

# SONG-YI YOUN, PhD

Assistant Professor  
Textile and Apparel Management  
College of Human Environmental Sciences  
University of Missouri  
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## EDUCATION

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### **Doctor of Philosophy in Consumer Behavior**

Purdue University, College of Health and Human Sciences, 2012 - 2016

### **Doctor of Philosophy in Clothing and Textiles**

Hanyang University, College of Human Ecology, Seoul, South Korea, 2008 - 2018

### **Master of Science in Clothing and Textiles**

Hanyang University, College of Human Ecology, Seoul, South Korea, 2006 - 2008

### **Bachelor of Science in Clothing and Textiles, Business (Minor)**

Honors: *Cum Laude*

Hanyang University, College of Human Ecology, Seoul, South Korea, 2002 - 2006

## ACADEMIC APPOINTMENTS

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**Assistant Professor**, Textile and Apparel Management, University of Missouri, 2019 – Present

- Graduate faculty status awarded, 2019

**Adjunct Research Assistant Professor**, School of Human Environmental Sciences,

University of Arkansas, 2018 – 2019

**Research Assistant**, Consumer Science, Purdue University, 2015 – 2016

**Teaching Assistant**, Consumer Science, Purdue University, 2012 – 2014

**Research Assistant**, Clothing and Textiles, Hanyang University, 2006 – 2010

## INDUSTRY EXPERIENCES

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**Market Researcher**, Korea Color and Fashion Trend Center (CFT, government agency), South Korea, 2010 – 2011

- Supported the 2010-2011 Korea color and fashion trend seminar; Analyzed upcoming fashion trend based on global fashion industries at New York, London, Paris, Milan, Tokyo, and Seoul.
- Participated in marketing projects for the luxury fashion brand, MCM; Conducted consumer survey using quantitative and qualitative method, and proposed product development and marketing strategies.

**Researcher**, PFIN (Profashion Information Network), South Korea, 2009

- Conducted 2009 FIBA consumer research; Participated in collecting and analyzing data.

**Researcher, Intern**, FnC Kolon Corp., South Korea, 2007

- Researched retail brands of Kolon; Supported statistical analysis and managed documentation.

## **RESEARCH**

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### Research Interest:

Connected consumers, Consumer concerns in the market place, Social media, Brand crisis, Corporate social responsibility, Psychological aspects of clothing

### Work in Progress:

Youn, S., Lee, J., & Ha-Brookshire. (Manuscript development). Consumer shopping behavior under COVID 19 crisis. Target Journal: *Clothing and Textile Research Journal*.

Youn, S., & Cho, E. (Finalizing the manuscript). Green mindset and CSR communication. Target journal: *Journal of Global Fashion Management*.

Youn, S., Zhao, L., & Kim, J-B. (Data collected). 3D trying-on services and risk perception. Target journal: *Journal of Consumer Behaviour*.

### Peer Reviewed Research Publications:

1. Youn, S., & Moritz, A. (Submitted, Aug 05, 2020). Social media moral crisis in fashion business: Righteous anger and perceived spillover. *Journal of Fashion Marketing and Management*. [ESCI] [SCOUS] 2019 Impact Factor: 1.71
2. Youn, S., & Cho, E. (Submitted, July 15, 2020). How Gen Z consumers response to CSR ad of luxury fashion brands in social media? Construal level theory and moderated serial mediation approach. *International Journal of Consumer Studies*. [SSCI] [SCOPUS] Impact Factor: 1.51

3. Lee, J., & Youn, S. (2020). Experiential marketing of luxury fashion brand: Videos on luxury product production and psychological distance. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-09-2019-0551> [SSCI] Impact Factor: 1.28
4. Youn, S. (2019). Connecting through technology: Smartphone users' social cognitive and emotional motivations. *Social Sciences*, 8(12), 326. <https://doi.org/10.3390/socsci8120326> [SCOPUS]
5. Youn, S., & Lee, K. -H. (2019). Proposing value-based technology acceptance model: testing on paid mobile media service. *Fashion and Textiles*, 6(1), 13. 1-13 <https://doi.org/10.1186/s40691-018-0163-z> [SCOPUS] [SCIE] Impact Factor: 1.67
6. Youn, S., & Lee, K. -H. (2015). 자기 이미지와 패션 리더 성향: 의복관여와 소비자 자신감을 중심으로 [Self-image and fashion leadership: Focusing on clothing involvement and consumer confidence]. *The Society of Fashion and Textile Industry*, 17(3), 1-10. <https://doi.org/10.5805/SFTI.2015.17.3.382> [KCI - Korea Citation Index] Impact Factor: 0.62, Recognized Journal in the field of Clothing and Textiles, South Korea
7. Youn, S., & Lee, K. -H. (2012). Acculturation, cultural orientation, and clothing involvement of international students in Korea. *Journal of the Korea Society of Clothing and Textiles*, 26(6), 641-652. <https://doi.org/10.5850/JKSCT.2012.36.6.641> [KCI] Impact Factor:0.70, Recognized Journals in Clothing and Textiles, South Korea
8. Youn, S., Park, J. Y., & Lee, K. H. (2011). 자기이미지와 패션리더성향: 의복관여와 소비자 자신감을 중심으로 [Social self-image and Avatar image in the virtual world: Focus on ideal self-image and actual self-image]. *Journal of the Korean Society of Costume*, 61(9), 1-14. <https://doi.org/10.5805/SFTI.2015.17.3.382> [KCI] Impact Factor: 0.47, Recognized Journal in Clothing and Textiles, South Korea
9. Yoon, N. & Youn, S. (2010). 패션 명품 소비가치가 획득가치 지각에 미치는 영향과 유보가격의 역할 [The effects of fashion luxury consumption values on the perceived acquisition value and the role of reservation price]. *The Research Journal of the Costume Culture*, 18(4), 774-788. <https://doi.org/10.29049/rjcc.2010.18.4.774> [KCI] Recognized journal in Clothing and Textiles, South Korea
10. Youn, S. & Lee, K. -H. (2007). 세계주의와 자구중심주의가 의류제품의 쇼핑에 미치는 영향 [Effects of cosmopolitanism and nationalism on apparel product shopping]. *Journal of the Korean Society of Clothing and Textiles*, 31(7), 1085-1095. [UCI: G704-000029.2007.31.7.008](https://doi.org/10.5805/SFTI.2007.31.7.008) [KCI] Impact Factor: 0.70, Recognized Journal in Clothing and Textiles, South Korea

11. Lee, Y. -M., Kim, Y. -H., Kim, M. -J., Lee, Y. -K., Youn, S. & Lee, K. -H. (2007). 소비자 연령대에 따른 니트웨어 착용 및 소비행동의 차이 [Consumer age group differences in knitwear consumption behavior]. *The Research Journal of the Costume Culture*, 15(2), 284-298. <https://doi.org/10.29049/rjcc.2007.15.2.284> [KCI] Recognized Journal in Clothing and Textiles, South Korea
  
12. Jang, Y. -J., Park, J. -O., Lee, K. -H. & Youn, S. (2007). 패션 온라인 커뮤니티 가입자들의 관계지향적 행동 [Relational market behavior of fashion online community members]. *The Research Journal of Costume Culture*, 15(1), 58-67. <https://doi.org/10.29049/rjcc.2007.15.1.58> [KCI] Recognized Journal in Clothing and Textiles, South Korea

Book Chapter:

1. Acharya, L., Jin, L., & Youn, S. (2014). Japan. In Teresa L. Thompson (Ed.), *Encyclopedia of Health Communication* (pp.761-764). Thousand Oaks, California: Sage Publications

Peer Reviewed Abstracts and Presentations (Presenter is Underlined)

1. Youn, S. & Cho, E. (2019). Bridging the Gap between Green Self-perception and Intentional Behaviors: Mediating Role of Ad-brand Congruency. *International Textiles and Apparel Association*, Las Vegas, Nevada, October 25-29.
  
2. Lee, J. -E. & Youn, S. (2019). Luxury Marketing in Social Media: The Role of Social Distance in a Craftsmanship Video. *International Textiles and Apparel Association*, Las Vegas, Nevada, October 25-29.
  
3. Youn, S. & Lee K. -H. (2019). Global Market Dynamics of Korean Cosmetics: Network Analysis of International Trade. *International Textiles and Apparel Association*, Las Vegas, Nevada, October 25-29.
  
4. Lee, J., & Youn, S. (2019). How social distance shown in a social media craftsmanship video effects luxury brand experience. 2019 Global Fashion Management Conference at Paris, ESCP Europe, Paris, France, July 11-14.
  
5. Youn, S., & Mee, J., Lee K. -H., & Kowal, C. (2017). Understanding smartphone users' motivations: Social-cognitions and emotional desires. *American Collegiate Retailing Association (ACRA) 2017 Annual Conference*, Bloomington, MN, March 29 - April 1.
  
6. Youn, S., & Kowal, C. (2016). "Me Time" versus "Social Networking": Understanding the Motivations of Smartphone Users. *American Collegiate Retailing Association (ACRA) 2016 Annual Conference*, Secaucus, NJ, April 13-16.

7. Youn, S., Bae, K. -M., Lee, J. -I., Kwon, K. -S. & Lee, K. -H. (2009). Influence of body image and clothing involvement on fashion leadership and experience with appearance. *2009 International Textile and Apparel Association Annual Conference*, Bellevue, WA, Oct 29.
8. Youn, S. & Lee, K. -H. Clothing interest and acculturation of international students in Korea: Covariate effect of cultural values. *2009 International Textile and Apparel Association Annual Conference*, Bellevue, WA, Oct 30.
9. Youn, S., Lee, K. -M. & Cho, J. -Y. (2008). A study on the narcissistic personality and color preferences. *2008 International Costume Culture Conference & Exhibition*, Tsinghua University, China, Oct 10.
10. Youn, S., Bae, K-M. & Lee, K-H. (2008). Discrepancy between real self and ideal self as an indicator of fashion leadership. *2008 International Costume Culture Conference & Exhibition*, Tsinghua University, China, Oct 10.
11. Youn, S. & Lee, K. -H. (2007). Effects of acculturation on international students' self-identity and clothing behavior. *International Textiles and Apparel Association*, Los Angeles, CA, November 7-10.
12. Shu, M. -J., Youn, S., Seo, M. -S. & Lee, K. -H. (2007). Importance of functional evaluative criteria of knitwear and purchase satisfaction. *The Korean Society of Clothing and Textiles*, Seoul, April, 20.
13. Youn, S., Kim, E. -J. & Lee, K. -H. (2007). Publications of cross-cultural studies and acculturation studies in the clothing and textiles discipline from 1977-2006: A research trend analysis. *2007 International Conference, The Korean Society of Knit Design*, Tokyo, Japan, July 27.
14. Kim, E. -J., Youn, S. & Lee, K. -H. (2007). Modeling consumer use of criteria for evaluating knitwear: Moderating effect of price orientation. *2007 International Conference, The Korean Society of Knit Design*, Tokyo, Japan, July 27.
15. Kim, Y. -H., Shu, M. -J., Youn, S. & Lee, K. -H. (2006). Individuality and conformity in dress: Personality traits as antecedents and shopping orientation as consequences. *The Fiber Society, The Korean Fiber Society, The Korean Society of Costume. International Fiber Conference*, Seoul, May. 30 - June 3.

## **TEACHING EXPERIENCE**

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### Course Taught

**TAM 3800 Fashion Entrepreneurship**, 3 credits, 2019 – Present  
Average enrollment = 45  
Textile and Apparel Management, University of Missouri

**TAM 3200 Retail Finance and Merchandise Control**, 3 credit, 2019 – Present  
Average enrollment = 40  
Textile and Apparel Management, University of Missouri

**AMPD 5043 Theories and Practices in Apparel Merchandising**, 3 credit, 2019  
Average enrollment = 7  
School of Human Environmental Sciences, University of Arkansas

**Consumer Behavior**, 3 credits, 2017  
Average enrollment = 7  
Department of Entrepreneurship, Hanbat National University, South Korea

**Visual Merchandising**, 3 credits, 2009  
Average enrollment = 20  
Textile Design, Gyeongnam National University of Science and Technology

**Textile Materials**, 3 credits, 2010  
Average enrollment = 35  
Fashion and Textile Design, Seoil College, South Korea

Course Assisted:

**CSR 282 Consumer Relationship Management**, 3 credit, 2012 - 2013  
Average Enrollment = 100  
Consumer Sciences, Purdue University

**CSR 418 Selling and Sales Management Capstone**, 3 credit, 2014  
Average Enrollment = 60  
Consumer Sciences, Purdue University

Guest Lecture:

Title: Understanding Consumer Behavior and Consumer Research  
Oct 17, 2016, Hanbat National University, *South Korea*

**RESEARCH: SCHOLARSHIP**

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Internal Grants/Funding

- \$2,500 Youn, S. (2020-2021). Feeling (dis)connected under the crisis of COVID-19: Effect of consumer experience during the pandemic on revenge shopping behavior after the pandemic, *Program for HES Rapid Related to COVID-19*.
- \$3,000 Youn, S., Landor, A., & Kim, J-B. (2020-2021). Exploring diverse e-consumers' responses toward inclusive web-design and virtual environments, *Program for a Margaret Mangel Research Catalyst award (Mangel)*.
- \$1,000 Youn, S., Landor, A., & Kim, J-B. (2019-2020). The data privacy paradox: Exploring inclusive web-design and virtual environments for fashion e-consumers, *Program for Seeding Interdisciplinary Research Collaboration (SIRC)*.

## **ACADEMIC AWARDS**

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### Awarded: University/College

Research Grants, Purdue Research Foundation, Purdue University (\$1,392.83 per month), 2015 - 2016

Half-time Teaching Assistantship, Purdue University, 2014 - 2015

Doctoral Fellowship Award, Department of Clothing and Textiles, Hanyang University, 2008-2009

BK21 (Brain Korea 21) Fellowships Award, Hanyang University funded by National Research Foundation of Korea, 2009 – 2010

BK21 (Brain Korea 21) Fellowships Award, Hanyang University funded by National Research Foundation of Korea, 2006 - 2007

Teaching Assistant Fellowships Award, Department of Clothing and Textiles, Hanyang University, 2006

Excellence Award, Graduation Fashion Show, Department of Clothing and Textiles, Hanyang University, 2006

Excellence Award, Graduation Academic Best Student (Cum Laude), Department of Clothing and Textiles, Hanyang University, 2006

Excellence Award, Academic Scholarship, Department of Clothing and Textiles, Hanyang University, 2005

### Awarded or Recognized: National

Grant, Americasave.org (with Dr. Norris and CSR600 graduate students, \$570), Title: Increasing Financial Literacy of West Lafayette Purdue Community Students grant program for Community Service/Service learning project, Sept 28- Dec 06, Fall 2012

### **PROFESSIONAL DEVELOPMENT ACTIVITIES**

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Participated in a Fashion IT Professional course for Photoshop, Illustrator, Fashion Design CAD, Pattern CAD, Hanyang University supported by Ministry of Gender Equality & Family, 2008

Participated in an Intensive Fashion Seminar, Bunka Women's University, Japan, Tokyo, 2007

Participated in a Special Winter Seminar, Domus Academy, Milano, Italia, 2007

### **SPECIAL KNOWLEDGE AND SKILLS**

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Skills in the use of Software: SAS, R, SPSS, PROCESS, AMOS, Photoshop, Illustrator, Fashion Design CAD, Pattern CAD

Linear modeling: Regression, ANONA, MANOVA, ANCOVA

Structural modeling: SEM, Multi-group SEM, Logistic Regression SEM

Social networking analysis: UCINET and NetDraw

Qualitative Approaches In-depth interviews, Focus groups, Text analysis

### **ACADEMIC SERVICE**

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#### Manuscript Review for International Conference:

American Collegiate Retailing Association (ACRA), 2019 – Present

International Textile and Apparel Association (ITAA), 2019 – Present

#### Manuscript Review:

Clothing & Textiles Research Journal, 2020 – Present



Journal of Fashion Marketing and Management, 2019 – Present  
Fashion and Textiles, 2018 – Present  
The Research Journal of the Costume Culture, 2017 – Present  
Fashion, Industry and Education, 2017 – Present  
Journal of Textiles Research Journal, 2020 – Present  
Journal of Consumer Behaviour, 2020 - Present