

## ***Li Zhao, Ph.D.***

*Assistant Professor*

Textile and Apparel Management

College of Human Environmental Sciences

University of Missouri

Website: <https://www.fashioninformatics.org>

### **EDUCATION**

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**Ph.D., Human Environmental Sciences**, University of Missouri, USA

Graduation date –July 2015

**M.E., Fashion Design and Engineering**, Beijing Institute of Fashion Technology, China

Graduation date –January 2012

**B.S., International Fashion Merchandising**, Beijing Institute of Fashion Technology, China

Graduation date –June 2009

**B.S., Fashion Design and Engineering**, Beijing Institute of Fashion Technology, China,

Graduation date –June 2009

### **ACADEMIC APPOINTMENTS**

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**Assistant Professor**, Textile and Apparel Management, University of Missouri, 8/2017-Present

- Doctoral faculty status awarded, 2018
- Graduate faculty status awarded, 2017

**Lecturer**, Apparel Merchandising and Interior Design, Indiana University, 8/2015–6/2017

**Teaching Assistant**, Textile and Apparel Management, University of Missouri, 8/2012–5/2015

**Research Assistant**, Textile and Apparel Management, University of Missouri, 8/2012–5/2015

### **RESEARCH**

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#### **RESEARCH INTERESTS:**

The Inter-Functional Coordination in the Global Textile and Apparel Supply Chain through Digital Innovations and Entrepreneurship, Fashion Informatics, Sustainability

#### **PEER REVIEWED RESEARCH PUBLICATIONS:**

1. Li, X., **Zhao, L.**, & Lee, S. (In Press). Measuring user experiences with E-sourcing platforms in the apparel industry: The development of the apparel E-sourcing experience index. *Journal of Fashion Marketing and Management*. [ESCI and SCOPUS Indexed].
2. Copeland, L., & **Zhao, L.** (2020). Instagram and theory of reasoned action: US consumers influence of peers online and purchase intention. *International Journal of Fashion Design, Technology and Education*. 1-15. [SCOPUS Indexed]

3. **Zhao, L.** & Copeland, L. (In press). Millennials' understanding of CSR actions: a case study of GAP and mind mapping. *International Journal of Corporate Strategy and Social Responsibility*.
4. Lang, C., Li, M., & **Zhao, L.** (2020). Understanding consumers' online fashion renting experiences: A data-mining approach. *Sustainable Production and Consumption*, 21, 132-144. [Scopus Index].
5. Copeland, L., Ciampaglia, G., & **Zhao, L.** (2019). Big data in fashion: a study of fashion knockoff networks. *First Monday*. DOI: <https://doi.org/10.5210/fm.v24i12.9703>. [Q1 in Computer Networks and Communications].
6. **Zhao, L.**, Lee, S., & Copeland, L. (2019). Social media and Chinese consumers' sustainable apparel purchase intentions, *Asia Pacific Journal of Marketing and Logistics*, 31(4), 855-874. [SSCI Indexed].
7. **Zhao, L.** & Chao, M. (2018). The rise of fashion informatics: A case of data mining based social network analysis in fashion. *Clothing and Textiles Research Journal*, 37(2), 87-102, [SSCI Indexed].
8. Sun, L. & **Zhao, L.** (2018). Technology disruptions: exploring the changing roles of designers, makers, and users in the fashion industry. *International Journal of Fashion Design, Technology and Education*, 1-13, [SCOPUS Indexed].
9. **Zhao, L.**, Davis, L., & Copeland, L. (2018). Entrepreneurial intention: an exploratory study among fashion students. *Journal of Enterprising Culture*, 26(1), 27-50, [ESCI Indexed].
10. **Zhao, L.** & Ha-Brookshire, J. (2018). Importance of Guanxi in Chinese apparel new venture success: mixed method approach, *Journal of Global Entrepreneurship Research*.
11. **Zhao, L.** & Ha-Brookshire, J. (2017). The winning personality: Impact of founders' personality traits and firms' network relationships on Chinese apparel new venture performance. *International Journal of Entrepreneurial Behavior & Research*, 24(2), 553-573. [SSCI Indexed].
12. Sun, L. & **Zhao, L.** (2017). Envisioning the era of 3d printing: a conceptual model for the fashion industry. *Fashion and Textiles, International Journal of Interdisciplinary Research*, 4(25). [SCOPUS Indexed]. [ESCI Indexed].
13. **Zhao, L.** & Ha-Brookshire, J. (2014). How did you survive in the first five years? Secrets to success described by apparel new ventures in China. *Journal of Enterprising Culture*, 22(04), 485-503. [ESCI Indexed].

## BOOK CHAPTERS:

#### PEER-REVIEWED:

1. Lang, C., Zhang, R. & **Zhao, L.** (2017). Facing the rising consumer sophistication: identifying the factors that influence Chinese consumers' intention to purchase customized apparel. Book Chapter, *Chinese Consumers and the Fashion Market*. New York City, NY: Springer.

#### EDITOR-REVIEWED:

2. Modi, D., & **Zhao, L.** (2019). Trunk Club: Revolutionizing the retail model in fashion. *Process Innovation in the Global Fashion Industry*. New York City, NY: Palgrave Macmillan.
3. Chao, M., Lee, E., & **Zhao, L.** (2018). Mining social media data to discover topics of sustainability: The case of luxury cosmetics brands and the animal testing. *Sustainability in Luxury Fashion Business*. New York City, NY: Springer.

#### PAPERS UNDER REVIEW:

1. Modi, D., & **Zhao, L.** (Under 2<sup>nd</sup> review). Analyzing Twitter and Instagram social networks to trace consumer opinion regarding transparency in the apparel supply chain. *Journal of Fashion Marketing and Management*. [ESCI and SCOPUS Indexed].
2. Li, M., & **Zhao, L.** (Under revision). Exploring sustainability practices of global fashion companies through dictionary-based text analysis. *Clothing and Textiles Research Journal*. [SSCI Indexed].
3. **Zhao, L.**, Li, M., & Sun, P. (Under revision). Neo-Fashion: A data-driven fashion trend forecasting system using machine learning through catwalk analysis. *Clothing and Textiles Research Journal*. [SSCI Indexed].
4. **Zhao, L.**, & Kim, K. (Under review). The fashion industry in the time of the covid-19 global pandemic: challenges and opportunities. *Clothing and Textiles Research Journal*. [SSCI Indexed].

#### PEER-REVIEWED CONFERENCE PRESENTATIONS:

1. **Zhao, L.**, & McBee-Black, K. (2020). Seeking sustainability in the global cotton supply chain: an experiential learning opportunity by the case method. *International Textile and Apparel Association Annual Conference*, Denver, CO.
2. **Zhao, L.**, Li, X., & Lee, S. (2020). Investigate the causal direction of experiences on apparel e-sourcing and firm performance: A Cross-Cultural Study. *International Textile and Apparel Association Annual Conference*, Denver, CO.
3. Leiby, N., & **Zhao, L.** (2020). T-shaped person for the textile and apparel industry?

Analysis of cross-functional skills. *International Textile and Apparel Association Annual Conference*, Denver, CO.

4. Li, M., & **Zhao, L.** (2020). Online adaptive clothing shopping experience: text-mining of product titles and consumer reviews. *International Textile and Apparel Association Annual Conference*, Denver, CO.
5. **Zhao, L.**, Li, M., & Sun, P. (2020). Neo-Fashion: A data-driven fashion trend forecasting system using machine learning through catwalk analysis. *International Textile and Apparel Association Annual Conference*, Denver, CO.
6. Li, M., & **Zhao, L.** (2020). An exploratory study of speech acts among sustainable fashion brands in social media. *International Textile and Apparel Association Annual Conference*, Denver, CO.
7. **Zhao, L.**, Davis, L., & Davis, D. (2019). Secrets in fashion entrepreneurship: exploring factors influencing success in U.S. fashion new ventures. *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.
8. Li, M., Lang, C., & **Zhao, L.** (2019). Understanding consumers' online fashion renting experiences: A data-mining approach. *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.
9. Li, M., Md. Rafiqul, I. R., & **Zhao, L.** (2019). A Study of sustainability practices of US fashion brands through dictionary-based text analysis. *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.
10. Morris, K., **Zhao, L.** & McBee-Black, K. (2019). Breaking the barriers of disability with cotton performance technologies: An experiential learning opportunity for technical design and omnichannel retailing students. *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.
11. Md. Rafiqul, I. R., Li, M., **Zhao, L.**, & Ha-Brookshire, J. (2019). U.S. fashion brands endeavors toward sustainability from the kaizen perspective: A data-mining based lexical analysis. *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.
12. Li, X., **Zhao, L.**, & Lee, S. (2019). Measuring user experiences with E-sourcing platforms in the apparel industry: The development of the apparel E-sourcing experience index. *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.
13. **Zhao, L.**, Li, M., & Sun, P. (2019). The effect of sustainable fashion brands' posts on customers' emotions in social media. *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.
14. Davis, L., **Zhao, L.**, Davis, D. (2019). It is about the time! incorporate entrepreneurship

education in fashion merchandising curriculum. *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.

15. Md. Rafiqul, I. R., & **Zhao, L.**, (2018). Fashion buyer role in 21<sup>st</sup> century: A data-mining-based content analysis approach. *International Textile and Apparel Association Annual Conference*, Cleveland, OH.
16. Eckerson, N. & **Zhao, L.**, (2018). Integration of 3 dimensional modeling and printing into fashion design curriculum: opportunities and challenges. *International Textile and Apparel Association Annual Conference*, Cleveland, OH.
17. Modi, D., & **Zhao, L.**, (2018). Analyzing Twitter and Instagram social networks to trace consumer opinion regarding transparency in the apparel supply chain. *International Textile and Apparel Association Annual Conference*, Cleveland, OH.
18. **Zhao, L.**, Bin, S., & Sun, P. (2018). Fashion sustainability in a sharing economy: A text mining approach. *International Textile and Apparel Association Annual Conference*, Cleveland, OH.
19. **Zhao, L.** & Chao, M. (2018). The rise of fashion informatics: Data mining based social network analysis in fashion. *International Textile and Apparel Association Annual Conference*, Cleveland, OH.
20. Lee, S., & **Zhao, L.** (2018). Responding to sustainability with sentimental messages through social media. *International Textile and Apparel Association Annual Conference*, Cleveland, OH.
21. **Zhao, L.**, & Sun, P. (2018). An analysis of social media activity in sustainable apparel brands: a visual data mining approach. *International Textile and Apparel Association Annual Conference*, Cleveland, OH.
22. Chao, M., Lee, E., & **Zhao, L.** (2018). Mining social media data to discover topics of sustainability: The case of luxury cosmetics brands and the animal testing. *International Conference on Clothing and Textiles*, Seoul, South Korea.
23. **Zhao, L.**, Lee, S., & Copeland, L. (2018). Social media and Chinese consumers' sustainable apparel purchase intentions. *International Conference on Clothing and Textiles*, Seoul, South Korea.
24. **Zhao, L.** & Davis, L. (2017). Key factors affecting entrepreneurial intention: an exploratory study among fashion students. *International Textile and Apparel Association Annual Conference*, St. Petersburg, FL.
25. Sun, L. & **Zhao, L.** (2017). The future of making for designers, makers, and users: a conversation between industry and academia, *International Textile and Apparel Association Annual Conference*, St. Petersburg, FL.

26. Lang, C., Zhang, R. & **Zhao, L.** (2017). Shopping values and perceived enjoyment: examining the factors motivating Chinese consumers to adopt apparel customization. *International Textile and Apparel Association Annual Conference*, St. Petersburg, FL.
27. **Zhao, L.** (2016), Using a Case Method to teach luxury fashion management, *International Textile and Apparel Association Annual Conference*, Vancouver, Canada.
28. **Zhao, L.** & Ha-Brookshire, J. (2016), The impact of founders' personality traits on the performance of Chinese apparel new ventures. *International Textile and Apparel Association Annual Conference*, Vancouver, Canada.
29. Shah, A. & **Zhao, L.** (2016), Impeding counterfeiting of luxury products in India. *International Textile and Apparel Association Annual Conference*, Vancouver, Canada.
30. Reiter, L., **Zhao, L.**, Ciampaglia, G., Ferrara, E. (2016). Big data in fashion: a study of fashion knockoff networks. *Conference on Knowledge Discovery and Data Mining*, San Francisco, CA.
31. **Zhao, L.** & Wang, B. (2016) Consumers' understanding process on CSR actions—a cross-cultural comparison, *The International Foundation of Fashion Technology Institutes Annual Conference*, Beijing, China. Full paper has been published in 18<sup>th</sup> Annual IFFT conference paper, 289-301, China Textile & Apparel Press.
32. **Zhao, L.** & Ha-Brookshire, J. (2015) Importance of guanxi in Chinese apparel new venture success: mixed method approach, *International Textile and Apparel Association Annual Conference*, Santa Fe, NM.
33. **Zhao, L.** & Ha-Brookshire, J. (2015) How to succeed? An analysis of the impact of women founders' personality traits on Chinese apparel New Venture Success, *International Textile and Apparel Association Annual Conference*, Santa Fe, NM.
34. **Zhao, L.** & Ha-Brookshire, J. (2014) Exploring secrets to success of new fashion ventures in China, *International Textile and Apparel Association Annual Conference*, Charlotte, NC.
35. **Zhao, L.** & Hawley, M. J. (2014) An exploratory study of consumers' understanding process on CSR actions, *International Textile and Apparel Association Annual Conference*, Charlotte, NC.
36. **Zhao, L.** & Zhao, P. (2013) Empirical research on service encounter affecting customer loyalty of female underwear Brand, Part of the full paper was presented orally at the *International Design Conference at the College of Design*, Shih Chien University, Taiwan. Full paper has been published in "Ultra Bio" conference paper, 143-162.
37. **Zhao, L.** & Zhao, P. (2012) Empirical research on service encounter affecting customer

loyalty of female underwear brand, Abstract oral presentation at the *Beijing Institute of Fashion Technology (BIFT) and the International Textile and Apparel Association (ITAA) Joint Symposium*, Beijing, China.

## DESIGN SCHOLARSHIP – JURIED EXHIBITIONS

Zhou, B. & **Zhao, L.** (2016). Triangular pyramid. *International Textile and Apparel Association Annual Conference*, Vancouver, Canada.

## SPECIAL TOPIC SESSION ORGANIZATION

3D Printing: The Renewable Digital Fabrication for the Fashion Industry (2018), *International Textile and Apparel Association Annual Conference*, Cleveland, OH. Project co-director.

Fashion Informatics: Big Data in Fashion (2017), *International Textile and Apparel Association Annual Conference*, St. Petersburg, FL., Project co-director.

## GRANTS

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### PENDING GRANTS

|          |   |          |
|----------|---|----------|
| \$28,368 | Trace Public and Stakeholder Opinion Regarding Sustainability and Transparency in the Global Cotton Supply Chain: A Practice-Based Experiential Learning Opportunity (2020)<br>Cotton Inc | Role: PI |
|----------|---|----------|

### EXTERNAL/INTERNAL GRANTS/FUNDING (FUNDED)

|          |  |             |
|----------|--|-------------|
| \$2,000  | HES IDEAS Lab Funding<br>University of Missouri  | Role: Co-PI |
| \$27,597 | Seeking Sustainability in the Global Cotton Supply Chain: An Experiential Learning Opportunity by the Case Method. (2019)<br>Cotton Inc                    | Role: PI    |
| \$29,883 | Breaking the Barriers of Disability with Cotton Performance Technologies: An Experiential Learning Opportunity for Students (2018)<br>Cotton Inc           | Role: Co-PI |
| \$960    | Data-Driven Trends Forecasting in the Fashion Industry (2018)<br><i>Seeding Interdisciplinary Research Collaboration Grant</i> ,<br>University of Missouri | Role: PI    |



|          |  |              |
|----------|--|--------------|
| \$70,574 | New Product Launch Strategies Based on Social Media Live Streaming (2018)<br>The National Natural Science Fund, National Natural<br>Science Foundation of China, China, Project ID: 71871051 | Role: Co-PI  |
| \$500    | HES Faculty Grant Writing Institute (2018)<br>University of Missouri   | Role: PI     |
| \$1,500  | The Impact of Social Media Influencers in Sustainable Fashion on Millennial<br>Consumers (2018)<br>Program for Undergraduate Research Experiences,<br>University of Missouri                 | Role: Mentor |
| \$1,000  | Faculty International Travel (FIT) Grant (2018)<br>University of Missouri  | Role: PI     |
| \$3,000  | IU Overseas Study Program Development Grant (2017)<br>Indiana University   | Role: PI     |
| \$19,758 | Big Data and Fashion Knockoffs (2016)<br>Collaborative Research and Creative Activity Grant<br>Indiana University  | Role: Co-PI  |
| \$6,000  | Professional Grant (2015-2017)<br>Indiana University   | Role: PI     |
| \$600    | Graduate Professional Council Travel Grant (2013-2014)<br>University of Missouri   | Role: PI     |
| \$1,100  | GSA-TAM, Research Grant (2013-2014)<br>University of Missouri  | Role: PI     |

#### **EXTERNAL/INTERNAL GRANTS (NOT FUNDED)**

|           |   |                    |
|-----------|---|--------------------|
| \$200,000 | Impact of Multi-sided Platforms Assimilation on Firm Performance: How to<br>Engage Potential Firms from Five Developing Countries. The Early Career<br>Scheme (2019)<br>Hong Kong Research Grants Council | Role: Co-PI        |
| \$750,000 | Invited for 2 <sup>nd</sup> Round Review- MUDEEP: University of Missouri<br>Interdisciplinary Deep Learning Research Center (2019)<br>University of Missouri System                                       | Role: Collaborator |
| \$36,905  | Increase Students' Awareness and Knowledge of Sustainable Cotton through<br>Social Network Analysis in the Era of Big Data (2017)<br>Cotton Inc   | Role: PI           |



|          |   |          |
|----------|---|----------|
| \$10,000 | Research Grant (2017)<br>Research Data Alliance/US Early Career Program | Role: PI |
| \$2000   | Walmart Foundation Grant (2015)<br>Walmart                              | Role: PI |

## HONORS AND AWARDS

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### INTERNATIONAL AWARDS

- **Paper of Distinction**, Textile and Apparel Industries Track, International Textile and Apparel Association Annual Conference, 2020.  
*Zhao, L., Li, M., & Sun, P. (2020). Neo-Fashion: A data-driven fashion trend forecasting system using machine learning through catwalk analysis.*
- **Best Paper Award**, Fashion and Textiles: International Journal of Interdisciplinary Research, 2019.  
*Sun, L. & Zhao, L. (2017). Envisioning the era of 3d printing: a conceptual model for the fashion industry.*
- **Paper of Distinction**, Textile and Apparel Industries Track, International Textile and Apparel Association Annual Conference, 2019.  
*Li, X., Zhao, L., & Lee, S. (2019). Measuring user experiences with E-sourcing platforms in the apparel industry: The development of the apparel E-sourcing experience index.*
- **Paper of Distinction**, Textile and Apparel Industries Track, International Textile and Apparel Association Annual Conference, 2018.  
*Zhao, L. & Chao, M. The rise of fashion informatics: Data-mining-based social network analysis in fashion.*
- **Best Paper Award** (1<sup>st</sup> Place – Master Level), International Textile and Apparel Association Annual Conference, 2018. Advisee: Dipali Modi  
*Analyzing Twitter and Instagram social networks to trace consumer opinion regarding transparency in the apparel supply chain.*

### NATIONAL AWARDS

- National Inspirational Fellowship, State Education Commission, China, 2008
- The Value Management Study of Metersbonwe's Brand Spokesperson, Third Prize in Capital "Challenge Cup" National College Student Extracurricular Sci-Tech Competition, Beijing, China, 2008
- The Venture Program of "Ages of Reflections" Folk Arts Experimental Workshop, Second Prize in Capital "Challenge Cup" National College Student Venture Program Competition, Beijing, China, 2008
- Nin Jiom Medicine-RUN, Sports Marketing Program, Third Prize in "Chinese Strategies" National College Student Marketing Competition, China, 2008

### UNIVERSITY AWARDS

- Maxine Hobbs Patrick and Homer Patrick Graduate Fellowship in Textile and Apparel Management, University of Missouri, 2014 (\$1,000)
- Ruyi Fellowship, Shandong Ruyi Group, Shandong, China, 2010 (\$500)
- Progress & Innovation Fellowship, Beijing Institute of Fashion Technology, Beijing, China, 2010 (\$400)
- Triple-A Student, Beijing Institute of Fashion Technology, Beijing, China, 2007

## TEACHING

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### NEW COURSE DEVELOPED

#### **R492 Luxury Fashion Markets**

Indiana University

Course Description: This class is designed to address the unique properties, opportunities, and challenges of the international luxury industry and help students develop a deeper and more nuanced understanding of the multi-billion-dollar global market for luxury goods and services.

#### **TAM 4549/ TAM 7949 International Experiential Learning in Textiles and Apparel**

Faculty-led study abroad program, University of Missouri

The primary goal of this program is to provide students an opportunity to experience China's role in the global apparel and textile supply chain. Being immersed into the industry in China, if only for a short period of time, offers students an incredible competitive advantage in preparing for careers in the fashion industry. As the world's leading producer of textile and apparel goods, China provides students the opportunity to observe first-hand the operations of the entire supply chain, from textile manufacturing to luxury retailing. Students participating in the China Study Program are making an important investment in their careers and overall professional development – this experience is truly more than just a means to generate credits toward the completion of one's degree.

### COURSES TAUGHT

**TAM 4110 Global Sourcing**, 3 credits, 2020 – Present

Average enrollment = 90

Textile and Apparel Management, University of Missouri

**TAM 4400 The Clothing/Textile Consumer Data Analytics**, 3 credits, 2019 – Present

Average enrollment = 90

Textile and Apparel Management, University of Missouri

**TAM 3700 Omni-Channel Retailing**, 3 credits, 2018 – Present

Average enrollment = 70

Textile and Apparel Management, University of Missouri

**TAM 2400 Global Consumers**, 3 credits, 2017 – Present  
Average enrollment = 120  
Textile and Apparel Management, University of Missouri

**TAM 4300/7300 Softgoods Brand Management & Promotion**, 2017-2019  
Average enrollment = 95  
Textile and Apparel Management, University of Missouri

**R412 Global Sourcing**, 3 credits, Fall 2015/Spring 2016/Spring 2017  
Average enrollment = 30  
Apparel Merchandising and Interior Design Department, Indiana University

**R405 International Consumers and Retailers**, 3 credits, Spring 2016/Fall 2016  
Average enrollment = 30  
Apparel Merchandising and Interior Design Department, Indiana University

**R327 Product Development**, 3 credits, Fall 2015/Fall 2016/Spring 2017  
Average enrollment = 30  
Apparel Merchandising and Interior Design Department, Indiana University

**R492 Luxury Fashion Markets**, 3 credits, Fall 2015/Spring 2016  
Average enrollment = 30  
Apparel Merchandising and Interior Design Department, Indiana University

**R410 Apparel Entrepreneurship**, 3 credits, Fall 2016  
Average enrollment = 30  
Apparel Merchandising and Interior Design Department, Indiana University

**Product Development**, 3 credits, Fall 2010/Fall 2011  
School of Continuing Education, Beijing Institute of Fashion Technology, China

**Fashion Marketing**, 3 credits, Spring 2011  
Fashion Design Department, Beijing City University, China

## **GRADUATE COMMITTEES SERVED AS MAJOR PROFESSOR**

### **PhD Students**

Eunmi Lee --- Textile and Apparel Management, University of Missouri

Muzhen Li --- Textile and Apparel Management, University of Missouri

### **Master Students**

Dipali Modi --- Textile and Apparel Management, University of Missouri

- Best Paper Award (1<sup>st</sup> Place – Master Level), ITAA, 2018.

## **GRADUATE COMMITTEES SERVED AS A MEMBER**

### **PhD Students**

Cyndi M. Robertson --- Textile and Apparel Management, University of Missouri

Shuyi Huang --- Textile and Apparel Management, University of Missouri

Nicole Eckerson --- Textile and Apparel Management, University of Missouri

Kerri McBee-Black --- Textile and Apparel Management, University of Missouri

Baolu Wang --- Textile and Apparel Management, University of Missouri

Lida Aflatoony --- Textile and Apparel Management, University of Missouri

Rachel LoMonaco-Benzing --- Textile and Apparel Management, University of Missouri

### **Master Students**

Nicolette Leiby --- Textile and Apparel Management, University of Missouri

Claudine Barner --- Textile and Apparel Management, University of Missouri

Rebecca A. Mardikes --- Journalism, University of Missouri

Abby Romine --- Textile and Apparel Management, University of Missouri

Md. Rafiqul Islam Rana --- Textile and Apparel Management, University of Missouri

Anushree Shah --- Apparel Merchandising and Interior Design, Indiana University

## **UNDERGRADUATE RESEARCH EXPERIENCES**

Melissa Riggle --- Textile and Apparel Management, University of Missouri

- Program for Undergraduate Research Experience (PURE) Award (2018)
- ESRAP Awards for Student Business Plan – Top 12 (2018)
- Travel Grant from Mizzou Undergraduate Research Office

Trina Quach --- Textile and Apparel Management, University of Missouri

## **INVITED RESEARCH SEMINARS/PRESENTATIONS**

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1. Brand Management, *International Fashion and Textile Design*, The Hong Kong Polytechnic University, China, 2020
2. International Career in Higher Education, *ELPA 9467 International Higher Education*, University of Missouri, 2020
3. Informatics and Psychology Research in Fashion, *Seminar on Quantitative Psychology*, University of Missouri, 2020
4. Measuring Sustainability and Sustainable Development, *Seminar on Sustainable Development*, University of Missouri, 2020

5. Fashion Informatics: What can it do for global sustainability issues?, *Food & Agricultural Policy Research Institute*, University of Missouri, 2019
6. Big data and fashion, *Business School*, Beijing Institute of Fashion Technology, China, 2018
7. Digital innovations in fashion, *Glorious Sun School of Business and Management*, Donghua University, China, 2018
8. Redefining global supply chain for designers, makers, and users in the future of making, *The Future of Making, Digital Fabrication Symposium for Designers, Makers, Users & Educators*, Auburn University, Alabama, 2017
9. Luxury brand management, *Kelley MBA International Perspectives Field Study Course*, Kelley Business School, Indiana University, 2016

## INDUSTRY EXPERIENCE

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- **PR Coordinator**, Christian Dior, Beijing, China, 2011–2012
- **Regional Manager**, Wilkinson Group, Beijing, China, 2009–2011

## PROFESSIONAL DEVELOPMENT AND AFFILIATIONS

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### Professional Memberships

- International Textiles and Apparel Association, 2012–Present

### Professional Development for Research and Scholarship

- Research Development Fellows Program, 2020 - Present
- University of Missouri System Teaching Scholars, 2020
- Online Teaching Foundation, University of Missouri, 2020
- NSF Career Workshop & Education Plan Consultations, Office of Research and Economic Development, University of Missouri, 2020
- Resubmitting Your Proposal: Tips for Success, Office of Research and Economic Development, University of Missouri, 2020
- Finding Funding Workshop, Office of Research and Economic Development, University of Missouri, 2020
- Data-Driven Social and Behavioral Science Group, University of Missouri, 2019-Present
- Sustainability for Society and Education Group, University of Missouri, 2019-Present
- Deep Learning Group, University of Missouri, 2018-Present

- Grant Writing Workshop, University of Missouri, 2018
- Entrepreneurial Educator Summit, University of Missouri, 2018
- Data Analysis for Social Scientists, MITx, 2017
- Collecting and Analyzing Social Media Data Using Social Media Lab, Social Science Research Commons, Indiana University, 2016
- Design Thinking Workshop, School of Art and Design, Indiana University, 2016
- 3D printing Workshop, School of Art and Design, Indiana University, 2016
- Teaching Global Sourcing: Updates on Rules of Origin and Made in USA rules, ITAA Conference workshop, 2016
- Computational Research Fundamentals, Computational Social Science Summit, Kellogg School of Management, Northwestern University, 2015
- Social Network Analysis Using R, 2015 Computational Social Science Summit, Kellogg School of Management, Northwestern University, 2015
- Talking with Strangers: The Ethical Dimensions of Writing Assignments, Center for Innovative Teaching and Learning, Indiana University, 2015
- New Approach to Teaching Global Sourcing: Theoretical Perspectives and Step-by-Step Procedures for a Sustainable Future, ITAA Conference Workshop, 2015
- Knowing Your Value for Academic Career Negotiations, ITAA Conference Workshop, 2015

## Featured in Media

Nov 18<sup>th</sup>, 2019. The real cost of fashion -- Cheap, low quality clothing can spell disaster for the environment.

<https://math.scholastic.com/issues/2019-20/111819/fast-fashion.html>

Sep 3<sup>rd</sup>, 2019. Can you afford to be a VSCO girl?

[https://www.voxmagazine.com/news/vsco-girl-trend/article\\_f367cb78-cc6c-11e9-bcee-3f67db5cf3aa.html](https://www.voxmagazine.com/news/vsco-girl-trend/article_f367cb78-cc6c-11e9-bcee-3f67db5cf3aa.html)

Apr 18<sup>th</sup>, 2019. The future of the fashion industry is in hashtags, MU researcher says.

[https://www.columbiaindianian.com/news/higher\\_education/the-future-of-the-fashion-industry-is-in-hashtags-mu/article\\_7ef16a02-449e-11e9-80f2-c7754c219a43.html](https://www.columbiaindianian.com/news/higher_education/the-future-of-the-fashion-industry-is-in-hashtags-mu/article_7ef16a02-449e-11e9-80f2-c7754c219a43.html)

Feb 26<sup>th</sup>, 2019 More than a hashtag: electronic “word of mouth” useful in detecting, predicting fashion trends

[https://www.eurekalert.org/pub\\_releases/2019-02/uom-eo022619.php](https://www.eurekalert.org/pub_releases/2019-02/uom-eo022619.php)

Feb 15<sup>th</sup>, 2019 Chinese Luxury Fashion Influence

<http://asiaexpertsforum.org/li-zhao-chinese-luxury-fashion-influence/>

Feb 1<sup>st</sup>, 2017 A winning personality might play a major role in China’s apparel industry

<https://munews.missouri.edu/news-releases/2018/0201-a-winning-personality-might-play-a-major-role-in-chinas-apparel-industry/>

## Certifications

- Online Teaching Certificate, University of Missouri
- Introduction to Python for Statistics Short Course, University of Missouri
- R Programming, Coursera Verified Certificates
- Management of Fashion and Luxury Companies, Coursera Verified Certificates
- Data Visualization, Coursera Verified Certificates
- 3D Printing Software, Coursera Verified Certificates

**External Relations Committee Member**, International Textile and Apparel Association, 2015-Present

Provide leadership to develop and enhance relationships with business, institutions, various groups and individuals with common interests and goals as those of ITAA. Develop appropriate material for the website to keep members aware of committee activities.

**Working Group Member**, Textile Labeling Summit, Department of Textile and Apparel Management, University of Missouri, 2012

Discussion included 50 policy makers, academic researchers, consumer advocates, and industry leaders to investigate issues regarding current labeling practices and regulations in relation to textiles and apparel.

**Staffer**, “Science, Arts and Fashion” Forum, Beijing, China, 2010

Reception of famous Japanese designer Kiroko Koshino, arranged and coordinated her domestic travel. Coordinated her fashion show held at 798 Arts Center.

**Interpreter**, China International Clothing & Accessories Fair, 2007, 2008

Interpreted for famous Chinese apparel brand “Youngor” and “Stepwolves.”

## SERVICE

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### LEADERSHIP:

**Vice President, Secretary-General**, North American Alumni Association, Beijing Institute of Fashion Technology, 2017-Present

**Review Co-Chair**, Textile and Apparel Industry Track, International Textile and Apparel Association, Denver, CO. 2020

**Review Chair**, Textile and Apparel Industry Track, International Textile and Apparel Association, Las Vegas, NV. 2019

**Review Co-Chair**, Textile and Apparel Industry Track, International Textile and Apparel Association, Cleveland, OH. 2018

**Presider**, Oral presentation session, Sustainability and Corporate Social Responsibility, International Textile and Apparel Association Annual Conference, Las Vegas, NV. 2019

**Presider**, Oral presentation session, Transforming the Textile and Apparel Industry through



Technology, International Textile and Apparel Association, St. Petersburg, FL. 2017

## **EDITORSHIP**

**Editorial Board Member** for Clothing and Textiles Research Journal

**Editor** for a special issue of International Journal of Inventory Research, “Digital Innovations in Inventory and Supply Chain Management”

## **JOURNAL/CONFERENCE/BOOK REVIEW SERVICE:**

### **Book Review:**

Omni-Channel Retailing for Fashion Business, 2020

Globalization in Developing Economies, 2018

Global Sourcing in the Textile and Apparel Industry, 2016

### **Journal Review:**

Clothing and Textiles Research Journal, 2015–Present

Journal of Fashion Marketing and Management, 2016–Present

Journal of Retailing and Consumer Services, 2016 –Present

Electronic Commerce Research and Applications, 2017-Present

International Journal of Fashion Design, Technology and Education, 2017-Present

International Journal of Entrepreneurial Behavior & Research, 2017-Present

Journal of Global Entrepreneurship, 2017-Present

SAGE Open, 2019-Present

### **Conference Review:**

American Collegiate Retailing Association Annual Conference, 2020

International Textile and Apparel Association Annual Conference, Management and Merchandising Track, 2019

International Textile and Apparel Association Annual Conference, Industry Track, 2016-present

ITAA and KSCT Joint Symposium, 2018

International Conference on Clothing and Textile, 2018

International Textile and Apparel Association Annual Conference, Student Best Paper, 2017

International Textile and Apparel Association Annual Conference, International Track, 2016, 2017

Global Marketing Conference, 2016

## **UNIVERSITY AND DEPARTMENT:**

**Mentor**, Association for Textile and Apparel Management, University of Missouri, 2018 - Present

**Committee member**, HES Faculty Council on College Policy, University of Missouri, 2019-Present

**Chaperone**, TAM New York Trip, New York City, NY. University of Missouri, 2019

**Committee member**, TAM Faculty search committee, University of Missouri, 2019-2020

**Mentor**, YMA Project, University of Missouri, 2018

**Mentor**, Sweet Tea Cosmetics by Teanna Bass, Missouri Student Unions Entrepreneurial Program Winner, 2018

**Committee member**, TAM Faculty search committee, University of Missouri, 2018-2019  
**Committee member**, TAM Faculty search committee, University of Missouri, 2017-2018  
**Committee member**, TAM Scholarship Committee, University of Missouri, 2017-2018  
**Committee member**, Awards and Fellowships (Graduate) committee, University of Missouri, 2017-2019  
**Committee member**, Scholarship Committee, Indiana University, 2015–2017  
**Task Force member**, Recruitment and Admissions Task Force, Indiana University, 2016–2017  
**Task Force member**, Governance Task Force, Indiana University, 2016–2017  
**Chaperone**, Retail Studies Organization Columbus Field Seminar, Columbus, OH, Indiana University, 2017  
**Reviewer**, Cross-Disciplinary Workshops in Art, Design, and Merchandising Final Project, 2017  
**Chaperone**, Retail Studies Organization Chicago Field Seminar, Chicago, IL, Indiana University, 2016  
**Reviewer**, YMA Project, Indiana University, 2015–2016  
**Reviewer**, Omni-Channel Retailing Final Project, Indiana University, 2016  
**Treasurer**, Graduate Student Association – Textile and Apparel Management, University of Missouri, 2013–2014  
**Volunteering**, State 4-H Fashion Revue, University of Missouri, 2013  
**Volunteering**, Mizzou Adventures in Education, University of Missouri, 2013.