

SEEUN KIM, Ph.D.

Assistant Professor
Department of Consumer and Design Sciences
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ACADEMIC POSITION

- Assistant Professor (Tenure-Track), Auburn University, Department of Consumer and Design Sciences, Fall 2017 – Present
- Teaching Assistant, University of Tennessee at Knoxville, 2012-2014
- Research Assistant, University of Tennessee at Knoxville, 2015-2016
- Teaching Assistant, Florida State University, 2004

EDUCATION

Institution	Major	Degree, Year
University of Tennessee, USA	Retail and Consumer Sciences Statistics (Minor)	Ph.D., 2016
Florida State University, USA	Retail Merchandising and Product Development	M.S., 2005
SungKyunKwan University, South Korea	Fashion Design	B.S., 2000

SELECTED HONORS & AWARDS

- **Best Conference Paper (2017)**, “Exploring conspicuous compassion strategy in social media marketing: A study of fashion brand level”, *American Collegiate Retailing Association*, Bloomington, MN, USA.
- **Best Conference Paper (2016)**, Electronic Commerce Track. “Perceived characteristics of innovation that affect mobile app engagement: The moderating role of mobile app types”, *American Collegiate Retailing Association*, Secaucus, New York, USA.
- **The Paper of Distinction Award (2016)**, Merchandising, Marketing, Retailing II – Visual and Promotion Track, “The impact of regulatory focus and temporal distance on evaluation of online consumer reviews”, *International Textile and Apparel Association*, Vancouver, Canada.
- Doctoral Student Scholarship (2016), *American Collegiate Retailing Association*, Secaucus, New York. \$450
- Graduate Student Senate Travel Award (2016), University of Tennessee, TN, , \$1,350
- Dissertation Scholarship (2016), University of Tennessee, TN, \$2,000
- Graduate Student Advisory Board’s Research Colloquium Award (2016), College of Education, Health, and Human Sciences, University of Tennessee, TN, \$500

- Ida A. Anders Scholarship (2016), University of Tennessee, TN, \$1,000
- ESPN Retail, Hospitality, and Tourism Management Award, *University of Tennessee*, Knoxville, TN, (\$2,500)

RESEARCH INTERESTS

My scholarly program lies at the crossroads of **digital retailing** and **socially responsible consumer behavior**. My expertise lies in experimental design, survey data collection, and advanced quantitative data analysis methods which will be invaluable in executing the tasks mentioned in the proposed project.

SELECTED REFEREED JOURNAL PUBLICATIONS

1. **Kim, S.**, & Baek, T. H., & Yoon, S. (2020). The effect of 360-degree rotatable product images on purchase intention. *Journal of Retailing and Consumer Services*, 55(1).
[SSCI Journal, 2019 Impact Factor =2.68, Thomson Reuters]
2. Woo, H., Childs, M. & **Kim, S.** (2020). A path to altruism: Investigating the effects of messages focus and explicitness in CR-M campaigns. *Business Ethics: A European Review*, 29(3), 617-628.
[SSCI Journal, 2019 Impact Factor =2.919, Thomson Reuters]
3. Woo, H., **Kim, S.**, & Childs, M. (2019). Is this for our sake or their sake? Cross-cultural effects of message focus in cause-related marketing. *International Marketing Review*, 37(4), 671-694.
[SSCI Journal, 2019 Impact Factor = 2.907, Thomson Reuters]
4. Childs, M., Woo, H., & **Kim, S.** (2019). Sincerity or ploy? An investigation of brand cause campaigns. *Journal of Product & Brand Management*, 28(4), 489-501.
[SSCI Journal, 2018/2019 Impact Factor = 2.50, Thomson Reuters]
5. Childs, M., & **Kim, S.** (2019). Exploring conspicuous compassion strategy in social media marketing. *Journal of Product & Brand Management*, 28(4), 540-554.
[SSCI Journal, 2018/2019 Impact Factor = 2.50, Thomson Reuters]
6. Baek, T. H., Yoon, S., **Kim, S.**, Choi, Y. K., & Kim, Y. (2019). Social exclusion influences on the effectiveness of altruistic versus egoistic appeals in charitable advertising. *Marketing Letters*, 30(1), 75-90.
[SSCI Journal, 2019 Impact Factor = 1.277, Thomson Reuters]
7. **Kim, S.**, & Baek, T. H. (2018). Examining the antecedents and consequences of mobile app engagement. *Telematics and Informatics*, 35(1), 148-158.
[SSCI Journal, 2019 Impact Factor = 4.139, Thomson Reuters]
8. **Kim, S.**, & Kim, Y-K. (2018). The interplay of regulatory focus and temporal distance on consumer evaluation of online reviews. *Clothing Textile Research Journal*, 36(3), 135-150.
[SSCI Journal, 2019 Impact Factor = 1.100, Thomson Reuters]
9. **Kim, S.**, Baek, T. H., Kim, Y-K., & Yoo, K. (2016). Factors affecting stickiness and word of mouth in mobile applications. *Journal of Research in Interactive Marketing*, 10(3),177-192. [Scopus Journal SiteScore = 2.630]

10. Baek, T. H., Yoon, S., & **Kim S.** (2015). When environmental messages should be assertive: Examining the moderating role of effort investment. *International Journal of Advertising*, 34(1),135-157.
[SSCI Journal, 2019 Impact Factor = 3.02, Thomson Reuters]
11. **Kim, S.**, Lim, C. M., Baek, T. H., & Kim, Y-K. (2015). The impact of image congruence to brand attachment and loyalty: The moderating role of product type. *Journal of Advertising and Promotion Management*. 4(1), 43-76.
12. **Kim, S.**, & Sullivan, P. (2005). Experiential retail: Shopping in recreation tourism at the Venetian resort. *e-Review of Tourism Research*, 3(6)

MANUSCRIPTS UNDER REVIEW

1. **Kim, S.**, & Childs, M. (under review). Passion for the past: The effect of charity appeals and nostalgia on apparel donation intentions. *Journal of Consumer Behaviour*.
2. Park, H., & **Kim, S.** (under the 1st round of revise and resubmit). Do augmented and virtual reality technologies increase purchase intention? The role of cognitive elaboration and shopping goals. *Clothing Textile Research Journal*.
3. Baek, T. H., **Kim, S.**, Yoon, S., Choi, Y. K., Choi, D., & Bang, H. (under review). Emojis and assertive environmental messages in social media campaign. *Internet Research*.

REFEREED CONFERENCE PAPER PRESENTATIONS

1. **Kim, S.**, & Childs, M. (2020). Passion for the past: The effect of charity appeals and nostalgia on apparel donation intentions. *International Textile and Apparel Association, Virtual Conference*.
2. Huang, X., Kader, S. M., & **Kim, S.** (2020). The effects of emoji on influencer advertising and temporal orientation on purchase intentions. *International Textile and Apparel Association, Virtual Conference*.
3. Einollahi, S., & **Kim, S.** (2020). What impacts consumers to value secondhand apparel? A consumer theory study. *International Textile and Apparel Association, Virtual Conference*.
4. Park, H., & **Kim, S.**(2020). Do augmented and virtual reality technologies increase purchase intention? The role of cognitive elaboration and shopping modes. *International Textile and Apparel Association, Virtual Conference*.
5. Kader, S. M., Huang, X., & **Kim, S.** (2020). Cracking the code of engaging campaigns: Effective storytelling in sustainable clothing campaigns on social media. *International Textile and Apparel Association, Virtual Conference*.
6. Baek, T. H., **Kim, S.**, Yoon, S., & Choi, Y. K. (2020). A smiley face makes me greener! Emoji and message assertiveness on social media. *International Conference of Asian Marketing Associations (ICAMA)*, Seoul, South Korea
7. **Kim, S.**, Baek, T. H., & Yoon, S. (2019). Busy minds: The effect of busyness and virtual product presentation format on online shopping behavior. *International Textile and Apparel Association*, Las Vegas, Nevada, USA.

8. Woo, H., Childs, M. & **Kim, S.** (2019). A path to altruism: Investigating the effects of messages focus and explicitness in CR-M campaigns. *International Textile and Apparel Association*, Las Vegas, Nevada, USA.
9. **Kim, S.**, & Lee, J-G. (2018). Is 3-D virtual product display always effective? The moderating role of cognitive load. *International Textile and Apparel Association*, Cleveland, Ohio, USA.
10. Childs, M., Woo, H., & **Kim, S.** (2018). Sincerity or ploy? The effects of brand image and message source on consumers' perceptions toward brand-cause campaigns. *International Textile and Apparel Association*, Cleveland, Ohio, USA
11. Childs, M., & **Kim, S.** (2018). Are charity donations driven by egoism or altruism? Tests of conspicuous vs. non-conspicuous compassion. *American Marketing Association/American Collegiate Retailing Association*, Toronto, Canada.
12. Baek, T. H., Yoon, S., Kim, Y., **Kim, S.**, & Choi, Y. K. (2018). Just tell me how, not why: How culture-relevant emotions activate the message concreteness effect in green advertising. *Global Marketing Conference*, Tokyo, Japan.
13. Kim, Y, Baek, T. H., Yoon, S., **Kim, S.**, & Choi, Y. K. (2018). The lonely Samaritan: Social exclusion influences on the effectiveness of self-benefit versus other-benefit appeals in charitable advertising. *American Academy of Advertising*, New York, NY, USA.
14. Baek, T. H., Yoon, S., Kim, Y., **Kim, S.**, & Choi, Y. K. (2018). My guilt versus our shame: The effect of culture-relevant emotion on advertising concreteness effect in sustainability persuasion. *Koreans Scholars of Marketing Science International Conference*, Seoul, South Korea.
15. **Kim, S.**, & Kim, S-H. (2017). The effect of presence on consumers' responses to virtual mirror technology. *International Textile and Apparel Association*, St. Petersburg, FL, USA.
16. Childs, M., & **Kim, S.** (2017). The effect of fashion brand and charity collaborations on brand attitudes. *International Textile and Apparel Association*, St. Petersburg, FL, USA.
17. Childs, M., & **Kim, S.** (2017). Exploring conspicuous compassion strategy in social media marketing: A study of fashion brand level. *American Collegiate Retailing Association*, Bloomington, MN, USA.
[Received Best Conference Paper Award]
18. **Kim, S.**, & Kim, Y-K. (2016). The impact of regulatory focus and temporal distance on evaluation of online consumer reviews. *International Textile and Apparel Association*, Vancouver, Canada.
[Received Paper of Distinction Award]
19. **Kim, S.**, & Baek, T. H. (2016). Perceived characteristics of innovation that affect mobile app engagement: The moderating role of mobile app types. *American Collegiate Retailing Association*, Secaucus, NY, USA.
[Received Best Conference Paper Award]
20. Baek, T. H., **Kim, S.**, & Yoo, C. Y. (2016). The persuasive effect of health goal compatibility and mood. *International Communication Association*, Fukuoka, Japan.
21. **Kim, S.**, Lim, C. M., Baek, T. H., & Kim, Y-K. (2014). The impact of image congruence on Brand attachment and loyalty. *American Collegiate Retailing Association*, Dallas, TX, USA.

22. Lim, C. M., **Kim, S.**, & Kim, Y-K. (2014). Extended self-concept and brand-related responses in sensory modality context. *International Textiles and Apparel Association*, Charlotte, NC, USA.
23. Baek, T. H., & **Kim, S.** (2013). Leveraging Facebook's brand pages to strengthen consumer brand relationships. *American Collegiate Retailing Association*, Nashville, TN, USA.
24. Baek, T. H., Yoon., Y., & **Kim, S.** (2013). When environmental messages should be assertive: The moderating effect of effort investment on consumers' recycling intentions. *AMA Marketing and Public Policy*, Washington D. C., USA.
25. Baek, T. H., Yoon, Y., & **Kim, S.** (2013). The effects of assertive language and effort investment in environmental advertising persuasion. *American Academy of Advertising*, Albuquerque, NM, USA.

TEACHING EXPERTISE

My expertise of teaching focuses on Digital Retailing, Social Media Management, Consumer Behavior, and Merchandising Buying courses.

COURSES TAUGHT

Auburn University

- CADS 7690 Consumer Theories in Apparel & Interior (Fall 2019, Graduate Course)
- CADS 3810 Social Media for Apparel (Fall 2018, Fall 2019, Summer 2020, Fall 2020)
- CADS 5501/6510 Digital Retailing (Spring 2018, Spring 2019, Spring 2020)
- CADS 3850 Merchandising Planning and Control (Fall 2017- Fall 2020)
- CADS 4920 Summer Internship
- CADS 7910 Supervised Teaching
- CADS 7900 Directed Study
- CADS 8970 Special Topics

University of Tennessee

- RCS 341 Consumers in the Marketplaces (Spring 2015)

Florida State University

- CTE 3340 Advanced Clothing Construction (Spring 2004)

COURSES AND CURRICULUM DEVELOPMENT

Digital Retailing, (3 credit hours, CADS 3970/5501/6510) – Offered in Spring 2018, 2019, 2020

- This course was developed to enhance students' ability to critically examine how fashion businesses strategize digital retailing/merchandising, which can differ from traditional in-store retailing/merchandising.
- The course materials included lectures with numerous visual examples and video clips, in-class group discussions and activities, an individual news article review presentation, and a group project that developed a digital retailing plan and merchandising strategies for apparel businesses. From this course, our students were able to learn various digital retailing strategies and prepare their future career path in digital retailing positions (e.g., e-merchants, e-commerce managers, m-merchants) in the apparel industry.

Social Media Management (3 credit hours, CADS 3970/3810) – Offered in Fall 2018, 2019,2020

- This course was developed to provide fundamental foundations for social media management specific to fashion businesses that can apply directly to our students’ career in the apparel industry.
- The course materials included lectures with numerous visual examples and video clips, in-class group discussions and activities, an individual blog project with data analytics practices, and a group project that developed a social media management plan and merchandising strategies for apparel businesses. This course used various social media platforms (e.g., blog and social networking sites) as a teaching tool that offers new opportunities to interact with students beyond the classroom, resulting in greater involvement and commitment.

GRANT EXPERIENCES

- 2019
(Funded) *Intramural Grants Program*, Auburn University, “The effect of charitable messages on pro-social behavior: The role of positive emotions,” \$19,900.
Kim, S. (PI)
- 2018
(Non-funded) *Intramural Grants Program*, Auburn University, “The role of donation type and geographical proximity in cause-related marketing: A field study of restaurant patronage in Alabama,” \$8,000
Kim, S. (PI) & Woo, H. (Co-I)
- 2017
(Funded) *Breeden Endowed Grant Program*, Auburn University, “Trip on a mission: Leveraging front-line innovation and technology to enhance teaching and learning in the merchandising curriculum,” \$3,344
Woo, H. (PI) & Kim, S. (Co-I)

SERVICE

Internal

- Graduate Committee, 2020
- Mentoring & Peer Review Committee, 2017 – Present
- Faculty Search Committee, 2019
- Scholarship and Awards Committee, 2019
- Communication and Marketing Task Forces Teams for CADS Websites, 2019
- Southeaster Graduate Consortium Coordinator, 2019

Ad Hoc Journal Reviewer

- Clothing and Textile Research Journal, 2020
- Journal of Retailing and Consumer Service, 2020
- Journal of Fashion Marketing and Management, 2019-2020
- Journal of Global Fashion Marketing, 2019-2020
- Journal of Research in Interactive Marketing, 2016 – 2018
- Family & Consumer Sciences Research Journal, 2018 – 2019
- Telematics & Informatics, 2019

Conference Paper Reviewer

- International Textile and Apparel Association, 2015 – Present

Professional Organization

- International Textiles and Apparel Association (ITAA)

PROFESSIONAL EXPERIENCE

- Store Manager, Gen-X Clothing, Omaha, NE, 2002 – 2003
- Assistant Designer, DAEHYUN INC, Seoul, Korea, 2000 – 2001
- Assistant Designer, ELLI Fashion, Seoul, Korea, 1999 – 2000

CERTIFICATIONS

- Google Analytics, 2018 – Present
- HubSpot Inbound Marketing, 2018 – Present
- HubSpot Social Media, 2019 – Present
- Power BI for Marketers, Data Visualization from Lynda.com, 2019 – Present