

Dr. Sang-Eun Byun

Associate Professor, Department of Retailing

College of Hospitality, Retail and Sport Management, University of South Carolina

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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. Kyunghee 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 Lecturer, Department of Advertising, Public Relations, and Retailing, College of Communication Arts and Sciences, Michigan State University

RESEARCH INTERESTS

- ***Experiential Retailing:*** Customer engagement & experience strategies; Consumer decision making in offline, online, and mobile stores; Fast fashion strategies
- ***CSR and Corporate Activism:*** Retailers' CSR positioning & communication strategies; Consumer reactions to corporate activism
- ***Market Analysis and Business Strategy:*** Market analysis in emerging or transformative markets; International consumer marketing; Small business strategies & entrepreneurship

TEACHING EXPERIENCE

University of South Carolina

- RETL 369 Retail Promotion (undergraduate)
- RETL 365 Visual Merchandising and Store Design (undergraduate)
- RETL 485 Multinational Retailing (undergraduate)
- RETL 487 Retail Management Strategies (undergraduate)

Auburn University

- Consumer Theory (graduate)
- Research Method (graduate)
- Global Retailing Strategies (undergraduate/graduate)
- Global Sourcing (undergraduate/graduate)
- Fashion Analysis and Forecasting (undergraduate/graduate)
- Visual Merchandising (undergraduate)

Michigan State University

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

HONORS AND AWARDS

- *Highly Commended Paper Award*, The Literati Network Awards for Excellence 2016, Emerald Group Publishing Limited. *International Journal of Retail and Distribution Management* (April 2016)
- *Best Paper Award Finalist*, American Collegiate Retailing Association, New York/New Jersey, USA (April 2016)
- *Alumni Undergraduate Teaching Excellence Award*, Auburn Alumni Association, Auburn University (September 2013)
- *Paper of Distinction Award Nominee*, the Merchandising/Retailing II. Visual & Promotion track, The International Textile and Apparel Association (September 2011)
- *Outstanding Paper Award*, The Literati Network Awards for Excellence 2011, Emerald Group Publishing Limited. *Asia Pacific Journal of Marketing and Logistics* (April 2011)
- *Best Paper Award*, American Collegiate Retailing Association, New York, USA (January 2008)

- *Best Conference Paper*, The European Association of Education and Research in Commercial Distribution Conference, Saarbruecken, Germany (June 2007)
- *Dissertation Completion Fellowship*, College of Communication Arts and Sciences, Michigan State University (Spring 2006)
- *Developing Professional Award* in recognition of excellence in research and teaching, College of Human Ecology, Michigan State University (Spring 2005)
- *Best Conference Paper*, American Collegiate Retailing Association/ The European Association of Education and Research in Commercial Distribution, Paris, France (July 2003)
- *Academic Excellence Award*, College of Human Ecology, Michigan State University (Fall 2000)

DIGITAL RETAILING CERTIFICATIONS

- **Keyhole** (Social Media Analytics) – August 2018 ~ Present
- **Hootsuite** (Hootsuite Platform; Advanced Social Advertising) – December 2018 ~ Present
- **Wix** (Website Development) – August 2018 ~ Present

REFEREED JOURNAL PUBLICATIONS

Manuscripts under Review

- **Byun, S.-E.**, Long, S., & Mann, M. (under review). Brand prominence preferences among the Chinese Little Emperors living in the U.S. *Journal of Fashion Marketing and Management*. (Impact Factor 1.645; CiteScore 2.34)

Published/In-press

- **Byun, S.-E.**, Han, S., Kim, H., & Centrallo, C. (in press). US Small retail businesses' perception of competition: Looking through a lens of fear, confidence, or cooperation. *Journal of Retailing and Consumer Services*. (Impact Factor 3.585; CiteScore 4.53)
- Ginder, W., Kwon, W.-S., & **Byun, S.-E.** (in press). Effects of internal-external congruence based CSR positioning: An attribution theory approach. *Journal of Business Ethics*. (Impact Factor 3.796)

- 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. (Impact Factor 3.585; CiteScore 4.53)
- 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. (Impact Factor 3.585; CiteScore 4.53)
- 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. (Acceptance rate: 18%)
- Manveer, M. & **Byun, S.-E.** (2017). To retrench or invest? Turnaround strategies during a recessionary time. *Journal of Business Research*, 80(11), 24-34. (Impact Factor 4.028; CiteScore 5.32)
- 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 3.648; CiteScore 3.99)
- 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.
- 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. (Impact Factor 2.321; CiteScore 3.06)
- 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. (Impact Factor 2.023)
- 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. (Impact Factor 3.796)
- 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 1.429)

- **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. (Acceptance rate: 15%)
- **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 0.897; CiteScore 0.940)
- **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.
- **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 0.897; CiteScore 0.940)
- **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 50 Most-Read Articles in 2012** (Impact Factor 0.897; CiteScore 0.940)
- 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.
- 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 1.645; CiteScore 2.34)
- **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. (Impact Factor 1.276; CiteScore 1.61) **OUTSTANDING PAPER AWARD**
- **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.
- 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.
- Byun, S., & **Byun, S.-E. (2003).** Study on effective online advertising. *Korean Internet Business Research*, 4(1), 119-131.

- **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.

REFEREED PROCEEDINGS/PRESENTATIONS AT PROFESSIONAL MEETINGS

- Li, Y., Kwon, W.-S., & **Byun, S.-E.** (2019). Mobile app purchase decisions: The effects of app name suffixes and app information quality. Full paper submitted to the Competitive Track for Consumer Behavior, *International Textile and Apparel Association*, Las Vegas, Nevada.
- Mann, M., & **Byun, S.-E.** (2019). Dick's Sporting Goods' activism: Public response on Twitter, Abstract to be published in the *Proceedings of Society for Marketing Advances Annual Conference*, New Orleans, LA.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

- 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.
- 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.
- **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.
- 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.
- 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.
- 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.
- 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**
- 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.
- 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.
- 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.

- **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.
- 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.
- 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.
- **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.
- 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.
- 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.
- 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.
- Mann, M. K., Hoggie, 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.
- **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.
- 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.

- **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.
- 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.
- **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**
- **Byun, S.-E., & Sternquist, B. (2007).** In-store hoarding: The measurement and application in fast fashion retail environment. [CD-ROM]. Paper published in the *Proceedings of the European Association of Education and Research in Commercial Distribution*, Saarbruecken, Germany. **BEST CONFERENCE PAPER**
- **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.
- 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.
- 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**
- 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.
- **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 (2nd 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

MEDIA COVERAGE (Invited Interviews Related to Research)

- 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

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

- 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)
- 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. (not funded)
- **Byun, S.-E.**, Kwon, W.-S., & Forsythe, S. (2010). *Marketing Science Institute*, “Gone with the wind: Consumer decision-making under limited availability conditions”, PI. (not funded)

SERVICES

University of South Carolina

- Faculty Senate, Department of Retailing Representative (Fall 2017 to present)
- Assessment Committee, Department of Retailing (Summer 2019 to present)
- College Tenure and Promotion Committee (Fall 2016 – present)
- Faculty/Instructor Search Committee (Fall 2016 - Spring 2017)

Auburn University

Service to the Department

- Chair, Southeast Graduate Consortium Planning and Preparation Committee (Spring 2016)
- CADS Faculty Search Committee (Fall 2014, Fall 2015)
- Coordinator, Southeast Graduate Consortium, coordinated CADS graduate students' abstract reviews, research presentation and travel at the Southeast Graduate Consortium (2011 - 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)
- Supervised seven visual merchandising vignette displays for the annual AMDA-CADS Fashion Event (Spring 2015)
- Peer Review of Teaching, reviewed untenured faculty's classes and provided feedback to improve the teaching effectiveness (Fall 2014, Fall 2015)
- Project Design Summer Camp Faculty Team. Developed project ideas and activities to expose potential students to the area of Visual Merchandising. Received top ratings from the student evaluations (2011 ~ 2014)
- Scholarships and Awards Committee Member, Department of Consumer and Design Sciences, Auburn University (Fall 2007 – Spring 2008, Fall 2012 – Spring 2016)
- Peer Review Committee, Member, Department of Consumer and Design Sciences, Auburn University (Fall 2006 – Spring 2016)
- Writing Initiative Committee, Member, Department of Consumer and Design Sciences, Auburn University (2010 – 2014)
- Curriculum Committee, Member, Department of Consumer and Design Sciences, Auburn University (2010 – 2014)
- Grisham/Trentham Committee, Member, Department of Consumer and Design Sciences, Auburn University (2010 – 2012)
- YMA Scholarship Committee, Member, Department of Consumer and Design Sciences, Auburn University, reviewed student applications (Fall 2012)
- Graduate Program Committee, Member, Department of Consumer and Design Sciences, Auburn University (2006 – 2012)

Service to the College

- Curriculum Committee (2014 - 2015), College of Human Sciences, Auburn University
- College Faculty Representative, International Student Recognition Banquet (Spring 2015)

- 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 to College of Human Sciences, 2007 International Quality of Life Awards event, Responsible with other CA ambassador for planning students' professional visits in NYC (December 2007)

Discipline Service

Service to the American Collegiate Retailing Association (ACRA)

- 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, reviewed extended abstracts for The American Collegiate Retailing Association (Fall 2013)
- Invited interview, wrote a column for "Ask the expert" in *Retail Education Today* to answer questions on my teaching strategies for the Global Retailing course (Spring 2013)
- Session Chair Coordinator, The AMA/ACRA Triennial Retail Conference (March 2012)
- Session Chair, Loyalty session, The Spring 2011 American Collegiate Retailing Association Annual Conference (March 2011)
- Reviewer, reviewed article length papers for The American Collegiate Retailing Association Annual Conference (2007 - 2012)

Service to Society for Marketing Advances (SMA)

- Reviewer, reviewed a full paper for 2019 SMA Annual Conference (July 2019)

Service to the International Textile and Apparel Association (ITAA)

- Reviewer, reviewed abstracts for The International Textile and Apparel Association Annual Meeting – Consumer Behavior Track & Visual Merchandising Track (2007 - 2013, 2015)
- ITAA Trend Blog Committee (Fall 2014). Students in CADS 5760 worked on street trend analysis in Auburn/Opelika, Atlanta, and Birmingham for a six-weeks period and reported the trends by product category and city by creating Photoshop trend boards on the ITAA website
- Reviewer, reviewed article length best papers for The International Textile and Apparel Association Annual Meeting – Visual Merchandising Track (2009, 2013)
- Reviewer, reviewed article length best papers for The International Textile and Apparel Association Annual Meeting – Global Retailing Track (2009)

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

- Reviewed article length papers for European Association of Education and Research in Commercial Distribution Annual Conference (2007, 2003)

Journal reviewer

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

Book reviewer

- “Communicating Fashion: Trend Research and Forecasting”, book proposal, New York: Fairchild Publications (2014)
- “Visual Merchandising: Window and in-store displays for retail”, New York: Fairchild Publications (2013)
- “Retailing in Emerging Market”, book manuscript, NY: Fairchild Publications (2010)
- “Mass Market Fashion”, book proposal, NY: Fairchild Publications (2009)

External T&P reviewer

- Reviewed Tenure and Promotion documents submitted for the rank of an Associate Professor (Fall 2016)

Outreach/Community Service

- Developed a test 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. Undergraduate and graduate students in CADS provided resources for this website as working as interviewers, journalists, window/store

analysts, photographers, video editors, and website managers. ARBS was intended to serve as a venue for dynamic and ongoing communications where all stakeholders add and receive value by knowledge exchange, enhancing the competitiveness of the small businesses and increasing the sustainability of local communities (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 and language for the 5th graders at Auburn-Opelika Korean Church, Opelika, Alabama (Fall 2010)
- Interpreted for Korean medium-sized car manufacturers and helped negotiations in the trade fair, Detroit, Michigan (Sep. 11, 2004)

Professional Affiliations

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