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| **Gwia Kim**gkim@spu.edu206-281-2465Peterson Hall 211 |
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| **EDUCATION** |
| PhD in Textile Technology and Management | Aug. 2021 |
| North Carolina State University, Raleigh, NC, USA |
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| MS in Consumer Apparel and Retail Studies | Aug. 2018 |
| University of North Carolina at Greensboro, Greensboro, NC, USA |
|  |
| Bachelor of Home Economics in Clothing & Textiles (Major) | Feb. 2016 |
|  and Bachelor of Arts in Psychology (Second major) |
| Busan National University, Busan, South Korea |
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| **EMPLOYMENT** |  |  |
| 2021-  | Assistant Professor of Apparel Design and MerchandisingSeattle Pacific University |
|  |  |  |
| **TEACHING**  |  | NCSU |
| Spring 2021  | FTM282 Introduction to Textile Brand Management and Marketing |
| Fall 2020  | FTM382 Intermediate Textile Brand Management and Marketing |
| **PUBLICATIONS** |
| **Kim, G.**, **\*** Jin, B., & Shin, D. (major revision). Virtual reality as a promotion tool for small independent stores, *Journal of Retailing and Consumer Services*. [SSCI journal]Jin, B.,\* & **Kim, G.** (major revision). Assessing Malaysia and Indonesia as emerging retail markets: An institution-based view. *International Journal of Retail and Distribution Management.* [SSCI journal]Jin, B., **Kim, G.**,\* Moore, M., & Rothenberg, L. (2021). Virtual reality: Its effect on emotional states and perceived store attractiveness. *Fashion & Textiles, 8*(19). https://doi.org/10.1186/s40691-021-00256-7. [SCI Expanded journal]Kim, N.,\* Shin, D., & **Kim, G.** (2021). Rise of direct-to-consumer (DTC) brands: Why consumers choose them. *Fashion & Textiles, 8*(8), 1-22.[SCI Expanded journal]Kim, N.,\* **Kim, G.**, & Rothenberg, L. (2020). Is honesty the best policy? Examining the role of price and production transparency in fashion marketing. *Sustainability, 12*(17), 6800. [SSCI journal]Yu, Y.,\* **Kim, G.**, & Mathur, K. (2020). A critical review of additive manufacturing: An innovation of mass customization. *Journal of Textile and Apparel, Technology and Management, 11*(3), 1–16.**Kim, G.**,\* & Jin, B. (2019). Older female consumers’ environmentally sustainable apparel consumption: The impact of time perspective and advertising appeals. *Journal of Fashion Marketing and Management, 23*(4), 487–503. [SSCI journal] |
| \* Corresponding author |
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| **GRANTS AND AWARDS** |
| Ellen Rohde Women’s Professional Development Grant ($1,616.30) *Wilson College of Textiles, North Carolina State University* | Mar. 2020 |
| Best Research Paper Award | May. 2020 |
| *International Conference on Clothing and Textiles****,****Busan, Korea.* |
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