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School of Design Strategies
cities | services | ecosystems

Curriculum Vitae
Erin Cho

Associate Professor
Strategic Design and Management
Parsons School of Design, The New School
2 W. 13th Street, Room 909
New York, NY 10011
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EDUCATION

Ph.D. 1998	Dissertation: <i>Global Sourcing in Retailing: Incentives and Obstacle, and Organizational Governance.</i> Environment, Textiles, and Design University of Wisconsin-Madison, Madison, WI
M.S./B.A. 1993/1991	Clothing & Textiles, Human Ecology Seoul National University, Seoul, Korea (Graduated with Honor)

ACADEMIC POSITIONS HELD

Associate Professor, 2006-Current, Strategic Design and Management, Parsons, The New School for Design, New York
Visiting Professor, 2013, School of Business, Seoul National University, Korea
Visiting Scholar, 2012-2013, School of International and Public Affairs, Columbia University, New York
Visiting Scholar, 2005-2007, School of Business, Columbia University, New York
Visiting Professor, 2000-2005, School of Business, University of Wisconsin-Madison
Assistant Professor, 1998-2000, Apparel Merchandising, Design, and Textiles, Washington State University, WA

AREAS OF RESEARCH & TEACHING INTEREST

Strategic Design Management
Entrepreneurship and Innovation
Consumer Perception, Cognition, and Decision-Making
E-commerce, Retailing, and Supply Chain Management
Technology Adoption and Utilization & Design Neuroscience

SCHOLARLY WORK

Refereed Journal Publications

- Cho, E., Lee, J., & Lee, Y. (2017). Corporate Philanthropy Affecting Consumer Patronage Behavior: The Effect of Reciprocity and the Moderating Roles of Vicarious Licensing and Strategic Fit, *Sustainability (SSCI)*, 9 (June), 1-15.
- Song, S., Cho, E., & Kim, Y. (2017). Personality Factors and Flow Affecting Opinion Leadership in Social Media, *Personality and Individual Differences (SSCI)*, 114 (August), 16-23.
- Yoon, S. & Cho, E. (2016). Convergence Adoption Model (CAM) in the Context of Smart Car Service, *Computers in Human Behavior (SSCI)*, 60 (July), 500-507.
- Cho, E. (2015b). Conceptualizing Cognitive and Perceptual Processes of Building Product Meaning: Insight from Design, Psychology, and Neuroscience, *Achieves of Design Research*, 28 (3, August), 39-47.
- Cho, E., Gupta, S., & Kim, Y. (2015a), Style Consumption: Its Drivers and Role in Sustainable Apparel Consumption, *International Journal of Consumer Studies (SSCI)*, 39 (6, November), 661-669.
- Colucci, C. & Cho, E. (2014e), Trust Inducing Factors of Generation Y Blog-Users, *International Journal of Design (SSCI)*, 8 (3, December), 113-122
- Koo, W., Cho, E., & Kim, Y (2014d), Actual and Ideal Self-Congruity Affecting Consumers' Emotional and Behavioral Responses Toward an Online Store, *Computers in Human Behavior (SSCI)*, 36 (July), 147-153.
- Min, B., Cho, K., Sung, J., & Cho, E. (2014c), Neurophysiological Evidence for the Country-of-Origin Effect: An Event-Related Potential Study, *NeuroReport (SCI)*, 25 (4, March), 274-278.
- Cho, E., Cho, A., & Park, M. (2014b), Designing Social Responsibility with One Foot at a Time, *Archives for Design Research*, 27 (2, May), 29-43.
- Cho, E. & Kim, J. (2014a), State Intervention on Individuals' Design Consumptions in the Chosŏn Dynasty, *Achieves of Design Research*, 27 (1, February), 199-217.
- Cho, E. & Kim, Y. (2012d), The Effect of Website Designs, Self-Congruity, and Flow on Behavioral Intention, *International Journal of Design (SSCI)*, 6 (2, August), 31-39.
- Ngai, J. & Cho, E. (2012c), The Young Luxury Shoppers in China, *Young Consumers (SCOPUS)*, 13 (2), 255-266.
- Woo, J. & Cho, E. (2012b), Designing Online Interactions for Luxury. *Journal of Design Management*, 3 (1), 58-64
- Cho, E. & Han, J. (2012a), Managerial Implications of Open Source Innovation, *Journal of*

Professional Management, 15 (2), 139-155.

- Tokatli, N, Kizilgun, O. & Cho, E. (2011b). The Clothing Industry in Istanbul in the Era of Globalization and Fast Fashion, *Urban Studies* (SSCI), 48 (6), 1201-1215.
- Che, Y. & Cho, E. (2011a). Brave New World of Market Design, *Korean Economic Review* (SSCI), 27 (1), 33-56.
- Cho, E., & Hu, H. (2009c). The Effect of Service Quality on Trust and Commitment Varying Across Generations, *International Journal of Consumer Studies* (SSCI), 33 (4), 468-476.
- Cho, E. (2009b). When Does It Make Sense for U.S. Retailers to Opt For Backward Integration for Global Sourcing. *International Journal of Retail & Distribution Management* (SCOPUS), 37 (3), 271-285.
- Cho, E. (2009a). Avatars in the Virtual World: Who Are They and How Do They Affect Us? *Journal of Design and Management*, 3 (1), 44-49.
- Cho, E. (2007). The Effects of Trust and Distrust on Information Privacy Concern and the Moderating Roles of Individual Propensities, *International Journal of Business Research*, 7 (3), 107-115.
- Cho, E. (2006c). The Mechanism of Trust and Distrust Forming and Their Relational Outcomes, *Journal of retailing* (SSCI), 82 (1), 25-35.
- Cho, E. & Lee, J. (2006b). An Integrated Model of Risk and Risk Reducing Strategies, *Journal of Business Research* (SSCI), 59 (1), 112-120.
- Cho, E. & Lee, L. (2006a). The Effect of Joint Decision-Making on Perceived Risk and Risk-Taking Behavior: A Study of Household Investment Decisions, *Review of Business Research*, 6 (1), 1-11.
- Lee, J., & Cho, E. (2005). Consumers' Use of Information Intermediaries and the Impact on Their Information Search Behavior in the Financial Market, *Journal of Consumer Affairs* (SSCI), 39 (1), 95-121.
- Cho, E. (2004). Intention to Abort an Online Transaction: Influences from Cognitive Evaluations, Attitudinal, and Behavioral Variables, *Information and Management* (SSCI), 41 (7), 827-838.
- Cho, E., & Kang, J. (2001). Global Sourcing in Retailing: Benefits and Obstacles Perceived by U.S. Apparel Retail Firms, *International Marketing Review* (SSCI), 18 (5), 542-561.
- Cho, E., & Kang, J. (1998). Consumers' Attitude Toward Clothing Coupons: An Exploratory Study, *Family and Consumer Science Research Journal*, 26 (3), 328-345.

Books & Book Chapters

- Cho, E. (2013), 아웃런: 혁신을 디자인하라 (Outrun with Design-Led Innovation), Hankyung Business Publishing, Seoul Korea

Yoon, S. & Cho, E. Convergence Adoption Model (CAM) in the Context of Smart Car Service, *Reprint, Lambert Academic Publishing, 2017.*

Lee, J., Cho, J., & Abdul-Rahman, F. (2008). E-Banking: Who Has Left Out? In J. Xiao (Ed.), *Advances in Consumer Finance Research* (pp. 105-123). New York, NY: Springer.

Cho, J. (2006). Building Trust and Long-Term Relationships with Different Generations. *Filene Research Publication*, no: 1752-112.

Cho, J., & Kang, J. (2005). Global Sourcing in Retailing: Benefits and Obstacles Perceived by U.S. Apparel Retail Firms, Reprinted in *Global Supply Chain Management* by Masaaki Kotabe, Edward Elgar Publishing Ltd., United Kingdom.

Refereed Publications in Business Magazines (in Korean)

Cho, E. (2013). Healing Marketing (당신이 행복해 질때 우리가 발전합니다: 힐링 마케팅), *Donga Business Review*, 130 (1), 54-60.

Cho, E. (2013). Meaningful Simplicity (마이너스통찰력: 좋은 디자인은 단순하다), *Donga Business Review*, 126 (1), 62-68.

Cho, E. (2012). Critical Dimensions in Design Patent Litigation (둘이 다툰것 같아 이렇게 느끼면 디자인 침해?), *Donga Business Review*, 116 (1), 56-60.

Cho, E. (2012). Design Thinking for Managers (창의적으로 움직이는 모든 CEO 가 디자인 싱커), *Donga Business Review*, 111(2), 102-104.

Manuscripts Submitted and In-Progress

Ethnic-inspired design consumption: From the value-laden and goal oriented consumption view with Ki, C. & Kim, Y. (Target Journal: *International Marketing Review*)

Cooperation, Coordination and Knowledge Sharing in Virtual Space Affected by Virtual Team Trust, Cultural Autonomy, and Task Complexity with Park, Y. (Target Journal: *Computers in Human Behavior*)

The Role of Message Credibility, Information Source Characteristics, and Site Evaluations Determining the Acceptance of eWOM with Lee, B. (Target Journal: *Electronic Commerce Research*)

Self-Enhancement and Delight: Understanding the Motivations to Revisit a Travel Destination with Kim, B. (Target Journal: *Journal of Travel Research*)

The Service Evaluation Provide by System Engineers: Reactive vs. Proactive Service Characteristics (Target Journal: *Computers in Human Behavior*).

Neurophysiological evidence for the country-of-origin effect with Min, B., Cho, K, and Sung, J. (Target Journal: *Evolution and Human Behavior*)

Neural account for processing visual simplicity and prototypicality of product design with

Presentations at Refereed Conferences and Invited Talks

Ethnic-inspired design (EID) consumption: A means of enhancing self-view confidence, *2017 Global Fashion Management Conference*, July 6-9, Vienna, Austria

The Applications of Artificial Intelligence with Data Collated via a Skinscopy Sensor: The Case for China, *A Global-Perspective on IT-Retail Convergence*, *Seoul National University*, June 28, 2017

Identifying Sustainable Style Consumers with Decision Tree Predictive Model, *2016 Annual conference of International Textiles and Apparel Association*, November 8-11, Vancouver, BC.

Designing the Future, *Dong-A Business Forum*, July 27th, Seoul, Korea.

Keynote Speaker, Meaning-led Innovation Strategies: Criticality of Building Authenticity, *Adobe Digital Leaders Global Forum*, October 6-7, 2016, Busan, Korea.

The Mechanism of Corporate Philanthropy Affecting Consumer Patronage Behavior, *2016 Annual Conference of American Collegiate Retailing Association*, New Jersey, April 13-16, 2016, NJ.

Values of Cultural Creatives: Drivers of Ethnic-Inspired Design Consumption, *2016 Annual Conference of American Collegiate Retailing Association*, April 13-16, 2016, New Jersey, NJ

Clothing Communication via Social Media: A Decision Tree Predictive Model, *The Annual Conference of International Textile and Apparel Association*, November 10-14, 2015, Santa Fe, New Mexico.

Ethnic-Inspired Products: From the Experiential Consumption View (Received the *Best Paper Award*), *The annual conference of International Textile and Clothing Association*, November 12-16, 2014, Charlotte, NC.

Social Media Opinion Leadership on Clothing Communication: Personality and Gender Differences, *The annual conference of International Textile and Clothing Association*, November 12-16, 2014, Charlotte, NC.

Style consumption: Its driver and the role in sustainable apparel consumption, *The annual conference of International Textile and Clothing Association*, November 12-16, 2014, Charlotte, NC

Keynote Speaker, *The Annual Conference of Sensory and Neuromarketing Association*, October 19, 2014, Seoul, Korea.

Neural Account of Visual Simplicity and Prototypicality, *The Annual Conference of Organization for Human Brain Mapping*, June 8-12, 2014, Hamburg, Germany

Keynote Speaker, Global design management: Current issues and future Direction, *The Annual Conference of the Clothing and Textile Association*, April 19, 2014, Seoul,

Korea.

Transforming Urban Villages in Shenzhen China, *The Annual Conference of iUrban*, April 9-11, 2014, Rotterdam, Netherland

Social media opinion leadership: relationship to personality and flow experience (Nominated for the *Best Paper Award*), *The annual conference of American College of Retailing Association*, March 26-29, 2014, Dallas, Texas.

Ethnic-inspired products: impacts on self-enhancement, *The annual conference of American College of Retailing Association*, March 26-29, 2014, Dallas, Texas.

Promoting style consumption, *The annual conference of American College of Retailing Association*, March 26-29, 2014, Dallas, Texas.

Keynote Speaker, Healing the city, Citislow Forum, October 1, 2014, Jacheon, Korea

Effects of actual and ideal self-congruity on assessing apparel online store design functions: Generation Y consumers' perspectives, *American College of Retailing Association*, March 21-23, 2013, Nashville, Tennessee.

EEG (Electroencephalography) Signals Reflect the Effect of the Country of Origin on Product Preference, *Annual Conference of the Society for Neuroscience*, October 13-17, 2012 New Orleans, USA

Keynote Speaker, Step Out of the Box: Scaling Design to Innovate and Integrate, *The Annual Conference of the Society of Design Science*, May 18-19, 2012 Song-Do, Korea.

Fostering Positive Country Effects via Design Sensitivity and Authenticity, *2012 Jeju Forum for Peach and Prosperity*, May 30-June3, 2012, Jeju, Korea

Effects of Self-Congruity on Assessing Online Store Design Functions, *The Triennial Joint Conference of American Marketing Association and American Collegiate Retail Association*, April 15-17, 2012, Seattle, WA.

Strategies for the Smart Era: Innovation, Users, and Design, *The 2012 Annual Conference of Human Computer Interaction (HCI)*, January 11-13, 2012, Korea

One Small Foot at a Time: TOMS Shoes Fostering Social Sustainability via the One-for-One Business Model, *Annual International Business Ethics Conference*, October 26-28, 2011, New York

Country Brand Affecting the Value Perception of Products Moderated by Conspicuousness and Cultural Competency, *The International Conference on Cultureware and Diaspora Museum*, November 11-12, 2011, New York, NY

Fractional Ownership on Sustainable Development via Product Service Designs (PSS), *Korean Academic Association of Business Society*, August 16-18, 2011.

Effects of Hedonic and Utilitarian Self-congruity on Assessing Online Store Design Functions, *Korean American Marketing Science Conference*, May 28-30, 2011

- Designing a Social Networking Model (SNM) Hinging on Community-Centric Collaborations and Democratization of Innovation, Management Design, *Jeju Forum, Korea*, May 27-29, 2011
- Keynote Speaker, Form Follows Meaning and Apathy is a Crime, Global Brand Conference, *The Institute for Industrial Policy Studies*, Seoul, Korea, November 24, 2010
- Factors Affecting A Consumer's Attitude Toward Ethnic Inspired Design Approaches, The International Conference on CultureWear and Diaspora Museum, *National Museum of Ethnology, Osaka, Japan*, August 27-28, 2010.
- Attribute Alignability and Value Relevance in a Late Entrant Strategy, *The Annual Conference of Academy of Marketing Science Association in Baltimore, Maryland*, May 20-23, 2009.
- Response Errors in Frequency Estimates affected by Usage Characteristics, *KAMS International Conference in Shanghai, China*, March 20-23, 2008.
- The Effects of Trust and Distrust on Information Privacy Concern and the Moderating Roles of Individual Propensities, *The International Conference of Business and Economics*, 2007.
- An Incongruent Choice of Estimation Strategy Distorting the Judgments of Behavioral Frequencies, *The Bi-annual La Londe Conference in France*, June 5-June 8, 2007.
- When Does It Make Sense For U.S. Retailers to Opt For Backward Integration for Global Sourcing? *The Conference of American Collegiate Retailing Association*, 2007.
- The Effect of Joint Decision-Making on Perceived Risk and Risk-Taking Behavior: A Study of Household Investment Decisions, *The International Conference of Business and Economics*, 2007.
- Recall-and-Count versus Rate-of-Occurrence: A Re-Examination of the Accuracy of Frequency Estimation Strategies, *The International Conference of Korean/American marketing Science Association*, 2006
- Building Trust and Long-Term Relationships with the Age 16-60 Market, *The Annual Conference of Filene Research Institute, Washington D.C.*, 2004
- Why Do Consumers Abort Internet Transactions?, *The Annual Conference of A.C. Neilson Research Center, Chicago, IL*, 2003
- A Choice of Interfirm Relationship for International Purchasing by U.S. industrial Firm, *The Summer Conference of Center of International Business Education and Research*, 2003.
- Retail Firms' Sourcing Governance Choice for Apparel : Shared-control Mode vs. Integrated Mode, *The annual meeting of the International Textiles & Apparel Association*, 1999.
- Organizational Governance of Global Sourcing by U.S. Apparel Retail Firms, *The Summer Conference of American Marketing Association*, 1999.

Global Sourcing in Retailing: Benefits and Obstacles Perceived by U.S. *Apparel Retail Firms*, *The Annual Conference of American College Retailing Association*, 1998.

An Empirical Assessment of the Internet Retailing for Clothing: Motivational, Behavior, Psychological and Demographic Variables, *The Annual Conference of the International Textile & Apparel Association*, 1998.

QR Revisit: Perceived Profitability of QR Implementation, *The Annual Conference of the International Textile & Apparel Association*, 1997.

Factors Affecting Consumers' Attitude Toward Coupons: Psychological Dimensions of Coupon Proneness, *The Annual Conference of the International Textile & Apparel Association*, 1996.

The Underlying Dimensions of Fashion Opinion Leadership, *The Annual Conference of the International Textile & Apparel Association*, 1995.

Funding Activities

IT and Retail Convergence for Sustainable Consumer Choices: Policy and Business Implications, Funded by Global Research Network, National Science Foundation in Korea, 2016-2019 (International PI).

Developing a life-logging technology identifying social emotions expressed in the facial and eye movement by Ministry of Science, ICT, and Future Planning, Korea, 2017 (Advisor and Collaborator).

The Neuromechanism of Design Evaluation: The Relative Effects of Simplicity and Prototypicality When Forming the First Impression of Product Design, Funded by School of Design Strategies, Parsons The New School for Design, 2014 (PI).

Team Mentoring Grant, Provost Office at The New School University, 2014.

The neuroscience approach to understand the effects of prototypicality and simplicity on design preference, Funded by School of Design Strategies, Parsons The New School for Design, 2014 (PI).

E-Waste Management Strategy of Global Multinationals from Trans-Disciplinary Design Approaches, Mid-career Research Project, Funded by National Research Foundation in Korea, 2013 (PI).

Cross Cultural Comparison in Communication Message Appeals between India and the USA, Funded by School of Design Strategies, Parsons The New School for Design, 2012 (PI).

The Influence of Haptic Information on a consumer's Product Judgment: A Neuro-scientific Perspective, Funded by School of Design Strategies, Parsons The New School for Design, 2011 (PI).

Investigating Social Networking Models (SNMs) Harnessing Community-Centric Collaborations and Democratization of Innovation, Funded by School of Design Strategies, Parsons The New School for Design, 2011 (PI).

Factors Affecting a Consumer's Attitude and Buying Intention toward Culturally Inspired Fashion Items, Funded by School of Design Strategies, Parsons The New School for Design, 2010 (PI).

Social Media Affecting Gender and Self-Identity Among Generation Y, Funded by School of Design Strategies, Parsons The New School for Design, 2010 (PI).

Generation Y Research Lab, Funded by School of Design Strategies, Parsons The New School for Design, 2010 (PI).

The Role of Site Design in Enhancing Brand Experience for a Small-Business Internet Retailing, Funded by School of Design Strategies, Parsons The New School for Design, 2009 (PI).

Building Mobile Networking Model for iPhone, Funded by the Incubator, The New School University, 2008-2009 (PI).

Faculty Development Fund, School of Design Strategies, Parsons The New School for Design, 2009, 2008, 2007, & 2006 (PI)

The Effect of Globalization of High-End Western Brands on the Diffusion of Design Capabilities to Foreign Suppliers in Partially Industrialized Countries, Funded by Design and Social Science Grant, The New School University, 2008 (PI).

Building Trust and Long-Term Relationships with Generation Y's, by the Filene Research Institute, 2005 (PI).

The Role of Trust and Distrust in Relationship Marketing for Financial Products, Research Project Supported by the A.C. Neilson Research Center, WI, 2002 (PI).

A Choice of Interfirm Relationship for International Purchasing by U.S. industrial Firm, Funded by CIBER, Center of International Business Education and Research, WI, 2002 (PI).

Beliefs, Attitudes, and Behavioral Intention toward Internet Retailing: A study Based on Japanese Consumers, Funded by CIBER, Center of International Business Education and Research, WI, 2001 (PI).

Global Sourcing by Retailers: The application of Economies of Scales and Transaction Cost Analysis, Funded by the A.C. Neilson Research Center, WI, 2001 (PI).

Internet as an information source for financial decisions, Funded by the A.C. Neilson Research Center, WI, 2000 (PI).

Measuring the Propensity of Prestige-seeking Consumption and its Cross-Cultural Analysis, Co-funded by the A.C. Neilson Research Center and by School of Business, University of Wisconsin, 2000 (PI).

Enhancing Community Economic Development through Successful Merchandising, Production, and Distribution of Innovative Fashion Product, Western Regional Research Committee, 1999.

TEACHING

2009 Recipient of the New School University's Distinguished Teaching Award

Courses Taught at Strategic Design Management, Parsons (2006-Current)

Strategic Design Management in New Economies
Integrated Studio II
Research and Development Advanced Methods
Marketing, PR, and Branding
Senior Seminar
Consumer Behavior
Advanced Brand and Design Strategies
Marketing Management III
Strategic Management

Executive Program (Curricula Development and Lectures) at The New School

Creative Branding, Trends, and Design Thinking, PTV China, 2014, New York, NY
"Design Thinking and Design-led Innovation & Meaningful Brand Positioning".
Culture, Creativity, and Innovation, CKGSB & NYU, 2015, New York, NY
"Shifting the Paradigm for Innovation".
New Horizon for Success, Cultural Liaison: South America Program, 2015.
Integrated Brand Strategy with Design-led Innovation, Metersbonwe, 2016,
Shanghai, China.
Design-Led Innovation, Executive Program at Seoul National University, 2016,
2015, 2014, 2013, Korea.
Creative Branding and Innovative Retailing, Executive Program at Yonsei
University, 2016, Korea

Industry Seminars and Lectures in Korea

IBM, HP, Adobe, Samsung Electronics President Group, Samsung Everland,
Samsung SDS, Samsung Economic Research Institute, LG Economic Research
Institute, LG Electronics, LG CNS, LG Healthy & Beautiful, SAP, Microsoft, Hyundai
Auto, Kia Auto, SK Telecom, Korea Telecom, Kolon, Shinhan Bank, Lotte Retailing,
CJ O Shopping, etc.

SERVICES AND PROFESSIONAL ACTIVITIES

Committee and Service Activities at the School of Design Strategies

RTA Promotional Review Committee (Current)
Coordinator for Marketing, PR, and Branding (2014-Current)
Coordinator for the Business Curriculum of Design Management (2009-2012)
Strategic Management Faculty Search Committee (2010, 2011, 2012, 2014)
Research and Scholarship Committee (2009-2013), Co-Chair
Research Development Review Committee (2013-2015)
Design and Management BBA Review Committee (2008-2010)
Concentration Development Committee (2007-2008), Chair

Business Curriculum Development Committee (2007-2008)
Department Research about the D&M Student Population (2007)
Design and Management Department Research Committee (2006-2007)
Master's program development committee (2006-2007)
BBA Pathway Development committee (2006-2007)

Cross-Divisional Committee and Service Activities

University Curriculum Committee (2014-Current)
University Shared Capacity Task Force (2016-Current)
Faculty Senate (2011-Current)
Chair of Academic Committee, Faculty Senate (2015-Current)
Chair of Scholarship Communication, Faculty Senate (2014-2015)
Program Designer of Executive Education (2014-2016)
Advancement, Promotion, and Tenure (APT) Committee (2010-Current)
Distinguished University Teaching Award Committee (2010, 2016)
AAS Revision and MPS Development Task Force at School of Fashion (2016)
APT Mentoring Committee (2013-2015)
Infrastructure Committee (2011-2013)
University Research Fund Review Committee (2011-2013)
Institutional Review Board (2007-2013)
Design and Social Science Research Committee (2007-2010)
The New School and CARE External Partnership Committee (2007-2009)
Faculty Advisor for Parsons Korean Students Association Advisor (2009-Current)
Fashion Design Search Committee (2011, 2016)
Fashion Marketing Search Committee (2009, 2012, 2014, 2016)
Fashion Campus with NYCEDC (2011-2013)
Master's Program Development of Fashion Marketing (2008-2009)
Fashion Curriculum Committee (2008)

Extramural Services and Services to the Field

Vice President, Association of Design and Brand Strategies, 2016-Current
Editor for *Journal of Design and Brand Strategies*, 2017- Current
Principal Editor for *Archives of Design Research*, 2015-Current

Editorial Board for *Journal of Design Management*, 2011-Current; *Journal of Global Academy of Marketing Science*, 2009- Current; Editorial Board for *Journal of Global Fashion Marketing*, 2009-Current; *Journal of Design and Brand Strategies* (2013-2015)

Served as a reviewer for *International Journal of Design*, *International Journal of Retail and Distribution Management*, *Journal of Consumer Affairs*, *International Journal of Electronic Commerce*, *Journal of Channel Distributions*, *Marketing Science*, *Academy of Marketing Science*, *Korean American Marketing Science Association*, *International Academy of Business and Economics*, *Journal of Global Fashion Marketing*.

Severed as an academic and industry panel member, session chair, and workshop organizer for *American Collegiate Retailing Association*, *American Marketing Science Association*, *Korean Clothing and Textile Association*, *Jeju Forum*, *Association of Design and Business Strategies*, *Global Academy of Marketing Science*, *International Textiles and Apparel Associations*, *Sensory and*

Neuromarketing Association, etc.