

Jiyun Kang, Ph.D.

Associate Professor of Consumer Science
Retail Management (B.S.) & Consumer Behavior (M.S. and Ph.D.) Program
Division of Consumer Science
White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management
College of Health and Human Sciences
Purdue University
West Lafayette, IN 47907, USA
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EDUCATION

- 2007–2010 **Ph.D. in Human Ecology**
Louisiana State University, Baton Rouge, Louisiana
Concentration: Merchandising
School of Human Ecology
- 2002–2005 **Master of Business Administration**
Seoul National University, Seoul, South Korea
Major: Marketing
School of Business/College of Business Administration
Note: Master's degree that focuses on academic research and culminates in the completion of a thesis, not a professional MBA.
- 1998–2002 **Bachelor of Arts**
Korea University, Seoul, South Korea
Major: English Language and Literature
College of Liberal Arts
- 2000 **Exchange Student**
Australian National University, Canberra, Australia

PROFESSIONAL EXPERIENCE

- 2020–Present **Associate Professor** of Consumer Science [*Tenured*]
Division of Consumer Science
White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management
Purdue University, West Lafayette, IN
- 2016–2020 **Associate Professor** [*Tenured*]
Merchandising/Merchandising and Consumer Studies
School of Family and Consumer Sciences
Texas State University, San Marcos, TX
- 2017–2018 **Invited Associate Professor** of Marketing
School of Business/College of Business Administration
Seoul National University, Seoul, Korea
- 2015–2017 **Graduate Program Director**
Graduate Program of Merchandising and Consumer Studies
Texas State University, San Marcos, TX
- 2010–2016 **Assistant Professor** of Merchandising/Merchandising and Consumer Studies
School of Family and Consumer Sciences
Texas State University, San Marcos, TX
- 2008–2009 **Research/Teaching Assistant**
School of Human Ecology
Louisiana State University, Baton Rouge, LA
- 2004–2007 **Research Engineer**
LG Electronics Inc.
- Global consumer, market, & trend research/ Product concept development
- Key market experience: Italy, Germany, Japan, Korea

AWARDS AND HONORS

- 2023 **Cohen Faculty Development Award**, White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management, Purdue University
- 2023 **Paper of Distinction Award** (formerly *Best Paper Award*), ITAA
- 2021 **Christine M. Ladisch Faculty Leadership Award**, College of Health and Human Sciences, Purdue University
- 2021 **Paper of Distinction Award** (formerly *Best Paper Award*), ITAA
- 2020 **Outstanding Service Award**, Family and Consumer Sciences Research Journal
- 2020 **Teaching Award of Honor**, Texas State Alumni Association
- 2019 **Paper of Distinction Award** (formerly *Best Paper Award*), ITAA
- 2019 **College Achievement Award for Excellence in Scholarly Activities**, Texas State University
- 2017 **Presidential Distinction Award for Excellence in Teaching**, Texas State University
- 2016 **Paper of Distinction Award** (formerly *Best Paper Award*), ITAA
- 2016 **Rising Star Award**, ITAA
- The highest honor at the junior-faculty level
- 2016 **New Achiever Award**, American Association of Family and Consumer Sciences (AAFCS) –TX
- 2015 **Presidential Distinction Award for Excellence in Scholarly Activities**, Texas State University
- 2014 **The Emerging Scholar Award of the Year**, Family and Consumer Sciences Research Journal (FCSRJ), AAFCS
- 2014 **Presidential Distinction Award for Excellence in Scholarly Activities**, Texas State University
- 2013 **Educators for Socially Responsible Business Research Award**, ITAA
- 2013 **Paper of Distinction Award** (formerly *Best Paper Award*), ITAA
- 2013 **Top 25 Women Professors in Texas**, StateStats.org
- 2012 **Teaching Award of Honor**, Texas State Alumni Association
- The highest teaching award at the university level: The award was presented by the university president during the annual faculty convocation.
- 2012 **American Fellow**, American Association of University Women
- 2012 **The Emerging Scholar Award of the Year**, FCSRJ, AAFCS
- 2011 **Excellence in Teaching & Learning Program Travel Award**, Texas State University
- 2010 **1st Place of Doctoral Best Paper Award**, ITAA
- 2009 Joan Laughlin Fellowship (formerly **ITAA Fellowship**), ITAA
- 2009 **Best Paper Award** (Consumer Behavior), ITAA
- 2009 **Neva Olsen Nolen Scholarship**, Louisiana State University
- 2008 **Lillie & Alvin Harper Graduate Fellowship**, Louisiana State University
- 2005 **1st Place of Distinguished Employee Award**, LG Electronics
- 2000 **Academic Excellence Fellowship**, Korea University
- 1999 **Academic Excellence Fellowship**, Korea University

RESEARCH

REFEREED PUBLICATIONS

Fashion Management, Luxury Management, Sustainability, Corporate Social Responsibility, Well-being
Brand-Consumer Communication, Brand Strategy & Management, Crisis, Recovery, & Resilience
Technology/Digital Innovation in Consumer Behavior and Consumer Experience
Data Analytics/High-Level Quantitative Methods (CB-SEM, PLS-SEM, latent variable modeling,
hierarchical modeling, new scale development, decision models, predictive modeling, data mining)
AI-based Analytics (e.g., Machine Learning, Natural Language Processing, Hybrid Analytics)

†Denotes master's student at the time that the research was conducted

‡Denotes doctoral student at the time that the research was conducted

Impact Factor (IF) – Most recent available one; Journal Citation Reports® from ISI Web of
Knowledge/Clarivate Analytics (Thomson Reuters JCR); Ranked in Best Quartile (Q1) is specified.

SSCI: Social Sciences Citation Index; SCI: Science Citation Index

Google Scholar: <https://scholar.google.com/citations?user=GM6vQmAAAAAJ&hl=en>

Refereed Articles Published

- 1) Li[†], J. & Kang, J. (2024). From personal to corporate social responsibility: (De)individuation in luxury retailing. *International Journal of Retail & Distribution Management*. (IF = 4.4, 5-year IF = 4.9, SSCI)
- 2) Kang, J., Bissenbina[‡], A., Faria[‡], A. A., & Jang[‡], J. (2024). Psychological ownership rather than material consumption: Can fashion firms' new subscription services become an environmentally sustainable business strategy? *Business Strategy and The Environment*. 33(3), 1592–1609. (IF = 13.4, 5-year IF = 14.3, Q1 in business, Q1 in environmental studies, SSCI)
- 3) Li[†], J. & Kang, J. (2024). Sustainable luxury brands: The moderating effects of salient identity-based goals. *Journal of Product & Brand Management*, 33(2), 273-286. (IF = 5.6, 5-year IF = 5.4, SSCI)
- 4) Jang[‡], J. & Kang, J. (2024). CnSR: Exploring consumer social responsibility using machine learning-based topic modeling with natural language processing. *Sustainability*. 16, 197. (IF = 3.9, 5-year IF = 4.0, SSCI)
- 5) Kang, J., Faria[‡], A. A., Lee[†], J., & Choi, W. (2023). Will consumers give us another chance to bounce back? Effects of precrisis commitments to social and product responsibility on brand resilience. *Journal of Product & Brand Management*, 32(6), 927-941. (IF = 5.6, 5-year IF = 5.4, SSCI)
- 6) Kang, J., Ahn, M., & Kwon, H. (2023). The role of human environmental well-being in predicting life satisfaction: Focus on Hispanic and White older adults. *Educational Gerontology*. 49(7). 585-601. (IF = 1.5, 5-year IF = 1.8, SSCI)
- 7) Jung, S., Kang, J., & Shin[‡], H. (2022). Professional event associations in crisis: Exploring the relationship between recovery strategy fit and organizational commitments from the perspective of members. *International Journal of Contemporary Hospitality Management*, 34(6), 2113–2133. (IF = 11.1, 5-year IF = 9.8, Q1 in hospitality, leisure, sport & tourism, Q1 in management, SSCI)
- 8) Atkinson[†], S. & Kang, J. (2022). New luxury: Defining and evaluating emerging luxury trends through the lenses of consumption and personal values. *Journal of Product & Brand Management*, 31(3), 377–393. (IF = 5.6, 5-year IF = 5.4, SSCI)

- 9) Faria[‡], A. A. & **Kang, J.** (2022). It's not just about the food: Motivators of food patterns and their link with sustainable food neophobia. *Appetite*, 174, 106008. (IF = 5.4, 5-year IF = 5.1, **Q1** in behavioral sciences, **SCI**)
- 10) Ko, E.-J. & **Kang, J.** (2022). How gender moderates the mediating mechanism across social experience, self-referent beliefs, and social entrepreneurship intentions. *Gender in Management*, 37(8), 1045–1063. (IF = 3.7, 5-year IF = 3.5, **SSCI**)
- 11) Park[‡], S. & **Kang, J.** (2022). More is not always better: Determinants of choice overload and satisfaction with customization in fast-casual restaurants. *Journal of Hospitality Marketing and Management*, 31(2), 205–225. (IF = 12.5, 5-year IF = 9.6, **Q1** in business, **Q1** in hospitality, leisure, sport & tourism, **SSCI**)
- 12) **Kang, J.**, Slaten[†], T., & Choi, W. (2021). Felt betrayed or resisted? The impact of pre-crisis CSR reputation on post-crisis consumer reactions and retaliatory behavioral intentions. *Corporate Social Responsibility and Environmental Management*, 28(1), 511–524. (IF = 9.8, 5-year IF = 10.6, **Q1** in business, **Q1** in environmental studies, **SSCI**)
- 13) **Kang, J.**, Joyner Martinez, C., & Johnson[†], C. (2021). Minimalism as a sustainable lifestyle: Its behavioral representations and contributions to consumer well-being. *Sustainable Production and Consumption*, 27, 802–813. (IF = 12.1, 5-year IF = 11.1, **Q1** in environmental studies, **Q1** in green & sustainable science & technology, **SSCI**)
- 14) Shin[‡], H. W. & **Kang, J.** (2021). What motivates your environmentally sustainable stay? Exploration of the underlying mechanism of consumers' intentions to use green peer-to-peer accommodations. *Journal of Travel and Tourism Marketing*, 38(4), 413–430. (IF = 7.2, 5-year IF = 8.2, **SSCI**)
- 15) Huan[†], C., Park[‡], S., & **Kang, J.** (2021). Panic buying: Modeling what drives it and how it deteriorates emotional well-being. *Family and Consumer Sciences Research Journal*, 50(2), 150–164. (IF = N/A, a flagship journal in family and consumer sciences, SCOPUS)
- 16) Kwon, H., Ahn, M. & **Kang, J.** (2021). The effects of knowledge types on consumer decision making for non-toxic housing materials and products. *Sustainability*, 13(19), 11024. (IF = 3.9, 5-year IF = 4.0, **SSCI**)
- 17) **Kang, J.** & Moreno[†], F. (2020). Driving values to actions: Predictive modeling for environmentally sustainable product purchases. *Sustainable Production and Consumption*, 23, 224–235. (IF = 12.1, 5-year IF = 11.1, **Q1** in environmental studies, **Q1** in green & sustainable science & technology, **SSCI**)
- 18) Legere[†], A. & **Kang, J.** (2020). The role of self-concept in shaping sustainable consumption: A model of slow fashion. *Journal of Cleaner Production*, 258, 120699. (IF = 11.1, 5-year IF = 11.0, **Q1** in engineering, environmental, **Q1** in environmental sciences, **SCIE**)
- 19) Ahn, M., **Kang, J.**, & Kwon, H. (2020). The concept of aging in place as an intention. *The Gerontologist*, 6(1), 50–59. (IF = 5.7, 5-year IF = 6.2, **Q1** in gerontology, **SSCI**)
- 20) Jones[†], A. & **Kang, J.** (2020). Media technology shifts: Exploring millennial consumers' fashion information seeking behaviors and motivations. *Canadian Journal of Administrative Sciences*, 37(1), 13–29. (IF = 2.2, 5-year IF = 2.0, **SSCI**)
- 21) Moreno[†], F. & **Kang, J.** (2020). How to alleviate consumer skepticism toward corporate responsibility: The role of content and delivery of CSR communication. *Corporate Social Responsibility and Environmental Management*, 27(6), 2477–2490. (IF = 9.8, 5-year IF = 10.6, **Q1** in business, **Q1** in environmental studies, **SSCI**)

- 22) Ahn, M., Kwon, H., & **Kang, J.** (2020). Supporting aging-in-place well: Findings from a cluster analysis of the reasons for aging-in-place and perceptions of well-being. *Journal of Applied Gerontology*, 39(1), 3–15. (IF = 3.0, 5-year IF = 3.1, **SSCI**)
- 23) Armstrong, C., **Kang, J.**, & Lang, C. (2018). Clothing style confidence: The development and validation of a multi-dimensional scale to explore product longevity. *Journal of Consumer Behaviour*, 17(6), 553–568. (IF = 4.3, 5-year IF = 4.4, **SSCI**)
- 24) Hazel[†], D. & **Kang, J.** (2018). The contributions of perceived CSR information substantiality toward consumers' cognitive, affective, and conative responses: The hierarchy of effects model approach. *Clothing and Textiles Research Journal*, 36(2), 62–77. (IF = 1.9, 5-year IF = 2.1, a top journal in textiles and apparel, **SSCI**)
- 25) Park-Poaps, H. & **Kang, J.** (2018). An experiment on non-luxury fashion counterfeit purchase: The effects of brand reputation, fashion attributes, and attitudes towards counterfeiting. *Journal of Brand Management*, 25(2), 185–196. (IF = 4.1, 5-year IF = 4.4, **SSCI**)
- 26) **Kang, J.**, Grable[†], K., Hustvedt, G., & Ahn, M. (2017). Sustainable water consumption: The perspective of Hispanic consumers. *Journal of Environmental Psychology*, 50(June), 94–103. (IF = 6.9, 5-year IF = 7.7, **Q1** in environmental studies, **Q1** in psychology, multidisciplinary, **SSCI**)
- 27) **Kang, J.** & Choi, W. J. (2016). Endorsed sustainable products: The role of celebrity ethicality and brand ethicality. *Clothing and Textiles Research Journal*, 34(4), 303–319. (IF = 1.9, 5-year IF = 2.1, a top journal in textiles and apparel, **SSCI**)
- 28) Ahn, M., **Kang, J.**, & Hustvedt, G. (2016). A model of sustainable household technology acceptance. *International Journal of Consumer Studies*, 40(1), 83–91. (IF = 9.9, 5-year IF = 7.5, **Q1** in business, **SSCI**)
- 29) **Kang, J.** & Hustvedt, G. (2014). Building trust between consumers and corporations: The role of consumers' perceptions of transparency and social responsibility. *Journal of Business Ethics*, 125(2), 253–265. (IF = 6.1, 5-year IF = 8.1, **Q1** in ethics, **SSCI**) [**Financial Times Top 50 (FT50) Journals**]
- 30) Dascher[†], E., **Kang, J.**, & Hustvedt, G. (2014). Water sustainability: Environmental attitude, drought attitude, and motivation. *International Journal of Consumer Studies*, 38(5), 467–474. (IF = 9.9, 5-year IF = 7.5, **Q1** in business, **SSCI**)
- 31) **Kang, J.** & Hustvedt, G. (2014). The contribution of perceived labor transparency and perceived corporate giving to brand equity in the footwear industry. *Clothing and Textiles Research Journal*, 32(4), 296–311. (IF = 1.9, 5-year IF = 2.1, a top journal in textiles and apparel, **SSCI**)
- 32) **Kang, J.** & Ahn, M. (2014). Enhancing older females' psychological well-being through social shopping, social coping, and informal social activities. *Family and Consumer Sciences Research Journal*, 42(4), 341–357. (IF = N/A, a flagship journal in family and consumer sciences, SCOPUS)
- 33) Wuest, B., Hustvedt, G., & **Kang, J.** (2014). Accountability of FCS education to a sustainability ethos: Focus on sustainable consumption. *Journal of Family and Consumer Sciences*, 106(4), 10–16. (IF = N/A)
- 34) **Kang, J.** & Kim, S-H. (2013). What are consumers afraid of? Understanding perceived risk toward the consumption of environmentally sustainable apparel. *Family and Consumer Sciences Research Journal*, 41(3), 267–283. (IF = N/A, a flagship journal in family and consumer sciences, SCOPUS) [**The Emerging Scholar of the Year Award**]

- 35) **Kang, J.**, Liu, C., & Kim, S-H. (2013). Environmentally sustainable textile and apparel consumption: The role of product knowledge, perceived consumer effectiveness, and perceived personal relevance. *International Journal of Consumer Studies*, 37(4), 442–452. (IF = 9.9, 5-year IF = 7.5, **Q1** in business, **SSCI**) [**Recognized as the #1 most cited article published in IJCS in 2013**]
- 36) Hustvedt, G. & **Kang, J.** (2013). Consumer perceptions of transparency: A scale development and validation. *Family and Consumer Sciences Research Journal*, 41(3), 299–313. (IF = N/A, a flagship journal in family and consumer sciences, SCOPUS)
- 37) Sullivan, P., **Kang, J.**, & Heitmeyer, J. (2012). Fashion involvement and experiential value: Gen Y retail apparel patronage. *International Review of Retail, Distribution and Consumer Research*, 22(5), 459–483. (IF = 3.6, 5-year IF = 3.0, SCOPUS)
- 38) **Kang, J.** & Park-Poaps, H. (2011). Motivational antecedents of social shopping for fashion and its contribution to shopping satisfaction. *Clothing and Textiles Research Journal*, 29(4), 331–347. (IF = 1.9, 5-year IF = 2.1, a top journal in textiles and apparel, **SSCI**)
- 39) **Kang, J.** & Park-Poaps, H. (2011). Social shopping for fashion: Development and validation of a multidimensional scale. *Family and Consumer Sciences Research Journal*, 39(4), 339–358. (IF = N/A, a flagship journal in family and consumer sciences, SCOPUS) [**The Emerging Scholar of the Year Award**]
- 40) **Kang, J.** & Park-Poaps, H. (2010). Utilitarian and hedonic shopping motivations of fashion leadership. *Journal of Fashion Marketing and Management*, 14(2), 312–328. (IF = 3.5, 5-year IF = 4.8, **SSCI**)
- 41) Kim, S-H. & **Kang, J.** (2005). Effect of consumer characteristics on benefits sought and importance in attributes of durable goods: Emphasis on consumer innovativeness, social sensitivity, and consumer knowledge. *Korean Journal of Marketing*, 20(4), 209–226. (IF = N/A) [**Top 20 Most Cited Articles Published Between 1986 – 2015**]

Refereed Book Chapters Published

- 42) **Kang, J.**, Hustvedt, G., & Ramirez, S. (2017). Does “science” matter to sustainability in higher education? The role of millennial college students’ attitudes toward science in sustainable consumption. In Leal Filho, W., Brandli, L., Castro, P., Newman, J. (Eds.) 415–434. *World Sustainability Series: Handbook of Theory and Practice of Sustainable Development in Higher Education*, Springer. [Award-Winning Book Series]

INVITED PRESENTATIONS (external only)

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- **Presented with the CTRJ editorial team** for a Special Topic Session. (2023). “Getting published in CTRJ: A conversation with the journal’s editorial team.” The ITAA conference, Baltimore, MD.
 - **Invited for the Panelist** for the Presentation (2017). “Publishing in a research journal: From submission to acceptance.” The AAFCS conference, Dallas, TX.
 - **Kang, J.** (2016). Invited as the New Achiever Award Recipient and Presented at the Best of Texas Awards Banquet in the Texas Affiliate of the AAFCS conference, Bryan, TX.
 - **Kang, J.** (2014). “What are consumers afraid of? Understanding perceived risk toward the consumption of environmentally sustainable apparel.” The FCSRJ High Tea and Presentation of Awards in the AAFCS annual conference, St. Louis, MI. Invited as the Emerging Scholar of the Year and presented an awarding winning article published in FCSRJ.

- **Kang, J.** (2012). “Social shopping for fashion: Development and validation of a multidimensional scale.” Award Winning Research session in the AAFCS annual conference, Indianapolis, IN. Invited as the Emerging Scholar of the Year and presented an awarding winning article published in FCSRJ.

REFEREED PROCEEDINGS, ABSTRACTS, AND/OR PRESENTATIONS (selected only)

†Denotes master's student at the time that the research was conducted

‡Denotes doctoral student at the time that the research was conducted

International and National Conferences

- 1) Li[‡], J. & **Kang, J.** (accepted, 2024). Thoughtful AI: Double-edged sword effects on luxury retail experience. *Theory and Practice in Marketing (TPM) Annual Conference*, Austin, TX.
- 2) Jang[‡], J., **Kang, J.**, & Huan[†], C. (2023). Despite the issue, I believe the brand still has some goodwill: The role of corporate responsibility and corporate ability in shaping consumers’ beliefs and feelings about beauty brands’ animal-testing crises. *ITAA Proceedings #80*. The International Textile and Apparel Association (ITAA) annual conference, Baltimore, MD.

➤ The Paper of Distinction Award in Merchandising/Retailing - Marketing

- 3) Li[‡], J. & **Kang, J.** (2023). Will you become more responsible when uniquely individuated or harmoniously deindividuated? Personal social responsibility to corporate social responsibility in luxury fashion. *ITAA Proceedings #80*. The ITAA annual conference. Baltimore, MD.
- 4) Huan[†], C., **Kang, J.**, & Jang[‡], J. (2023). When you come to know of a familiar brand’s involvement in social, health, and environmental issues: Navigating inner conflict in consumers’ moral decision processes. *GMC Proceedings pp.55. Global Marketing Conference (GMC)*, Seoul, Korea.
- 5) **Kang, J.**, Bissenbina[‡], A., & Faria[‡], A. (2022). I feel like it’s mine: The role of psychological ownership in connecting the perceived value of sharing to sustainable fashion service adoption. *ITAA Proceedings #79*. The ITAA annual conference. Denver, CO.
- 6) Ko, E.-J. & **Kang, J.** (2022). How gender moderates the mediating mechanism across social experience, self-referent beliefs, and social entrepreneurship intention. *Academy of Management Proceedings*. 14730. Academy of Management (AOM) conference.
- 7) **Kang, J.** & Johnson[†], C. (2021). Can explicitly stated environmental benefits alleviate the effects of consumers’ concerns on ambivalence and hesitation regarding the fashion sharing economy? *ITAA Proceedings #78*. The ITAA annual conference. - virtual due to COVID-19

➤ The Paper of Distinction Award in Sustainability/Social Responsibility

- 8) **Kang, J.**, Lee[†], S., & Choi, W. (2020). Was it a high-performer or ethical brand? Pre-crisis brand commitments in building brand resilience. *The Society for Consumer Psychology (SCP) annual conference*. (Accepted by peer-review; but the session cancelled to the COVID-19 concerns)
- 9) **Kang, J.**, Choi, W., & Slaten[†], T. (2019). Felt betrayed or resisted? The impact of pre-crisis CSR reputation on consumer reactions to brand crises. *ITAA Proceedings #76*. The ITAA annual conference. Las Vegas, NV.

➤ The Paper of Distinction Award in Sustainability/Social Responsibility

- 10) Moreno[†], F. & **Kang, J.** (2019). What to do and how to deliver: Corporate social responsibility initiatives alleviating consumer skepticism. *The Innovation, Entrepreneurship, Knowledge Academy (INEKA) conference*. Verona, Italy.
- 11) Choi, W., Yoon, H. & **Kang, J.** (2019). Consumer perceptions of CSR activities: A cross-national comparison. *The Marketing Science conference*. Rome, Italy.
- 12) **Kang, J.** & Legere[†], A. (2019). A comprehensive model of slow fashion consumption: The role of self-concepts. *The Society for Personality and Social Psychology (SPSP) annual conference*. Portland, OR.
- 13) **Kang, J.** & Slaten[†], T. (2019). Resilience for the textile and apparel industry: The effects of responsibility, attribution, and skepticism. *The Fiber Society conference*. Austin, TX.
- 14) Choi, W., Kim, M. J., Kwon, H. & **Kang, J.** (2018). The effect of identity abstractness on information processing styles. *Advances in Consumer Research #46*. The Association for Consumer Research (ACR) annual conference. Dallas, TX.
- 15) Ahn, M., **Kang, J.** & Kwon, H. (2018). How the intention of aging in place is structured: Investigation of the role of personal, built, and interpersonal environments. *The International Federation on Ageing (IFA) global conference*. Toronto, Canada.
- 16) Armstrong, C., **Kang, J.** & Lang, C. (2017). Clothing style confidence: The development and validation of a multi-dimensional scale to explore a new paradigm of use. *The American Collegiate Retailing Association (ACRA) conference*. Bloomington, MN.
- 17) Park, H. & **Kang, J.** (2017). The effects of product attributes and brand reputation on purchase likelihood of non-luxury fashion counterfeits. *The ACRA annual conference*. Bloomington, MN.
- 18) Ahn, M., **Kang, J.** & Kwon, H. (2017). Ethnic variations in the relationship between older adults' residential satisfaction and life satisfaction. *HERA Conference Proceedings*, pp.24-26. The Housing Education and Research Association (HERA) annual conference. Lowell, MA.
- 19) Hazel[†], D. & **Kang, J.** (2016). The contribution of CSR information substantiality portrayed in social media to corporate-consumer relationships: The hierarchy of effects model approach. *ITAA Proceedings #73*. The ITAA annual conference. Vancouver, B.C.

➤ **The Paper of Distinction Award in Sustainability/Social Responsibility**

- 20) **Kang, J.** (2016). A prediction model for environmentally responsible apparel purchases: The moderating effects of risk aversion, *ITAA Proceedings #73*. The ITAA annual conference. Vancouver, B.C.
- 21) Jones[†], A. & **Kang, J.** (2016). No longer in Vogue? The exploration of motivations underlying millennials' information seeking through digital fashion media. *ITAA Proceedings #73*. The ITAA annual conference. Vancouver, B.C.
- 22) Kwon, H. Ahn, M., & **Kang, J.** (2016). Why do they want to age-in-place and who are they? A cluster analysis based on the reasons for aging-in-place. *Conference Proceedings*, pp.35-36. The Housing Education and Research Association (HERA) annual conference. Jacksonville, FL
- 23) **Kang, J.**, Hustvedt, G., & Ramirez, S. (2016). Does "science" matter to sustainability in higher education? *World Symposium on Sustainable Development at Universities*. MIT, Cambridge, MA.

- 24) **Kang, J.**, Grable[†], K., Hustvedt, G., & Ahn, M. (2016). Sustainable water behavior: A focus on Hispanic households. *XXII IFHE World Congress Proceedings*, pp.217. The International Federation for Home Economics (IFHE) World Congress. Deajeon, Korea.
- 25) Ahn, M., & **Kang, J.** (2016). Life satisfaction and aging-in-place preference of older females in the US. *XXII IFHE World Congress Proceedings*, pp.313. The IFHE World Congress. Deajeon, Korea.
- 26) Ahn, M., Sievers[†], T., **Kang, J.**, & Hustvedt, G. (2016). Park use as a coping strategy for climate change: A focus on low-income Hispanic families. *XXII IFHE World Congress Proceedings*, pp.313. The IFHE World Congress. Deajeon, Korea.
- 27) **Kang, J.**, Hustvedt, G., Woolf[†], C. & Ahn, M. (2016). The role of regulatory focus in water conservation behavior. *XXII IFHE World Congress Proceedings*, pp.26. The IFHE World Congress. Deajeon, Korea.
- 28) Hustvedt, G., **Kang, J.**, & Wuest, B. (2015). Impact of sustainability and ethics learning on career considerations. *ITAA Proceedings #72*. The ITAA annual conference. Santa Fe, NM.
- 29) Ahn, M., **Kang, J.**, & Hustvedt, G. (2015). What makes consumers adopt sustainable household technology? *Proceedings for the Summer Marketing Educator Conference for AMA*. The American Marketing Association (AMA) annual conference. Chicago, IL.
- 30) **Kang, J.** & Choi, W. J. (2014). Celebrities go sustainable! The effects of source credibility and ethicality fit on brand perception, attitude, and purchase intention. *Advances in Consumer Research #42*. The ACR annual conference. Baltimore, MD.
- 31) **Kang J.** & Hustvedt, G. (2013). Building trust in the consumer-company relationship. *ITAA Proceedings #70*. The ITAA annual conference. New Orleans, LA.
- **The Paper of Distinction Award in Sustainability/Social Responsibility**
 - **The Educators for Socially Responsible Business Research Award**
- 32) Hustvedt, G., **Kang J.**, & Le[†], D. (2013). The relationship between attitudes towards science and sustainability. *ITAA Proceedings #70*. The ITAA annual conference. New Orleans, LA.
- 33) **Kang J.**, Hustvedt, G., & Le[†], D. (2013). The role of FCS education in fostering sustainable consumption. *The AAFCS annual conference*. Houston, TX.
- 34) Hustvedt, G., **Kang J.**, & Le[†], D. (2013). Attitudes towards science as an underpinning of sustainable consumption. *The AAFCS annual conference*. Houston, TX.
- 35) **Kang, J.** & Kim, S-H. (2012). What are consumers afraid of? Perceived risk toward environmentally sustainable products. *Advances in Consumer Research #40*. The ACR annual conference. Vancouver, Canada.
- 36) Choi, W. J. & **Kang, J.** (2011). Good bye, old self! - The transformation of self-identity. *Advances in Consumer Research #39*. The ACR annual conference. St. Louis, MI.
- 37) **Kang, J.** (2011). Who are social shoppers? Profiling social shoppers with their social sensitivity, fashion orientation, and shopping outcomes. *ITAA Proceedings #68*. The ITAA annual conference. Philadelphia, PA.

38) **Kang, J.** (2010). Social shopping for fashion. *ITAA Proceedings #67*. The ITAA annual conference. Montreal, QC, Canada. [Advisor: Dr. Haesun Park-Poaps]

➤ **The 1st Place of Doctoral Best Paper Award**

39) **Kang, J.**, Liu, C. & Kim, S-H. (2010). Understanding sustainable apparel consumption among global young consumers. *ITAA Proceedings #67*. The ITAA annual conference. Montreal, QC, Canada.

40) **Kang, J.** & Park-Poaps, H. (2009). Social shopping in fashion: Development of a multi-dimensional scale. *ITAA Proceedings #66*. The ITAA annual conference, Bellevue, WA.

➤ **The Best Paper Award in Consumer Behavior**

41) **Kang, J.** & Park, H. (2008). Shopping motivations related to fashion leadership. *ITAA Proceedings #65*. The ITAA annual conference, Schaumburg, IL.

Graduate Research Conference Presentations

42) Li[‡], J. & **Kang, J.** (2023). See yourself as an individual vs. a group member? The moderating effect of salient identities in sustainable luxury consumption. *HHS Research Event*, Purdue University, IN.

➤ **Third Place Poster Award**

43) Huan[†], C., **Kang, J.**, & Jang[‡], J. (2023). Sustainability beyond product quality. *HHS Research Poster Session*, Purdue University, IN.

44) Hazel[†], D. & **Kang, J.** (2015). Promoting sustainable consumption through the use of social media. *International Research Conference for Graduate Students*, San Marcos, TX.

45) Rayos[†], J. & **Kang, J.** (2014). Profiling sustainable consumer leaders: Socioeconomics, personality, consumption behavior, and ethical consciousness. *International Research Conference for Graduate Students*, San Marcos, TX.

TEACHING

COURSES DEVELOPED and/or TAUGHT

Course Title [Topic]

Purdue University

Undergraduate Level

CSR 309 Leadership Strategies*
CSR 323 Visual Merchandising*
CSR 331 Consumer Behavior*
CSR 395 Special Projects

Graduate Level

CSR 590 Consumer Behavior Research Methods*^N
CSR 590 Research Problems
CSR 590 Consumer Behavior Instructional Development
CSR 590 Visual Merchandising Instructional Development
CSR 631 Consumer Behavior Theories* [Doctoral Level]
CSR 690 Independent Study in Consumer Sciences
CSR 690 Sustainability Issues in Consumer Behavior Research
CSR 689 Research MS Thesis
CSR 699 Research PhD Thesis

Texas State University

Undergraduate Level

FM2337 Global Manufacturing and Logistics^N
FM4331 Buying Principle II [Advanced Retail Buying]*
FM4335(I) Principles of Fashion Consumption [Research Methods]*
FM4335(II) Principles of Fashion Consumption [Consumer Behavior/Theory]*
FM4339 Fashion Economics [Global Economics/International Trade/Sustainability]*
FM4391 Independent Study

Graduate Level

FCS5310 Research Methods [School-wide Graduate Research Methods]*
FCS5311 Statistics and Data Analysis for Family and Consumer Sciences^N
MCS5335 Merchandising and Consumer Behavior^N
MCS5333 Global Sourcing and Distribution*^N
MCS5302B Merchandising Strategies in International and Domestic Markets*^N
MCS5398 Directed Study in Merchandising and Consumer Studies
MCS5399 Thesis for Merchandising and Consumer Studies
SUST5399 Thesis for Sustainability Studies

Note. *Denotes a regular class (where student evaluations are collected); ^NDenotes a new course development

GRADUATE ADVISING AND MENTORING

Student	Degree/Major	Degree Conferred	Endeavor Type	Dr. Kang's Role
<i>Purdue University</i>				
Jisu Jang	Ph.D Consumer Science	In progress	Dissertation Ind. Research	Chair
Jiarui Li	Ph.D Consumer Science	In progress	Dissertation Ind. Research	Chair
Amy Faria	Ph.D Consumer Science	Expected in May 2024	Dissertation Ind. Research	Chair
Assemgul Bissenbina	Ph.D Consumer Science	Expected in May 2024	Dissertation Ind. Research	Chair
Christine Huan	MS Consumer Science	2022	Thesis Ind. Research	Chair
Jianan Lee	Ph.D HTM ⁺	In progress	Dissertation	Member
Ailin Fei	Ph.D HTM ⁺	In progress	Dissertation	Member
Soona Park	Ph.D HTM ⁺	2023	Dissertation	Member
<i>Texas State University</i>				
Stefanie Atkinson	MS Sustainability Studies	2020	Thesis	Chair
Katie Johnson	MS Sustainability Studies	2020	Thesis	Chair
Judy Lee	MS Business (SNU – Sabbatical)	2020	Research	Advisor
Wendy Lemus	MS MCS ⁺⁺	2019	Professional Project	Member
Anacani Reyes	MS MCS ⁺⁺	2018	Professional Project	Member
Floritzel Moreno	MS MCS ⁺⁺	2017	Thesis	Chair
Alisha Legere	MS MCS ⁺⁺	2017	Thesis	Chair
Aimee Jones	MS MCS ⁺⁺	2016	Thesis	Chair
Desiree Hazel	MS MCS ⁺⁺	2016	Thesis	Chair
Sergio Bedford	MS MCS ⁺⁺	2016	Thesis	Member
Cinthia Jimenez	MS MCS ⁺⁺	2016	Thesis	Member
Anissa Leverett	MS MCS ⁺⁺	2016	Thesis	Member
Krystal Flemings	MS MCS ⁺⁺	2016	Professional Project	Chair
Kaitlin Grable	MS Sustainability Studies	2015	Thesis	Chair
Madison Pevey	MS Sustainability Studies	2015	Professional Project	Advisor

Jessica Espinoza	MS Agricultural Education	2015	Thesis	Member
Jennell Rayos	MS Sustainability Studies	2014	Thesis	Chair
Cameron Woolf	MS Sustainability Studies	2014	Thesis	Member
Thomas Sievers	MS Sustainability Studies	2014	Thesis	Member
Duy Le	MS Sustainability Studies	2014	Thesis	Member

⁺Hospitality and Tourism Management. ⁺⁺Merchandising and Consumer Studies.

SERVICE

PROFESSIONAL SERVICE

- **Leadership Role**
 - **Associate Editor**, Consumer Behavior track, *Clothing and Textiles Research Journal*, 2022 – Present
 - **Associate Editor**, *Asia Marketing Journal*, 2022 – Present
 - **Associate Editor**, Textiles, Apparel, and Merchandising Track, *Family and Consumer Sciences Research Journal* (FCSRJ), 2013 – 2021
 - **Invited Editor**, Special Issue: Sustainability, FCSRJ, 2016

- **Significant Service to the Field/Community**
 - Presider, ITAA annual conference, 2023
 - External Reviewer for Tenure and Promotion, Auburn University, 2022
 - The Selection Committee for the Outstanding Paper Award, FSCSJ, 2021
 - International Grants and Fellowships Selection Panel, The American Association of University Women, 2019 – 2020
 - The Selection Committee for the Best Paper Award, FSCSJ, 2017 – 2020
 - The Selection Committee for the Emerging Scholar Award, FSCSJ, 2017 – 2020
 - Global Expert, Korea Trade-Investment Promotion Agency (KOTRA), 2017 – 2020
 - Presider, ITAA annual conference, 2016

- **Refereed Journal Reviewer** (selected only)
 - Journal of Business Research (SSCI)
 - Journal of Consumer Affairs (SSCI)
 - Journal of Destination Marketing (SSCI)
 - Journal of Environmental Psychology (SSCI)
 - Journal of Fashion Marketing and Management (SSCI)
 - Journal of Product & Brand Management (SSCI)
 - Clothing and Textile Research Journal (SSCI)
 - Corporate Social Responsibility and Environmental Management (SSCI)
 - International Journal of Retail & Distribution Management (SSCI)
 - Nonprofit and Voluntary Sector Quarterly (SSCI)
 - The Service Industries Journal (SSCI)
 - Resources, Conservation & Recycling (SCIE)
 - Journal of Interactive Advertising
 - Journal of Marketing Communications

- **Refereed Conference Paper Reviewer**
 - Society for Consumer Psychology (SCP) conference
 - The International Textile and Apparel Association (ITAA) conference
 - The American Collegiate Retailing Association (ACRA) conference
 - The Innovation, Entrepreneurship, Knowledge Academy (INEKA) conference

- **Professional Affiliations** (selected only)
 - International Textile and Apparel Association (ITAA)
 - American Council on Consumer Interests (ACCI)
 - American Association of Family and Consumer Sciences (AAFCS)
 - Association for Consumer Research (ACR)
 - Society for Consumer Psychology (SCP)
 - Society of Personality and Social Psychology (SPSP)

UNIVERSITY, COLLEGE, DEPARTMENTAL SERVICE

Purdue University

- Member, Graduate Policy Committee, 2023 – Present
- Member, Primary Committee, 2023 – Present
- Member, Course Development Teams (PhD and MS new courses), 2023 – Present
- Chair, Faculty Search Committee for Financial Counseling & Planning Clinical Assistant Professor, 2022 – 2023
- Member, Ph.D. Curriculum Innovation Taskforce, 2022 – 2023
- Member, CSR Undergraduate Curriculum Working Group, 2022 – 2023
- Judge, The HHS Research Poster Competition, Spring 2022
- Program Faculty for Retail Management Curriculum Committee, 2020 – Present
- Member, School Strategic Planning Committee, 2020 – Present
- Member, Faculty Search Committee for Sales & Sale Management Tenure Track Associate/Assistant Professor, 2021-2022
- Member, CSR Journal List Creation Committee, 2020-2021
- Member, Faculty Search Committee for Financial Counseling & Planning Tenure Track Associate/Assistant Professor, 2020-2021

Texas State University

▪ **Leadership Role**

- External Reviewer for Tenure and Promotion, 2018 – 2020
- Lead Faculty, Journal Ranking Creation, 2018 – 2020
- Faculty Teaching Evaluator, 2018 – 2020
- Personnel Committee (Review for Faculty Tenure & Promotion and Annual Evaluation), 2016 – 2020
- Mentor for Junior Faculty, 2016 – 2020
- Program Representing Faculty, School Curriculum Committee, 2013 – 2020
- Graduate Program Director, 2015 – 2017
- Chair, Scholarship Awards Committee, 2013 – 2017
- Faculty Co-adviser, Fashion Merchandising Association, 2010 – 2013

▪ **Other**

- Faculty Search Committee for the Fashion Merchandising program, 2019 – 2020
- Committee for Retaining Faculty and Students, 2019 – 2020
- Supporting Faculty, Fashion Merchandising Career Forum, 2010 – 2020
- Faculty Search Committee for the Consumer Affairs program, 2018 –2019
- Faculty Search Committee for the Fashion Merchandising program, 2016
- Faculty Search Committee for the Consumer Affairs program, 2015 –2016
- Faculty Search Committee for the Fashion Merchandising program, 2015 –2016
- External Faculty Evaluator, Sustainability Seminar, 2015
- The University Facilities and Environment Committee, 2014 – 2015
- Faculty Search Committee for the Fashion Merchandising program, 2013 – 2014
- Faculty Judge, Graduate Student Poster Competition, 2014
- Committee for creating new school-wide graduate courses (Statistics Course), 2013
- Faculty Search Committee for the Family and Child Development program, 2013
- Committee for M.S. Program Development, 2010 – 2013

Professional Development

Advanced Methods/Analytics Training & Certificates

- 2023 Text Analytics Training, by Data Solution
- 2022 Certificate of Data Science with Python, by Data Solution
- 2021 Certificate of Meta-Analysis, by Data Solution
- 2019 Certificate of Big Data Modeling, by Data Solution
- 2019 Certificate of 'R' for Text Mining and Analysis, by Data Solution
- 2019 Certificate of SmartPLS 3.0. for SEM, by Data Solution
- 2018 Certificate of Time Series Analysis, by Data Solution
- 2018 Certificate of Data Analysis using 'R', by Data Solution
- 2018 Certificate of Survey Design and Analysis, by Data Solution
- 2017 Certificate of Multi-Group Analysis and Growth Model, by SPSS Korea
- 2017 Certificate of AMOS Mediating/Moderating Effect Analysis, by SPSS Korea
- 2017 Certificate of Modeler and Predictive Analytics [Data Mining, Machine Learning, Neural Network, Big Data Modeling], by SPSS Korea
- 2017 Certificate of AMOS Longitudinal Analysis, by SPSS Korea
- 2017 Certificate of Structural Equation Modeling for Publication, by SPSS Korea
- 2016 Certificate of Advanced Multivariate Analysis, by SPSS Korea
- 2011 Nvivo 9 Training, by Texas State University
- 2009 Certificate of Advanced & Professional AMOS, by SPSS Korea
- 2009 Certificate of AMOS and Structural Equation Modeling, by SPSS Korea

Professional Licenses, Certificates, and Other Professional Development Activities

- 2022 Certificate of "Women in Leadership" by Cornell University: Completed a 5-course-online program training (50 hours) - This is the outcome of the support from the Christine M. Ladisch Faculty Leadership Award.
- 2022 Dr. George Gopen's Scientific Writing from the Reader's Perspective Workshop, College of Health and Human Sciences, Purdue University
- 2020 Certificate of Designing Your Online Course (DYOC), QM - Quality Matters: The global organization leading quality assurance in online and innovative digital teaching and learning environments
- 2017 XGBoost (gradient boosting) vs Random Forests Workshop, Seoul, Korea
- 2017 Power Seminar - Technologies and Trends for 4th Industrial Revolution, Seoul, Korea
- 2017 Fulbright: An Overview of the Process, Texas State University
- 2013 Cotton and Sustainability Workshop, Invited and Funded by University of Missouri-Columbia. MO.
- 2006 Certificate of Product Strategy and Planning, by LG electronics Inc.
- 2005 Six-Sigma Green Belt Certificate, by LG electronics Inc.
- 2004 Certificate of Patent Analysis (PM) Manager, by WIPS
- 2002 English Teacher License in Secondary Education, by Ministry of Education & Human Resources Development