

Li Zhao, Ph.D.

Associate Professor

Director of Graduate Studies

137 Stanley Hall, Textile and Apparel Management, University of Missouri

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EDUCATION

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

Associate Professor, Textile and Apparel Management, University of Missouri, 6/2023-Present

Director of Graduate Studies, Textile and Apparel Management, University of Missouri,

8/2022-Present

Core Faculty, Data Science and Analytics, University of Missouri,10/2022-Present

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

Doctoral faculty status awarded, 2018

Graduate faculty status awarded, 2017

Affiliate Faculty, Institute for Data Science and Informatics, University of Missouri,1/2022-

Present

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

Research/Teaching Assistant, Textile and Apparel Management, University of Missouri,

8/2012–5/2015

RESEARCH

RESEARCH INTERESTS:

Digital Innovations in the Fashion Industry, Fashion Data Analytics, and Sustainability

PUBLICATIONS (*indicates student author):

1. Lee, S., Chang, J. & **Zhao, L.** (2023). The Importance of Personal Norms and Situational Expectancies to Sustainable Behaviors: The Norm Activation and Situational Expectancy-Value Theories. *Journal of Retailing and Consumer Services*. [SSCI Indexed]
2. Youn, S., Hwang, J., **Zhao, L.**, & Kim, J. (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 Communications*. [SSCI Indexed]

3. Li, M., **Zhao, L.**, & Srinivas, S. (2022). It's about Inclusion! Mining Online Reviews to Understand the Needs of Adaptive Clothing Customers. *International Journal of Consumer Studies*. [SSCI Indexed].
4. **Zhao, L.**, Lee, S.H.; Li, M.*; & Sun, P.* (2022) The use of social media to promote sustainable fashion and benefit communications: A data-mining approach. *Sustainability*, 14, 1178. <https://doi.org/10.3390/su14031178>. [SSCI Indexed].
5. Han, J*., Chen, Q.*, Jin, X.*, Xu, W.*, Yang, W.*, Kumar, S., **Zhao, L.**, ... & Kumar, R. (2021). FITNet: Identifying fashion influencers on Twitter. *Proceedings of the ACM on Human-Computer Interaction*, 5(CSCW1), 1-20.
6. **Zhao, L.**, Li, M.*, & Sun, P*. (2021). Neo-Fashion: A data-driven fashion trend forecasting system using machine learning through catwalk analysis. *Clothing and Textiles Research Journal*. [SSCI Indexed].
--- The Top Altmetric Score Paper Receiver Award from CTRJ
7. Li, M.*, & **Zhao, L.** (2021). Exploring sustainability practices of global fashion companies through dictionary-based text analysis. *Clothing and Textiles Research Journal*. [SSCI Indexed].
8. **Zhao, L.**, & Kim, K. (2021). Responding to the COVID-19 pandemic: practices and strategies of the global clothing and textile value chain. 39(2), 157-172. *Clothing and Textiles Research Journal*. [SSCI Indexed].
--- Most read article published in CTRJ in the last 3 years as of April 2022
9. Kim, K., & **Zhao, L.** (2021). Filtering facepiece respirator supply chain management framework under a disaster such as COVID-19. *Societies*. [SCIE Indexed].
10. Modi, D.*, & **Zhao, L.** (2020). Social media analysis of consumer opinion on apparel supply chain transparency. *Journal of Fashion Marketing and Management*, 25 (3), 465-481. [SSCI Indexed].
11. Li, X., **Zhao, L.**, & Lee, S. (2020). 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*. 25(3), 430-447. [SSCI Indexed].
12. 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]
13. 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].
14. **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].

15. 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>. [Scopus Index, Q1 in Computer Networks and Communications].
16. **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].
--- *The Top Citation Award from CTRJ*
17. 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].
18. **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].
19. **Zhao, L.** & Ha-Brookshire, J. (2018). Importance of Guanxi in Chinese apparel new venture success: mixed method approach, *Journal of Global Entrepreneurship Research*. 8, 13
20. **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].
21. 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].
--- *Best Paper Award of Fashion and Textiles*
22. **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:

23. 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. (PEER-REVIEWED)
24. 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. (EDITOR-REVIEWED)
25. 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. (EDITOR-REVIEWED)

PAPERS UNDER REVIEW:

26. **Zhao, L.**, and co-authors. (Under Review). Sales formats and Data-driven Marketing. *Transportation Research Part E: Logistics and Transportation Review*. [SCI Indexed].
27. **Zhao, L.** and co-authors. (Under Revision). Fashion Entrepreneurship. *Journal of Fashion Marketing and Management*. [SSCI Indexed].

PEER-REVIEWED CONFERENCE PROCEEDINGS:

1. Wu, J., Kim, J., & **Zhao, L.** (2023). Wearable Sportswear for Alpine Skiers. *25th International Conference on Human-Computer Interaction, Copenhagen, Denmark*.
2. Youn, S., **Zhao, L.**, & McBee-Black, K. (2022). Sustainable Cotton in a Digital Environment: Applying a Situation-based Learning into an Undergraduate Learning Experience. *International Textile and Apparel Association Annual Conference, Denver, CO*.
3. Hwang, J., Youn, S., & **Zhao, L.** (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, Denver, CO*.
4. Lee, S., Chang, H., & **Zhao, L.** (2022). The Importance of Personal Norms and Accessibility in Sustainable Behaviors: Norm Activation and Situational Expectancy-Value Theory. *International Textile and Apparel Association Annual Conference, Denver, CO*.
5. Wu, J., **Zhao, L.**, & Kopot, C. (2022). The Evolving Role of Designers in the Digital Transformation Process of the Apparel Industry. *International Textile and Apparel Association Annual Conference, Denver, CO*.
6. Lee, S., Zhou, Y., Chang, H., & **Zhao, L.** (2022). Do Consumers Truly Understand Sustainability? Text Mining and Sentiment Analysis. *29th Recent Advances in Retailing and Consumer Science Conference, Lyon, France*.
7. Chang, H., Lee, S., Zhou, Y., & **Zhao, L.** (2022). Consumer moral responsibility for sustainability: a reflexive thematic approach based on norm activation model. *International Conference on Clothing and Textiles, Seoul, South Korea*.
8. Li, M., **Zhao, L.** & Srinivas, S. (2022). A comparative study to understand adaptive clothing consumer and online shopping – Using data mining methods. *International Conference on Clothing and Textiles, Seoul, South Korea*.
9. **Zhao, L.** (2021). Understanding the paradigm shift to fashion big data analytics. *International Textile and Apparel Association Annual Conference, Virtual*.
10. **Zhao, L.**, & McBee-Black, K. (2021). Sustainability and transparency in the global cotton supply chain: a practice-based experiential learning opportunity tracing stakeholder opinion. *International Textile and Apparel Association Annual Conference, Virtual*.

11. Huang, R., & **Zhao, L.** (2021). Investigating user-generated short videos: the impacts of perceived fit and perceived novelty on immersion and consumer surprise. *International Textile and Apparel Association Annual Conference*, Virtual.
12. Lee, S., Li, X., & **Zhao, L.** (2021). Buyer-seller relationship moderators: The role of firm performance in shaping general apparel e-sourcing experience. *International Textile and Apparel Association Annual Conference*, Virtual.
13. Youn, S., Hwang, J., **Zhao, L.**, & Kim, J. (2021). Interactive web service and risk perception: Implication toward Virtual Try-On (VTO) service. *International Textile and Apparel Association Annual Conference*, Virtual.
14. Hwang, J., & **Zhao, L.**, (2021). How COVID-19 has shaped Gen Z's fashion consumption values? *International Textile and Apparel Association Annual Conference*, Virtual.
15. McBee-Black, K. & **Zhao, L.** (2021). Using fashion revolution's who made my clothes campaign to introduce cotton supply chain transparency to upper-level apparel undergraduates. *International Textile and Apparel Association Annual Conference*, Virtual.
16. Li, M., & **Zhao, L.** (2021). Competing in the digital age: Understanding the customer experience of department stores through mobile app reviews. *International Textile and Apparel Association Annual Conference*, Virtual.
17. Li, M., **Zhao, L.**, & Srinivas, S. (2021). It's about inclusion! Mining online reviews to understand the needs of adaptive clothing consumers. *International Textile and Apparel Association Annual Conference*, Virtual.
18. Han, J., Chen, Q., Jin, X., Xu, W., Yang, W., Kumar, S., **Zhao, L.**, ...& Kumar, R. (2021). FITNet: Identifying fashion influencers on Twitter. *The 24th ACM Conference on Computer-Supported Cooperative Work and Social Computing*.
19. **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*, Virtual.
20. **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*, Virtual.
21. 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*, Virtual.
22. Li, M., **Zhao, L.**, & Srinivas, S. (2020). Online adaptive clothing shopping experience: text-mining of product titles and consumer reviews. *International Textile and Apparel Association Annual Conference*, Virtual.
23. **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*, Virtual.

Association Annual Conference, Virtual.

24. 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, Virtual.*
25. **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.*
26. 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.*
27. 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.*
28. 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.*
29. 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.*
30. 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.*
31. **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.*
32. 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.*
33. Md. Rafiqul, I. R., & **Zhao, L.**, (2018). Fashion buyer role in 21st century: A data-mining-based content analysis approach. *International Textile and Apparel Association Annual Conference, Cleveland, OH.*
34. 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.*
35. 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.

36. **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.
37. **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.
38. Lee, S., & **Zhao, L.** (2018). Responding to sustainability with sentimental messages through social media. *International Textile and Apparel Association Annual Conference*, Cleveland, OH.
39. **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.
40. 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.
41. **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.
42. **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.
43. 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.
44. 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.
45. **Zhao, L.** (2016), Using a Case Method to teach luxury fashion management, *International Textile and Apparel Association Annual Conference*, Vancouver, Canada.
46. **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.
47. Shah, A. & **Zhao, L.** (2016), Impeding counterfeiting of luxury products in India. *International Textile and Apparel Association Annual Conference*, Vancouver, Canada.
48. 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.

49. **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 18th Annual IFFT conference paper, 289-301, China Textile & Apparel Press.
50. **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.
51. **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.
52. **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.
53. **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.
54. **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.
55. **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

Adaptive Apparel – An ITAA Research Focus: Connecting Scholarship to Industry (2020), *International Textile and Apparel Association Annual Conference*, Denver, CO. Panelist.

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

EXTERNAL/INTERNAL GRANTS/FUNDING (FUNDED)

| | | |
|-----------|---|-------------|
| \$35,000 | Building Disability Studies Awareness Planning Grant <i>National Endowment of the Humanities</i> | Role: Co-PI |
| \$149,000 | Enhancing Students' Digital Data Literacy: Development and Evaluation of Educational Modules (2022) <i>National Institute of Food and Agriculture, United States Department of Agriculture</i> | Role: PI |
| \$39,467 | Understanding the Concept of Cotton Circularity Using Omnichannel Perspectives Through Experiential Learning Opportunities (2022) <i>Cotton Inc</i> | Role: Co-PI |
| \$30,790 | Sustainable Cotton Going to Digital Market: Extending Cotton Sustainability to the Digital Marketplace Through a Situation-Based Learning Opportunity (2021) <i>Cotton Inc</i> | Role: Co-PI |
| \$1,000 | Research Development Fellows Program (2021) <i>Office of Research and Economic Development, University of Missouri</i> | Role: PI |
| \$28,368 | Trace Public and Stakeholder Opinion Regarding Sustainability and Transparency in the Global Cotton Supply Chain: A Practice-Based Experiential Learning Opportunity (2020) <i>Cotton Inc</i> | Role: PI |
| \$2,000 | HES IDEAS Lab Funding (2020) <i>University of Missouri</i> | Role: Co-PI |
| \$27,597 | Seeking Sustainability in the Global Cotton Supply Chain: An Experiential Learning Opportunity by the Case Method. (2019) <i>Cotton Inc</i> | Role: PI |
| \$70,574 | New Product Launch Strategies Based on Social Media Live Streaming (2018) <i>The National Natural Science Fund, National Natural Science Foundation of China, China, Project ID: 71871051</i> | Role: Co-PI |
| \$29,883 | Breaking the Barriers of Disability with Cotton Performance Technologies: An Experiential Learning Opportunity for Students (2018) <i>Cotton Inc</i> | Role: Co-PI |
| \$960 | Data-Driven Trends Forecasting in the Fashion Industry (2018) | |

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| | <i>Seeding Interdisciplinary Research Collaboration Grant, University of Missouri</i> | Role: PI |
| \$500 | HES Faculty Grant Writing Institute (2018) <i>University of Missouri</i> | Role: PI |
| \$1,500 | The Impact of Social Media Influencers in Sustainable Fashion on Millennial Consumers (2018) <i>Program for Undergraduate Research Experiences, University of Missouri</i> | Role: Mentor |
| \$1,000 | Faculty International Travel (FIT) Grant (2018) <i>University of Missouri</i> | Role: PI |
| \$3,000 | IU Overseas Study Program Development Grant (2017) <i>Indiana University</i> | Role: PI |
| \$19,758 | Big Data and Fashion Knockoffs (2016) <i>Collaborative Research and Creative Activity Grant Indiana University</i> | Role: Co-PI |
| \$6,000 | Professional Grant (2015-2017) <i>Indiana University</i> | Role: PI |
| \$600 | Graduate Professional Council Travel Grant (2013-2014) <i>University of Missouri</i> | Role: PI |
| \$1,100 | GSA-TAM, Research Grant (2013-2014) <i>University of Missouri</i> | Role: PI |

EXTERNAL/INTERNAL GRANTS (NOT FUNDED)

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|-----------|--|-----------------------|
| \$150,000 | Building Disability Studies Awareness in the College of Arts and Sciences <i>National Endowment for the Humanities (2021)</i> | Role: Co-PI |
| \$105,980 | Gender Inequality in Intra-Household Financial Decision Responsibility of Young Low-Income Women (2020) <i>Russell Foundation Grant</i> | Role: Co-PI |
| \$89,979 | The Impact of Fashion Informatics on Fashion Retailing Practices (2019) <i>JD. Com.Inc</i> | Role: PI |
| \$750,000 | Invited for 2 nd Round Review- MUDEEP: University of Missouri Interdisciplinary Deep Learning Research Center (2019) <i>University of Missouri System</i> | Role: Collaborator |
| \$36,905 | Increase Students' Awareness and Knowledge of Sustainable Cotton through Social Network Analysis in the Era of Big Data (2017) | |

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| | <i>Cotton Inc</i> | Role: PI |
| \$10,000 | Research Grant (2017) <i>Research Data Alliance/US Early Career Program</i> | Role: PI |
| \$2,000 | Walmart Foundation Grant (2015) <i>Walmart</i> | Role: PI |

SELECTED HONORS AND AWARDS

Provost's Outstanding Junior Faculty Research and Creative Activity Award, University of Missouri, 2023

Provost's Great Book Award, University of Missouri, 2023

Rising Star Award, International Textile and Apparel Association, 2022.

Outstanding Reviewer Award, Clothing and Textile Research Journal, 2022

Top Cited Articles Award, Clothing and Textile Research Journal, 2022

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

HES Distinguished Teacher Award, College of Human Environmental Science, University of Missouri, 2021

The Top Altmetric Score, Clothing and Textile Research Journal, 2021

Zhao, L., Li, M., & Sun, P. (2020). Neo-Fashion: A data-driven fashion trend forecasting system using machine learning through catwalk analysis.

HES Hazel M Hatcher Teaching Scholar (\$2,000), College of Human Environmental Science, University of Missouri, 2021

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.

Research Fellow, Research Development Fellows Program, University of Missouri, 2020

Teaching Scholar, University of Missouri System Teaching Scholars, University of Missouri, 2020

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 (2018). The rise of fashion informatics: Data-mining-based social network analysis in fashion.

Best Paper Award (1st 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.

Maxine Hobbs Patrick and Homer Patrick Graduate Fellowship, Textile and Apparel Management, University of Missouri, 2014 (\$1,000)

TEACHING

NEW COURSE DEVELOPED

TAM 7300 Branding

University of Missouri

Required course for Digital Merchandising Graduate Certificate. This course addresses the management of branding product lines produced by textile and apparel firms; strategic implications of the development of brand equity toward increasing customer loyalty.

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.

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.

COURSES TAUGHT

ARCH ST 7962 Information Visualization and Visual Analytics, 3 credits, 2022

Average enrollment = 10

Architectural Studies, University of Missouri

TAM 7300 Branding, 3 credits, 2021 – Present

Average enrollment = 10

Textile and Apparel Management, University of Missouri

TAM 4110 Global Sourcing, 3 credits, 2020 – 2021

Average enrollment = 70

Textile and Apparel Management, University of Missouri

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

Average enrollment = 60

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 – 2021

Average enrollment = 100

Textile and Apparel Management, University of Missouri

TAM 4300 Softgoods Brand Management & Promotion, 2017-2019

Average enrollment = 80

Textile and Apparel Management, University of Missouri

R412 Global Sourcing, 3 credits, Fall 2015/Spring2016/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

Angga Ranggana Putra --- Textile and Apparel Management, University of Missouri

(Co-Advise with Dr. Caroline Kopot)

Yuhui (Jessie) Liu --- Textile and Apparel Management, University of Missouri

Jia (Chloe) Wu --- Textile and Apparel Management, University of Missouri

(Co-Advise with Dr. McBee-Black)

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

(Co-Advise with Dr. McBee-Black)

(Completed Summer 2022)

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

(Completed Summer 2022)

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

(Completed Summer 2021)

Master Students

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

Best Paper Award (1st Place – Master Level), ITAA, 2018.

(Completed Spring 2018)

GRADUATE COMMITTEES SERVED AS MEMBER

PhD Students

Joohye Hwang--- Textile and Apparel Management, University of Missouri

Jinda Han --- Computer Science, University of Illinois, Urbana-Champaign

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

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

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

Shuyi Huang --- 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

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

Master Students

Mackenzie Miller--- Textile and Apparel Management, University of Missouri

India Ivy--- Textile and Apparel Management, University of Missouri

Ashten Lorts--- Textile and Apparel Management, University of Missouri

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

1. Fashion AI, Glorious Sun School of Business and Management, Beijing Institute of Fashion Technology, China, 2023
2. Fashion AI, Glorious Sun School of Business and Management, Donghua University, China, 2023
3. Unleashing the Power of Fashion Data Analytics and AI: Transforming the Fashion Industry for the Future, Data Science and Analytics Executive Week, University of Missouri, 2023
4. Brand Management, International Fashion and Textile Design, The Hong Kong Polytechnic University, China, 2020, 2021, 2022
5. International Career in Higher Education, ELPA 9467 International Higher Education, University of Missouri, 2020
6. Informatics and Psychology Research in Fashion, Seminar on Quantitative Psychology, University of Missouri, 2020
7. Measuring Sustainability and Sustainable Development, Seminar on Sustainable Development, University of Missouri, 2020
8. Fashion Informatics: What can it do for global sustainability issues?, Food & Agricultural Policy Research Institute, University of Missouri, 2019
9. Big data and fashion, Business School, Beijing Institute of Fashion Technology, China, 2018
10. Digital innovations in fashion, Glorious Sun School of Business and Management, Donghua University, China, 2018
11. 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
12. Luxury brand management, Kelley MBA International Perspectives Field Study Course, Kelley Business School, Indiana University, 2016

INDUSTRY EXPERIENCE

PR Coordinator, Christian Dior, Beijing, China, 2011–2012
Regional Manager, Wilkinson Group, Beijing, China, 2010–2011
Marketing Head Assistant, Wilkinson Group, Beijing, China, 2009–2010

PROFESSIONAL DEVELOPMENT AND AFFILIATIONS

Professional Memberships

International Textiles and Apparel Association, 2012–Present
The Korean Society of Clothing and Textiles, 2022–Present

Professional Development for Research and Scholarship

Facilitating Entering Mentoring (Mentor Training), University of Missouri, 2022
Joining the Data Revolution: Big Data in Education and Social Science Research, Institute for Research on Innovation & Science, University of Michigan, 2022
'Educate the educators', Cotton Inc., 2021
Research Development Fellows Program, 2020 - Present
University of Missouri System Teaching Scholars, 2020 -2021
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

March 21st, 2023. There's more to adaptive clothing than function – Futurity.
<https://www.futurity.org/adaptive-clothing-retailers-consumers-disabilities-2893012-2/>

Oct 4th, 2021. Class act. <https://showme.missouri.edu/2021/class-act/>

May 3rd, 2021. Analyzing COVID-19's effect on the clothing industry.
<https://phys.org/news/2021-04-covid-effect-industry.html>

Nov 18th, 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 3rd, 2019. Can you afford to be a VSCO girl?
https://www.voxmagazine.com/news/vsco-girl-trend/article_f367cb78-cc6c-11e9-bcee-3f67db5cf3aa.html

Apr 18th, 2019. The future of the fashion industry is in hashtags, MU researcher says.
https://www.columbiamissourian.com/news/higher_education/the-future-of-the-fashion-industry-is-in-hashtags-mu/article_7ef16a02-449e-11e9-80f2-c7754c219a43.html

Feb 26th, 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

Feb 15th, 2019 Chinese Luxury Fashion Influence
<http://asiaexpertsforum.org/li-zhao-chinese-luxury-fashion-influence/>

Feb 1st, 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

Trained Facilitator of the Entering Mentoring curricula series, CIMER (Center for the improvement of Mentored Experiences in Research), University of Wisconsin-Madison
Online Teaching Certificate, University of Missouri
Introduction to Python for Statistics Short Course, University of Missouri

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

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

SERVICE

LEADERSHIP:

Co-Chair, ITAA and KSCT Joint Symposium, 2023

Chair, External Relations Committee, International Textile and Apparel Association, Virtual Conference, 2023-2024

Review Co-Chair, Textile and Apparel Industry Track, International Textile and Apparel Association, Virtual Conference, 2021

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, International Textile and Apparel Association Annual Conference, Virtual, 2021

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

Associate Editor for Clothing and Textile Research Journal, Textile and Apparel Industry Track, 2023 - Present

Editorial Board Member for Clothing and Textiles Research Journal

Guest Editor for a special issue of Journal of Fashion Marketing and Management, “Fashion Supply Chain Management during and after COVID-19 Global Pandemic”

Guest 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:

Journal of Global Marketing, 2021-Present

Clothing and Textiles Research Journal, 2015–Present

Fashion and Textiles, 2018-Present

Journal of Fashion Marketing and Management, 2016–Present

Journal of Retailing and Consumer Services, 2016 –Present

SAGE Open, 2019-2020

Electronic Commerce Research and Applications, 2017-2020
International Journal of Fashion Design, Technology and Education, 2017-2019
International Journal of Entrepreneurial Behavior & Research, 2017-2018
Journal of Global Entrepreneurship, 2017-2018

Conference Review:

ITAA and KSCT Joint Symposium, 2021
American Collegiate Retailing Association Annual Conference, 2020, 2021
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:

Committee member, Council for Inclusive Excellence, University of Missouri, 2022 - 2025
Mentor, Association for Textile and Apparel Management, University of Missouri, 2018 - 2021
Committee member, HES Faculty Council on College Policy, University of Missouri, 2019-2021
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.