

## **Wi-Suk Kwon, Ph.D.**

*Human Sciences Professor of Retailing  
Director, The Innovation in Retail and Consumer Experiences (iRACE) Initiative  
Coordinator, The Apparel Merchandising Program*

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*Ph.D., The Ohio State University, 2005, Consumer Sciences (Minors: Marketing, Quantitative Psychology)  
M.S., Iowa State University, 2001, Textiles and Clothing (Minor: Business Administration)  
B.S., Seoul National University, 1993, Clothing and Textiles*

### Scholarly Interests

Dr. Kwon's research focuses on retail technologies and innovations to reach underserved industry sectors and consumer populations. Funded by the National Science Foundation, National Textile Center, and other agencies and theoretically founded in cognitive and social psychology, Dr. Kwon has designed conversational virtual agents with artificial intelligence (AI) that provide consumers with cognitive and social assistance in navigation, information processing, and decision making in diverse computer-mediated consumption environments, such as e-commerce or e-healthcare sites and mobile apps. Dr. Kwon also enjoys investigating applications of emerging technologies to various consumer and industry interfaces (e.g., social media, augmented reality, location-based marketing, m-commerce, v-commerce) and assessing their impact from the consumer experience and branding angles. The broad-reaching impact of her research has been acknowledged through publications in numerous ISI-indexed journals across diverse disciplines, including retailing/business, computer science and applications, and human science. She employs diverse research methods including experimental research, predictive modeling, and qualitative research. Dr. Kwon's areas of teaching include retail technologies, branding, merchandising, retailing, and research methods.

### Courses Taught

CADS 3300 Innovation in Retail and Consumer Experiences  
CADS 3850/3853 Merchandise Planning & Control  
CADS 3920 Industry Experience  
CADS 5850/6850 Apparel Merchandising and Retailing Management  
CADS 7050 Research Methods  
CADS 8100 Branding  
CADS 8960 Current Issues: Conversational AI Agent Technology for Retail Industries

## Selected Publications

- Ginder, W., Kwon, W.-S., & Byun, S.-E. (2019). Effects of internal-external congruence based CSR positioning: An attribution theory approach. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-019-04282-w>
- Seifert, C., & Kwon, W.-S. (2019). SNS eWOM sentiment: Impacts on brand value co-creation and trust. *Marketing Intelligence and Planning*, 38(1), 89-102. <https://doi.org/10.1108/MIP-11-2018-0533>
- Chattaraman, V., Kwon, W.-S., Ross, K., & Gilbert, J. (2019). Should AI-based, conversational digital assistants employ social- or task-oriented interaction style? A task-competency and reciprocity perspective. *Computers in Human Behavior*, 90, 315-330. <https://doi.org/10.1016/j.chb.2018.08.048>
- Kwon, W.-S., Chattaraman, V., Ross, K., Alikhademi, K., & Gilbert, J. E. (2018, July). Modeling conversational flows for in-store mobile decision aids. In C. Stephanidis (Ed.), *HCI International 2018 – Posters' Extended Abstracts. HCI 2018. Communications in Computer and Information Science* (Vol. 852, pp. 302-308). Las Vegas, NV: Springer, Cham. [https://doi.org/10.1007/978-3-319-92285-0\\_42](https://doi.org/10.1007/978-3-319-92285-0_42)
- Goodman, A. M., Wang, Y., Kwon, W.-S., Byun, S. E., Katz, J. S., & Deshpande, G. (2017). Neural correlates of consumer buying motivations: A 7T functional magnetic resonance imaging (fMRI) study. *Frontiers in Neuroscience*, 11, 1-12. <https://doi.org/10.3389/fnins.2017.00512>
- Kwon, W.-S., Englis, B., & Mann, M. (2016). Are third-party green-brown ratings believed? The role of prior brand loyalty and environmental concern. *Journal of Business Research*, 69(2), 815-822. <https://doi.org/10.1016/j.jbusres.2015.07.008>
- Shim, S., Forsythe, S., & Kwon, W.-S. (2015). Impact of online flow on brand experience and loyalty. *Journal of Electronic Commerce Research*, 16(1), 56-71.
- Cosenza, T. A., Solomon, M. R., & Kwon, W.-S. (2014). Credibility in the blogosphere: A study of measurement and influence of wine blogs as an information source. *Journal of Consumer Behaviour*, 4(2), 71-91.
- Dai, B., Forsythe, S., & Kwon, W.-S. (2014). The impact of online shopping experience on risk perceptions and online purchase intentions: Does product category matter? *Journal of Electronic Commerce Research*, 15(1), 13-24.
- Myers, B., Kwon, W.-S., & Forsythe, S. (2013). Creating successful cause-branding alliances: The role of cause involvement, perceived brand motivations and cause-brand alliance attitude. *Journal of Brand Management*, 20, 205-217.
- Chattaraman, V., Kwon, W.-S., & Gilbert, J. E. (2012). Virtual agents in retail websites: Benefits of simulated social interaction for older users. *Computers in Human Behavior*, 28, 2055-2066.
- Kwon, W.-S., & Lennon, S. J. (2009). Reciprocal effects between a multi-channel retailer's offline and online brand images. *Journal of Retailing*, 85(3), 376-390.
- Kwon, W.-S., & Lennon, S. J. (2009). What induces online loyalty: Online versus offline brand images. *Journal of Business Research*, 62(5), 557-564.

### Selected Research Projects

- Kwon, W.-S. (PI), & Westrick, S. (2019-2021). *Intramural Grant Program – Interdisciplinary Team Research Grant*. Auburn University, “Designing an Intelligent Decision Assistant for E-Healthcare Decision Tools for Older Adults: Application for Medicare Plan Finder.”
- Kwon, W.-S., & Chattaraman, V. (2016-2021). *Alabama Agricultural Experiment Station (AAES) Hatch Grant*, Auburn University, “Reducing E-Health Literacy Disparities among Rural Elders Using Intelligent Agent Technology.”
- Chattaraman, V., Kwon, W.-S., & Gilbert, J. (2015-2018). *National Science Foundation*, “CHS: Small: Collaborative Research: Mobile Language-Based Aids for Intelligent Decisions.”
- Gilbert, J., Chattaraman, V., & Kwon, W.-S. (2009-2012). *National Science Foundation*, “HCC: Small: Conversational Agents in Web-Based Consumer Environments Designed for Older Users.”
- Kwon, W.-S., Solomon, M., & Englis, B. G. (2006-2009). *National Textile Center*, S06-AC04, “A Visual Approach to the Assessment of Apparel Brand Personality and its Relationship to Brand Equity.”
- Kwon, W.-S., Solomon, M., Englis, P., & Englis, B. G. (2006-2009). *National Textile Center*, S06-AC01, “Strategic Sustainability and the Triple Bottom Line.”
- Forsythe, S., & Kwon, W.-S. (2008-2009). *Alabama Agricultural Experiment Station (AAES) Hatch Grant*, Auburn University, “The Strategic Implication of Branding for Small Food and Textile Businesses.”

### Selected Honors and Awards

- *Paper of Distinction Awards*, International Textiles and Apparel Association (2010, 2011, 2013, 2020)
- *Educators for Socially Responsible Apparel Practices (ESRAP) Research Award*, International Textiles and Apparel Association (2018)
- *Best Poster Paper Award*, HCI International (2018)
- *People’s Choice Poster Award*, Engagement Scholarship Consortium Conference (2017)
- Nominated for *Creative Research and Scholarship Awards*, Auburn University (2013, 2016, 2017)
- *National Textile Center Director’s Award for Excellence in Demonstrating Inter-University Collaboration within the NTC*, National Textile Center Forum (2009)
- *Best Poster Award*, Systems (Project No. S05-AC02: Masculine style(s): Shifting identities and textile/apparel), 2009 National Textile Center Forum, Greenville, SC
- *Student Government Association (SGA) Outstanding Faculty Award* in Human Sciences, Auburn University (2008)

### Professional Affiliations

- International Textile and Apparel Association
- American Collegiate Retailing Association
- American Marketing Association
- Association for Computing Machinery