

Young Jin Bahng  
**College of Tropical Agriculture and Human Resources**  
*Department of Family and Consumer Sciences*  
 FTE Distribution: 70% I; 30% R; 0% E

**Education**

<u>Degree</u>	<u>University</u>	<u>Major</u>
PhD	Virginia Tech Blacksburg, VA	Apparel, Housing, and Resource Management
Master's	Indiana State University Terre Haute, IN	Family and Consumer Sciences
Bachelor's	Catholic University of Korea Seoul, Korea	Clothing and Textiles

**Professional Appointments**

<u>Title</u>	<u>Employer</u>	<u>Dates Employed</u>
Associate Professor	University of Hawaii at Manoa Honolulu, HI	August, 2019-Present
Assistant Professor	University of Hawaii at Manoa Honolulu, HI	August, 2011-July, 2019
Chief Merchandise Planner	Seoul, South Korea	July, 2001-Nov, 2002
Merchandiser	Seoul, South Korea	Dec, 1998-June, 2001
Designer	Seoul, South Korea	Feb, 1997-Nov, 1998

**Courses Taught**

Course Number and Title (credits)

FDM 221 Textiles (3)  
 FDM 437 Small Business Start-Up (3)  
 FDM 471 International Apparel Trade Issues (3)  
 FDM 496 Field Study in FDM: NYC Study Tour (3)  
 FDM 499 Independent Study (1-3)  
 AHRM2264 Introduction to the Fashion Industry (3; Virginia Tech)  
 FCS 217 Textiles 1 (3; Indiana State University)

**Publications (reverse chronological order)**

Conference Proceedings

**Bahng, Y.** (2022). Impact of the prolonged covid-19 pandemic on small retailers and survival strategies: Interviews with female entrepreneurs in the U.S. *ITAA Proceeding*, 79, p. 1-2.

**Bahng, Y.** (2019). Understanding female retail entrepreneurs' managerial performance and well-being: resources, barriers, capabilities, motivation, and stress level. *ITAA Proceeding*, 76, p. 1-2.

Lin, S., & **Bahng, Y.** (2019). *\*The infusion of design elements of Hanbok into the modern fashion styles. ITAA Proceeding*, 76, p. 1-2.

Reilly, A., Yancura, L., **Bahng, Y.**, & Vincent, D. (2017). Using the concept of fashion to link diverse departments. *Proceedings of the Asian Conference on Education and International Development*, 675-687.

- Bahng, Y.,** Kincade, D.H., & Yang, J. (2014). Important assortment decision factors: A study of retailing in South Korea. *ACRA Proceeding*, 1-5.
- Bahng, Y.,** & Kincade, D.H. (2013). Retail buyer segmentation based on the use of assortment decision factors. *ICBSS Proceeding*, 1-2.
- Son, Y, Hodge, S. R., Maeda, J. K., & **Bahng, Y.** (2013). Changes in pre-service teachers' belief and attitudes toward inclusive education through practicum experiences. *ICBSS Proceeding*, 1-2.
- Bahng, Y.,** Son, Y., & Maeda, J. K. (2013). Retail service quality for consumers with disabilities in Hawai'i. *Pacific Rim International Conference on Disability & Diversity Proceeding*, 29. p. 1-3.
- Bahng, Y.,** & Kincade, D. H. (2012). The relationships among success of assortment planning, firm performance, and retail environment. *ITAA Proceeding*, 69, p. 1-2.
- Bahng, Y.,** Pohlmann, A., & Reilly, A., (2012). Marketing management resources, barriers for export, and strategies for export marketing performance: A qualitative study in Hawaii. *2012 Global Marketing Conference Proceeding*, p. 1054-1059.
- Bahng, Y.,** & Kincade, D.H. (2011). Surviving fast fashion – A qualitative study in South Korea. *ITAA Proceeding*, 68, p. 1-2.
- Bahng, Y.,** & Kincade, D. H. (2010). Undergraduate student consumers' attitudes towards apparel shopping and brand/product preferences. *ITAA Proceeding*, 67, p. 1-2.
- Bahng, Y.,** & Kincade, D. H. (2010). Practicality in an introductory textile course: Innovative teaching strategy for college students who plan on working in the apparel industry after graduation.. *ITAA Proceedings*, 67, p.1-2.
- Bahng, Y.,** & Kincade, D. H. (2010). How can retailers utilize weather forecast in assortment planning for seasonal goods?: Strategies from the analysis of sales data of a retailer. *The 26<sup>th</sup> Annual Research Symposium and Exposition*, In press.
- \*First place award, GSA Research Symposium, Virginia Tech, VA.
- Bahng, Y.,** & Kincade, D. H. (2009). The relationship between temperature and sales of seasonal garments. *ITAA Proceedings*, 66, p.1-2.

#### Refereed Journal Publications

- Yancura, L. A., Reilly, A., & **Bahng, Y.** (2019). Reminiscence as a tool for pedagogy in a fashion design and merchandising curriculum. *The International Journal of Reminiscence and Life Review*, 6(1), 45-49.
- Bahng, Y.,** Kincade, D. H., & Rogers, F. T. (2018). Assortment planning for retail buying, retail store operations, and firm performance. *Journal of Distribution Science*, 16(8), 15-27.
- Bahng, Y.,** & Reilly, A. (2018). Comparison of Design Preferences in the Hawaiian Shirt and Current Market. *Fashion and Textile Research Journal*, 20(4), 1-10.
- Bahng, Y.** (2018). Consideration of assortment decision criteria: men's wear vs. women's wear and male vs. female retail buyers. *International Journal of Industrial Distribution and Business*, 9(7), 7-18.

**Bahng, Y.,** Yang, J-H., & Reilly, A. (2016). A qualitative approach to understanding Hawaiian apparel manufacturers' exports: Strategic marketing resources, dynamic capabilities, and export barriers. *International Journal of Export Marketing*. 1(1), 96-113.

**Bahng, Y.,** Cristi-Kim, M., & Lin, S. (2015, Summer). Retail buying strategies of Hawai'i apparel retailers. *Journal of Business Leadership*, 1, 35-50.  
(Official journal of the American National Business Hall of Fame (ANBHF), ISSN 2164 - 4454: online, ISSN 2164 - 4462: print)

\*Best paper award in tracking Case Studies in Finance, Operations, Business Law, and Marketing, ABEAI Conference, Maui, HI.

**Bahng, Y.,** & Choi, S. (2015, February). Korean women's apparel firms' product planning strategies to survive the effect of recession and fast-fashion. *Journal of Korea Design Forum*, 46, 139-150. (Korean academic journal registered in National Research Foundation of Korea since 2007: the highest level in Humanities and Social Sciences in Korea, ISSN 2233 - 9205)

**Bahng, Y.,** & Kincade, D. H. (2014). Retail buyer segmentation based on the use of assortment decision factors. *Journal of Retailing and Consumer Services*, 21(4), 643-652.  
(Impact factors: SNIP 2014: 1.249, SJR 2014: 0.657, SJR Marketing: Q2)

**Bahng, Y.,** Kincade, D. H., & Yang, J. (2013). U.S. college students' apparel shopping orientation and brand/product preferences in the context of college major, *Journal of Fashion Marketing Management*, 17(3), 367-384.  
(Impact factors: SNIP 2013: 1.261, SJR 2013: 0.438, SJR Marketing: Q2, SJR Business and International Management: Q2)

**Bahng, Y.,** & Kincade, D. H. (2012). The relationship between temperature and sales: Sales data analysis of a retailer of branded women's business wear, *International Journal of Retail and Distribution management*, 40(6), 410-426.  
(Impact factors: SNIP 2012: 1.081, SJR 2012: 0.626, SJR Tourism, Leisure and Hospitality Management: Q1, SJR Marketing: Q2)

\*SJR Quartile: Q1 means highest values and Q4 lowest values

#### Extension Publications

**Bahng, Y.** (Spring, 2018). Education: interview with Ken Kang, the winner of Milken Educator Award 2018. *Keeamoku Life Springs*. 1, 8-11.

**Bahng, Y.** & Kincade, D. H. (2013, Fall). Weather and consumer's apparel behavior. *Mental Notes: Research, Knowledge, Health, Wellness*. 4, 24-27.  
(Research magazine with topics in psychology, behaviors, medicine, neuroscience and overall mental health published in Canada since 2007)

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

- Serving as Program Coordinator for Fashion Design and Merchandising Program University of Hawai'i at Manoa, August 2023~ Present
- UHM Tenure and Promotion Review Committee for 2022-2023 University of Hawai'i at Manoa, Jan 2023~ May 2023
- CTAHR Research Faculty Senate

University of Hawai'i at Manoa, July, 2020~Present (Resumed in Jan, 2023)

- Serving on DPC committee for Department of Family and Consumer Sciences  
University of Hawai'i at Manoa, August, 2021~ May 2023
- Serving as judge for CTAHR Student Research Symposium  
University of Hawai'i at Manoa, April 2019
- Serving on CTAHR Student Research Symposium Committee  
University of Hawai'i at Manoa, April 2019
- Hosting Retail Business Plan Contest  
University of Hawai'i at Manoa, April 2014, May 2015, and November 2018
- Servicing Co- Advisor for FAB (Former Innovators of Fashion – FDM student organization)  
University of Hawai'i at Manoa, August 2013 – 2021
- Serving on Election Committee for CTAHR representing FCS  
University of Hawai'i at Manoa, August 2013 – July 2015
- Serving on Education Committee of Retail Merchant of Hawai'i  
Honolulu, HI, January 2013 – Present
- Reviewer for Journal of Global Fashion Marketing, Clothing and Textile Journal and Journal of  
Distribution Science  
Honolulu, HI, November 2012 - Present
- Serving on Teachers' Committee of Korean Community School of Hawai'i  
Christ United Methodist Church in Hawai'i, Honolulu, HI, 2012 – Present
- Serving on FDM Faculty Recruitment Committee  
University of Hawai'i at Manoa, Honolulu, HI, 2012 – Present
- Serving on FDM Curriculum Committee  
University of Hawai'i at Manoa, Honolulu, HI, 2011 – Present

### **Grant Support**

#### Competitive external funding

- 2017     **Bahng, Y.** Taki Takitani Foundation, "UH Retail Business Plan Contest." (\$5,000 requested; \$5,000 granted).
- 2015     **Bahng, Y.** Our Kaka 'ako, "The Partnership between Our Kaka'ako and University of Hawai'i - Sponsoring UH Retail Business Plan Contest and Students' Participation in Night Market."(\$2,700 requested; \$2,700 granted).
- 2015     **Bahng, Y., & Choi, S.** Catholic University of Korea, Research publication fund. "Korean women's apparel firms's product planning strategies to survive the effect of recession and fast-fashion" (\$5,000 granted).

#### Competitive internal funding

- 2018     **Bahng, Y.** United States Department of Agriculture, Cooperative State Research, Education, and Extension Service, HATCH Grant HAW03535-H, "Understanding Hawaii Female Entrepreneurs' Performance and Well-being: Resources, Capabilities, Barriers, Success, Motivation, and Stress Level." (\$2,500 granted).

- 2016 **Bahng, Y.,** Lin, S. H., & Cristi, M. A. United States Department of Agriculture, Cooperative State Research, Education, and Extension Service, HATCH Grant HAW00380-H, “Developing retail buying models and comparing retail buying behaviors across nations.” (\$3,000 granted).
- 2015 **Bahng, Y.,** Lin, S. H., & Cristi, M. A. United States Department of Agriculture, Cooperative State Research, Education, and Extension Service, HATCH Grant HAW00380-H, “Developing retail buying models and comparing retail buying behaviors across nations.” (\$2,500 granted).
- 2015 **Bahng, Y.** Pacific Asian Center for Entrepreneurship (PACE) from Shidler Business School, “Experiential Classroom” held by Center for Entrepreneurship & Innovation, Warrington College of Business Administration, University of Florida (\$3,035 granted).
- 2015 **Bahng, Y.** PACE from Shidler Business School, “The Partnership between Our Kaka‘ako and University of Hawai‘i - Sponsoring UH Retail Business Plan Contest and Students’ Participation in Night Market.”(\$1,000 requested; \$1,000 granted).
- 2015 **Bahng, Y.,** Lin, S. H., & Cristi, M. A. United States Department of Agriculture, Cooperative State Research, Education, and Extension Service, HATCH Grant HAW00380-H, “Developing retail buying models and comparing retail buying behaviors across nations.” (\$2,500 granted).
- 2014 **Bahng, Y.** (on behalf of Innovators of Fashion). Student Activity & Program Fee Board, University of Hawaii at Manoa, SAPFB funds, “Zero-Waste Sustainable Dyeing Workshop.” (\$1,000 requested, not granted).
- 2014 **Bahng, Y.,** Lin, S. H., & Cristi, M. A. United States Department of Agriculture, Cooperative State Research, Education, and Extension Service, HATCH Grant HAW00380-H, “Developing retail buying models and comparing retail buying behaviors across nations.” (\$3,000 granted).
- 2013 **Bahng, Y.,** Lin, S. H., & Cristi, M. A. United States Department of Agriculture, Cooperative State Research, Education, and Extension Service, HATCH Grant HAW00380-H, “Developing retail buying models and comparing retail buying behaviors across nations.” (\$2,500 granted).
- 2012 **Bahng, Y.,** Maeda, J. K., & Son, Y. Office of Student Equity Excellence and Diversity, University of Hawaii at Manoa, The Diversity and Equity Initiative (DEI) grant. “Examination of inclusive and functional clothing products and self-esteem of children with disabilities and their parents.” (\$3,980 requested: Not granted).
- 2012 **Bahng, Y.,** Lin, S. H., & Cristi, M. A. United States Department of Agriculture, Cooperative State Research, Education, and Extension Service, HATCH Grant HAW00380-H, “Developing retail buying models and comparing retail buying behaviors across nations.” (\$4,000 granted).
- 2011 **Bahng, Y.,** Maeda, J. K., & Son, Y. Office of Student Equity Excellence and Diversity, University of Hawaii at Manoa, The Diversity and Equity Initiative (DEI) grant. “Retail service quality for consumers with disabilities.” (\$4,950 requested: \$1,250 granted).

#### Travel awards

- 2022 **Bahng, Y.** University of Hawaii, University Research Council Travel Grant. (\$1,000 granted)
- 2019 **Bahng, Y.** University of Hawaii, University Research Council Travel Grant. (\$1,700 granted).
- 2018 **Bahng, Y.** University of Hawaii, University Research Council Travel Grant. (\$1,500 granted).
- 2014 **Bahng, Y.** University of Hawaii, University Research Council Travel Grant. (\$1,500 granted).
- 2012 **Bahng, Y.** University of Hawaii, University Research Council Travel Grant. (\$2,000 granted).
- 2011 **Bahng, Y.** University of Hawaii, University Research Council Travel Grant. (\$2,000 granted).

#### **Presentations at Conferences**

**Bahng, Y.** (2022). Impact of the prolonged covid-19 pandemic on small retailers and survival strategies:

## Inverviews

with female entrepreneurs in the U.S. International Textiles and Apparel Association (ITAA), Annual Conference Meeting, Denver, CO.

Reilly, A., Yancura, L. A., & **Bahng, Y.** (2020). Reminiscence fashion history project. International Textiles and Apparel Association (ITAA), Annual Conference – Virtual Conference.

\*This paper was selected as the second place winner in Rutherford Teaching Challenge

**Bahng, Y.** (2019). Understanding female retail entrepreneurs' managerial performance and well-being: resources, barriers, capabilities, motivation, and stress level. International Textiles and Apparel Association (ITAA), Annual Conference Meeting, Las-Vegas, NV.

Lin, S., & **Bahng, Y.** (2019). \**The infusion of design elements of Hanbok into the modern fashion styles.* International Textiles and Apparel Association (ITAA), Annual Conference Meeting, Las-Vegas, NV.

**Bahng, Y.** (2018). *Entrepreneurship in retailing: Marketing resources, capabilities, buying, internationalization, and entrepreneur's life management.* Research Session, International Conference on Multidisciplinary Approaches in Business Economics and Social Sciences 2018, Seoul, Korea.

**Bahng, Y.** (2018). *Reminiscence video, popup store, and retail business plan competition: Three steps to nurture future entrepreneurs in class.* Research Session, International Conference on Multidisciplinary Approaches in Business Economics and Social Sciences 2018, Seoul, Korea.

Lin, S., **Bahng, Y.**, & Han, K. (2018). *The infusion of design elements of Hanbok into the modern fashion styles.* East-West Center Association (EWCA) International Conference, Seoul, South Korea.

\*This paper was accepted at the conference but not presented

Reilly, A., Yancura, L., **Bahng, Y.**, & Vincent, D. (2017). *Using the concept of fashion to link diverse departments.* Asian Conference on Education and International Development, Kobe, Japan.

**Bahng, Y.** (2016). *Entrepreneurship in retailing: Resources, capabilities, buying, marketing and internationalization.* Research Session, American Collegiate Retailing Association (ACRA) Conference, Secaucus, NJ.

\*This paper was accepted at the conference but not presented

**Bahng, Y.**, Cristi-Kim, A., & Lin., S. (2014). *Retailers' buying strategies: A study of retailing in Hawai'i.* Applied Business and Entrepreneurship Association International (ABEAI), Annual Conference, Maui, HI.

\*This paper received the best paper award in tracking Case Studies in Finance, Operations, Business Law, and Marketing, ABEAI Conference, Maui, HI.

**Bahng, Y.**, Yang, J., & Kincade, D.H. (2014). *Important assortment decision factors: A study of retailing in South Korea.* Research Session, American Collegiate Retailing Association (ACRA) Conference, Dallas, TX.

**Bahng, Y.**, & Kincade, D.H. (2013). *Retail buyer segmentation based on the use of assortment decision factors.* Research Session, International Conference on Business and Social Sciences, Seoul, South Korea.

Son, Y, Hodge, S. R., Maeda, J. K., & **Bahng, Y.** (2013). *Changes in pre-service teachers'*

*belief and attitudes toward inclusive education through practicum experiences.*  
Poster Session, International Conference on Business and Social Sciences, Seoul,  
South Korea.

**Bahng, Y.,** Son, Y., & Maeda, J. K. (2013). *Retail service quality for consumers with disabilities in Hawai'i.* Poster Session, Pacific Rim International Conference on Disability & Diversity, Annual Meeting, Honolulu, HI.

**Bahng, Y.,** & Kincade, D. H. (2012). *The relationships among success of assortment planning, firm performance, and retail environment.* Research Session, International Textiles and Apparel Association, Annual Meeting, Honolulu, HI.

**Bahng, Y.,** Pohlmann, A., & Reilly, A., (2012). *Marketing management resources, barriers for export, and strategies for export marketing performance: A qualitative study in Hawaii.* Research Session, 2012 Global Marketing Conference at Seoul, Seoul, South Korea.

**Bahng, Y.,** & Kincade, D.H. (2011). *Surviving fast fashion – A qualitative study in South Korea.* Poster, International Textile and Apparel Association, Annual Meeting. Philadelphia, PA.

Munly, K., Jarrott, S., **Bahng, Y.,** Jaramillo Sierra, A.L., & Skurka., D. (2011). *Effects of help received and conflict on caregiver depression levels.* Poster Session, Festival of International Conferences on Caregiving, Disability, Aging and Technology. Ontario, Canada.

**Bahng, Y.,** & Kincade, D. H. (2010). *Undergraduate student consumers' attitudes towards apparel shopping and brand/product preferences.* Research Session, International Textile and Apparel Association, Annual Meeting, Montreal, Quebec, Canada.

**Bahng, Y.,** & Kincade, D. H. (2010). *Practicality in an introductory textile course: Innovative teaching strategy for college students who plan on working in the apparel industry after graduation.* Poster Session, International Textile and Apparel Association, Annual meeting, Montreal, Quebec, Canada.

**Bahng, Y.,** & Kincade, D. H. (2010). *How can retailers utilize weather forecast in assortment planing for seasonal goods?: Strategies from the analysis of sales data of a retailer.* Poster Session, Graduate Student Assembly Research Symposium, Virginia Tech, VA.

\*First place award, GSA Research Symposium, Virginia Tech, VA.

**Bahng, Y.,** & Kincade, D. H. (2009). *The relationship between temperature and sales of seasonal garments.* Research Session, International Textiles and Apparel Association, Annual Meeting, Seattle (Belleveau), WA.

#### **Invited presentations**

**Bahng, Y.,** & Andy Reilly. (2022). *Contemporary fashion from Hawaii in the Era of Glocalization,* Keynote Speech at 2022 The Society of Korean Traditional Costume General Meeting & International Spring Conference, The Society of Korean Traditional Costume, Virtual conference on Zoom.

**Bahng, Y.** (2018). *Research studies of the field of fashion merchandising/retailing, recent curriculum changes, and the academic job market in the U.S.,* Annual special lecture/seminar, Chonnam National University, Gwangju, South Korea.

**Bahng, Y.** (2012). *Developing retail buying models based on the use of assortment decision factors,* Annual Seminar for Promising Young Researchers, Research Institute of Human Ecology, The Catholic University of Korea, Seoul, South Korea.