

**Completed Ph.D. Dissertations, 2001-2023**  
**Department of Consumer and Design Sciences**  
**College of Human Sciences**  
**Auburn University**

Robinson, Ebony – Ph. D.: “Enhancing the efficacy of brand activism messaging: A construal level theory approach,” directed by Dr. Veena Chattaraman, 2023

Martin, Kelly- Ph. D.: “An Exploratory Study of Home Interior Design Features to Support Maternal Mental Health and Well-Being in the Postpartum Period,” Professor Lindsay Tan, 2023

Kader, Mohammad Shahidul- Ph. D.: “Effective Storytelling in a Fashion-based Crowdfunding Campaign: The Impact of Narrative Temporality, Narrative Appeal, and Mental Simulation on Crowd-funder Engagement,” directed by Drs. Seeun Kim and Pamela Ulrich, 2023

Shealey, Alaundra - Ph. D.: “(K)notting Strands of Change: Radical Deconstruction Through Afrofuturist-Feminist Design,” directed by Professor Taneshia West Albert, 2023

Wang, Wei - Ph. D.: “Performance or Safety? How Regulatory Foci and Brand Associations Affect Gen Z Car Shoppers’ Attitudes Toward and Intentions to Respond to Mobile Advertising Claims,” directed by Dr. Veena Chattaraman, 2022

Harrison, Ebenezer Nana Banyin - Ph. D.: “Trust and Distrust in Conversational AI Agents: The Effects of Agent Interaction Style and User Information Need,” directed by Dr. Wi-Suk Kwon, 2022

Huang, Xiao- Ph. D.: “Chinese Consumers’ Perceptions of Cross-Border E-Commerce Retailer Attributes: A Scale Development and Validation Study,” directed by Dr. Wi-Suk Kwon, 2022

Chakraborty, Swagata- - Ph. D.: “What’s in There for Me? Impact of User-Centric Advertisement Appeals on Consumers’ Emotional Responses and Sustainable Apparel Purchase Intentions,” directed by Dr. Amrut Sadachar, 2021

McCann, Abbi-Storm- Ph.D.: “How’s your CQ?: A Quasi-Experimental Study of Cultural Intelligence Levels in Traditional Students Following Study Abroad and Classroom-based Cultural Experiences, ” Professor Lindsay Tan, 2021

Lee, Jong Geun- Ph.D.: “Investigating the Conceptual Link Between Appearance-Related Self-Discrepancies and Retail Therapy Shopping Behavior Through Emotional and Motivational Routes,” Dr. Veena Chattaraman, 2021

Huang, Xiao- Ph. D.: “Chinese Consumers’ Perceptions of Cross-Border E-Commerce Retailer Attributes: A Scale Development and Validation Study,” directed by Dr. Wi-Suk Kwon, 2022

Sung, Jihyun – Ph.D.: “The Effects of Augmented Reality (AR) Modality and User-Virtual Product Interaction Design on Consumers’ Product Evaluation: A Cognitive-Experiential Self-Theory Perspective,” directed by Dr. Wi-Suk Kwon, 2021

Chang, Jae Youn – Ph.D.: “Social Media Information Search Behavior in Consumption Decisions: Consumer Segmentation and Discriminant Factors,” directed by Dr. Wi-Suk Kwon, 2020

Michaelson, Dawn – Ph.D.: “Development and Application of a Functional Apparel Framework Using Mixed Methods,” co-directed by Dr. Karla Teel and Dr. Veena Chattaraman, 2019

Cui, Tianyu – Ph.D.: “Disruption in Digital Fabrication: Exploring FDM 3D Printing and 3D CAD for a Wearable Apparel Product,” co-directed by Dr. Veena Chattaraman and Dr. Sarina Sun, 2019.

Braun, Alina Maria – Ph.D.: “The Preference for the Aesthetic Middle: A Perceived Risk Based Explanation and the Moderating Role of Aesthetic Expertise and Product Confidence,” directed by Dr. Veena Chattaraman, 2018.

Gatlin, Anna Ruth – Ph.D.: “Engaged Active Student Learning: A Tale of Two Design Case Studies,” directed by Prof. Lindsay Tan, 2018.

Rashid, Md Sanuwar – Ph.D.: “Predicting Consumers’ Attribution and Behavior toward a Brand’s Sweatshop Practices: The Effects of Brand Power, Sweatshop Practice Repetitiveness, and Response Strategy,” directed by Dr. Wi-Suk Kwon, 2018.

Rolling, Virginia – Ph.D.: “Aesthetic Experience of a Synesthetic Dress,” directed by Dr. Karla Teel, 2018.

Seifert, Christin – Ph.D.: “‘Love It or Hate It’? Exploring the Role of Visual Storytelling in Mitigating Design Risk,” directed by Dr. Veena Chattaraman, 2017.

Sokienah, Yaman Yousef – Ph.D.: “Third Place Impact on Students' Creativity and a Comparison between Measurement Tools: An Experimental and Comparative Study,” directed by Prof. Lindsay Tan, 2017.

Ginder, Whitney – Ph.D.: “An Attribution Theory Approach to Corporate Social Responsibility (CSR) Communication: Consumer Response to Consistency-Based CSR Positioning,” directed by Dr. Wi-Suk Kwon and Dr. Sang-Eun Byun, 2016.

Johnson, Olivia – Ph.D.: “A Model for Socially Responsible Consumption among Millennials: An Identity-Based Perspective,” directed by Dr. Veena Chattaraman, 2016.

Li, Yishuang – Ph.D.: “How Do Consumers Evaluate Mobile Apps? The Role of App Name Suffix, App Information Quality, and Consumer Characteristics,” directed by Dr. Wi-Suk Kwon and Dr. Sang-Eun Byun, 2016.

Cottle, Frederick – Ph.D.: “Statistical Human Body Form Classification: Methodology Development and Application,” directed by Dr. Lenda Jo Connell and Dr. Pamela Ulrich, 2012.

Mann, Manveer – Ph.D.: “The Role of Need for Distinctiveness and Acculturation in Young, Urban Indian Consumers’ Purchase Intention for Western Brands at Western Retail Formats: An Application of Theory of Planned Behavior,” directed by Dr. Sang-Eun Byun and Dr. Wi-Suk Kwon, 2012.

Nunnelley, Whitney Skinner – Ph.D.: “Cause Related Marketing: Understanding Celebrity, Consumer, and Product Fit Relationships,” directed by Dr. Veena Chattaraman and Dr. Carol Warfield, 2012.

Shim, Soo In – Ph.D.: “Enhancing Brand Loyalty through Brand Experience: Application of Online Flow Theory,” directed by Dr. Sandra Forsythe and Dr. Wi-Suk Kwon, 2012.

Brock, Mary Katherine – Ph.D.: “Interactive marketing strategies: Improving brand messaging through multi-level engagement congruent to consumers’ cognitive preferences,” directed by Dr. Carol Warfield, 2010.

Dai, Bo – Ph.D.: “The Impact of Perceived Price Fairness of Dynamic Pricing on Customer Satisfaction and Behavioral Intentions: The Moderating Role of Customer Loyalty,” directed by Dr. Sandra Forsythe, 2010.

Goh, Yi Sheng – Ph.D.: “The Influence of Product-brand Fit and Product-category Fit on Product Attitude and Purchase Intention: The Role of Brand Strength and Processing Fluency,” directed by Dr. Sandra Forsythe and Dr. Veena Chattaraman, 2010.

Kreidler, Nicole Bieak – Ph.D.: “An Examination of Green Environmental Attributes in Hotel Service Settings,” directed by Dr. Carol Warfield and Dr. Wi-Suk Kwon, 2010.

Rickman, Tracy – Ph.D.: “Credibility in the Blogosphere: A Study of Measurement and Influence of Wine Blogs as an Information Source,” directed by Michael Solomon, 2010.

Aghekyan, Marine – Ph.D.: “The Role of Product Brand Image and Online Store Image on Perceived Risks and Online Purchase Intentions,” directed by Dr. Sandra M. Forsythe, 2009.

Harben, Beth Mary – Ph.D.: “Predicting Consumers’ Cause-Brand Alliance Attitude and Purchase Intention: The Influence of Cause Involvement, Message Source, Perceived Motivations, and Cause-Brand Fit,” directed by Dr. Sandra Forsythe and Dr. Wi-Suk Kwon, 2009.

Manuel, Melissa – Ph.D.: “Using 3D Body Scan Measurement Data and Body Shape Assessment to Build Anthropometric Profiles of Tween Girls,” directed by Dr. Pamela V. Ulrich and Dr. Lenda Jo Connell, 2009.

Sancheti, Yukti – Ph.D.: “Understanding Tween Girls’ Self Perception and Clothing Behavior: A Conceptual Framework,” directed by Dr. Lenda Jo Connell and Dr. Pamela Ulrich, 2009.

Manuel, Melissa–Ph.D. Dissertation: “Using 3D Body Scan Measurement Data and Body Shape Assessment to Build Anthropometric Profiles of Tween Girls,” directed by Dr. Pamela Ulrich and Dr. Lenda Jo Connell, 2008.

Noh, Mijeong – Ph.D.: “Consumers’ Prior Experience and Attitudes as Predictors of Their Online Shopping Beliefs, Attitudes, and Purchase Intentions in a Multichannel Shopping Environment,” directed by Dr. Carol Warfield, 2008.

Kim, Jiyeon – Ph.D.: “Sensory Enabling Technology Acceptance Model (SE-TAM): The Usage of Sensory Enabling Technologies for Online Apparel Shopping,” directed by Dr. Sandra Forsythe, 2006.

Lee, Seunghee – Ph.D.: “Body Image Perceptions and Clothing Behavior Issues for Adolescent Daughters and Their Mothers,” directed by Dr. Pamela V. Ulrich and Dr. Lenda Jo Connell, 2006.

Xiao, Ge – Ph.D.: “The Chinese Consumers' Changing Value System, Consumption Values and Modern Consumption Behavior,” directed by Dr. Jai-Ok Kim, 2005.

Liu, Chuanlan–Ph.D. Dissertation: “Modeling Consumer Adoption of the Internet as a Shopping Medium: An Integrated Perspective,” directed by Dr. Sandra Forsythe, 2004.

Li, Jiunn-Ge–Ph.D. Dissertation: “The Effects of Store Physical Environment on the Perceived Crowding and Shopping Behavior,” directed by Dr. Jai Ok Kim, 2004.

Fu, Mei-Lin–Ph.D. Dissertation: “Pattern Development for Overweight and Obese Women: Integrating Body Shape Analysis with an Understanding of Preferences and Needs,” directed by Dr. Pamela Ulrich and Dr. Lenda Jo Connell, 2004.

Traore, Moussa–Ph.D. Dissertation: “International Textile Trading Regime and Textile Industry Development in Developing Countries,” directed by Dr. Jai Ok Kim, 2004.

Ahmed, Samah–Ph.D. Dissertation: “Examining the Impact of Website Environmental Cues on Consumers’ Choice Criteria and Patronage Intentions,” directed by Dr. Sandra Forsythe, 2004.

Li, Xue–Ph.D. Dissertation: “The Impact of Brand Knowledge on Consumers’ Purchase Intentions,” directed by Dr. Sandra Forsythe, 2004.

Munoz, Lego Caroline–Ph.D. Dissertation: “The Effect of Interpersonal Influence within Virtual Communities,” directed by Dr. Michael Solomon, 2003.

Alexander, Marina–Ph.D. Dissertation: “Applying Three-Dimensional Body Scanning Technologies to Body Shape Analysis,” Co-Directed by Dr. Lenda Jo Connell and Dr. Pamela Ulrich, 2003.

Wood, Natalie Quilty–Ph.D. Dissertation: “Personalization of the Web Interface: Avatars as Vehicles for Visual Persuasion in the Online Decision Making Process,” directed by Dr. Michael Solomon, 2002.

Pisut, Gina R.–Ph.D. Dissertation: “A National Study on Fit Preferences for Women’s Ready-to-Wear,” directed by Dr. Lenda Jo Connell, 2001.