

# SONG-YI YOUN, PhD

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

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

Purdue University, West-Lafayette, 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

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**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**, Department of Consumer Sciences, Purdue University, 2015 – 2016

**Teaching Assistant**, Department of Consumer Sciences, Purdue University, 2012 – 2014

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

## **INDUSTRY EXPERIENCES**

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**Associate Researcher**, Korea Color and Fashion Trend Center (CFT, government agency), South Korea, 2009 – 2011

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

**Assistant 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**

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Awarded or Recognized: International

**Paper of Distinction Award** in Merchandising/Retailing I. Management Track (2023). ITAA Conference in Baltimore, Maryland, US — Swazan, S. Ishtehar, & Youn, S. Justice Under Uncertainty: Insights into Organizational Justice, Moral Disengagement, and Citizenship Behavior in Fashion Retail Industry.

**Paper of Distinction Award** in Consumer Behavior Track (2023). ITAA Conference in Baltimore, Maryland, US — S, Kim, Hwang, J., & Youn, S. Does Copyright Strikes Matter to Social Media Influencers? Understanding Consumers' Moral Reasoning Toward the Influencer Accused of Trademark Infringement.

**Clothing and Textile Research Journal Most Cited Publication Award** (2023). ITAA Conference in Baltimore, Maryland — Youn, S., Lee, J. E., & Ha-Brookshire, J. (2021). Fashion Consumers' Channel Switching Behavior During the COVID-19: Protection Motivation Theory in the Extended Planned Behavior Framework.

**Best Paper Award: Runner-up** (2023). American Collegiate Retailing Association (ACRA) Annual Conference — Youn, S., Ju, N., Hwang, J., Olivia, P., & Erickson, S. Title: Blockchain Technology Adoption in the Second-hand Luxury Market: Understanding Consumer Behavior in the Mental Accounting Theory

**The International Journal of Retail Distribution Award** (2023). American Collegiate Retailing Association (ACRA) Annual Conference — Youn, S., Ju, N., Hwang, J.,

Olivia, P., & Erickson, S. Title: Blockchain Technology Adoption in the Second-hand Luxury Market: Understanding Consumer Behavior in the Mental Accounting Theory. *Clothing and Textiles Research Journal*, 39(2), 139-156.

**Paper of Distinction Award** in Merchandising/Retailing I. Management track (2021). International Textile and Apparel Association (ITAA) Annual Conference—Hwang, J., & Youn, S. Title: Can Live Stream Reduce Fashion Consumers' Uncertainty? Understanding Brick-and-Mortar and Live Stream Shopping Experience

**Paper of Distinction Award** in Consumer Behavior Track (2020). International Textile and Apparel Association (ITAA) Annual Conference—Youn, S & Moritz, Title: You Could Do It Better! Consumer Negative Responses toward Moral Crisis in the Fashion Industry.

Awarded or Recognized: National

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

Award (2012). 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

2024 Gold Chalk Award, Graduate Professional Council, University of Missouri.

Assistant Professor of the Year 2024, Collage of Arts and Science, University of Missouri.

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 (1<sup>st</sup> place in GPA), Department of Clothing and Textiles, Hanyang University, 2005

## **RESEARCH**

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### 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. Rana, R., & **Youn, S.** (May 02, 2024). Management Knowledge Capability in Fashion Retail: Focusing on Product Complexity. *International Journal of Retail & Distribution* <https://doi.org/10.1108/IJRDM-07-2023-0468> Management [SSCI] Impact Factor (2022): 4.4
2. Hwang, J., Sun, C-X., Zhao, L., & **Youn, S.** (2024). Sustainable Fashion in New Era: Exploring Consumer Resilience and Goals in the Post-Pandemic. *Sustainability* <https://doi.org/10.3390/su16083140> [SSCI] Impact Factor (2023): 3.9
3. **Youn, S.** & Ki, C., & Ha., S. (2024). Feeling Close from Afar: Public Reactions to Racial Profiling in Retail and Brand Crisis Management. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2023.103676> [SSCI] Impact Factor (2023): 10.4
4. **Youn, S.**, & Luan, C.C. (2023). Soft Biometrics in Retail Service: Understanding Privacy Paradox and Cross-Cultural Differences regarding 3D Body Scanning Technology. *Clothing and Textile Research Journal*. <https://doi.org/10.1177/0887302X23122061> [SSCI] Impact Factor (2021): 2.1
5. Swazan, I, & **Youn, S.** (2023). Frontline resilience in the retail realm: The role of moral disengagement in understanding employee behavior in the post-pandemic uncertainties.

*Future Business Journal*. <https://doi.org/10.1186/s43093-023-00263-8> [ESCI] Impact Factor (2023): 3.4

6. **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*
7. 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
8. 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
9. **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
10. **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 (2022): 9.90
11. **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.
12. **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*
13. 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
14. **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:

15. **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] [ESCI] Impact Factor: 2.20
16. **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]
17. **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]
18. **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]
19. 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]
20. **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]
21. 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]
22. 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. Swazan, I, & **Youn, S.** (Under the first revision, Submitted, June 13, 2024). Title withheld to maintain novelty. Submitted to Journal of Consumer Behaviour

2. **Youn, S.**, & Ju, N., & Hwang, J. (Under review, Submitted, Nov 27, 2023). Title withheld to maintain novelty. Submitted to Journal of Fashion Marketing and Management.
3. Kim, S., & **Youn, S.** (Submitted, Sept 2024). Title withheld to maintain novelty. Submitted to Journal of Retailing and Consumer Studies

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. **Zhu, Qianni** (Jacqueline), **Youn, S.**, & Liu, P. (2024). *Sustainable food traceability on blockchain: understanding consumer decisions in restaurants using the uncertainty reduction approach*. 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 4-6 January 2024, Miami, Florida.
2. Zhu, Qianni (Jacqueline), **Youn, S.**, & **Liu, P.** (2024). *Utilizing Blockchain Technology in Restaurants: An Exploration through Uncertainty Reduction Theory and the Experiential Learning Model*. Biennial FSMEC Conference 2024, April 12, Virtual Conference. (grant presentation)
3. **Youn, S.**, Zhao, L., & McBee-Black, K. (2023). Sustainability and Entrepreneurship in a Digital Area: The Integration of Sustainable Cotton and Situational-based Learning into the Undergraduate Education. *International Textile and Apparel Association Annual Conference Proceedings*, Baltimore, Maryland, November 8-11, 2023.
4. Erickson, S., **Hwang, J.**, & **Youn, S.** (2023). Dressing up for the digital world: Consumer motivations toward digital items for Avatars. *International Textile and Apparel Association Annual Conference Proceedings*, Baltimore, Maryland, November 8-11, 2023.
5. **Kim, S.**, Lee, J., & **Youn, S.** (2023). Consumer Responses to NFT (Non-Fungible Token) Fashion Promotional Bundles. *International Textile and Apparel Association Annual Conference Proceedings*, Baltimore, Maryland, November 8-11, 2023.
6. **Kim, S.**, Hwang, J., & **Youn, S.** (2023). Does copyright strikes matter to social media influencers? Understanding consumers' moral reasoning toward the influencer accused of trademark infringement. *International Textile and Apparel Association Annual Conference Proceedings*, Baltimore, Maryland, November 8-11, 2023. \* **Paper of Distinction Award**

7. Swazan, I., & **Youn, S.** (2023). Justice under Uncertainty: Insights into Organizational Justice, Moral Disengagement, and Citizenship Behavior in Fashion Retail. *International Textile and Apparel Association Annual Conference Proceedings*, Baltimore, Maryland, November 8-11, 2023. \* **Paper of Distinction Award**
8. Rana, R., & **Youn, S.** (2023). Knowledge Management, Competitive Advantage, and Organizational Performance in the Fashion Retail Industry: Examining the Moderating Effect of Product Complexity. *International Textile and Apparel Association Annual Conference Proceedings*, Baltimore, Maryland, November 8-11, 2023.
9. Hwang, J., & **Youn, S.** (2023). Feeling Excluded? Digital Technology Innovation in the Fashion Retail. *International Textile and Apparel Association Annual Conference Proceedings*, Baltimore, Maryland, November 8-11, 2023.
10. Hwang, J., Kim, S., & **Youn, S.** (2023). Does Digital Adaptability Shape Consumer Experience in the Hybrid Retail? Focusing on Generational Differences. *International Textile and Apparel Association Annual Conference Proceedings*, Baltimore, Maryland, November 8-11, 2023.
11. Swazan, I., Hwang, J., & **Youn, S.** (2023). From Prevention to Promotion: A Regulatory Focus Theory Approach to Understanding Consumer Behavior in Blockchain Technology-Based Second-hand Luxury Markets. *International Textile and Apparel Association Annual Conference Proceedings*, Baltimore, Maryland, November 8-11, 2023.
12. **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.
13. 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.
14. **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**
15. **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.



16. **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.
17. **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.
18. **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.
19. **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.
20. **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.
21. **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.
22. **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.
23. **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.
24. **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**
25. **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**
26. **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.

27. **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.
28. **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.
29. **Youn, S & Moritz, A.** (2020). You Could Do It Better! 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**
30. **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.
31. 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.
32. **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.
33. **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:

34. **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.
35. **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.
36. **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.

37. **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.
38. **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.
39. **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.
40. **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.
41. **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**
42. **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.
43. **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.
44. **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**

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### 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 in the Age of Digital Transformation**, Guest lecture for undergraduate and graduate students, Nov 15, 2023, Hosted by Dr. Ha-Kyung Jung, Chung-Nam National University, Daejeon, South Korea.

**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
  - Received Best Paper Award in Merchandising/Retailing I. Management track (1<sup>st</sup> author), ITAA, 2023.
  - Received GPC (Graduate Professional Council) Conference Travel Grant, University of Missouri, 2023 (\$400).
  - Received Richard W. Brookshire and Jung Ha-Brookshire Endowed Graduate Award, University of Missouri, 2023.
  - Received GPC (Graduate Professional Council) Professional Development Grant, University of Missouri, 2022 (\$200).
  - Received Piper Distinguished Doctoral Fellowship, University of Missouri, 2022 (\$5000).
- Joohye Hwang (Fall 2020 – 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 (1<sup>st</sup> 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 1<sup>st</sup>, 2022, ~ May 30<sup>th</sup>, 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

- **Seong Eun Kim** (Fall 2021— Present) --- Textile and Apparel Management, University of Missouri
- **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 Renewal Week 2024, Teaching for Learning Center, University of Missouri
  - Bridging the Gap: GenAI as a Tool for Next-Gen, January 8, 2024 (One hour).
  - Learning in an Age of AI, January 9, 2024 (One hour).
  - Demystifying AI: Toward a Focus Shift on Learning Process Rather than Learning Products, January 9, 2024 (One hour).
  - Are You Using Generative AI Yet? Best Practices and Ideas That Work for Teaching Faculty, January 9, 2024 (One hour).
  - Strategies to Foster a Culture of Academic Integrity, January 10, 2024 (One hour).
  - Empowering the AI Workforce of Tomorrow, January 10, 2024 (One hour).
  - Fighting a Winning Battle: Teaching Alongside, January 10, 2024 (One hour).
  - Creating Rubrics with GenAI, January 10, 2024 (One hour).
  - From Nonprofit Ethics to Corporate Management, January 11, 2024 (One hour).
  - Equity-Minded and Empowering Teaching with Generative Artificial Intelligence. January 11, 2024 (One hour).
  - Self-Reflection on Teaching, January 12, 2024 (One hour).

- Teaching Certification, April 28<sup>th</sup>. 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
  - 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

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### External Grants/Funded

\$2,000	Awarded. PI: <b>Youn, S</b> ; 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, <i>Foodservice Systems Management Education Council (FSMEC)</i> , 60% shared credit.
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\$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.

#### Submitted/Pending

\$150,000      PI: **Youn, S**; Co-PI: Kopot, C. Willimas, M., & Ha-Brookshire, J. (2025-2026). Improving Cybersecurity Literacy through Cotton Apparel Curricula. National Institute of Food and Agriculture: Higher Education Challenge (NIFA-HEC). *United States Department of Agriculture (USDA)*, 50% shared credit

#### External Grants/Non-Funded

\$38,929      PI: **Youn, S**; Co-PI: Kopot, C. & Staib, C. (January 2023 – December 2023). Empowering Cotton Sustainability in the Digital Age: Enhancing Information Transparency and Data Privacy in Higher Education Curriculum Grant Program, *Cotton Incorporated*, 60% shared credit.

\$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

\$1,500      Travel Award Grant (March 22, 2024), College of Arts & Science, University of Missouri 2024

\$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**

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### International Association:

- Committee Member, Corporate Partnership Committee (CPC), International Textile and Apparel Association (ITAA), 2023 – Present
- Committee Member, Sub-track chair, External Scholar Committee, International Textile and Apparel Association (ITAA), 2023 – Present
- Committee Member, Organizing Committee, The 2023 SFTI-Piattaforma Moda International Conference, July 6-8, 2023, IED Milan, Italy
- Member American Collegiate Retailing Association (ACRA), 2012 – Present
- Member, International Textile and Apparel Association (ITAA), 2009 – Present

### International Journals:

- Editorial board member, Review Editor, *Frontiers in Communication – Advertising and Marketing Communication*, 2023 – Present
- 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:

- Affiliate Faculty, Institute for Korean Studies, University of Missouri, 2023 Fall – Present
- Committee chair, TAM Undergraduate Scholarship Committee, University of Missouri, 2022 – Present
- Committee member, Faculty Awards committee, College of Arts and Science, University of Missouri, 2023 – Present
- 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 Undergraduate Scholarship Committee, University of Missouri, 2020 – 2021
- 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:

- HRSM Marketing and Communications. (June 5, 2024). Titled “Knowledge management in fashion retail: key to competitive advantage and peak organizational performance” Link is available at [https://www.sc.edu/study/colleges\\_schools/hrsm/about/news/2024/knowledge\\_management\\_in\\_fashion\\_retail\\_key\\_to\\_competitive\\_advantage\\_and\\_peak\\_organizational\\_performance.php](https://www.sc.edu/study/colleges_schools/hrsm/about/news/2024/knowledge_management_in_fashion_retail_key_to_competitive_advantage_and_peak_organizational_performance.php)
- Moore, I., & Dickson, G. (July 14, 2023). Columbia Missourian. Titled “MU study looks at how online shoppers share personal info when buying clothes” Link is available at [MU study looks at how online shoppers share personal info when buying clothes | Local | columbiamissourian.com](https://www.columbiamissourian.com/story/news/2023/07/14/mu-study-looks-at-how-online-shoppers-share-personal-info-when-buying-clothes/7051472002/)

- 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://vivetimes.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.
- <https://go.gale.com/ps/i.do?id=GALE%7CA779323191&sid=sitemap&v=2.1&it=r&p=AONE&sw=w&userGroupName=anon%7Ec1de9c1f&aty=open-web-entry>