.41 from Google; **ABDC Journal List: Rank B; SSCI; Scopus**]
- 17 **Kang, J. Y. M.** (2017). Customer interface design for customer co-creation in the social era. *Computers in Human Behavior*, 73, 554-567 [Impact factor (2020): 6.829 from Elsevier & Google; **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.
- 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. [Impact factor (2018): 5.063; **ABDC Journal List: Rank A*; SSCI; Scopus**]
- 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. [Impact factor (2021): 1.51 from Google; **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. [Impact factor (2016): 1.328 from Google; **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. [Impact factor (2021): 3.41 from Google; **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. [Cited by 237 journals; impact factor (2020): 6.829 from Elsevier & Google; **ABDC Journal**

- List: **Rank A; SSCI; Scopus]**
- 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. [4-year Impact factor: 1.143 from SCI journal; **SCIE; Scopus]**
- 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. [Impact factor (2021): 3.41 from Google; **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.
- 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. [Impact factor (2021): 3.41 from Google; **ABDC Journal List: Rank B; SSCI; Scopus]**
- 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. [Impact factor (2021): 1.51 from Google; **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. [Impact factor (2017): 1.659; **ABDC Journal List]**
- 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.
- 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. [Impact factor (2021): 3.77 from Google; **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. [Impact factor (2021): 1.51 from Google; **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.

Conference Proceedings

- 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 6th *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. *4th 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 1st 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.

Leadership Roles (Committees, Boards, Advisory, etc.)

- Editorial Board:
 - *International Journal of Operations and Logistics Management*, 2014-2017
 - *Journal of Business Theory and Practice*, 2013-Present
 - *Research in Business and Management*, 2014-Present
 - *Virtual Economics*, 2020-Present
- Journal Reviewer:
 - *Behaviour & Information Technology*
 - *British Journal of Economics, Management & Trade*
 - *Clothing and Textile Research Journal*

- *Journal of Business Theory and Practice*
- *Journal of Consumer Marketing*
- *Journal of Customer Behaviour*
- *Journal of Eurasian Studies*
- *Journal of Fashion Marketing and Management*
- *Journal of Global Fashion Marketing*
- *Journal of Global Economic, Management and Business Research*
- *Journal of Global Research in Education and Social Science*
- *Journal of Research in Interactive Marketing*
- Professional Conferences:
 - *American Collegiate Retailing Association Conference*
 - ❖ Reviewer for research papers: Etailing, technology, and social media track, Fall 2013
 - ❖ Reviewer for research papers: Consumer behavior track, Fall 2013
 - ❖ Reviewer for research abstracts: Omnichannel retailing and social media track, Fall 2019
 - *Fashion and Communication Symposium Conference*
 - ❖ Reviewer for design abstracts, Spring 2014
 - *Fashion and Social Responsibility Symposium Conference*
 - ❖ Reviewer for design abstracts, Spring 2013
 - *International Textile and Apparel Association Conference*
 - ❖ Reviewer for Paper of Distinction Award: Consumer behavior track, Summer 2016; 2017; 2019; 2021
 - ❖ Reviewer for Paper of Distinction Award: Social psychological aspects track, Summer 2016; 2018
 - ❖ Reviewer for research abstracts: Consumer behavior track, Spring 2015-2021
 - ❖ Reviewer for research abstracts: Social psychological aspects track, Spring 2014; 2016-2019
 - *The Society of Fashion & Textile Industry Conference*
 - ❖ Program committee, Spring/Summer 2016
- Faculty Senate, CTAHR Instruction committee, Fall 2014-Spring 2016
- CTAHR Website re-design committee, Spring 2013
- FCS DPC committee, Fall 2017, 2020
- FCS Website creation and FDM website/social media management, Summer 2017-Fall 2019; Fall 2020-Present
- FDM Instructor search committee, Spring 2018
- Panel presentations:
 - CTAHR Open House, Fall 2019
 - Hawai'i Fashion Month, Fall 2013
 - Honolulu Community College–Makawalu transfer conference, Summer 2013; 2014
- Scholarship chair/committee:
 - *Associated Students of the University of Hawai'i*, Spring 2014
 - *CTAHR Scholarship* selection committee, Spring 2013; 2015
 - *FDM Scholarships*, Spring 2014-2019; 2021
 - *Orpha E. Herrick Memorial scholarship*, Spring 2013-2018
- Judge:

- CTAHR Student Research Symposium, Undergraduate posters, Spring 2014; 2016
- UHM Honors Program and Undergraduate Research Opportunities Program, Undergraduate oral presentation, Fall 2014

- Organizing the Mānoa Experience event, Spring 2016; 2017
- Organizing a promotional video for FDM, Fall 2016
- Poster presentation, In Style: Celebrating 50 Years of UHM Costume Collection, Fall 2015
- Recruitment: Waipahu Intermediate School's Career Fair, Fall 2016; Spring 2018; Spring 2019
- Updating the FDM program description for *Fashion-Schools.org* webpage, Spring 2013, 2015; 2016
- Mentoring/Advising undergraduates for international/national conferences, exhibitions, and research symposiums:

Year	Course	Instructor	Mentoring/Advising Undergraduates: Student Achievements	Region
2019	FDM 338	Ju-Young Kang	Aquino, J. (2019). Low tides. <i>The 7th T-Shirt Art International Invited Exhibition</i> , S. Korea.	International
			Aquino, J. (2019). Views. <i>The 7th T-Shirt Art International Invited Exhibition</i> , S. Korea.	
			Chong, S. (2019). Watercolor paradise. <i>The 7th T-Shirt Art International Invited Exhibition</i> , S. Korea.	
			Cole, R. (2019). R_The label. <i>The 7th T-Shirt Art International Invited Exhibition</i> , S. Korea.	
			Kwon, L. (2019). Surfing with aloha. <i>The 7th T-Shirt Art International Invited Exhibition</i> , S. Korea.	
			Kung, D. (2019). Over the city. <i>T-Shirt Art International Invited Exhibition</i> , S. Korea.	
			Morrow, K. (2019). Royal aloha. <i>The 7th T-Shirt Art International Invited Exhibition</i> , S. Korea.	
			Morrow, K. (2019). Pinapple Paradise. <i>The 7th T-Shirt Art International Invited Exhibition</i> , S. Korea.	
			Puplava, J. (2019). Florals. <i>The 7th T-Shirt Art International Invited Exhibition</i> , S. Korea.	
			Puplava, J. (2019). Swim Good. <i>The 7th T-Shirt Art International Invited Exhibition</i> , S. Korea.	
			Rambo, D. (2019). Chambers. <i>The 7th T-Shirt Art International Invited Exhibition</i> , S. Korea.	
			Sakai, J. (2019). Pau Haha. <i>The 7th T-Shirt Art International Invited Exhibition</i> , S. Korea.	
			2018	
2015	FDM 499	Ju-Young Kang	Novikoff, S. L., Schmidt, C., & Kang, J-Y. M. (2015). Omni-channel purchase journey with multi-device paths. <i>Proceedings of the International Textile and Apparel Association #72</i> , Santa Fe, NM.	International /national
			Novikoff, S. L., Schmidt, C., & Kang, J-Y. M. (2015). Omni-channel consumer decision processes with m-internet devices for apparel and electronics purchases. <i>CTAHR and COE Student Research Symposium</i> . *FCS Best Undergraduate Poster Presentation Award (\$1,000 prize)	CTAHR at UH
	FDM 419/420	Ju-Young Kang	Sanehira, G. (2015). Collected, cut and recreated dress. Design Exhibition, <i>International Textile and Apparel Association</i> , Santa Fe,	International /national

			NM. *ATEXINC Award for Excellence in Marketable Textile Design	
			Hosomi, A. (2015). Legacy: the past to the present and men to women. Design Exhibition, <i>International Textile and Apparel Association</i> , Santa Fe, NM.	International /national
			Sanehira, G. (2015). Ortho-litho film. Design Exhibition, <i>International Textile and Apparel Association</i> , Santa Fe, NM. *Cotton Incorporated Innovations in Cotton Design Award-2nd Place	International /national
			Hosomi, A. (2015). Grandmother's legacy. Design Exhibition, <i>Costume Society of America</i> , San Antonio, TX.	National
			King, L. (2015). The beauty of Xiang. Design Exhibition, <i>Costume Society of America</i> , San Antonio, TX.	National
2014	FDM 419/420	Ju-Young Kang	Castro, A. (2014). Salute. Design Exhibition-Live Gallery, <i>International Textile and Apparel Association</i> , Charlotte, NC.	International /national
			Lanier, C. (2014). Draped floral tunic. Design Exhibition-Live Gallery, <i>International Textile and Apparel Association</i> , Charlotte, NC.	
			Lanier, C. (2014). Floral vest suit. Design Exhibition-Live Gallery, <i>International Textile and Apparel Association</i> , Charlotte, NC.	
			Lanier, C. (2014). Island warrior. Design Exhibition-Live Gallery, <i>International Textile and Apparel Association</i> , Charlotte, NC.	
			Yamashige, S. (2014). Rational science. Design Exhibition-Live Gallery, <i>International Textile and Apparel Association</i> , Charlotte, NC.	
			Yamashige, S. (2014). Bustled romance. Design Exhibition-Mounted Exhibit <i>International Textile and Apparel Association</i> , Charlotte, NC.	
2013	FDM 419/420	Ju-Young Kang	Lee, B. (2013). Catamaran. Design Exhibition-Live Gallery, <i>International Textile and Apparel Association</i> , New Orleans, LA.	International /national
			Lee, B. (2013). Magnetism. Design Exhibition-Live Gallery, <i>International Textile and Apparel Association</i> , New Orleans, LA.	
			Lee, B. (2013). Modern zen. Design Exhibition-Live Gallery, <i>International Textile and Apparel Association</i> , New Orleans, LA.	
			Clariza, P. (2013). A vision of lights. Design Exhibition-Live Gallery, <i>International Textile and Apparel Association</i> , New Orleans, LA.	
			Clariza, P. (2013). The Jazz Age. One of the Four Finalists for the WGSN Lycra Future Designers Award, WGSN, International Design Competition, London, UK.	
			Sato, J. (2013). Eco blossom. Design Exhibition-Live Gallery, <i>International Textile and Apparel Association</i> , New Orleans, LA.	

Grant Support

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

Presentations at Conferences (*Presenter; **Award)

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 1st 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