**Seeun Kim, Ph.D.**

Associate Professor

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**ACADEMIC POSITION**

* Associate Professor, Sungkyunkwan University, Department of Fashion Design, Republic of Korea. 2023- Present
* Assistant Professor, Auburn University, Department of Consumer and Design Sciences, USA. 2017 – 2022

**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.

**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**

Kim, S., & **Kim\*, S.** (Accepted). Wonder works wonders: The interactive effects of awe and message appeals on donation intentions toward heritage sites through self sizes, *Journal of Travel Research.*

Baek, T. H., Yoon, S., & **Kim\*, S.** (Accepted). The baby animal effect in wildlife conservation advertising. *Journal of Advertising, Research.*

Nam, S., & **Kim, S.** (2025). Deciphering the digital evolution: strategic insights into the Korean fashion industry through advanced analytical perspectives.  *Fashion and Textiles.  12*,  6

**Kim\*, S.,** Park, H., & Lim, R. E. (2024). Unveiling product imagination and decision comfort through personalized virtual try-on: the moderating role of spatial processing perception. *Journal of Research in Interactive Marketing*. Ahead-of-print.

Nui, D., & **Kim\*, S**. (2024). The impact of self-concept traits on conspicuous consumption and purchase intention of counterfeit luxury fashion goods- Focusing on the moderating effect of social comparison orientation. *Journal of Korean Society of Costume.*74(6), 181-207.

Kim, J., & **Kim\*, S.** (2024). The influence of artificial intelligence chatbot relationship type and fashion product recommendation type on chatbot continuous usage intention: Focusing on perceived usefulness, enjoyment and user resistance. *Korea Society of Design Trend, 29*(2), 109-124.

Chen, X, & **Kim\*, S.** (2024). Factors influence TikTok users’ impulse buying behavior: Themediating roles of parasocial relationships and loyalty. *Journal of Consumption Culture*, *27*(2), 95- 118.

**Kim, S\***., Park, H., & Kadar, M.S. (2023). How augmented reality can improve e-commerce website quality through interactivity and vividness: the moderating role of need for touch. *Journal of Fashion Marketing and Management: An International Journal,* *27*(5), 760-783

D-Y. Kim., & **Kim\*, S.** (2023). How resource scarcity by Covid-19 influences social isolation and hoarding behavior through negative mental states: The moderating role of temporal orientation. *Journal of Consumption Culture*, *26*(4), 123-151.

Park\*, H., & **Kim, S.** (2023). Do augmented and virtual reality technologies increase purchase

intention? The role of cognitive elaboration and shopping goals. *Clothing Textile Research*

*Journal. 41*(2). 91-106.

**Kim\*, S.,** Childs, M., & Baek, T. H. (2023). Awe and guilt: Desirability and feasibility appeals in social media green campaigns. *Journal of Consumer Behaviour, 22*(2). 314-328.

Kadar, M.S., Rashaduzzaman, M.D., Huang, X., & **Kim\*, S**. (2023). Influencing factors toward e-shoppers' adoption of green last-mile delivery. *International Journal of Retail & Distribution Management. 51*(2), 220-237.

**Kim\*, S**., & Kim, Y-K. (2022). Regulatory framing in online hotel reviews: The moderating role of

temporal distance and temporal orientation. *Journal of Hospitality and Tourism*

*Management,50*, 139-147.

Baek, T. H., Bakpayev, M., Yoon, S. & **Kim\*, S.** (2022). Smiling AI agents: How anthropomorphism and broad smiles increase charitable giving*. International Journal of Advertising, 41*(5). 850-867.

Huang, X., Kader, S. M., & **Kim\*, S.** (2022). Let's play with emojis! How to make emojis more

effective in social media advertising using promocodes and temporal orientation. *Journal of*

*Research in Interactive Marketing. 16*(4), 665-682**.**

Kim\*. S., Huang, R., & **Kim, S**. (2022). Exploring advertising strategy for restaurants sourcing locally: The interplay of benefit appeal and regulatory focus. *Journal of Hospitality and Tourism Management, 50,* 127-138.

**Kim\*, S.,** & Childs, M. (2021). Passion for the past: The effect of charity appeals and nostalgia on

apparel donation intentions*. Journal of Consumer Behaviour, 20*(5), 1179-1190.

Baek\*, T. H**., Kim, S**., Yoon, S., Choi, Y. K., Choi, D., & Bang, H. (2021). Emojis and assertive

environmental messages in social media campaign. *Internet Research*,

**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). 1-10

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.

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.

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.

Childs\*, M., & **Kim, S.** (2019). Exploring conspicuous compassion strategy in social media marketing. *Journal of Product & Brand Management, 28*(4), 540-554.

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.

**Kim, S**.,& Baek, T. H. (2018). Examining the antecedents and consequences of mobile app engagement. *Telematics and Informatics, 35*(1), 148-158.

**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.*

**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.

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*,

**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.

**Kim, S**., & Sullivan, P. (2005). Experiential retail: Shopping in recreation tourism at the Venetian resort. *e-Review of Tourism Research*, *3*(6)

Corresponding Author\*

**REFEREED CONFERENCE PAPER PRESENTATIONS**

Kim, J, & **Kim, S.** (2024). Intimacy or competent? Roles of message type, product recommendation, and personalization in continuous intentions. *International Conference of Asian Marketing Association.* Osaka. Japan

Park, H., & **Kim, S.** (2024). Exploring the differential effects of 3D digital self-avatars in online apparel retailing. *International Textile and Apparel Association.* USA.

Kim, S**.,** & **Kim, S.** (2024). Can wonder save the world: cultivating heritage preservation through the leans of AWE, *APacCHRIE.* Republic of Korea

**Kim, S.,** & Kim, S. (2023). The impact of induced awe on ethical tourist behaviors**,** *Global Marketing Conference,* Republic of Korea

Song. S-Y, & **Kim, S.** (2023). Unveiling influence of irritation and privacy lies on customer choice between service robots and human staff in fashion stores, *International Textile and Apparel Association.* USA.

**Kim, S**., & Park, H. (2021). Designing immersive shopping experiences using augmented reality: The moderating role of need for touch and shopping goals. *International Textile and Apparel Association.* Virtual Conference.

**Kim, S.,** Baek. T. H., & Childs, M. (2021). Green message framing effects on social media engagement: Moderating role of morality traits. *International Textile and Apparel Association.* Virtual Conference.

Park, H., & **Kim, S**. (2021). Barriers and enablers for adopting virtual reality and augmented reality in apparel retailing: Insights from Generation Z and Millennials. *International Textile and Apparel Association.* Virtual Conference.

Kim, D. & **Kim, S**. (2021). The impact of scarcity during pandemic on consumer wellbeing and hoarding behavior. *International Textile and Apparel Association.* Virtual Conference.

Kader, S. M., Huang, X., & Kim, S. (2021). Influences of utilitarian and hedonic motivations on purchase intention via green delivery: Through the lens of the environmental theory of planned behavior. *International Textile and Apparel Association.* Virtual Conference.

**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.

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*.*

Einollahi, S., & **Kim, S.** (2020). What impacts consumers to value secondhand apparel? A consumer theory study. *International Textile and Apparel Association,* Virtual Conference*.*

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.

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.

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

**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.

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.

**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*.*

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

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*.*

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.

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 Yok, NY, USA.

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.

**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.

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.

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]**

**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]**

**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]**

Baek, T. H., **Kim, S**., & Yoo, C. Y. (2016). The persuasive effect of health goal compatibility and mood. *International Communication Association*, Fukuoka, Japan.

**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.

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.

Baek, T. H., & **Kim, S.** (2013). Leveraging Facebook’s brand pages to strengthen consumer brand relationships. *American Collegiate Retailing Association,* Nashville, TN, USA.

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**.**

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.

**SERVICE**

**Guest Associate Editor-Focus Issue**

* Clothing and Textile Research Journal, 2023- 2025

**Editorial Board Member**

* Clothing and Textile Research Journal, 2025
* Journal of Global Fashion Marketing, 2019- 2025

**Service to Professional Organization**

* Committee member of Student Fellowship and Award in International Textiles and Apparel Association (ITAA), 2022- Present