

Ji Hye Kang, Ph. D.

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EDUCATION

- | | | |
|-----------|--------|--|
| 2003-2007 | Ph. D. | Oklahoma State University, Stillwater, Oklahoma, U.S.A.
Major: Design, Housing and Merchandising
Specialization: International Retailing and Apparel Merchandising
Dissertation: The Positive Emotion Elicitation Process of Chinese Consumers
Toward a U.S. Apparel Brand: A Cognitive Appraisal Perspective
Advisor: Dr. Byoungho Jin |
| 1993-1994 | M.S. | Yonsei University, Seoul, Korea
Major: Clothing and Textiles
Specialization: Fashion Marketing and Merchandising
Thesis: A Study on the Consumers' Brand Perception of Men's Business Suit
by the Benefit Segmentation
Advisor: Dr. Ae-ran Koh |
| 1989-1992 | B.S. | Yonsei University, Seoul, Korea
Major: Clothing and Textiles |

RESEARCH AND TEACHING EXPERIENCE

Research Experience

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|--------------|---|
| 2011-present | <i>Assistant Professor</i>
Dept. of Apparel, Textiles, and Interior Design, Kansas State University, Manhattan, KS |
| 2008-2011 | <i>Post-doctoral Researcher</i>
Dept. of Clothing and Textiles, Yonsei University, Seoul, Korea |
| 2003-2007 | <i>Research Assistant</i>
Dept. of Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK |
| 1993-1994 | <i>Research Assistant</i>
Dept. of Clothing and Textiles, Yonsei University, Seoul, Korea |

Teaching Experience

- | | |
|--------------|---|
| 2011-present | <i>Assistant Professor</i>
Dept. of Apparel, Textiles, and Interior Design, Kansas State University, Manhattan, KS
Class: AT 245 Apparel and Textile Industry, AT 330 Apparel Consumers and Society,
AT 575 Principles of Forecasting, and AT 850 Research Method in Apparel and
Textiles |
|--------------|---|

- 2008-2011 *Lecturer*
 Graduate School of Human Environmental Sciences, Yonsei University, Seoul, Korea
 Class: Internet Shopping (Fall 2010), Fashion and Culture (Spring 2010), Consumer Behavior of Fashion (Spring 2011 and Fall 2009), and Fashion Marketing (Spring 2008)
- Dept. of Clothing and Textiles, Yonsei University, Seoul, Korea
 Class: Consumer Behavior and Fashion (Spring 2011 and Fall 2008, taught in English)
- Division of Apparel Design, Konkuk University, Seoul, Korea
 Class: Global Fashion Business (Spring 2010)
- Division of Beauty & Fashion Design, Seokyeong University, Seoul, Korea
 Class: Fashion Marketing (Fall 2009)
- 2003-2007 *Substitute Teaching*
 Dept. of Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK
 Class: Advanced Apparel Design and Research Methods in DHM
- 2003 *Lecturer*
 Graduate School of Fashion and Textile Business, Duksung Women's University, Seoul, Korea
 Class: E-commerce and Applications
- 2002-2003 *Lecturer*
 Korea Color and Fashion Trend Center, Seoul, Korea
 Class: Apparel Market Research Methods
- 2002 *Lecturer*
 Kookje Institute of Fashion Design, Seoul, Korea
 Class: Fashion Merchandising and Market Research Methods
- Seoul Fashion Design Center, Seoul, Korea
 Class: Color Marketing

FIELD EXPERIENCE

- 2009-2011 *Project Director (Outside Director)*
 FT Network (Fashion Consultancy), Seoul, Korea
 Responsibility:
 - Coordinating projects and consulting clients
 - Developing project proposals, directing market research, and establishing market strategies
 Selected Project:
 - A Fashion Firm's Market Strategies for Expanding its Luxury Line
- 2002-2003 *Chief Researcher and Team Manager*
 Marketing Strategy Team, Korea Color and Fashion Trend Center, Seoul, Korea
 Responsibility:
 - Coordinated projects, consulted clients, and directed team members
 - Developed project proposals, conducted market research, analyzed data, and Established/provided market strategies for client firms

Selected Projects:

- Color and Design Forecast of Korean Export Items Targeting China and the U.S. Markets
- Analysis of Best Apparel Items Sold and Successful Factors by Season

1998-2000

Marketing Consultant and Team Leader

Market Research Team, Interfashion Planning (Fashion Consultancy), Seoul, Korea

Responsibility:

- Coordinated projects, consulted clients, and directed team members
- Developed project proposals, conducted market research, analyzed data, and established market strategies

Selected Projects:

- Establishment of Fashion Demand Forecast System
- B2B E-commerce Strategy for Korean Apparel and Textile Firms
- Development of Brand Strategy for Various Apparel Firms (e.g., Unionbay, Anne Klein)

1997

Researcher

Market Research Team, Interfashion Planning (Fashion Consultancy), Seoul, Korea

Responsibility: Developed project proposals, conducted market research, analyzed data, and established market strategies for client firms

Selected Projects: Establishing Optimizing Market Strategies for Daewoo Corporation's Shanghai Shopping Mall

1996

Apparel Merchandiser

Body Studio Division, Il-kyung Corporation, Seoul, Korea

Responsibility: Determined price, style, and buying volume of women's underwear for customers, and analyzed products and customers

RESEARCH PROJECT EXPERIENCE

2008-2011

Post-doctoral Researcher

BK21 Project Team, Dept. of Clothing and Textiles, Yonsei University, Seoul, Korea

Project: Functional Sportswear Research and Education

Funding Source: National Research Foundation of Korea
(\$200,000 per year from 2006 through 2012)

Responsibility:

- Developing the annual report of the project
- Conducting market research on consumers, products, and brands to enhance the competitive advantages of the Korean apparel industry

Director: Dr. Eunae Kim

2009

Post-doctoral Researcher

Dept. of Clothing and Textiles, Yonsei University, Seoul, Korea

Project: Consumption Culture Analysis on Fashion Commercial Areas in Seoul

Funding Source: FT Network, Seoul, Korea (\$10,000)

Responsibility:

- Supervised field analysis on major fashion districts in Seoul
- Analyzed the characteristics of culture and commerce across the major fashion districts in Seoul
- Developed the annual report of the project

Director: Dr. Ae-ran Koh

- 2006-2007 *Research Assistant*
 Dept. of Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK
 Project: Building U.S. Competitiveness in Natural-Fiber and Related Industries by
 Preparing Students and Small Business Leaders for Global Markets
 Funding Source: U.S. Department of Agriculture (\$100,000)
 Responsibility:
 - Searched and reviewed literature
 - Assisted the questionnaire development for Chinese and Indian consumers
 - Assisted consumer data analysis and dissemination of the findings
 Director: Dr. Byoungho Jin
- 2004-2006 *Research Assistant*
 Dept. of Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK
 Project: Enhancing Oklahoma Academic and Small Business Community Competitiveness
 for Doing Business with China
 Funding Source: U.S. Department of Education (\$162,000)
 Responsibility:
 - Searched and reviewed literature
 - Assisted the development of educational modules for college students and
 small business owners
 - Assisted the assessment of outcomes (e.g., pre- and post-evaluation)
 - Assisted the preparation of “Doing Business with China” workshops to
 Oklahoma small business leaders
 - Analyzed interview data collected from Oklahoma small business leaders
 - Assisted result analysis and dissemination of the findings
 Director: Dr. Byoungho Jin
- 2004-2005 *Research Assistant*
 Dept. of Design, Housing, and Merchandising, Oklahoma State University, Stillwater, OK
 Project: Success Cases of U.S. Retailers
 Funding Source: Biznet Times, Seoul, Korea
 Responsibility:
 - Developed manuscripts for the international trade publication through
 extensive literature review
 Director: Dr. Byoungho Jin
- 1993-1994 *Research Assistant*
 Dept. of Clothing and Textiles, Yonsei University, Seoul, Korea
 Project: Development of a National-wide Textbook for Middle School Students
 Funding Source: Kyomoon Press, Seoul, Korea
 Responsibility:
 - Assisted development, review, and revision of the textbook contents
 Director: Dr. Gilsoo Cho

AWARDS AND RECOGNITIONS

- October 2010 *Paper of Distinction Award*
 Annual Conference of International Textile and Apparel Association
 Montreal, QC, Canada
- May 2008 *Research Excellence Award*
 (one of six awards selected among all Ph.D. dissertations completed in the year)
 Oklahoma State University, Stillwater, OK

- April 2008 *Outstanding Ph. D. Student Award*
(only one award selected among Ph. D. students of the college in the year)
College of Human Environmental Sciences
Oklahoma State University, Stillwater, OK
- November 2008 *Nomination for the Best Paper Award*
Annual Conference of International Textile and Apparel Association
Schaumburg, IL
- November 2007 *Best Paper Award*
Annual Conference of International Textile and Apparel Association
Los Angeles, CA
- November 2008 *Nomination for the Best Paper Award*
Annual Conference of International Textile and Apparel Association
Los Angeles, CA
- November 2005 *Travel Award*
Graduate and Professional Student Government Association
Oklahoma State University, Stillwater, OK
- November 2004 *Travel Award*
Graduate and Professional Student Government Association
Oklahoma State University, Stillwater, OK
- September 2003 *Academic Scholarships*
Korean Color and Fashion Association, Seoul, Korea

PUBLICATIONS

Refereed Journals

- Kang, J. H.**, & Jin, B. (manuscript in progress). Globalization and its impact on personal value and foreign brand purchase: Cross-cultural evidence from China and India.
- Kang, J. H.**, & Koh, A.-R. (manuscript in progress). Status consumption of middle-aged Korean female consumers (in Korean).
- Jin, B., Yu, H., & **Kang, J. H.** (in press). Business practice differences between Western and China: A Chinese perspective. *Marketing Intelligence & Planning* (accepted on October 10, 2012)
- Jin, B., & **Kang, J. H.** (in press). Antecedents and outcomes of global sourcing and information technology in the U.S. apparel supply chain. *Journal of the Textile Institute* (accepted on May 9, 2012).
- Jin, B., Gavin, M., & **Kang, J. H.** (2012). Similarities and differences in forming purchase intention toward a U.S. apparel brand: A comparison of Chinese and Indian consumers. *Journal of the Textile Institute*, 103(10), 1042-1054.
- Jin, B., Swinney, J., Cao, H., Muske, G., Nam, J., & **Kang, J. H.** (2011). Doing business with China: Curriculum internationalization through an infusion method. *Innovations in Education and Teaching International*, 48(2), 171-181 [ISI journal].

- Jin B., & **Kang, J. H.** (2011). Purchase intention of Chinese consumers toward a U.S. apparel brand: A test of a composite behavior intention model. *Journal of Consumer Marketing*, 28(3), 187-199.
- Kang, J. H.**, Jin, B., & Gavin, M. (2010). The positive emotion elicitation process of Chinese consumers toward a U.S. apparel brand: A cognitive appraisal perspective. *Journal of the Korean Society of Clothing and Textiles*, 34(12), 1992-2005.
- Cho, S., **Kang, J. H.**, & Koh, A.-R. (2010). Characteristics of extreme sports participants' lifestyles and sportswear benefit sought. *Journal of the Korean Society of Clothing and Textiles*, 34(12), 2051-2061.
- Kang, J. H.**, & Jin, B. (2010). Korean college students' purchase intention of foreign jeans brands: Applying an integrated behavioral intention model. *Journal of the Korean Society of Clothing and Textiles*, 34(8), 1341-1351 (in Korean).
- Jin, B., & **Kang, J. H.** (2010). Face or subjective norm? Chinese college students' purchase behaviors toward foreign brand jeans. *Clothing and Textiles Research Journal*, 28(3), 218-233.
- Kang, M., **Kang, J. H.**, & Barnes, B. (2008). Interior designer characteristics influencing sustainable energy awareness and application. *International Journal of Spatial Design and Research*, 8, 17-28.
- Kang, J. H.**, & Jin, B. (2007). Determinants of the born global firm growth in apparel industry: A Korean case. *Journal of the Textile Institute*, 98(2), 137-145.
- Nam, J., Hamlin, R., Gam, H. J., **Kang, J. H.**, Kim, J., Kumphai, P., Starr, C., & Richards, L. (2007). The fashion conscious behaviors of mature female consumers. *International Journal of Consumer Studies*, 30(1), 102-108.
- Kang, J. H.**, & Jin, B. (2006). Sustainable development: implication for apparel and textile supply chain management. *Journal of Korean Society of Clothing and Textiles*, 30(6), 829-839 (in Korean).

Trade Publications (in Korean)

- Kang, J. H.**, & Jin, B. (2005, May). Success cases of US retailing: Sports Authority. *Biznet Times*, 129, 44-45.
- Kang, J. H.**, & Jin, B. (2005, March). Success cases of US retailing: Mary Kay. *Biznet Times*, 121, 42-43.
- Kang, J. H.**, & Jin, B. (2005, January). Success cases of US retailing: Michaels. *Biznet Times*, 112, 48-49.
- Kang, J. H.**, & Jin, B. (2004, November). Success cases of US retailing: Zara. *Biznet Times*, 103, 172-173.
- Kang, J. H.** & Jin, B. (2004, August). Success cases of US retailing: Crate & Barrel. *Biznet Times*, 91, 46-47.
- Kang, J. H.**, & Jin, B. (2004, July). Success cases of US retailing: Panera. *Biznet Times*, 85, 42-43.
- Kang, J. H.**, & Jin, B. (2004, May). Success cases of US retailing: Whole Foods Market. *Biznet Times*, 78, 58-59.
- Kang, J. H.**, & Jin, B. (2004, February). Success cases of US retailing: Target. *Biznet Times*, 65, 56-57.
- Kang, J. H.** (2003, May). Branding for apparel. *Korean Distribution Journal*, 35-39.

Kang, J. H. (2003, April). Market research method II. *Korean Distribution Journal*, 36-40.

Kang, J. H. (2003, March). Market research method I. *Korean Distribution Journal*, 35-39.

Kang, J. H. (2003, February). Brand strategy development. *Korean Distribution Journal*, 36-40.

PRESENTATIONS

Refereed Presentations and Associated Publications

Kang, J. H. & Jin, B. (2012, May). *Positive consumption emotion to purchase intention: Cross-cultural evidence from China and India*. Submitted for presentation at the 2012 Academy of Marketing Science Annual Conference, New Orleans, LA.

Jin, B. & **Kang, J. H.** (2011, July). *Globalization and its impact on personal value and foreign brand purchase: Cross-cultural evidence from China and India*. Paper presented at the 2011 World Marketing Congress, Reims, France.

Jin, B., Gavin, M., & **Kang, J. H.** (2010, October). *Similarities and differences in forming purchase intention toward a U.S. apparel brand: A comparison of Chinese and Indian consumers*. Paper presented at the Annual Conference of International Textile and Apparel Association, Montreal, QC, Canada. (*This paper won the Paper of Distinction Award*)

Cho, S., Koh, A.-R., & **Kang, J. H.** (2010, October). *Characteristics of extreme sports participants' lifestyles and sportswear benefit sought*. Paper presented at the Annual Conference of International Textile and Apparel Association, Montreal, QC, Canada.

Lee, E., & **Kang, J. H.** (2010, October). *Socioeconomic factors influencing Korean sportswear market*. Presented at the Fall Conference of Korean Society of Consumer Studies, Seoul, Korea.

Kang, J. H. (2010, May). *A qualitative study on status consumption of middle-aged Korean housewives*. Paper presented at the Spring Conference of Korean Society of Consumer Studies, Seoul, Korea.

Cho, E., & **Kang, J. H.** (2010, April). *Fashion product buying behavior of duty free shop consumers*. Paper presented at the Spring Conference of Korean Society of Consumer Studies, Seoul, Korea.

Kang, J. H., & Jin, B. (2009, November). *How does the positive emotion elicitation process affect purchase intention of a foreign apparel brand in the Indian market?* Presented at the Annual Conference of the Asian Retailing and Distribution Workshop 2009, Seoul, Korea.

Kim, J., Koh, A.-R., & **Kang, J. H.** (2009, May). *A qualitative study on factors influencing consumer ethical consumption behavior*. Presented at the Spring Conference of Korean Society of Consumer Studies, Seoul, Korea.

Son, E.-Y., Koh, A.-R., & **Kang, J. H.** (2009, April). *Clothing preference images and factors affecting the decision-making processes of casual wear by lifestyle types of the middle-aged male consumers*. Presented at the Spring Conference of Korean Society of Clothing and Textiles, Seoul, Korea.

Kang, J. H., & Jin, B. (2008, November). *The positive emotion elicitation process of Chinese consumers toward a U.S. apparel brand: A cognitive appraisal perspective*. Paper presented at the Annual Conference of International Textile and Apparel Association, Schaumburg, IL.

- Jin, B., & **Kang, J. H.** (2008, November) *The purchase intentions of Chinese consumers toward a U.S. apparel brand: A test of a composite behavior intention model*. Paper presented at the Annual Conference of International Textile and Apparel Association, Schaumburg, IL.
(This paper was nominated for the Best Paper Award)
- Kang, J. H.**, & Jin, B. (2008, October). *Korean college students' purchase intention toward foreign brand jeans: A test of the integrative behavioral intention model*. Paper presented at the Fall Conference of Korean Society of Clothing and Textiles, Seoul, Korea.
- Bae, E., Oh, J., Yoo, J., & **Kang, J. H.** (2008, October). *Consumer buying pattern changes by global warming*. Paper presented at the Fall Conference of Korean Society of Clothing and Textiles, Seoul, Korea.
- Jin, B., Yu, H., & **Kang, J. H.** (2008 September). *Traditional values and contemporary business practices in China: Implications for multinational companies*. Paper presented at the International Marketing Forum, Beijing, China.
- Kang, M., **Kang, J. H.**, & Barnes, B. (2008, March). *Interior designers' sustainable energy awareness and application*. Paper presented at the Interior Design Educators Council Conference, Montreal, QC, Canada.
- Kang, J. H.**, & Jin, B. (2007, November). *Chinese consumers' purchase decision on foreign apparel products: A framework based on cognitive appraisal theory*. Paper presented at the Annual Conference of International Textile and Apparel Association, Los Angeles, CA.
- Jin, B., & **Kang, J. H.** (2007, November). *Face or subjective norm? Chinese college students' purchase behavior toward foreign jeans*. Paper presented at the Annual Conference of International Textile and Apparel Association, Los Angeles, CA.
(This paper won the Best Paper Award)
- Jin, B., Swinney, J., Cao, H., Muske, G., Nam, J., & **Kang, J. H.** (2007, November). *Doing business with China: Curriculum internationalization through infusion method*. Paper presented at the Annual Conference of International Textile and Apparel Association, Los Angeles, CA.
(This paper was nominated for the Best Paper Award)
- Kang, J. H.** & Jin, B. (2007, March). *Ambivalent or equivalent? Chinese view on Western Business practice in a transition period*, Presented at the Annual Conference of Association for Oklahoma Family & Consumer Sciences, Tulsa, OK.
- Jin, B., Muske, G., Farr, C., Branson, D., & **Kang, J. H.** (2006, May). *Key success factors for doing business with China*. Paper presented at the Hawaii International Conference on Social Sciences, Honolulu, HI.
- Jin, B., Yu, H., Muske, G., Farr, C., Branson, D., **Kang, J. H.**, & Li, Y. (2006, May). *Innovative instructions for enhancing college students' understanding in doing business with China*. Paper presented at the Hawaii International Conference on Social Sciences, Honolulu, HI.
- Jin, B., **Kang, J. H.**, & Park, J. Y. (2005, November). *Antecedents and outcomes of global sourcing and information technology*. Paper presented at the Annual Conference of International Textile and Apparel Association, Alexandria, VA/Washington, D.C.
- Kang, J. H.** & Jin, B. (2005). *Impact of entrepreneur characteristics on the international growth of born global apparel firms*. Presented at The 16th Research Symposium of Oklahoma State University, Stillwater, OK.

Kumphai, P., Nam, J., Hamlin, R., Gam, H. J., **Kang, J. H.**, Kim, J., Starr, C., & Richards, L. (2005). *The fashion consciousness and apparel purchasing behavior of mature female consumers*. Presented at The 16th Research Symposium of Oklahoma State University, Stillwater, OK.

Kang, J. H. & Jin, B. (2004). *Determinants of the born global firms' growth in apparel industry*. Paper presented at the Annual Conference of the International Textile and Apparel Association, Portland, OR.

FUNDED GRANTS RECEIVED

Kang, J. H. & Kozar, J. "Socially Responsible Apparel Purchasing Behavior: A cross-Cultural Investigation of Consumers". ²²University Small Research Grants (USRG) Program, Kansas State University, 2012-2013, \$2000 (PI).

GRADUATE STUDENT RESEARCH ADVISEMENT

2012 Kelby Polfer (M.S., Kansas State University, Committee Member)
Thesis Title: "Anti-Counterfeit Education: Examining the Effectiveness of Educational Initiatives in Deterring the Demand of Fashion".

PROFESSIONAL SERVICES

Spring 2012 *Session Chair*
Fashion Merchandising, Marketing, and Retailing tract
2012 Academy of Marketing Science Annual Conference

Fall 2011 *Reviewer*
Fashion Merchandising, Marketing, and Retailing tract
2012 Academy of Marketing Science Annual Conference

PROFESSIONAL AFFILIATIONS

International Textile and Apparel Association (2005-Present, Member)

Academy of Marketing Science (2012, Member)

Korean Society of Clothing and Textiles (2006-Present, Member)

Korean Society of Consumer Studies (2009-Present, Member)