

## **Dr. Sang-Eun Byun**

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### **EDUCATION**

- Ph.D. Michigan State University, East Lansing, MI, USA, 2006  
Major: Retailing. Dissertation: Here Today, Gone Tomorrow: Antecedents and Consequences of In-Store Hoarding at Fast Fashion Stores
- M.S. Kyung Hee University, Seoul, S. Korea, 1998  
Major: Fashion Marketing. Thesis: The Effectiveness of Negative Appeal Advertisements: Focusing on Apparel Ads with Social Issues
- B.S. Andong National University, Andong, S. Korea, 1996  
Major: Clothing and Textiles

### **ACADEMIC EXPERIENCE**

- 2016 - Present Associate Professor, Department of Retailing, College of Hospitality, Retail, and Sport Management, University of South Carolina
- 2012 - 2016 Associate Professor, Department of Consumer & Design Sciences, College of Human Sciences, Auburn University
- 2006 - 2012 Assistant Professor, Department of Consumer & Design Sciences, College of Human Sciences, Auburn University
- 2004 - 2006 Instructor, Department of Advertising, Public Relations, and Retailing, College of Communication Arts and Sciences, Michigan State University

### **HONORS AND AWARDS**

- *Career Influencer Certificate*, University Career Center, University of South Carolina (2024)
- *Highly Commended Paper Award*, The Literati Network Awards for Excellence 2016, Emerald Group Publishing Limited. *International Journal of Retail and Distribution Management* (2016)
- *Best Paper Award Finalist*, American Collegiate Retailing Association, New York/New Jersey, USA (2016)

- *Alumni Undergraduate Teaching Excellence Award*, Auburn Alumni Association, Auburn University (2013), *One of the three recipients of 2013 **university-level** teaching award.*
- *Paper of Distinction Award Nominee*, Merchandising/Retailing II. Visual & Promotion Track, The International Textile and Apparel Association (2011)
- *Outstanding Paper Award*, The Literati Network Awards for Excellence 2011, Emerald Group Publishing Limited. *Asia Pacific Journal of Marketing and Logistics* (2011)
- *Best Paper Award*, American Collegiate Retailing Association, New York, USA (2008)
- *Best Conference Paper*, The European Association of Education and Research in Commercial Distribution Conference, Saarbruecken, Germany (2007)
- *Dissertation Completion Fellowship*, College of Communication Arts and Sciences, Michigan State University (2006)
- *Developing Professional Award* in recognition of excellence in research and teaching, College of Human Ecology, Michigan State University (2005)
- *Best Conference Paper*, American Collegiate Retailing Association/ The European Association of Education and Research in Commercial Distribution, Paris, France (2003)
- *Academic Excellence Award*, College of Human Ecology, Michigan State University (2000)

## TEACHING EXPERIENCE

### **Courses Taught at University of South Carolina (Fall 2016 ~ present)**

- RETL 369 Retail Promotion (undergraduate) – *focusing on social listening and analytics*
- RETL 365 Visual Merchandising and Store Design (undergraduate)
- RETL 485 Multinational Retailing (undergraduate)
- RETL 487 Retail Management Strategies (undergraduate)
- HRSM 700 Quantitative Methods in Hospitality, Retail, and Sport Management (graduate)

### **Courses Taught at Auburn University (Fall 2006 ~ Spring 2016)**

- CADS 7690 Consumer Theory for Apparel and Interior Products (graduate)
- CADS 7050 Research Methods (graduate)
- CADS 5760/6760 Fashion Analysis and Forecasting (undergraduate/graduate)
- CADS 5610/6610 Global Retailing in Textiles and Apparel (undergraduate/graduate)
- CADS 5600/6600 Global Sourcing in Textiles and Apparel (undergraduate/graduate)
- CADS 2760 Visual Merchandising (undergraduate)
- CAHS 7200 Integrated Textile & Apparel Complex (graduate; team teaching)

- CAHS 8990 Research & Dissertation (graduate)
- CADS 7990 Research and Thesis (graduate)

### **Courses Taught at Michigan State University (2004 ~ 2006)**

- International Buying and Product Development (undergraduate)
- Promotional Strategies in Retailing (undergraduate)

### **Teaching-related Certifications**

- Social Listening & Analytics – Certificate of Expertise, Keyhole (August 2018)
- Digital Marketing, Hubspot (June 2021)
- Social Media Marketing, Hubspot (June 2021)
- “Getting Started Teaching Online” Short Course Certificate, Center for Teaching Excellence, University of South Carolina (April 2019)
- Social Media Platform, Hootsuite (December 2018)
- Advanced Social Advertising, Hootsuite (December 2018)
- E-Commerce Website Development, Wix (August 2018)

### **Undergraduate Student Supervised**

- Honors College Thesis, Braeden Dinger, Thesis Director (Fall 2023 ~ Spring 2024)
- Honors College Thesis, Allison Lausch, The 2<sup>nd</sup> reader (2018)

## **SCHOLARSHIP AND RESEARCH**

### **Research Interests**

- ***Customer Engagement & Experience strategies***: Consumer psychology and decision-making in offline/online environments; Fast fashion strategies; AI in retailing
- ***Corporate Social Responsibility (CSR) and Corporate Social Advocacy (CSA)***: Retailers’ CSR positioning & communication strategies; Consumer attributions, emotional and behavioral reactions to CSA or brand activism
- ***Market Dynamics and Business Strategy***: Business turnaround strategies during economic crises; Social media communication and stakeholder engagement in times of crisis

## Under Review

1. **Byun, S.-E.**, Mann, M. & Ginder, W. (under review). Facing the Fear: Leading Global Brands' Social Media Communications in Times of Crisis. *Journal of Product and Brand Management*.
2. **Byun, S.-E.** & Mann, M. (under review). Business as (un)usual: Dynamics in consumer reactions to brand activism across diverse social-political issues. *Journal of Public Policy & Marketing*.
3. Ginder, W., Kwon, W.-S., & **Byun, S.-E.** (under review). Practice what you preach, but should you preach what you practice? Dynamic interplays between corporate social responsibility action and communication. *Business Ethics Quarterly*.
4. Dinger, B., **Byun, S.-E.** & Park, J. (under review). Integrating AI into Curricula: Project-based Learning in Digital Entrepreneurship. *Journal of Fashion Design, Technology and Education*.

## Refereed Journal Publications

1. **Byun, S.-E.** & Manveer, M. (2024). Walking the tightrope: How does corporate advocacy for controversial social issues catalyze change or spark backlash? *Public Relations Review*, 50(4). 102490. [ABDC: A; Impact Factor 4.1]
2. Liu, B., **Byun, S.-E.** & Byun, S. (2024). Reuse intentions for carsharing services: A hierarchical model of perceived benefits, risks, and individual differences. *Asia Marketing Journal*. [Indexed in ESCI and SCOPUS]
3. Ginder, W. & **Byun, S.-E.** (2022). To trust or not to trust? The interplay between labor-related CSR claim type and prior CSR reputation of apparel retailers. *Journal of Retailing and Consumer Services*, 65(March). Article 102875. [ABDC: A; This journal is ranked as an 'A' in the RETL internal journal list; Impact Factor 11.0]
4. Mann, M., Ginder, W. & **Byun, S.-E.** (2022). Highs and lows of cannabis decriminalization: Twitter analysis and ethical and regulatory implications for retailing and marketing. *Journal of Global Marketing*, 35, 57-75. [2023 CiteScore 6.8; Acceptance Rate 9%]
5. Ginder, W., Kwon, W.-S., & **Byun, S.-E.** (2021). Effects of internal-external congruence based CSR positioning: An attribution theory approach. *Journal of Business Ethics*, 169, 355-369. [ABDC: A; This journal is ranked as an 'A' in the RETL internal journal list; Impact Factor 6.33, according to 2022 Clarivate Analytics]

6. Mann, M., **Byun, S.-E.**, & Ginder, W. (2021). B Corps' social media communications during the COVID-19 pandemic: Through the lens of the triple bottom line. *Sustainability*, 13(17), 9634. [Impact Factor 3.9, according to 2022 Clarivate Analytics]
7. Carpenter, C., **Byun, S.-E.**, Turner-McGrievy, G., & West, D. (2021). An exploration of domain-specific sedentary behaviors in college students by lifestyle factors and sociodemographics. *International Journal of Environmental Research and Public Health*, 18(18), 9930. [Impact Factor 4.61, according to 2022 Clarivate Analytics]
8. **Byun, S.-E.**, Han, S., Kim, H., & Centrallo, C. (2020). US small retail businesses' perception of competition: Looking through a lens of fear, confidence, or cooperation. *Journal of Retailing and Consumer Services*, 52(January), 101925. [ABDC: A; This journal is ranked as an 'A' in the RETL internal journal list; Impact Factor 11.0; CiteScore 20.4]
9. **Byun, S.-E.**, Long, S., & Mann, M. (2020). Brand prominence preferences among the Chinese Little Emperors living in the U.S. *Journal of Fashion Marketing and Management*, 24(1), 66-82. [Impact Factor 4.18, according to 2022 Clarivate Analytics]
10. Manveer, M., Kwon, W.-S., & **Byun, S.-E.** (2018). Shifting value perceptions among young urban Indian consumers: The role of need for distinctiveness and western acculturation. *Journal of Retailing and Consumer Services*, 44(June), 127-133. [ABDC: A; This journal is ranked as an 'A' in the RETL internal journal list; Impact Factor 11.0; CiteScore 20.4]
11. Rashid, S. & **Byun, S.-E.** (2018). Are consumers willing to go the extra mile for fair trade products made in a developing country? A comparison with made in USA products at different prices. *Journal of Retailing and Consumer Services*, 41(March), 201-210. [ABDC: A; This journal is ranked as an 'A' in the RETL internal journal list; Impact Factor 11.0; CiteScore 20.4]
12. Lou, Y. & **Byun, S.-E.** (2018). Stress-driven spending: Correlates of international students' adjustment strains and compulsive online buying. *Journal of International Students*, 8(4), 1522–1548. [2021 CiteScore 2.3; Acceptance rate: 7%]
13. Manveer, M. & **Byun, S.-E.** (2017). To retrench or invest? Turnaround strategies during a recessionary time. *Journal of Business Research*, 80(11), 24-34. [This journal is ranked as an 'A+' in the RETL internal journal list; Impact Factor 10.97, according to 2022 Clarivate Analytics]
14. 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, 512. [Impact Factor 5.15, according to 2022 Clarivate Analytics]

15. Kim, H., **Byun, S.-E.**, Choi, S., & Lee, K.-H. (2016). The use of Facebook in international multi-course collaborative projects in fashion merchandising curriculums. *Fashion, Industry and Education*, 14(1), 40-49.
16. Manveer, M., **Byun, S.-E.**, & Li, Y. (2015). Acclimatizing to the recession: A grounded theory perspective of the U.S. retail industry's realignment strategies between 2008 and 2011. *International Journal of Retail & Distribution Management*, 43(8), 775-792. **Highly Commended Paper Award** [Impact Factor 5.50, according to 2023 Clarivate Analytics]
17. Ginder, W., & **Byun, S.-E.** (2015). Past, present, and future of gay and lesbian consumer research: Critical review of the quest for the *queer dollar*. *Psychology & Marketing*, 32(8), 821-841. [This journal is ranked as an 'A+' in the RETL internal journal list; Impact Factor 5.51, according to 2022 Clarivate Analytics]
18. Mann, M., **Byun, S.-E.**, Kim, H.-J., & Hoggie, K. (2014). Top apparel companies' corporate social responsibility communications on the Websites: Range, strategies, problems and opportunities. *Journal of Business Ethics*, 122(4), 599-622. [This journal is ranked as an 'A' in the RETL internal journal list; Impact Factor 6.43, according to 2022 Clarivate Analytics]
19. Byun, S., & **Byun, S.-E.** (2013). Exploring perceptions toward biometric technology in service encounters: A comparison of current users and potential adopters. *Behavior & Information Technology*. 32(1), 217-230. [Impact Factor 3.32, according to 2022 Clarivate Analytics]
20. **Byun, S.-E.**, & Sternquist, B. (2012). Here-today-gone-tomorrow: Consumer reactions to perceived limited availability. *Journal of Marketing Theory and Practice*, 20(2), 223-234. [This journal is ranked as an 'A' in the RETL internal journal list; 2021 CiteScore 3.9; Acceptance rate, 14%]
21. **Byun, S.-E.**, Kim, H.-J., & Duffey, M. (2012). A multi-course collaborative project within a global context: Multi-dimensional learning outcomes for merchandising and interior design majors. *Clothing and Textiles Research Journal*, 30(3), 200-216. [Impact Factor 1.9, according to 2020 Clarivate Analytics]
22. **Byun, S.-E.** (2011). Consumer response to seller-induced perishability: Perceived desirability, urge to buy, and purchase acceleration. *International Journal of Costume and Fashion*, 11(2), 53-64.
23. **Byun, S.-E.**, & Mann, M. K. (2011). Influence of others: The impact of perceived human crowding on perceived competition, emotions and hedonic shopping value. *Clothing and Textiles Research Journal*, 29(4), 284-297. **CTRJ 50 Most-Read Articles in 2012** [Impact Factor 2.4, according to 2023 Clarivate Analytics]

24. **Byun, S.-E.**, & Sternquist, B. (2011). Fast fashion and in-store hoarding: The drivers, moderator, and consequence. *Clothing and Textiles Research Journal*, 29(3), 187-201. **CTRJ Top 10 Most Downloaded Articles in 2020 (Ranked the 6<sup>th</sup>); CTRJ 50 Most-Read Articles in 2012** [Impact Factor 2.4, according to 2023 Clarivate Analytics]
25. Mann, M. K., & **Byun, S.-E.** (2011). Assessment of five competitive forces of the Indian apparel retail industry: Entry and expansion strategies for foreign retailers. *Journal of Textile and Apparel, Technology and Management*, 7(2), 1-14.
26. Mann, M. K., & **Byun, S.-E.** (2011). Accessing apparel retail opportunities in India: Porter's Diamond Approach. *Journal of Fashion Marketing and Management*, 15(2), 194-210. [Impact Factor 4.18, according to 2022 Clarivate Analytics]
27. **Byun, S.-E.**, & Sternquist, B. (2010). Reconceptualization of price mavenism: Do Chinese consumers get a glow when they know? *Asia Pacific Journal of Marketing and Logistics*, 22(3), 279-293. **Outstanding Paper Award** [Impact Factor 4.64, according to 2022 Clarivate Analytics; Acceptance Rate 18%]
28. **Byun, S.-E.**, & Sternquist, B. (2008). The antecedents of in-store hoarding: The measurement and application in the fast fashion retail environment. *The International Review of Retail, Distribution, and Consumer Research*, 18(2), 133-147. [Impact Factor 2.9, according to 2023 Clarivate Analytics; Acceptance Rate 10%]
29. Sternquist, B., **Byun, S.-E.**, & Jin, B. (2004). The dimensionality of price perceptions: A cross-cultural comparison of Asian consumers. *The International Review of Retail, Distribution, and Consumer Research*, 14(1), 83-100. [Impact Factor 2.9, according to 2023 Clarivate Analytics; Acceptance Rate 10%]
30. Byun, S., & **Byun, S.-E.** (2003). A study on effective online advertising. *Korean Internet Business Research*, 4(1), 119-131.
31. **Byun, S.-E.**, & Kim, I.-S. (1999). The effectiveness of negative appeal advertisements: Focusing on apparel ads with social issues. *Journal of the Korean Society of Clothing and Textiles*, 23(7), 953-954. [Indexed in SCOPUS]

### **Refereed Proceedings/Presentations at Professional Meetings**

1. **Byun, S.-E.**, Mann, M., & Ginder, W. (2024). Leading global brands' social media communications during the COVID-19 Crisis. Extended abstract published in *the Proceedings of Marketing Management Association* (Virtual meeting).
2. **Byun, S.-E.**, & Mann, M. K. (2023) The drivers and consequences of consumer moral emotions toward corporate social advocacy. *American Retailing Collegiate Association* (Virtual meeting).

3. Mann, M., & **Byun, S.-E.** (2019). Dick's Sporting Goods' activism: Public response on Twitter, Abstract published in the *Proceedings of Society for Marketing Advances Annual Conference*, New Orleans, LA.
4. Ginder, W., Kwon, W.-S., & **Byun, S.-E.** (2019). Consumers' response to consistency-based corporate social responsibility (CSR) positioning: What are the strategic and ethical implications? Poster presented at the *American Marketing Association / SIG Consumer Behavior*, Bern, Switzerland.
5. Li, Y., Kwon, W.-S., & **Byun, S.-E.** (2019). Mobile app purchase decisions: The effects of app name suffixes and app information quality, Abstract published in the *Proceedings of International Textile and Apparel Association*, Las Vegas, Nevada.
6. Larsen, C., **Byun, S.-E.**, Turner-McGrievy, B., West, D. (2019). Does the sedentary behavior of college students differ by activity level or domain? Poster presented at the *Society of Behavioral Medicine 2019 Annual Meeting*, Washington, D.C.
7. West, D., Larsen, C., Turner-McGrievy, B., & **Byun, S.-E.** (2019). Sedentary behavior and complementary snacking among college students: Implications for intervention. Poster presented at the *ISBNPA 2019 Annual Meeting*, Prague, Czech Republic.
8. Ginder, W., Kwon, W.-S., & **Byun, S.-E.** (2018). An attribution theory approach to consistency-based corporate social responsibility (CSR) positioning. Paper presented at *American Marketing Association/American Retailing Collegiate Association Triennial Conference*, Toronto, Canada.
9. Rashid, S., & **Byun, S.-E.** (2017). Consumers' information processing and attitude toward an ad: The moderating role of a product type. Abstract published in *Proceedings of the International Textile and Apparel Association*, St. Petersburg, Florida.
10. Rashid, S., & **Byun, S.-E.** (2017). Products' country of origin and fair trade message: The impact of hangtag information on brand evaluation. Paper presented at *American Retailing Collegiate Association Conference*, Bloomington, MN.
11. Ginder, W., Kwon, W.-S., & **Byun, S.-E.** (2017). Practice what you preach, but is it wise to preach what you practice? A consistency-based approach to the corporate social responsibility (CSR) communication dilemma. Abstract published in *Proceedings of the American Marketing Association*, San Francisco, CA.



12. Kwon, W.-S., Deshpande, G., Katz, J., & **Byun, S.-E.** (2017). What does the brain tell about scarcity bias? Cognitive neuroscience evidence of decision making under scarcity. Abstract published in *Proceedings of the International Textile and Apparel Association*, St. Petersburg, Florida.
13. Lee, J.-G., & **Byun, S.-E.** (2016). "Alleviating anxiety through shopping: Roles of a sense of control and an approach/avoidance motivation." Abstract published in *Proceedings of the International Textile and Apparel Association*, Vancouver, British Columbia.
14. Mann, M. K., & **Byun, S.-E.** (2016). To retrench or invest? Turnaround strategies during a recessionary time. Paper presented at *American Retailing Collegiate Association Conference*, New York/New Jersey. **BEST PAPER AWARD FINALIST**
15. **Byun, S.-E.**, Ginder, W., Kim, H., Han, S., & Centrallo, C. (2016). Small retail businesses' varied perceptions of market competition. Abstract published in *Proceedings of the International Textile and Apparel Association*, Vancouver, British Columbia.
16. Kwon, W.-S., **Byun, S.-E.**, & Katz, J. (2016). Scarcity effects on consumers' affective, cognitive, and conative responses: Moderating role of shopping orientation. Abstract published in *Proceedings of the International Textile and Apparel Association*, Vancouver, British Columbia.
17. Kim, H.-J., **Byun, S.-E.**, Lee, K.-H., & Choi, S. (2016). Understanding students' perceived benefits of international multicourse collaborative projects. Abstract published in *Proceedings of the International Textile and Apparel Association*, Vancouver, British Columbia.
18. Ginder, W., **Byun, S.-E.**, & Kwon, W.-S. (2016). A conceptual framework for the influence of corporate social responsibility positioning. Paper presented at *American Retailing Collegiate Association Conference*, New York/New Jersey.
19. Ginder, W., **Byun, S.-E.**, Kim, H., & Centrallo, C. (2015). Small retail businesses' strategies to create positive customer experience: Current practices, challenges and opportunities. Paper presented at the *American Collegiate Retail Association Annual Conference*, Miami, FL, USA.
20. Kim, H., **Byun, S.-E.**, Han, S., & Centrallo, C. (2015). Exploring small businesses' perceived importance, benefits and challenges of B2B networking. Abstract published in *Proceedings of the International Textile and Apparel Association*, Santa Fe, NM.

21. Ginder, W., & **Byun, S.-E.** (2015). Labor-related CSR communication: The impact of claim types on perceived credibility, skepticism, and brand trust. Abstract published in *Proceedings of the International Textile and Apparel Association*, Santa Fe, NM.
22. **Byun, S.-E.**, Johnson, O., & Kim, H. (2014). Small retailers' perceived competition, strategies, and challenges. Paper presented at the *American Collegiate Retail Association Annual Conference*, Dallas, TX, USA.
23. Mann, M. K., **Byun, S.-E.**, & Li, Y. (2014). Acclimatizing to the recession: A grounded theory perspective of the U.S. retail industry's realignment strategies between 2008 and 2011. Paper presented at the *American Collegiate Retail Association Annual Conference*, Dallas, TX, USA.
24. Ginder, W. & **Byun, S.-E.** (2014). A conceptual framework for the role of online CSR communication methods. Paper presented at *the American Collegiate Retail Association Annual Conference*, Dallas, TX, USA.
25. **Byun, S.-E.**, Kwon, W.-S., Forsythe, S., Franco-Watkins, A., Katz, J., Magnotti, J., Gatlin, A. R., & Chang, J. Y. (2013). Consumer decision making under scarcity: Do time-limited promotions work? Paper presented at the *American Marketing Association/American Collegiate Retail Association Annual Conference*, Nashville, TN, USA.
26. Kim, H.-J., **Byun, S.-E.**, Choi, S., & Lee, K. (2013). The use of Facebook in a multi-course collaborative project in a cross-cultural context. Abstract published in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, New Orleans, LS, USA.
27. Kim, H.-J., **Byun, S.-E.**, Choi, S., & Park, J. (2013). Multi-cultural, multi-course collaborative project: Learning outcomes and project impact. Abstract published in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, New Orleans, LS, USA.
28. Li, Y., Kwon, W.-S., & **Byun, S.-E.** (2013). Effects of app name suffixes and app information quality on consumers' perceived app value. Abstract published in *Proceedings of the International Textile and Apparel Association*, New Orleans, LS, USA.
29. Mann, M. K., Kwon, W.-S., & **Byun, S.-E.** (2013). Indian consumers' perceived value of Western brands, retail formats, and restaurants: The role of need for distinctiveness and acculturation? Paper presented at the *American Marketing Association/American Collegiate Retail Association Annual Conference*, Nashville, TN, USA.

30. Mann, M. K., **Byun, S.-E.**, & Kwon, W.-S. (2012). Indian consumers' purchase intention towards Western brands: A self-image congruence perspective. Abstract published in the *Proceedings of the International Conference in Marketing*, Noida, India.
31. Mann, M. K., Hoggle, K., **Byun, S.-E.**, & Kim, H.-J. (2012). Apparel specialty companies' corporate social responsibility communications on the Websites: Range, strategies, problems and opportunities. Presented at the *American Marketing Association/American Collegiate Retail Association Annual Conference*, Seattle, WA, USA.
32. **Byun, S.-E.**, & Mann, M. K. (2011). Influence of others: The impact of perceived human crowding on perceived competition, emotions and hedonic shopping values. Presented at the *American Collegiate Retailing Association Annual Conference*, Boston, USA.
33. **Byun, S.-E.**, Kim, H.-J., & Duffey, M. (2011). A multi-course collaborative project within a global context: Multi-dimensional learning outcomes for merchandising and interior design majors. Abstract published in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, Philadelphia, USA. **NOMINATED FOR PAPER OF DISTINCTION**
34. Mann, M. K., & **Byun, S.-E.** (2011). Assessment of five competitive forces of the Indian apparel retail industry: Emerging issues and strategies for foreign retailers. Presented at the *American Collegiate Retailing Association Annual Conference*, Boston, USA.
35. **Byun, S.-E.**, & Harben, B. (2010). Cultivating critical thinking and analytical skills through visual critiques. Abstract published in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, Montreal, Canada.
36. **Byun, S.-E.**, & Sternquist, B. (2009). Determinants of in-store hoarding and their impact on hedonic shopping values and repatronage intention: Innovators versus non-innovators. Abstract published in the *Proceedings of The International Textile and Apparel Association*, Seattle, USA.
37. **Byun, S.-E.**, & Sternquist, B. (2009). When creative projects meet global production and trade classes: Impact on learning effectiveness. Abstract published in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, Seattle, USA.
38. Forsythe, S., **Byun, S.-E.**, & Kwon, W.-S. (2009). Gone with the wind: Consumer decision making under limited availability conditions. Abstract published in the *Proceedings of the International Textile and Apparel Association*, Seattle, USA.

39. **Byun, S.-E.**, & Sternquist, B. (2008). Role of implicit time-limited cues in the fast fashion retail environment. Presented at the *American Collegiate Retailing Association Annual Conference*, New York, USA. **BEST PAPER AWARD**
40. **Byun, S.-E.**, & Sternquist, B. (2007). In-store hoarding: The measurement and application in fast fashion retail environment. Paper published in the *Proceedings of the European Association of Education and Research in Commercial Distribution*, Saarbruecken, Germany. **BEST CONFERENCE PAPER**
41. **Byun, S.-E.**, & Sternquist, B. (2007). The effect of in-store hoarding on shopping hedonism. Abstract published in the *Proceedings of the International Textile and Apparel Association*, Los Angeles, USA.
42. Sternquist, B., & **Byun, S.-E.** (2004). Chinese consumers' price mavenism: The mediating effect between price perceptions and shopping hedonism. Abstract published in the *Proceedings of the International Textile and Apparel Association*, Portland, Oregon, USA.
43. Sternquist, B., **Byun, S.-E.**, & Jin, B. (2003). The dimensionality of price perceptions: A cross-cultural comparison of Asian consumers. Paper published in the *Proceedings of the European Association of Education and Research in Commercial Distribution/American Collegiate Retailing Association*, Paris, France. **BEST CONFERENCE PAPER**
44. Sternquist, B., & **Byun, S.-E.** (2003). Chinese consumers' shopping hedonism: The effect of pricing discontent and price perceptions. Paper published in the *Proceedings of the Academy of Marketing Science/American Collegiate Retailing Association*, Columbus, Ohio, USA.
45. **Byun, S.-E.**, Choo, H.-J., & Pysarchik, D. T. (2003). Market potential of processed foods in India: Supply chain perspectives. Paper published in the *Proceedings of the Academy of Marketing Science/American Collegiate Retailing Association*, Columbus, Ohio, USA.

#### **Non-Refereed Research Presentations**

- **Byun, S.-E.**, Kim, H., Johnson, O., & Daniels, M.K. (2014). Small retailers' visual merchandising practices: Perceptions, challenges, and opportunities. Office of the Vice President for Research, Auburn University.
- **Byun, S.-E.**, Kim, H., Centrallo, C., & Ginder, W. (2014). Developing a virtual knowledge support network for small retail businesses in Alabama. Office of the Vice President for Research, Auburn University.

- Kwon, W.-S., Deshpande, G., **Byun, S.-E.**, Katz, J., Forsythe, S., Goodman, A.M., Huang, X., & Wang, Y. (2014) Buying motivations: Behavioral and neural cross-validation. Office of the Vice President for Research, Auburn University.
- Kwon, W.-S., Deshpande, G., **Byun, S.-E.**, Katz, J., Forsythe, S., Franco-Watkins, A., Koullas, N., Magnotti, J.F., Goodman, A.M., Chang, J.Y., & Huang, X. (2013). Neural underpinnings of scarcity bias. Office of the Vice President for Research, Auburn University.

### Non-Refereed Publications

- Ulrich, P., & **Byun, S.-E.** (2008). Textile industry (2<sup>nd</sup> edition). In *The encyclopedia of rural America: The land and people* (Vol. 2, pp. 974 ~ 977). NY: Grey House Publishing.
- **Byun, S.-E.** (2007). 3D virtual store: Creating new e-shopping culture, *Retail DB*, available at [www.retaildb.or.kr](http://www.retaildb.or.kr)

### Media Coverage (Invited Interviews Related to Research)

- Simchuck, D. (2024, April 18). Ask the Experts: 2024 Progressive Insurance Review, *Wallet Hub*, Available at [https://wallethub.com/edu/ci/progressive-car-insurance-review/62427#expert=Sang-Eun\\_Byun](https://wallethub.com/edu/ci/progressive-car-insurance-review/62427#expert=Sang-Eun_Byun)
- Gowda, B. (2022, March 3). Fast fashion creates environmental, ethical harms, *Daily Gamecock*, Available at <https://www.dailygamecock.com/article/2022/03/column-the-harms-of-fast-fashion-gowda-opinion>
- Romell, R. (2014, November 28). Materialism? Black Friday shopping may be about the opposite. *Milwaukee Wisconsin Journal Sentinel*, Available at <http://www.jsonline.com/business/materialism-black-friday-shopping-may-be-about-the-opposite-b99399215z1-284183291.html>
- Khazan, O. (2011, November 23). New research reveals the reasons we shop on Black Friday. *The Washington Post*, Available at [http://www.washingtonpost.com/business/on-small-business/new-research-reveals-the-reasons-we-shop-on-black-friday/2011/11/23/gIQA9lghoN\\_story.html](http://www.washingtonpost.com/business/on-small-business/new-research-reveals-the-reasons-we-shop-on-black-friday/2011/11/23/gIQA9lghoN_story.html)

## Grants Received

- **Byun, S.-E.** (2019). Getting Started with Teaching Online at USC. Faculty Support Grants, *Center for Teaching Excellence (CTE)*, University of South Carolina, \$500.
- **Byun, S.-E.,** Kim, H.-J., & Centrallo, C. (2011-2014). *2011 AU Competitive Outreach Scholarship Grant*, Office of Vice President for University Outreach, Auburn University, “Developing a virtual community support network to promote rural entrepreneurial sustainability,” \$48,737, PI.
- Kwon, W.-S., Katz, J. S., Denney, T., **Byun, S.-E.,** Forsythe, S., & Franco-Watkins, A. M. (2011-2014). *Auburn University Intramural Grants Program*, Office of the Vice President for Research, Auburn University, Developmental interdisciplinary research/scholarship proposal, “Human decision making under scarcity conditions,” \$66,160, Co-PI.
- **Byun, S.-E.** (2012-2013). *Auburn University Intramural Grants Program*, Office of the Vice President for Research, Auburn University, Seed Research/Scholarship Proposal, “Developing a virtual community for rural retailers,” \$4,000, PI.
- Kim, H.-J., & **Byun, S.-E.** (2012-2013). *2011 AU Faculty Grant Program International Collaborative Teaching Grant*, “A multicourse-multicultural project: fostering collaborative learning through cross-cultural knowledge exchange for retailing majors,” Office of International Education, Auburn University, \$5,000, Co-PI.
- Forsythe, S., Kwon, W.-S., & **Byun, S.-E.** (2008-2009). The Daniel F. Breeden Endowed Grant Program. *The Biggio Center for the Enhancement of Teaching and Learning*, Auburn University, \$2,000, Co-PI. Funded the travel expenses to attend Market Week for retail buyers in New York City as part of a collaborative learning project with the buyers and divisional merchandise managers of Dillard’s and Belk stores.

## Grants Submitted but Not Funded

- West, D., Chen, B., Hutto, B., Monroe, C., Turner-McGrievy, Wilcox, S., & **Byun, S.-E.** (2018). *2018 Excellence Initiative*, Office of the Provost, University of South Carolina, “Gamecock digital health promotion: Using technology to promote healthy lifestyle behaviors and improve the wellbeing and academic performance of undergraduates,” Co-PI. (*Not funded but our proposal was selected for the second-round competition*)
- Kwon, W.-S., **Byun, S.-E.,** Deshpande, G., Forsythe, S., & Katz, J. S. (2013). *The National Science Foundation*, Decision Risk & Management Sciences, “The behavioral and neural underpinnings of artificial scarcity bias,” Co-PI.

- **Byun, S.-E.,** Kwon, W.-S., & Forsythe, S. (2010). *Marketing Science Institute*, “Gone with the wind: Consumer decision-making under limited availability conditions”, PI.

## **SERVICES**

### **University of South Carolina**

- Chair, Faculty Search Committee (Fall 2024 ~ Spring 2025)
- Student Academic Responsibilities Committee (Fall 2021 ~ Spring 2023)
- Volunteer Evaluator, Marnie Pearce Professionalism Program (March 2024; October 2023; October 2022, March 2022, October 2017)
- Presenter, HRSM Research Highlights, Vice President of Research (March 2022)
- Ad Hoc University Attendance Policy Committee, Faculty Senate (Fall 2019 ~ Spring 2020)
- Faculty Senator, Department of Retailing Representative (Fall 2017 to Summer 2020)
- Search Committee, School of HRTM Director (Spring 2020)
- RETL Program Assessment Committee, Department of Retailing (Summer 2019 ~ Spring 2020)
- College Tenure & Promotion Committee (Fall 2016 ~ Fall 2019)
- Evaluator, Peer evaluation of teaching (Spring 2019, Fall 2018)
- Search Committee, Accounting Instructor (Fall 2016 ~ Spring 2017)

### **Auburn University**

#### *Service to the University*

- Grant Proposal Reviewer, Intramural Grants Program (Spring 2016)
- Undergraduate Research Fellowship Selection Committee (Spring 2013)
- Judge, The Annual Graduate Research Forum, Graduate Student Council (March 2012, March 2007)

#### *Service to the College*

- Curriculum Committee Chair (2014 - 2015)
- College Faculty Representative, International Student Recognition Banquet (Spring 2015)
- Apparel Merchandising Program Faculty Representative, presented at the Career and Professional Development Workshop for a group of high school teachers in Family and Consumer Sciences (Fall 2013)
- Department Head Performance Review Committee (Spring 2012)
- Faculty Ambassador, College of Human Sciences, 2007 International Quality of Life Awards event, Responsible with other CA ambassador for planning students’ professional visits in NYC (Fall 2007)

### *Service to the Department*

- Chair, Southeast Graduate Consortium Planning and Preparation Committee (Spring 2016)
- Coordinator and Supervisor, Visual merchandising Internship with Under Armour, coordinated all campus visits, presentations, and meetings with Under Armour (Spring 2009~ Fall 2015)
- CADS Faculty Search Committee (Fall 2014, Fall 2015)
- Coordinator and Reviewer, Southeast Graduate Consortium, coordinated/reviewed CADS graduate students' abstract reviews, research presentation and travel at the Southeast Graduate Consortium (Spring 2011 – Spring 2016)
- RFID Store Design and Setting Committee, supervised planning and setting up simulated retail stores in the RFID lab (transformed a warehouse space into a simulated department store) (Fall 2014 - Spring 2015)
- Supervisor, supervised seven visual merchandising vignette displays for the annual AMDA-CADS Fashion Event (Spring 2015)
- Evaluator, reviewed junior faculty's classes and provided feedback to improve the teaching effectiveness (Fall 2014, Fall 2015)
- Supervisor/Instructor, Project Design Summer Camp. Developed project ideas and activities to expose potential students to the area of Visual Merchandising. Received top ratings from the student evaluations (Summer 2011 ~ Summer 2014)
- Scholarships and Awards Committee (Fall 2007 – Spring 2008, Fall 2012 – Spring 2016)
- Peer Review Committee (Fall 2006 – Spring 2016)
- Writing Initiative Committee (2010 – 2014)
- Curriculum Committee (2010 – 2014)
- Grisham/Trentham Event Committee (2010 – 2012)
- YMA Scholarship Committee (Fall 2012)
- Supervisor, Apparel Merchandising Internship (Fall 2012)
- Graduate Program Committee (2006 – 2012)

### **Discipline Service**

#### ***Editorial Review Board Member and Editor***

- Lead Guest Editor, *The International Review of Retail, Distribution and Consumer Research*, Special Issue “Retail transformation: Customer experience and engagement in the age of AI (August 2024 ~ present)
- Lead Guest Editor, *Sustainability*, Special Issue “Customer Experience – Through the Lens of Sustainability” (August 2020 ~ December 2022)
- Editorial Board Member, *Journal of Fashion Marketing & Management* (June 2023 ~ present)
- Editorial Board Member, *Clothing and Textiles Research Journal* (March 2020 ~ Present)
- Topical Advisory Board Member, *Sustainability* (August 2020 ~ present)



### ***External Tenure and Promotion Reviewer***

- Reviewed Tenure and Promotion documents submitted for the rank of Associate Professor, Auburn University (2022)
- Reviewed Tenure and Promotion documents submitted for the rank of Associate Professor, University of Tennessee (2020)
- Reviewed Tenure and Promotion documents submitted for the rank of Associate Professor, Auburn University (2022)
- Reviewed Tenure and Promotion documents submitted for the rank of Associate Professor, The Ohio University (2016)

### ***Journal Reviewer***

- Behavior & Information Technology
- Clothing & Textiles Research Journal
- International Journal of Retail and Distribution Management
- International Marketing Review
- Journal of Business Research
- Journal of Interactive Marketing
- Journal of Product and Brand Management
- Journal of Retailing and Consumer Services
- Qualitative Market Research Journal
- Sustainability
- The European Journal of Marketing
- The International Review of Retail Distribution and Consumer Research
- The Journal of Fashion Marketing and Management

### ***Service to the Global Fashion Management Conference (GFMC)***

- Track Chair, Social Media Communications & Digital Engagement Track, GFMC, Milan (July 2024)

### ***Service to the American Collegiate Retailing Association (ACRA)***

- Conference Co-chair, ACRA (Fall 2024 ~ Spring 2025)
- Reviewer, Digitization in Retailing and New Retailing Track, ACRA (Spring 2022)
- Track Chair, Local, Rural, and International Retailing Track, ACRA (Spring 2019)
- Track Chair, Atmospherics, Merchandising & Promotion Track, ACRA (Spring 2016)
- Track Chair, Atmospherics, Merchandising & Promotion Track, AMA/ACRA (Fall 2015)
- Track Chair, Retail Management, ACRA (Fall 2013)
- Reviewer, ACRA (Fall 2013)
- Invited interview, wrote a column for “Ask the expert” in *Retail Education Today* about my teaching strategies for the Global Retailing course (Spring 2013)
- Session Chair Coordinator, AMA/ACRA (March 2012)

- Session Chair, Loyalty session, ACRA (March 2011)
- Reviewer, ACRA (2007 - 2012)

***Service to Society for Marketing Advances (SMA)***

- Reviewer, SMA (July 2019)

***Service to the International Textile and Apparel Association (ITAA)***

- Reviewer, Consumer Behavior Track & Visual Merchandising Track (2007 - 2013, 2015)
- ITAA Trend Blog Committee. Students in CADS 5760 Fashion Forecasting worked on street trend analysis in Auburn, Opelika, Atlanta, and Birmingham for a six-weeks period and reported the trends by creating Photoshop trend boards on the ITAA website (Fall 2014)
- Reviewer, Visual Merchandising Track (2009, 2013)
- Reviewer, Global Retailing Track (2009)

***Service to International Tourism and Retail Service Management Conference***

- Reviewer, the 4<sup>th</sup> International TRSM Conference (August 2022)

***Service to the European Association of Education and Research in Commercial Distribution (EAERCD)***

- Reviewer, EAERCD (2007, 2003)

**Outreach/Community Service**

- Developed a prototype website as part of the Auburn University outreach project. The website, Alabama Retail Business Support (ARBS), was designed to foster virtual networking for knowledge sharing among small business owners/managers, retailing educators and professionals in academia and industry. The resources ARBS provide to small retail businesses included tips for visual merchandising and customer experience creation strategies; window inspirations; interviews with featured retailers, consumers, and supporting organizations; links to key industry news, fashion trends and more. ARBS was intended to serve as a venue for dynamic and ongoing communications where all stakeholders add value by knowledge exchange, enhancing the competitiveness of the small businesses (2014 – 2016).
- Consulted and coordinated Hanbok Fashion Show as part of 2015 Korea Festival, hosted by The Auburn University Office of International Programs and the Auburn-Keimyung King Sejong Institute (Fall 2015)
- Organized/supervised students for Victorian Porch Displays, a seasonal local community project supported by the City of Opelika, AL. Installed 15 displays as part of service learning (Fall 2013)
- Taught Korean culture, language, and math at Auburn-Opelika Korean Baptist Church, Opelika, Alabama (3 hours/week, Fall 2010)

- Interpreted for Korean medium-sized car manufacturers and helped negotiations in the trade fair, Detroit, Michigan (Sep. 11, 2004)

### **Professional Affiliations**

- Marketing Management Association (MMA)
- American Collegiate Retail Association (ACRA)
- International Textile and Apparel Association (ITAA)