

## **Jung Ha “Jennifer” Yang, Ph.D.**

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West Virginia University  
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### **CURRENT POSITION**

**Assistant Professor of Merchandising Consumer Products** in the School of Design and Community Development in the Davis College of Agriculture, Natural Resources, and Design at **West Virginia University**, Start date: August 16, 2014

### **PREVIOUS POSITIONS**

#### **Visiting Research Scholar**

Department of Apparel, Housing, and Resource Management at Virginia Tech  
December 1, 2013- August 15, 2014

#### **Assistant Professor and Coordinator of Fashion Merchandising Program**

School of Business and Leadership at Stevenson University, MD,  
August 16, 2010- May 17, 2013

### **EDUCATION**

#### **Doctor of Philosophy, Apparel Business and Economic Analysis**, July 2, 2011

Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA  
**Dissertation:** An Investigation of the Relationships among Consumer Characteristics, Attitude, and Purchase Intention in Apparel Mass-customization  
Advisor: Jessie Chen-Yu, Ph.D.

#### **Master of Science, Fashion Marketing**, August 2003

Konkuk University, Seoul, South Korea  
**Thesis:** The Relationship between Benefit Seeking, Brand Loyalty, and Fashion Leadership of Fashion Luxury Goods  
Advisor: Jin-sook Hwang, Ph.D.

#### **Bachelor of Arts, English Language and Literature, and French Language and Literature**, February 2001

Sogang University, Seoul, South Korea

## RESEARCH INTERESTS

- Fashion consumer behavior
- Mass-customization in the apparel industry
- Supply chain integration in multi-channel retailing of fashion products
- Integrated marketing communications strategies in the fashion industry
- Luxury fashion consumer behavior and retailing strategies

## PUBLICATIONS

### *Manuscripts*

- **Yang, J.**, & Chen-Yu, J. (*In preparation*). Consumer Characteristics and Purchase Intentions of Mass-customized Dress Shirts. *Target: Clothing and Textiles Research Journal*.
- Yoo, J., & **Yang, J.** (2016). A Sociocultural-Cognitive Model of Body-Tanning Behaviors. *Clothing Cultures*, 3(2), 129-141.
- Bahng, Y., **Yang, J.**, & Reilly, A. (2016). Resources, Barriers, and Strategies for Export Marketing Performance: A Qualitative Study in Hawai'i. *Journal of Export Marketing*, 1(1), 96-113.
- **Yang, J.**, Kincade, D., & Chen-Yu, J. (2015). Types of Apparel Mass-customization and Levels of Modularity and Variety. *Clothing and Textiles Research Journal*, 33(3), 199-212.
- Bahng, Y., Kincade, D. H., & **Yang, J.** (2013). U.S. College Students' Apparel Shopping Orientation and Brand/Product Preferences within the Context of College Major. *Journal of Fashion Marketing and Management*. 17(3), 367-384.
- **Yang, J.** (2011). An Investigation of the Relationships among Consumer Characteristics, Attitude, and Purchase Intention in Apparel Mass-customization. Unpublished Doctoral Dissertation, Virginia Tech, VA.
- Hwang, J. & **Yang, J.** (2004). The relationship between benefit seeking and brand loyalty of fashion luxury goods. *Journal of the Korean Society of Clothing and Textiles*, 28(6), 862-871.
- **Yang, J.** (2003). The relationship between benefit seeking, brand loyalty, and fashion leadership of fashion luxury goods. Unpublished Master's Thesis, Konkuk University, South Korea.

### *Proceedings Papers*

- **Yang, J.** & Chen-Yu, J. (*Accepted* 2016). Consumer Characteristics and Purchase Intentions of Mass-customized Men's Dress Shirts. Proceedings of the Annual Conference of International Textiles and Apparel Association, Vancouver, BC, Canada.
- **Yang, J.** & Yoo, J. (*Accepted* 2016). Understanding Perceptions behind Becoming a Fashion Entrepreneur among Fashion Design and Merchandising Undergraduate Students. Proceedings of the Annual Conference of International Textiles and Apparel Association, Vancouver, BC, Canada.

- **Yang, J.**, Jones, B. C., & MacDonald, N. M. (Accepted 2016). Student Learning Outcomes of an Interdisciplinary Fashion Event. Proceedings of the Joint Symposium of the Korean Society of Clothing and Textiles and the International Textiles and Apparel Association, Vancouver, BC, Canada.
- **Yang, J.** (2016). Use of Form 10-K in a Fashion Retail Math Project and Student Learning Outcomes. Proceedings of the Annual Symposium of Management and Social Sciences, Seoul, South Korea.
- **Yang, J.** (2016). Use of Form 10-K in Fashion Merchandising Math Education. Proceedings of Hawaii International Conference of Education, Honolulu, HI.
- **Yang, J.**, Kincade, D., & Chen-Yu, J. (2015). Positioning Matrix of Apparel Mass-customization based on the types of apparel mass-customization and the level of variety in mass-customized apparel. Proceedings of American Collegiate Retailing Association, Miami, FL. (Online Proceedings publication in progress by ACRA).
- **Yang, J.**, Kincade, D., & Chen-Yu, J. (2014). Levels of Modularity vs. Variety, and Types of Apparel Mass-customization: Application of the Theory of Inventive Problem Solving. Proceedings of *International Textiles and Apparel Association*, Charlotte, NC. (Proceedings publication in progress by ITAA)
- **Yang, J.**, & Burgee, L. (2014). European Study Abroad Program: an Interdisciplinary Approach. Proceedings of *International Textiles and Apparel Association*, Charlotte, NC. (Proceedings publication in progress by ITAA)
- **Yang, J.**, & Chen-Yu, J. (2014). Purchase Intentions of Mass-customized Apparel. Proceedings of *American Collegiate Retailing Association (ACRA)*, Dallas, TX.
- Bahng, Y., **Yang, J.**, & Kincade, D. (2014). Important Assortment Decision Factors: a Study of Retailing in South Korea. Proceedings of *American Collegiate Retailing Association (ACRA)*, Dallas, TX.
- **Yang, J.**, & Chen-Yu, J. (2013). An Examination of Male Consumers’ Attitude toward Using Fit Mass-customization and Intention of Buying Fit Mass- customized Apparel. Proceedings of *International Textiles and Apparel Association*, 109-110, New Orleans, Louisiana.
- **Yang, J.**, & Chen-Yu, J. (2013). A Framework for Design Mass-customization Adoption. Proceedings of *American Association of Family and Consumer Science*, Houston, Texas.
- **Yang, J.**, & Chen-Yu, J. (2011). The Relationships among Consumer Characteristics, Attitude, and Purchase Intention in Apparel Mass-customization, Proceedings of *International Textiles and Apparel Association*, 68, Philadelphia, PA.
- **Yang, J.**, Kincade, D. H., & Chen-Yu, J. (2011). Purchase Intentions of Mass-customized Apparel: Testing a Modified Version of the Technology Acceptance Model, Proceedings of *International Textiles and Apparel Association*, 68, Philadelphia, PA.
- **Yang, J.**, & Hwang, J. (2007). The relationship among benefit seeking, brand loyalty, and fashion leadership in fashion luxury goods purchase. Proceedings of *International Textiles and Apparel Association*, Los Angeles, CA.
- **Yang, J.** & Hwang, J. (2003). The relationship among benefit seeking, brand loyalty, and fashion leadership in fashion luxury goods purchase. Proceedings of *Korean Society of Clothing and Textiles*, Daejeon, South Korea, Fall, 36.

- **Yang, J.** (2011). Students’ Experience in Fashion Internship and Trade Show Incorporated in the Introductory Level Fashion Merchandising Course. Proceedings of the *Faculty Development Conference for Colleges and Universities in Central Maryland*, 2.
- **Yang, J., & Chen-Yu, J.** (2009). The relationship between consumers’ benefits sought, innovativeness, and purchase intention of mass customized apparel. Proceedings of *the Annual Symposium and Exposition of the Graduate Student Assembly at Virginia Tech*, 25.
- **Yang, J.** (2007). South Korean Female Consumers’ Benefits Sought, Brand Loyalty, and Choice of Distribution Channel: A Study on Consumer Behavior in Fashion Luxury Goods Purchase. Proceedings of the *Annual Symposium and Exposition of the Graduate Student Assembly at Virginia Tech*, 23.

## PRESENTATIONS

- **Yang, J. & Chen-Yu, J.** (Accepted 2016). Consumer Characteristics and Purchase Intentions of Mass-customized Men’s Dress Shirts. Oral presentation at the Annual Conference of International Textiles and Apparel Association, Vancouver, BC, Canada.
- **Yang, J. & Yoo, J.** (Accepted 2016). Understanding Perceptions behind Becoming a Fashion Entrepreneur among Fashion Design and Merchandising Undergraduate Students. Poster presentation at the Annual Conference of International Textiles and Apparel Association, Vancouver, BC, Canada.
- **Yang, J., Jones, B. C., & MacDonald, N. M.** (Accepted 2016). Student Learning Outcomes of an Interdisciplinary Fashion Event. Oral presentation at Joint Symposium of the Korean Society of Clothing and Textiles and the International Textiles and Apparel Association during the Annual Conference of International Textiles and Apparel Association, Vancouver, BC, Canada.
- **Yang, J.** (July 6<sup>th</sup>, 2016). Use of Form 10-K in a Fashion Retail Math Project and Student Learning Outcomes. Annual Symposium of Management and Social Sciences, Seoul, South Korea.
- **Smith, K. & Yang, J.** (April 5<sup>th</sup>, 2016). Relationships among consumer perceptions and brand preference in photoshopped and non-photoshopped fashion advertisements. Poster presentation at the Graduate Student Research and Creative Scholarship Day at the Davis College of Agriculture, Natural Resources, and Design, West Virginia University
- **Yang, J.** (January 4<sup>th</sup>, 2016). Use of Form 10-K in Fashion Merchandising Math Education. Proceedings of Hawaii International Conference of Education, Honolulu, HI.
- **Pellien, K., & Yang, J.** (April 7<sup>th</sup>, 2015). Investigation of Relationships among Consumer Perceptions and Brand Preference in Photoshopped and Non-photoshopped Fashion Advertisements. Poster Presentation at the Graduate Student Research and Creative Scholarship Day at the Davis College of Agriculture, Natural Resources, and Design. West Virginia University.
- **Yang, J.** (March 12<sup>th</sup>, 2015). Positioning Matrix of Apparel Mass-customization. West Virginia University International Scholars Recognition Fair.
- **Yang, J., Kincade, D., Chen-Yu, J.** (2015). Positioning Matrix of Apparel Mass-customization Based on the Type of Apparel Mass-customization and the Level of Variety in Mass-customized Apparel. *Triennial Joint Conference of American*

*Marketing Association (AMA) and American Collegiate Retailing Association (ACRA), Miami, FL.*

- **Yang, J.,** Kincade, D., Chen-Yu, J. (2014). Levels of Modularity vs. Variety, and Types of Apparel Mass-customization: Application of the Theory of Inventive Problem Solving. Oral presentation at the Annual Conference of International Textiles and Apparel Association, Charlotte, NC.
- **Yang, J.,** & Burgee, L. (2014). European Study Abroad Program: an Interdisciplinary Approach. Oral presentation at the Annual Conference of the International Textiles and Apparel Association, Charlotte, NC.
- **Yang, J.,** & Chen-Yu, J. (2014). Purchase Intentions of Mass-customized Apparel. Oral presentation at the Annual conference of American Collegiate Retailing Association, Dallas, Texas.
- Bahng, Y., **Yang, J.,** & Kincade, D. (2014). Important Assortment Decision Factors: a Study of Retailing in South Korea. Oral presentation at the Annual conference of American Collegiate Retailing Association, Dallas, Texas.
- **Yang, J.,** & Chen-Yu, J. (2013). An Examination of Male Consumers’ Attitude toward Using Fit Mass-customization and Intention of Buying Fit Mass-customized Apparel. Oral presentation at the Annual Conference of International Textiles and Apparel Association. New Orleans, Louisiana.
- **Yang, J.,** & Chen-Yu, J. (2013). A Framework for Design Mass-customization Adoption. Poster presentation at the Annual Conference of American Association of Family and Consumer Science. Houston, Texas.
- **Yang, J.** (2011). Students’ Experience in Fashion Internship and Trade Show Incorporated in the Introductory Level Fashion Merchandising Course. Poster Presentation at the Faculty Development Conference for Colleges and Universities in Central Maryland, Stevenson University, MD.
- **Yang, J.,** & Chen-Yu, J. (2011). The Relationships among Consumer Characteristics, Attitude, and Purchase Intention in Apparel Mass-customization. Oral presentation at the Annual Conference of the International Textiles and Apparel Association, Philadelphia, PA.
- **Yang, J.,** Kincade, D. H., & Chen-Yu, J. (2011). Purchase Intentions of Mass-customized Apparel: Testing a Modified Version of the Technology Acceptance Model. Oral presentation at the Annual Conference of the International Textiles and Apparel Association, Philadelphia, PA.
- **Yang, J.,** & Chen-Yu, J. (2009). The relationship between consumers’ benefits sought, innovativeness, and purchase intention of mass customized apparel. Poster presentation at the Annual Symposium and Exposition of the Graduate Student Assembly at Virginia Tech
- **Yang, J.** (2007). South Korean Female Consumers’ Benefits Sought, Brand Loyalty, and Choice of Distribution Channel: A Study on Consumer Behavior in Fashion Luxury Goods Purchase. Poster presentation at the Annual Symposium and Exposition of the Graduate Student Assembly at Virginia Tech.
- **Yang, J.,** & Hwang, J. (2007). The relationship among benefit seeking, brand loyalty, and fashion leadership in fashion luxury goods purchase. Oral presentation at the International Textiles and Apparel Association, Los Angeles, CA.
- **Yang, J.,** & Hwang, J. (2003). The relationship among benefit seeking, brand loyalty, and fashion leadership in fashion luxury goods purchase. Oral presentation at the Korean Society of Clothing and Textiles, Daejeon, South Korea.

## **GRANTS, FUNDS, & SCHOLARSHIPS**

- Kaye C. Daniel Faculty Development, Davis College of Agriculture, Natural Resources, and Design, West Virginia University, May 5<sup>th</sup>, 2016 (\$3,836.00)
- Faculty Travel Grant from the Office of Sponsored Programs at West Virginia University, March 2016 (\$800)
- Big XII Faculty Fellowship from West Virginia University, June 12<sup>th</sup>, 2015 (\$1,444.42)
- United States Department of Agriculture Hatch Funding approved on May 14<sup>th</sup>, 2015, Project initiated on June 15<sup>th</sup>, 2015 (Davis College at WVU)
- F. Waldo Craig New Faculty Fund (\$1,000) awarded on May 15<sup>th</sup>, 2015 (Davis College at WVU)
- Mr. and Mrs. Samuel Chico Sr. Family Resources Endowment (\$500) awarded on May 15<sup>th</sup>, 2015 (Davis College at WVU)
- Faculty Travel Grant from the Office of Sponsored Programs at West Virginia University, October 2014 (\$600)
- Visiting Research Scholarship in the Department of Business at Université Paris-Est Marne-la-Vallée, Paris, France, May 4- June 1, 2014. (Salary: approximately \$4,500)
- Faculty Development Research Grant at Stevenson University, May 2012 (\$2,500)
- Faculty Development Travel Fund program at Stevenson University, November 2011 (\$1,500)
- Graduate Research Development Program Fund, Virginia Tech, April 2010 (\$500)
- Travel Fund program, Graduate Students Assembly, Virginia Tech, December 2007 (\$275)
- Oris Glisson Scholarship, Department of Apparel, Housing & Resource Management, Virginia Tech, April 3, 2007 (\$800)

## **TEACHING EXPERIENCE**

### ***West Virginia University***

- Advising Kristina Smith for Master’s degree in Apparel Merchandising  
Thesis Proposal approved on May 7<sup>th</sup>, 2015  
Passed the Thesis Defense on March 17<sup>th</sup>, 2016  
Graduated on May 13<sup>th</sup>, 2016
- DSM 690 Teaching Practicum (Spring 2015: 1 graduate student)
- FDM 110 Introduction: Fashion Business (Number of students- Fall 2014: 55; Spring 2015: 42; Fall 2015: 57; Spring 2016: 32)
- FDM 360 Fashion Merchandising (Fall 2014: 32 students; Fall 2015: 47 students)
- FDM 361 Merchandise Planning and Control (Spring 2015: 27; Spring 2016: 43)

### ***Stevenson University, School of Business and Leadership – Assistant Professor***

- MKT 206 Principles of Marketing - Fall 2010, Spring 2011, Fall 2011, Spring 2012, & Fall 2012
- FMER 223 The Business of Fashion - Spring 2011, 2012, & 2013

- MKT 311 Consumer Behavior - Fall 2011 & 2012
- FMER 320 Fashion Retailing - Fall 2011 & 2012
- MKT 336 Integrated Marketing Communications - Spring 2012 & 2013
- MKT/ INBUS 325 International Marketing - Spring 2013
- INBUS 325 Fashion-focused International Marketing, May 2012
- FMER 417 Senior Fashion Merchandising Internship, Spring 2012 to Spring 2013

***Virginia Tech, Department of Apparel, Housing, and Resource Management***

**Course Instructor**

- AHRM 1204 Clothing and People, Fall 2006 & 2007
- AHRM 2264 Introduction to Fashion Industry, Spring 2007 & 2008

**Guest Instructor for 5 class sessions**

- AHRM 2254 Idea Development and Creativity, Summer I 2007

**Graduate Assistant, January 2005 – May 2008**

- AHRM 4214 Economics of Textiles and Apparel Industry
- AHRM 3124 Consumer Behavior Patterns

**ADMINISTRATIVE EXPERIENCE**

***Stevenson University, School of Business and Leadership***

- Coordinated the Fashion Merchandising Program
- Built and revised the fashion merchandising curriculum
- Organized Summer 2012 European Study Abroad Program
- Networked with fashion industry professionals
- Advised all fashion merchandising students
- Led academic presentations in all university-level and department-level recruiting events
- Evaluated transfer of credits

**UNIVERSITY SERVICE**

**West Virginia University**

- Evaluator for the Graduate Student Research and Creative Scholarship Day at the Davis College of Agriculture, Natural Resources, and Design, West Virginia University (April 5<sup>th</sup>, 2016)
- Student Scholarship Committee Member in the Davis College of Agriculture, Natural Resources, and Design (2016-2017)
- Search Committee Member for the Associate/Assistant Professor of Apparel Design, and for the Assistant Professor of Fashion Merchandising (Spring 2016)
- WVU Diversity Week: Davis College’s “How Women Succeed in the Davis College” panelist (September 29<sup>th</sup>, 2015)
- Search Committee member for the Director of School of Design and Community Development (May to November, 2015)

- Search Committee Member for the Assistant Professor of Apparel Design and the Assistant Professor of Apparel Foundation positions in the School of Design and Community Development in Davis College, WVU (Spring 2015)

### **Stevenson University**

- Course proposals submitted and approved at Stevenson University, MD
  - FMER 223 The Business of Fashion
  - FMER 320 Fashion Retailing
  - FMER 323 Fashion Product Merchandising
  - FMER 360 Visual Merchandising
- Academic Affairs Committee in Stevenson University Faculty Council, August 2011- May 2013
- Faculty moderator of the fashion student organization at Stevenson University, MD, May 2011- May 2013
- Organizer of European Study Abroad Program and Developer/Instructor of One-Credit Option for European Fashion Business, May 2012
- Search Committee for the Fashion Design Program Coordinator, Stevenson University, MD, May-June 2011

### **NATIONAL/ INTERNATIONAL SERVICE**

- Reviewer of the Journal for the Advancement of Marketing Education (August 2016)
- Reviewer of a paper submitted to be reviewed for the Best Paper Award in the Consumer Behavior Track in the International Textiles and Apparel Association (July 2016)
- Presentation Session Chair for the Education Session for the Annual Symposium on Management and Social Sciences (July 2016)
- Reviewer of the abstracts submitted in Consumer Behavior track of 2016 Annual Conference of International Textiles and Apparel Association (April 2016)
- Reviewer of the International Journal of Fashion Design, Technology and Education (January, 2016)
- Reviewer of the Fashion and Textiles Review (January 2016)
- Reviewer of the Journal of Family and Consumer Science Research (September, 2015)
- Reviewer of the Clothing and Textiles Research Journal (August, 2015)
- Reviewer of the abstracts submitted in Consumer Behavior track of 2015 Annual Conference of International Textiles and Apparel Association
- Reviewer of a manuscript submitted to the Clothing and Textiles Research Journal, Consumer Behavior Track (February, 2015)
- Reviewer of a manuscript submitted to the Clothing and Textiles Research Journal, Consumer Behavior Track (September, 2014)
- Reviewer of a manuscript submitted to the Journal of Global Fashion Marketing (June & October, 2014)
- Reviewer of the abstracts submitted in Consumer Behavior track of 2014 Annual Conference of International Textiles and Apparel Association
- 2013 International Textiles and Apparel Association annual conference planning/organizing team member: coordinated poster presentation sessions
- Member of Editorial Board for The Research Journal of the Costume Culture, Seoul, Korea, Feb 2013- present



- Reviewer of the abstracts submitted in Consumer Behavior track of 2013 Annual Conference of International Textiles and Apparel Association

### **AWARDS/ HONORS**

- Dean’s Award for Outstanding Faculty in Service for the School of Business and Leadership at Stevenson University, May 2012
- Official Instructor Evaluation averaged in the upper 10% of the overall school score, May 2013
- Outstanding Graduate Student in Teaching, Department of Apparel, Housing, and Resource Management at Virginia Tech, April 3, 2007.

### **PROFESSIONAL AFFILIATIONS**

- Member of International Textiles and Apparel Association (ITAA), April 2005-present
- Member of American Collegiate Retailing Association (ACRA), Oct 2013- present
- American Marketing Association (AMA), Member of Washington D.C. and Baltimore Chapters, 2012- 2013
- Member of American Association of Family and Consumer Sciences (AAFCS), 2012- 2014
- Kappa Omicron Nu, 2006 – present
- Korean Society of Clothing and Textiles, 2003-2004

### **COMPUTER SKILLS**

- IBM SPSS and IBM AMOS for quantitative data analyses
- NVivo for qualitative data analyses
- Proficient use of marketing and merchandising-related library databases (e.g., Business Source Premier, ABI/Inform, MergentOnline, Hoover, Sourcing Journal, MintelOxygen, WGSN)
- Internet classroom administration (e.g., Blackboard)
- Social Media (e.g., LinkedIn, Facebook, Twitter, Instagram, Pinterest)

### **CITATIONS BY PRESS**

- “Boutique brands: local boutiques team with popular designers to offer lines of merchandise”- Baltimore Sun (3/28/12)
- “Budget boutiques aim for high fashion and low prices: New Baltimore fashion boutiques specialize in pieces under \$100”- Baltimore Sun (5/2/12)
- “Last word with Jennifer Yang”- Davis Magazine, issued by the Davis College of Agriculture, Natural Resources, and Design, (March, 2016)

### **NON-ACADEMIC WORK EXPERIENCE**

- *Stylist Assistant* of Young-hee Seo, Fashion Stylist for Vogue Korea Magazine (Fashion public relations sector), Seoul, South Korea, November 2003 – June 2004
- *Owner and Chief Instructor* of Letz English Tutoring Service, Seoul, South Korea, April 2002-June 2004