JIA WU, Ph.D.

Assistant Professor in Consumer and Design Sciences
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Google Scholar Citations; Linkedin; Orcid; Researchgate

Education

Ph.D., University of Missouri, 2024, Textile and Apparel Management
M.A., Beijing Institute of Fashion Technology, 2008, Fashion Design and Engineering
B.A., Beijing Institute of Fashion Technology, 2005, Fashion Design and Engineering

Summary

Dr. Wu's scholarly accomplishments emphasize interdisciplinary and industry collaborations in functional apparel, primarily focusing on user-centered apparel design research. Her scholarship, consisting of research and creative activities, is both independent and collaborative and focuses on three key areas: (1) using 3D technologies to design and develop inclusive clothing for marginalized and underserved populations; (2) adopting an interdisciplinary research approach to advance functional apparel design and development; (3) leveraging the digital transformation of the fashion industry to facilitate mass customization of inclusive clothing. Her creative activities are often inspired by her practical experience in the apparel industry, catering to user and market needs, including innovative approaches to patterns, materials, motion sensors, and 3D technologies. Prior to joining Auburn University in 2024, Dr. Wu held management positions at a pioneering digital apparel manufacturing company and a fashion institute in China for 11 years, demonstrating her deep dedication and passion for the field in which she works. In classrooms, she utilizes her professional experience and interaction with students to integrate real-world situations and challenges into the course content, projects, and related assignments to better prepare students for their future careers. She has co-authored 5 peer-reviewed full-length research papers, 4 juried design exhibits tied with her research program, 1 invited design exhibition, 1 book chapter, and 9 international and national conference presentations. In addition, she received 2 internal grants and several awards for her research and creative contributions during her doctoral studies. Lastly, Dr. Wu eagerly embraces new challenges, dedicates herself to understanding emerging trends, and is passionate about sharing her insights with the next generation.

Selected Publications:

- **Wu. J.,** Kopot. C., & Zhao. L. (Under Second Revision). Sustaining Competitive Advantages in the Apparel Industry through Inter-Functional Coordination in the Digital Transformation Era – An Exploratory Case Study. *Clothing and Textiles Research Journal.*
- McBee-Black, K., Rana, M. R. I., Ipaye, H., **Wu, J.,** & Burns, C. (2024). Intimate Apparel Challenges and Consumer Satisfaction among Female and Non-binary People with Disabilities: An Exploratory Study to Formulate Future Research Opportunities. *Fashion Practice*, 1-23. https://doi.org/10.1080/17569370.2024.2312928

Selected Juried Design Exhibition:

- **Wu. J.,** & McBee-Black. K., & Zhao. L. (2023). *Developing a Functional, Expressive, and Aesthetic Outdoor Jacket for Generation Z Wheelchair Users. Design Exhibition* International Textile and Apparel Association, Baltimore, MD.
- **Wu. J.**, & McBee-Black. K. (2022). *Functional Period Underwear for People with Disabilities. Design Exhibition.* International Textile and Apparel Association, Denver, CO.
- **Wu. J.** (2003). Innovative Denim Design through Material Innovation. *China Textile and Apparel Association*, *Beijing International Fashion Week* [1st Place Award, Best Material Innovation Award].

Professional Memberships: ITAA, CSA, HCII

Selected Honors and Awards since 2023:

University of Missouri 40th Research & Creative Activities Forum conference, 3rd Place Award in the Humanities & Applied Design category (2024).
ITAA Sara Douglas Fellowship for Professional Promise: Doctoral Student Award (2023).
University of Missouri Entrepreneur Quest (EQ) elevator pitch competition, 3rd Place Award (2023).
University of Missouri Lee Henson Access Mizzou Award (2023). (Honor two students who contribute to the inclusion at Mizzou and beyond)
University of Missouri Research Development Award (2023).
University of Missouri Research and Innovation Achievement Forum, 1st Place Award in the applied design category (2023).
University of Missouri 39th Research & Creative Activities Forum conference, 2nd Place Award in the Social Sciences category (2023).