

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

- 2022 ITAA Paper of Distinction Award, Culture Track, *International Textile and Apparel Association*.
- 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 Index

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

- + **Kang, J. Y. M.**, & Bisbee, M. (under review). 3D Virtual runway design: Fashion and scenic design collaboration for higher education. *International Journal of Art & Design Education*.
- + Choi, D, & **Kang, J. Y. M.** (under review). Self-sexualization in Relation to Sexual Harassment and Body Shame. *Sexuality & Culture*
- + **Kang, J. Y. M.**, & Lin, S. (under review). Building 3D virtual museum exhibitions of historic costumes. *Clothing and Textiles Research Journal*.
- + **Kang, J. Y. M.**, & Choi, D. (under review). 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*.

Citations: 1120 Journals

- 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*. Impact factor (2021): 4.18 from Clarivate Analytics; **ABDC Journal List: 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. Impact factor (2021): 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. [Impact factor (2021): 4.18 from Clarivate Analytics; **ABDC Journal List; 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): 4.18 from Clarivate Analytics; **ABDC Journal List; 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 [Cited by 135 Journals; Impact factor (2022): 3.89 from Google; **ABDC Journal List; 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): 4.18 from Clarivate Analytics; **ABDC Journal List; 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 (2022): 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 (2022): 14.09; **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 (2022): 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 (2022): 1.52 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): 4.18 from Clarivate Analytics; **ABDC Journal List; 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 281 journals; impact factor (2022): 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): 4.18 from Clarivate Analytics; **ABDC Journal List; 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): 4.18 from Clarivate Analytics; **ABDC Journal List; 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 (2022): 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): 1.65; **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 (2022): 5.03 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 (2022): 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

- 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 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*
 - *Family & Consumer Sciences Research Journal*

- Reviewer and Program Committee at the 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; 2021-2022
 - ❖ Reviewer for Paper of Distinction Award: Social psychological aspects track, Summer 2016; 2018
 - ❖ Reviewer for research abstracts: Consumer behavior track, Spring 2015-2022
 - ❖ Reviewer for research abstracts: Social psychological aspects track, Spring 2014; 2016-2019
 - *The Society of Fashion & Textile Industry Conference at the UH Campus Center*
 - ❖ Program committee, Spring/Summer 2016
 - Searched for and organized a conference venue.
 - Organized poster presentations and prepared poster boards for all participants
 - Organized design exhibition presentations and prepared mannequins

- Recruited keynote speakers
 - Promoted the SFTI conference
 - Developed a campus tour for all participants
- Panel Presenter and Sponsor for the Community
 - Oral Panel Presentation: Consumer behaviors in digital commerce, Hawai‘i Fashion Month, Fall 2013
 - Sponsored students’ designs, Associated Chinese University Women scholarship fundraiser fashion show, Summer 2015
- UHM/CTAHR/FDM Scholarship Chair/Committee:
 - *Associated Students of the University of Hawai‘i*, Committee, Spring 2014
 - CTAHR Scholarship selection committee, Spring 2013; 2015
 - *STAR System Scholarships* for FDM, Chair, Spring 2014-2019; 2021-Present
 - FDM: *Orpha E. Herrick Memorial Scholarship Chair, Hawai‘i Stitchery and Fibre Arts Guild*, Spring 2013-2018; 2022
- UHM/CTAHR Judge:
 - *CTAHR Student Research Symposium*, Undergraduate posters, Spring 2014; 2016
 - UHM Honors Program and Undergraduate Research Opportunities Program, Undergraduate oral presentation, Fall 2014
- CTAHR Committee
 - CTAHR Faculty Senate, Instruction committee, Fall 2014-Spring 2016
 - CTAHR Website re-design committee, Spring 2013
- FCS/FDM Representative
 - UHPA Representative for FCS, Fall 2022-Present
 - Participated in the CTAHR’s Strategic Positioning: CTAHR Town Hall meeting (Initiative 4: Workforce and Economic Development) at Pagoda, Spring 2022
 - Participated in CTAHR Open House as a FDM representative, Fall 2019
 - Coordinated and attended a student field trip for MAGIC trade show in Las Vegas to chaperone, guide, and support student experiences, Spring 2018
 - Organized a CTAHR/FDM promotional video for FDM, Fall 2016
 - Attended the Mid-Year Commencement Ceremony as a FDM representative, Spring 2016
 - Organized the Mānoa Experience Day event, Spring 2016; 2017
 - Panel presentation: CTAHR: Honolulu Community College–Makawalu transfer conference as a FDM representative, Summer 201
- FCS/FDM Web Creator, Summer 2017-Fall 2019; Fall 2020-Present
- FDM Social Media Creator/Director: FDM Facebook, Twitter, Instagram, Flickr, & YouTube, Summer 2017-Fall 2019; Fall 2020-Present
- FDM Email Newsletter Creator, Fall 2022
- FCS/FDM Committee
 - FCS DPC committee, Fall 2017; 2020; 2022
 - FDM Instructor search committee, Spring 2018
 - FDM Curriculum committee, Fall 2012-Fall 2019; Fall 2020-Present
 - ❖ Participated in the FDM curriculum meetings, Fall 2012-Fall 2019; Fall 2020-Present

- ❖ Participated in curriculum development, Fall 2012-Fall 2019; Fall 2020-Present
 - ❖ Assessed FDM 495 students' capstone portfolios and oral presentations, Fall 2012-Fall 2019; Fall 2020-Present
 - ❖ Participated in FCS Department Retreat with Dr. Mitch Owens, Fall 2021
 - ❖ For CTAHR Strategic Planning and Visioning: Interviewed alumni and students, summarized the overarching themes, and made a presentation at the FCS Department Retreat meeting, Fall 2021
 - ❖ Created the FDM Self-study document: III. Academic Programs for program review, Fall 2019
- FDM Recruitment
 - Participated in the Farrington High School's Recycle Redesigning project presentation as a judge, Fall 2022
 - Participated in the Waipahu Intermediate School Career Fair, Fall 2016; Spring 2018; Spring 2019
 - Updated the FDM program description for *Fashion-Schools.org* webpage, Spring 2013, 2015; 2016
 - Participated in meetings with high school students/parents and visitors, Spring 2014
 - FDM Events
 - Organized a special guest lecture with Bryan Flyer, an architect-turned-3D-printed-footwear pioneer from the UK, Spring 2016
 - Poster presentation for Korean Costume, In Style: Celebrating 50 Years of UHM Costume Collection, Fall 2015
 - Attended and evaluated senior oral presentations in FDM 495 Capstone Portfolio, Fall 2012-Fall 2019, Fall 2020-Present
 - Attended Retail Business Plan Contests in FDM 437 Small Business Start-Up, Fall 2018, 2019, and 2020.
 - Attended annual UH fashion shows, Spring 2013-Present
 - FDM Student Mentoring
 - 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	FDM 338 & FDM 411	Ju-Young Kang & Shu-Hwa Lin	*University of Hawaii (2018). Optitex: University Design Award. <i>International Textile and Apparel Association</i> , Cleveland, OH. (\$1,000 prize)	International /national
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. 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)	International /national 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, NM. *ATEXINC Award for Excellence in Marketable Textile Design	International /national
			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. 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.	International /national
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. Lee, B. (2013). Magnetism. Design Exhibition-Live Gallery,	International /national

International Textile and Apparel Association, New Orleans, LA.

Lee, B. (2013). Modern zen. Design Exhibition-Live Gallery,
International Textile and Apparel Association, New Orleans, LA.

Clariza, P. (2013). A vision of lights. Design Exhibition-Live
Gallery, *International Textile and Apparel Association, 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,
International Textile and Apparel Association, 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: 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 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

Local Newspaper/Magazine and UH/CTHAR News Articles regarding Teaching and Research Accomplishments

³⁰ FDM News (2022). 3D tech research paper wins ITAA award. Retrieved from <https://cms.ctahr.hawaii.edu/fcs/Undergraduate/FDM/News/ArtMID/71889/ArticleID/2537/3D-Tech-Research-Paper-Wins-ITAA-Award>

²⁹ CTAHR News (2022). Paper of Distinction. Retrieved from <https://cms.ctahr.hawaii.edu/NewsLetter/ArtMID/52574/ArticleID/2547/Paper-of-Distinction>

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- 26 CTAHR News (2021). A sense of place: FDM partners with Theater and Dance for designs in scenic locations. Retrieved from <https://cms.ctahr.hawaii.edu/NewsLetter/ArtMID/52574/ArticleID/2092/A-Sense-of-Place>
- 25 CTAHR News (2019). T-Shirt art international exhibition: Student designs are exhibited at international art museum. Retrieved from <https://cms.ctahr.hawaii.edu/NewsLetter/ArtMID/52574/ArticleID/1275/T-Shirt-Art-International-Exhibition>
- 24 CTAHR News (2018). High-flying fashion. Retrieved from <https://cms.ctahr.hawaii.edu/NewsLetter/ArtMID/52574/ArticleID/838/High-Flying-Fashion>
- 23 CTAHR News (2018). ITAA Conference: Paper of Distinction award. Retrieved from <https://cms.ctahr.hawaii.edu/fcs/About/NewsArticles/ArtMID/47494/ArticleID/297/ITAA-Conference-Paper-of-Distinction-award#:~:text=Dr.,Shopping.%E2%80%9D%20This%20is%20Dr.>
- 22 ITAA (2014). A great conference in Charlotte, NC? ITAA Newsletter, 37(6), 5. Retrieved from https://cdn.ymaws.com/itaaonline.org/resource/resmgr/Media/2014_6_Newsletter_December.pdf
- 21 University of Hawaii News (2015). Manoa fashion alum wins international textile awards Retrieved from <http://www.hawaii.edu/news/2015/12/01/manoa-fashion-alum-wins-international-textile-awards/>
- 20 Frolic Hawai'i (2015). Student designs: UH Manoa's fashion show. Retrieved from <https://www.honolulumagazine.com/student-designs-uh-manoas-fashion-show/>
- 19 Honolulu Pulse (2015). Fashion tribe: UHM students present 'AXIS.' Retrieved from <http://www.honolulupulse.com/2015/05/fashion-tribe-uhm-axis/>
- 18 Hawai'i Sunrise News (2015). 49th Annual UHM senior fashion show. Retrieved from <http://www.Hawai`inewsnow.com/story/28921658/49th-annual-uhm-senior-fashion-show>
- 17 KITV News (2015). Fashion inspired by culture. Retrieved from <http://www.kitv.com/news/thismorning/fashion-inspired-by-culture/32403044>
- 16 Ka Leo (2015). AXIS - Point of origin: The origins of designers and their collections. Retrieved from http://www.kaleo.org/features/axis---point-of-origin-the-origins-of-designers/article_49aaa4dc-e9a6-11e4-b127-bbf41a53bd3d.html
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- 14 MidWeek (2015). University of Hawai'i senior fashion show, axis: Point of origin. Retrieved from <http://www.midweek.com/university-Hawai`i-senior-fashion-show-axis-point-origin/>
- 13 Hawai'i News Now (2015). ACUW invites you to its 2015 scholarship fundraiser "A Taste of Creativity." Retrieved from <https://www.hawaiinewsnow.com/story/29210574/acuw-invites-you-to-its-2015-scholarship-fundraiser-a-taste-of-creativity/>
- 12 Honolulu Pulse (2015). Fashion tibe: 'Taste' reprises UH senior show. Retrieved from <http://www.honolulupulse.com/2015/07/fashion-tribe-acuw-uh-fashion>
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- 10 Substance in Style (2014). Reverie – UH Manoa senior fashion show. Retrieved from <https://substanceinstyle.com/2014/04/28/reverie-uh-manoa-senior-fashion-show/>
- 9 Honolulu Pulse (2014). Fashion tribe: APDM Fashion show. Retrieved from <http://www.honolulupulse.com/2014/05/fashion-tribe-apdm-fashion-show/>
- 8 Jade Rabut (2014). Reverie: Dreams set adrift. Retrieved from <http://www.jaderabutstyle.com/blog/r-e-v-e-r-i-e-dreams-set-adrift>
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- 6 Midweek (2014). UH Senior Fashion Show. Retrieved from <http://www.midweek.com/uh-senior-fashion-show/>

- 5 KITV News (2013). UH Fashion Show.
- 4 University Hawai`i System (2013). Manoa fashion showcase wows crowd. Retrieved from <http://www.Hawai`i.edu/news/2013/05/01/manoa-fashion-showcase-wows-crowd/>
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