

SONG-YI YOUN, PhD

Assistant Professor
Textile and Apparel Management
College of Arts and Science
University of Missouri
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EDUCATION

Doctor of Philosophy in Consumer Behavior

Purdue University, 2012 – 2016

Doctor of Philosophy in Fashion Retailing

Hanyang University, Seoul, South Korea, 2008 – 2018

Master of Science in Clothing and Textiles

Hanyang University, Seoul, South Korea, 2006 – 2008

Bachelor of Science in Clothing and Textiles, Minor in Business

Honors: *Magna Cum Laude*

Hanyang University, Seoul, South Korea, 2002 – 2006

ACADEMIC APPOINTMENTS

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

- Graduate faculty status awarded, 2019
- Doctoral faculty status awarded, 2021

Adjunct Research Assistant Professor, School of Human Environmental Sciences,
University of Arkansas, 2018 – 2019

Research Assistant, Consumer Sciences, Purdue University, 2015 – 2016

Teaching Assistant, Consumer Sciences, Purdue University, 2012 – 2014

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

INDUSTRY EXPERIENCES

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.
- Conducted marketing projects for the luxury fashion brand, MCM; Analyzed consumer datasets using quantitative and qualitative methods, 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.

AWARDS AND RECOGNITIONS

Awarded or Recognized: International

Youn, S., Ju, N., Hwang, J., Olivia, P., & Erickson, S. (2023). American Collegiate Retailing Association (ACRA) Conference Best Paper Award: Runner-up. Annual Conference, 2023

Youn, S., Ju, N., Hwang, J., Olivia, P., & Erickson, S. (2023). The International Journal of Retail Distribution Award. ACRA Conference, 2023

Hwang, J & **Youn, S.** (2021). Paper of Distinction, Merchandising/Retailing I. Management track, International Textile and Apparel Association (ITAA) Annual Conference, 2021.

Youn, S & Moritz, A. (2020). Paper of Distinction, Consumer Behavior Track, International Textile and Apparel Association (ITAA) Annual Conference, 2020.

Awarded or Recognized: National

Duan, J., **Youn S.** & Lee, K.-H. (2022). Paper of Distinction. The Korean Society of Fashion Design, Seoul, South Korea, Annual Conference, 2022.

Awarded, 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

Awarded: University/College/Department

Langsam Family Faculty Appreciation Award (\$500), Textile and Apparel Management, University of Missouri, Fall 2021 – Spring 2022.

Teaching Assistantship (Half-time), Purdue University, 2012 - 2016

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

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

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

Teaching Assistant Fellowship, 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 (Magna Cum Laude), Department of Clothing and Textiles, Hanyang University, 2006

Excellence Award, Academic Scholarship (1st place in GPA), Department of Clothing and Textiles, Hanyang University, 2005

RESEARCH

Research Interest:

Connected and/or possibly disconnected consumers, Consumer concerns in the apparel marketplace, Privacy concerns in the digital marketplaces, Retail technology integration, Ethical and sustainable consumption behavior of textile and apparel products.

Peer Reviewed Research Publications:

At MU:

1. **Youn, S.**, Hwang, J., Zhao, L., & Kim, J-B. (2023). Privacy paradox in 3D body scanning technology: The effect of 3D virtual try-on experience in the relation between privacy concern and mobile app adoption intention. *Humanities and Social Sciences and Communications*. <https://doi.org/10.1057/s41599-023-01632-y> [SSCI][AHCI] Impact

Factor (2022): 2.731 -- *Media attention ranked in the 97% of all tracked articles of a similar age in all journals and in the 99% (#1 ranked) in the journal as of July 2023*

2. Hwang, J., & **Youn, S.** (2023). From brick-and-mortar to Livestream shopping: product information acquisition from the uncertainty reduction perspective. *Fashion and Textiles*. <https://doi.org/10.1186/s40691-022-00327-3> [SSCI] Impact Factor (2021): 2.972
3. Moritz, A & **Youn, S.** (2022). Spatial ability of transitioning 2D to 3D designs in virtual environment: understanding spatial ability in apparel design education. *Fashion and Textiles*. <https://doi.org/10.1186/s40691-022-00293-w> [SSCI] Impact Factor (2021): 2.972
4. **Youn, S.** (2022). Negative spillover of moral irresponsibility into anti-brand behaviors: the role of moral emotion and disengagement in ethical and social transgressions. *Journal of Product and Brand Management*. <https://doi.org/10.1108/JPBM-12-2021-3785> [SSCI] Impact Factor (2021): 5.354
5. **Youn, S.**, Rana, R., & Kopot, C. (2022). Consumers going online for big-box retailers: Exploring the role of feeling disconnected during a pandemic. *International Journal of Consumer Studies* <https://doi.org/10.1111/ijcs.12793> [SSCI] Impact Factor (2021): 7.09
6. **Youn, S.**, & Cho, E. (2021). CSR ads matter to luxury fashion brands: A construal level approach to understand Gen Z consumers' eWOM on social media. *Journal of Fashion Marketing and Management*. <https://doi.org/10.1108/JFMM-12-2020-0269> [SSCI] Impact Factor (2021): 4.01.
7. **Youn, S.**, Lee, J., & Ha-Brookshire, J. (2021). Fashion consumers' channel switching behavior during the COVID-19: Protection motivation theory in the extended planned behavior framework. *Clothing and Textiles Research Journal*. <https://doi.org/10.1177/0887302X20986521> [SSCI] Impact Factor (2021): 1.90.
--- *Most cited article published in CTRJ in the last 3 years as of May 2022*
8. Lee, J., & **Youn, S.** (2020). Luxury marketing in social media: the role of social distance in a craftsmanship video. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-09-2019-0551> [SSCI] Impact Factor (2020): 2.51
9. **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] [ESCI]

Prior to MU:

10. **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> [ESCI] Impact Factor: 2.20

11. **Youn, S.**, & Lee, K. -H. (2015). Self-image and fashion leadership: Focusing on clothing involvement and consumer confidence [Written in Korean]. *The Society of Fashion and Textile Industry*, 17(3), 1-10. <https://doi.org/10.5805/SFTI.2015.17.3.382> [KCI]
12. **Youn, S.**, & Lee, K. -H. (2012). Acculturation, cultural orientation, and clothing involvement of international students in Korea [Written in English]. *Journal of the Korea Society of Clothing and Textiles*, 26(6), 641-652. <https://doi.org/10.5850/JKSCT.2012.36.6.641> [KCI]
13. **Youn, S.**, Park, J. Y., & Lee, K. H. (2011). Social self-image and Avatar image in the virtual world: Focus on ideal self-image and actual self-image [Written in Korean]. *Journal of the Korean Society of Costume*, 61(9), 1-14. <https://www.koreascience.or.kr/article/JAKO201110334669576.page> [KSCI]
14. Yoon, N. & **Youn, S.** (2010). The effects of fashion luxury consumption values on the perceived acquisition value and the role of reservation price [Written in Korean]. *The Research Journal of the Costume Culture*, 18(4), 774-788. <https://doi.org/10.29049/rjcc.2010.18.4.774> [KCI]
15. **Youn, S.** & Lee, K. -H. (2007). Effects of cosmopolitanism and nationalism on apparel product shopping [Written in Korean]. *Journal of the Korean Society of Clothing and Textiles*, 31(7), 1085-1095. <https://doi.org/10.5850/JKSCT.2007.31.7.1085> [KCI]
16. Lee, Y. -M., Kim, Y. -H., Kim, M. -J., Lee, Y. -K., **Youn, S.** & Lee, K. -H. (2007). Consumer age group differences in knitwear consumption behavior [Written in Korean]. *The Research Journal of the Costume Culture*, 15(2), 284-298. <https://doi.org/10.29049/rjcc.2007.15.2.284> [KCI]
17. Jang, Y. -J., Park, J. -O., Lee, K. -H. & **Youn, S.** (2007). Relational market behavior of fashion online community members [Written in Korean]. *The Research Journal of Costume Culture*, 15(1), 58-67. <https://doi.org/10.29049/rjcc.2007.15.1.58> [KCI]

Work in Under Review:

1. **Youn, S.**, Luan, C.C. (Under the 2nd review, July 12, 2023). Title withheld to maintain novelty. Submitted to Clothing and Textile Research Journal
2. **Youn, S.** & Ki, C., & Ha., S. (Submitted, July 20, 2023). Title withheld to maintain novelty. Submitted to Clothing and Textile Research Journal
3. **Youn, S.**, & Ju, N., & Hwang, J. (Submitted, May 1st, 2023). Title withheld to maintain novelty. Submitted to Journal of Business Research.

4. Swazan, I, & **Youn, S.** (Submitted, June 30, 2023). Title withheld to maintain novelty. Submitted to Journal of Fashion Marketing and Management

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 Proceedings (Presenter is Underlined)

At MU:

1. **Youn, S.**, Zhao, Li., & McBee-Black, K. (2023). Exploring Student Perspectives on Sustainable Cotton and Social Media Marketing: A Text Mining Approach. *2023 SFTI- Piattaforma Sistema Formativo Moda International Conference Proceedings*, Teatro IED Moda, Milan, Italy, July 6-7, 2023.
2. Erickson, S., Hwang, J., Swazan, I., & **Youn, S.** (2023). Fashioning the Virtual Self: Examining Consumer Motivations for Digital Fashion Through Content Analysis Approach. *2023 SFTI- Piattaforma Sistema Formativo Moda International Conference Proceedings*, Teatro IED Moda, Milan, Italy, July 6-7, 2023.
3. **Youn, S.**, Ju, N., Hwang, J., Prudhomme, O., & Erickson, S. (2023). Blockchain Technology Adoption in the Second-hand Luxury Market: Understanding Consumer Behavior in the Mental Accounting Theory. *American Collegiate Retailing Association (ACRA) Annual Conference Proceedings*, March 16-17, 2023. * **Best Paper Award**
4. **Youn, S.**, Luan, C-C., Min, Y-W., & Zhang, S. (2022). Are International Consumers Ready? Fashion Consumers' Perceptions of Soft Biometrics Management. *International Textile and Apparel Association Annual Conference Proceedings*, Denver, October 26-29, 2022.
5. **Youn, S.**, Ki, C-W., & Ha, S. (2022). Does Feeling Close or Distant Matter? Effect of Race-based Crisis on Brand Evaluation. *International Textile and Apparel Association Annual Conference Proceedings*, Denver, October 26-29, 2022.
6. **Youn, S.**, Li, Z., & McBee-Black, K. (2022). Sustainable Cotton in a Digital Environment: Applying a Situational based Learning into an Undergraduate Learning Experience. *International Textile and Apparel Association Annual Conference Proceedings*, Denver, October 26-29, 2022.
7. Hwang, J., Kim, S., & **Youn, S.** (2022). In-Store Automation: Consumers' Technology Adoption and Perceived Digital Exclusion. *International Textile and Apparel Association Annual Conference Proceedings*, Denver, October 26-29, 2022.

8. Hwang, J., Youn, S. & Li, Z. (2022). How Resilient Coping Influences Goals and Sustainable Fashion Consumption moving toward the next phase of COVID-19. *International Textile and Apparel Association Annual Conference Proceedings*, Denver, October 26-29, 2022.
9. Kim, S., Hwang, J., & Youn, S. (2022). Social media influencer and copycat crisis: Focus on the trademark law infringement. *International Textile and Apparel Association Annual Conference Proceedings*, Denver, October 26-29, 2022.
10. Kopot, C. & Youn, S. (2022). Diverse Mindset toward Beauty and Service Experience of Beauty Retailers: Difference between Female and Male. *International Textile and Apparel Association Annual Conference Proceedings*, Denver, October 26-29, 2022.
11. Cho, E. & Youn, S. (2022). The influence of country-of-origin and need for uniqueness on luxury fashion purchases. *International Textile and Apparel Association Annual Conference Proceedings*, Denver, October 26-29, 2022.
12. Min, Y., Youn, S. & Lee, K.-H. (2022). The conditions of sustainability in fashion brands. *International Conference on Clothing and Textiles (ICCT)*, Seoul, South Korea.
13. Duan, J., Youn S. & Lee, K.-H. (2022). Salesperson communication style and consumer advocacy: The case of Chinese market. *Conference of Fashion and New Media, The Korean Society of Fashion Design*, Seoul, South Korea. * **Paper of Distinction Award**
14. Hwang, J. & Youn, S. (2021). Can Live Stream Reduce Fashion Consumers' Uncertainty? Understanding Brick-and-Mortar and Live Stream Shopping Experience *International Textile and Apparel Association Annual Conference Proceedings*, November 3-6, 2021. * **Paper of Distinction Award**
15. Youn, S. & Hwang, J. Li, Z. & Kim, J.-B. (2021). Interactive Web Service and Risk Perception: Implication toward Virtual Try-On (VTO) Service. *International Textile and Apparel Association Annual Conference Proceedings*, November 3-6, 2021.
16. Youn, S. & Rana, R. (2021). Feeling Disconnected: Protection Motivation and Acceptance of Online Shopping During COVID-19 *International Textile and Apparel Association Annual Conference Proceedings*, November 3-6, 2021.
17. Cho, E. & Youn, S. (2020). Does information sharing matter for Gen Z social media users? Effects of motivations on purchase intentions through social commerce. *International Textile and Apparel Association Annual Conference Proceedings*, October 25-29.
18. Youn, S & Moritz, A. (2020). Consumer negative responses toward moral crisis in the fashion industry. *International Textile and Apparel Association Annual Conference Proceedings*, October 25-29. * **Paper of Distinction Award**

19. **Youn, S.** & Cho, E. (2019). Bridging the gap between green self-perception and intending behaviors: Mediating role of ad-brand congruency. *International Textiles and Apparel Association*, Las Vegas, Nevada, October 25-29.
20. 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.
21. **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.
22. **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.

Prior to MU:

23. **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.
24. **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.
25. **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.
26. **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.
27. **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.
28. **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.

29. **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.
30. **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. * **Best Presentation Award**
31. **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.
32. **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.
33. **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.

Professional Development for Research

- NSF Career Club (Accepted), A program to support for building a NSF Career grant, hosted by Research, Innovation & Impact, University of Missouri, January – July 2023.
- Early Career Research Development Fellows Program (Accepted), Three-year program for extraordinary cohort of 17 early-career faculty, Division of Research, Innovation & Impact, University of Missouri, August 2022 - August 2025.
- The World's Biggest Festival of 3D, Apparel, and Fashion, Sept 13-15, 2022
 - Agenda including “Fashion-tech reality check”, “Building a brand for everybody and any body”, and “What’s next in digitization?”.
- CLO 3D (Fashion design software) workshop, Hosted by Jim Simon from CLO Virtual Fashion INC, December 13-16, 2021.
- 3D Tech Festival 2021: The world's biggest festival of 3D, Apparel and Fashion (Alvanon), September 21-23, 2021.
- Sustainability for society and education group, University of Missouri, 2019-Present
- Linear modeling workshop (Regression, ANONA, MANOVA, ANCOVA), Purdue University, 2012.
- Structural modeling workshop (SEM, Multi-group SEM, Logistic Regression SEM), Purdue University, 2014.
- Social networking analysis workshop (UCINET and NetDraw), Purdue University, 2014

- Fashion IT Professional course for Photoshop, Illustrator, Fashion Design CAD, Pattern CAD, Hanyang University supported by Ministry of Gender Equality & Family, 2008.
- Intensive Fashion Seminar, Bunka Women's University, Japan, Tokyo, 2007
- Participated in a Special Winter Seminar, Domus Academy, Milano, Italia, 2007

TEACHING

New Course Developed

TAM 4000/7000 **Digital Marketing Strategies for Fashion**, Elective option for TAM major students. This course is designed and developed to meet social science general requirements by University of Missouri. The course develops an understanding of digital marketing strategies and provides executional considerations when fashion companies perform marketing plans within digital channels. Students utilize analytical and critical thinking skills as they apply the latest technologies to develop integrated marketing strategies across various digital platforms.

Courses Taught

TAM 7000 **Digital Marketing Strategies for Fashion**, 3 credits, 2021 – Present
Average enrollment = 12
Textile and Apparel Management, University of Missouri

TAM 4000 **Digital Marketing Strategies for Fashion**, 3 credits, 2020 – Present
Average enrollment = 53
Textile and Apparel Management, University of Missouri

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

TAM 2300 **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

CSR 282 **Consumer Relationship Management**, 3 credits, 2012 - 2013
Average Enrollment = 100

Consumer Sciences, Purdue University

CSR 418 Selling and Sales Management Capstone, 3 credits, 2014

Average Enrollment = 60

Consumer Sciences, Purdue University

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

Invited Presentations

Fashion Consumers' Perception of Soft Biometrics Management, Special topic for faculty workshop, Dec 13, 2022, Hosted by Dr. Chi-Cheng (Roy) Luan, Department of Management Science, National Yang Ming Chiao Tung University (NYCU), Taiwan

Consumer Behavior Research: Digital Retail Innovation and Fashion Consumers, Guest lecture for undergraduate students, November 14, 2022, Hosted by Dr. Chi-Cheng (Roy) Luan, Department of Management Science, National Yang Ming Chiao Tung University (NYCU), Taiwan

Toward Digital and Socially Responsible Fashion, Guest lecture for graduate workshop, May 27, 2022, Hosted by Dr. Kyu-Hye Lee, Textile and Clothing Department, Hanyang University, Seoul, South Korea

Digital Marketing and social media: Branding Yourself on social media, Guest lecture, NIL Education Session for student-athletes, Oct 20, 2021, Hosted by Bob Nolte – Director of Compliance - Education, University of Missouri.

Feeling (dis)connected under the crisis of COVID-19, COVID Grant Presentation, February 26, 2021, Hosted by HES Associate Dean Jill Kanaley, University of Missouri

Graduate Committees Served as Advisor

PhD Students

- Ishtehar Swazan (Fall 2022 – Present) --- Textile and Apparel Management, University of Missouri
- Joohye Hwang (Fall 2019 – Summer 2023) --- Textile and Apparel Management, University of Missouri.
 - Dissertation: Consumer digital inequality and technology resistance in technology-driven fashion retail environments: A mixed methods approach.

- Current position: Assistant Professor at Thomas Jefferson University.
- Received a Best Paper Award in Merchandising/Retailing I. Management track (1st author), ITAA, 2021.
- Received a Sarah Douglas Doctoral Student Award, ITAA, 2022.
- Received GPC (Graduate Professional Council) Research Development Award (RDA), University of Missouri, Jun 1st, 2022, ~ May 30th, 2023 (\$400).

Master Students

- Anna Moritz (Fall 2019 – Summer 2021, Degree completed) --- Textile and Apparel Management, University of Missouri.
 - Master Thesis: Spatial ability of transitioning 2D to 3D apparel design: Applying Apparel Spatial Visualization Test (ASVT) into virtual environment.
 - Current position: Early Career Talent Acquisition Coordinator, Anheuser-Busch, St Louis, Missouri (2019 – Present)
 - Received a Best Paper Award in Consumer Behavior Track (2nd author), ITAA, 2020.
- Mahima, Naznin (Fall 2019 – Summer 2021, Degree completed) --- Textile and Apparel Management, University of Missouri
 - Master Thesis: Fashion brand CSR: fashion consumers' environmental belief, expectations on CSR communication, and purchase intention
 - Current Position: Ph.D. student, Department of Industrial Engineering, University of Missouri (2021 – Present)

Graduate Committees Served as a Member

PhD Students

- **Rafiqul Rana** (Spring 2022, Degree completed) --- Textile and Apparel Management, University of Missouri
- **Cydni M. Robertson** (Spring 2022, Degree completed) --- Textile and Apparel Management, University of Missouri
- **Muzhen Li** (Spring 2022, Degree completed) --- Textile and Apparel Management, University of Missouri

Master Students

- **Mackenzie Miller** (Fall 2020 – Present) --- Textile and Apparel Management, University of Missouri
- **Seong Eun Kim** (2018, Degree completed) --- Clothing and Textiles, Hanyang University, Seoul, South Korea

Professional Development for Teaching

- Teaching Certification, April 28th. 2023, Participation in Mentoring at Mizzou, a CIMER Training April 2013. Certified by Jeni Hart (Dean of the Graduate School and Vice

Provost for Graduate Studies) and Candace R. Kuby (Associate Provost for Faculty Success), University of Missouri.

- Teaching Renewal Week 2023, Teaching for Learning Center, University of Missouri
 - Featured session: Cultivating a culture of academic integrity in your classroom and on campus, January 11, 2023 (One hour).
 - 101 ways to expose undergraduates in your class to the research enterprise at Mizzou, January 11, 2023 (One hour).
 - Engaging students through social media, January 11, 2023 (One hour).
 - Collaborative annotation of digital texts for education, January 12, 2023 (One hour).
 - Curbing the critical thinking crisis, January 12, 2023 (One hour).
- Leveraging student’s backgrounds: Culturally Responsive Writing Instruction in STEM Classrooms, Facilitated by Sarah Apple, Raytown High School and Dr. Julie Birt, Campus Writing Program, University of Missouri, Oct 19, 2022 (Two hours).
 - Discussing about how language and culture matter for developing effective science literacy. Utilizing an equity framework to reflect, evaluate, and develop culturally responsive writing instruction for their STEM classrooms.
- Game-Based Learning Community of Practice, Ellis Library 25, Facilitated by Victoria Mondelli, Teaching for Learning Center Director, Teaching for Learning Center, University of Missouri, September 29, 2022 (Two hours).
 - Practical approaches in leveraging play to increase student engagement and deepen learning.
 - Facilitating a scholarly framework and design method and ensuring the alignment to course goals (TAM 4000 Retail Entrepreneurship) through creative active-learning and learning games.
- Online Certificate in “Motivating Students to Learn”, Alison Education, Aug 2022
- Online Teaching Certificate, University of Missouri, 2020

GRANTS

External Grants/Funded

\$2,000 Awarded. PI: **Youn, S**; Co-PI: Zhu, Q., & Lui, P. (January 2023 – December 2023). Sustainable Food Traceability on Blockchain: Understanding Consumer Decisions in Restaurants using the Uncertainty Reduction Approach, *Foodservice Systems Management Education Council (FSMEC)*, 60% shared credit.

\$30,790 Awarded. PI: **Youn, S**; Co-PI: Zhao, L. & McBee-Black, K. (January 2022 – December 2022). Sustainable Cotton Going to Digital Market: Extending

Cotton Sustainability to the Digital Marketplace Through a Situation-Based Learning Opportunity, 2022 Cotton in the Curriculum Grant Program, *Cotton Incorporated*, 65% shared credit.

External Grants/Non-Funded

\$150,000 PI: Kang, K; Co-PI: **Youn, S.** & Qin, H. SCC-PG: Planning Smart Infrastructure Management with Incentive-based Community Participation. S&CC Integrative Research Grants (SCC-IRG, 2021-2022). *Nation Science Foundation (NSF)*. Review results: Very Good, Fair, Good.

Internal Grants/Funded

\$3,000 PI: Kopot, K; Co-PI: **Youn, S.**, & Bei, J. (2021-2022). Exploring diverse beauty customer experience shopping on offline-online beauty retail crossover, *TAM Catalyst proposal, Textile and Apparel Management Department*.

\$2,500 PI: **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 PI: **Youn, S.**; Co-PI: 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 PI: **Youn, S.**; Co-PI: 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)*.

\$12,537 PI: Kowal, C.; Co-PI: **Youn, S.** (2015-2016). Effect of Interaction with a smartphone on hormonal changes, *Purdue Research Foundation (PRF)*.

SERVICE

International Association:

- Member American Collegiate Retailing Association (ACRA), 2012 – Present
- Member, International Textile and Apparel Association (ITAA), 2009 – Present

International Journals:

- Editorial board member, Fashion and Textiles, 2022 – Present
- Editorial board member, Clothing & Textiles Research Journal, 2021 – Present
- Reviewer, Family and Consumer Sciences Research Journal, 2022 – Present
- Reviewer, Journal of Brand and Product Management, 2022 – Present
- Reviewer, Psychology and Marketing, 2022 – Present
- Reviewer, International Journal of Consumer Studies, 2022 – Present
- Reviewer, International Journal of Retail and Distribution Management, 2021 – Present
- Reviewer, Clothing & Textiles Research Journal, 2020 – 2021
- Reviewer, Journal of Textiles Research Journal, 2020 – Present
- Reviewer, Journal of Consumer Behaviour, 2020 – Present
- Reviewer, Journal of Fashion Marketing and Management, 2019 – Present
- Reviewer, Fashion and Textiles, 2018 – 2022
- Reviewer, The Research Journal of the Costume Culture, 2017 – Present
- Reviewer, Fashion, Industry and Education, 2017 – Present

University and Department:

- Committee member, Faculty Awards committee, College of Arts and Science, University of Missouri, 2023 – Present
- Committee chair, TAM Undergraduate Scholarship Committee, University of Missouri, 2022 – Present
- Committee member, TAM Undergraduate Scholarship Committee, University of Missouri, 2020 – 2021
- Committee member, TAM Merchandising Curriculum Committee, University of Missouri, 2019 – Present
- Committee member, TAM Graduate Education Committee, University of Missouri, 2019 – Present
- Committee member, TAM Faculty Diversity Postdoctoral Program (PFFFD) search committee, University of Missouri, 2021
- Committee member, TAM Faculty search committee, University of Missouri, 2021 – 2022
- Committee member, HES graduate awards and scholarship, University of Missouri, 2020 – 2021
- Committee member, HES Inclusivity and diversity task force, HES, University of Missouri, 2019 – 2020
- Committee member, Graduate Student Association – Consumer Science (Purdue University), University of Missouri, 2012 – 2016

Press Released:

- Show Me Mizzou, Research News (June 30, 2023) titled “Consumers more likely to use virtual apparel try-on software if interactive” Link is available at <https://showme.missouri.edu/2023/consumers-more-likely-to-use-virtual-apparel-try-on-software-if-interactive/>
 - News article (June 30, 2023). Link is available at <https://www.eurekalert.org/news-releases/994255>
 - News article (June 30, 2023). Link is available at <https://phys.org/news/2023-06-consumers-virtual-apparel-try-on-software.html>
 - News article (June 29, 2023). Link is available at <https://bioengineer.org/consumers-more-likely-to-use-virtual-apparel-try-on-software-if-interactive/>
 - News article (June 29, 2023). Link is available at <https://scienmag.com/consumers-more-likely-to-use-virtual-apparel-try-on-software-if-interactive/>
 - News article (June 29, 2023). Link is available at <https://newsazi.com/consumers-more-likely-to-use-virtual-apparel-try-on-software-if-interactive/>
 - News article (June 29, 2023). Link is available at <https://vervetimes.com/interactive-features-increase-consumer-adoption-of-virtual-apparel-try-on-software-finds-study/>
 - News article (June 29, 2023). Link is available at <https://www.digitalhealthnews.eu/research/6991-consumers-more-likely-to-use-virtual-apparel-try-on-software-if-interactive>
 - News article (June 29, 2023). Link is available at <https://www.businessmayor.com/consumers-more-likely-to-use-virtual-apparel-try-on-software-if-interactive/>
 - News article (June 30, 2023) Featured a research conducted by Youn S., Available at <https://apparelresources.com/technology-news/retail-tech/interactivity-increases-consumer-adoption-virtual-apparel-try-software/>
- Participated in an interview, which is released at Hanyang University’s website (NewsH, November 11, 2022). Alumna Youn Song-yi became an assistant professor in University of Missouri in the U.S. Link is available at <https://www.newshyu.com/news/articleView.html?idxno=1007631>
- Participated in an interview titled “Evolution of fashion: Fashion microtrends rise, inspired by past decades” which is released at Southpaw: The retrospect issues (Volume 12, Issue 4, April 2022) - Printed magazine of the Rock Bridge High School.