

## **Do Yuon Kim, Ph.D.**

Assistant Professor  
Department of Consumer and Design Sciences  
College of Human Sciences  
372B Spidle Hall  
Auburn University, AL 36849  
Email: dzk0068@auburn.edu

### **EDUCATION**

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<b>Ph.D. in Design: Retail Merchandising and Consumer Studies concentration</b>	2020
University of Minnesota, Department of Design, Housing, and Apparel	
<b>M.S. in Clothing and Textiles</b>	2013
Seoul National University, Department of Textiles, Merchandising and Fashion Design	
<b>B.S. in Clothing and Textiles</b>	2011
Seoul National University, Department of Textiles, Merchandising and Fashion Design	

### **ACADEMIC POSITION**

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<b>Assistant Professor</b> (Tenure track)	2020 – Present
Auburn University, Department of Consumer and Design Sciences	
<b>Graduate Instructor</b> , University of Minnesota	2017 – 2019
<b>Teaching Assistant</b> , University of Minnesota	2016 – 2019
<b>Research Assistant</b> , University of Minnesota	2016 – 2018
<b>Research Assistant</b> , Seoul National University	2011 – 2012
<b>Teaching Assistant</b> , Seoul National University	2011

### **PROFESSIONAL EMPLOYMENT**

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<b>Samsung C&amp;T</b> , Fashion Group, Strategic Planning Dept.	2013 – 2015
<b>Assistant Manager</b>	Seoul, South Korea
<ul style="list-style-type: none"><li>• Analyzed global fashion trends and retail trends</li><li>• Hold seasonal trend seminars and distributed trend forecasting reports over general theme, collections, color, and textile</li></ul>	
<b>JK Partners</b> , Women Secret Merchandising team	2008 Summer
<b>Intern</b>	Seoul, South Korea

## RESEARCH INTERESTS

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Digital Consumer Behavior, Retail Technology, Social Media Marketing,  
Computer-Mediated Communication, Social Information Processing, Social Perception

## PUBLICATIONS

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### PEER-REVIEWED JOURNAL

**Kim, D. Y., & Kim, H-Y.** (2021) Trust Me, Trust Me Not: A Nuanced View of Influencer Marketing on Social Media, *Journal of Business Research*, 134, 223-232.

<https://doi.org/10.1016/j.jbusres.2021.05.024> [SSCI]

**Kim, D. Y., & Kim, H-Y.** (2021) Influencer Advertising on Social Media: The Multiple Inference Model on Influencer-Product Congruence and Sponsorship Disclosure, *Journal of Business Research*, 130, 405-415. <https://doi.org/10.1016/j.jbusres.2020.02.020> [SSCI]

Park, M., Im, H., & **Kim, D. Y.** (2018). Feasibility and user experience of virtual reality fashion stores. *Fashion and Textiles*, 5(1), 32. <https://doi.org/10.1186/s40691-018-0149-x> [SCOPUS]

**Kim, D. Y., & Choo, H. J.** (2013). The Effects of Department Store Customers Satisfaction and Commitment on Relationship Switching Intention and Multi-channel Use Intention. *Fashion & Textile Research Journal*, 15(5), 753-762. <https://doi.org/10.5805/sfti.2013.15.5.753> [KCI]

Choo, H. J., Nam, Y. J., Lee, Y. R., Lee, H. K., Lee, S. J., Lee, S. E., ... & **Kim, D. Y.** (2012). Domestic research trends in IT fashion. *Fashion & Textile Research Journal*, 14(4), 614-628. <https://doi.org/10.5805/KSCI.2012.14.4.614> [KCI]

### MANUSCRIPT IN PROGRESS

Chung, K., **Kim, D. Y.**, Trang, D. Q., & Kim, Y. (2nd revision) Youngone's Sustainable Growth: From Manufacturing to Retailing through Business Diversification, *Asia Case Research Journal*.

**Kim, D. Y., & Kim, H-Y.** (Under Review) Social Media Influencers as Human Brands: An Application of Attachment Theory, *Journal of Research in Interactive Marketing*.

**Kim, D. Y., Park, M., & Kim, H-Y.** (Under Review) An Influencer like Me: Examining a Social Comparison Process in Social Media Followership, *Journal of Marketing Management*.

### BOOK CHAPTER

**Kim, D. Y.** (2013). Chapter 15. Digital Consumer Behavior (pp. 346-373). In Nam, Y. J., Park, S. M., Seo, S. W., Lee, Y. R., Lee, J. I., Choi, K. M., ... Kim, D. Y., *IT and Fashion*, Seoul: Kyo-mun Publication.

## PEER-REVIEWED PROCEEDINGS

- Kim, D. Y., & Kim, S.** (Accepted, 2021). The Impact of Scarcity during the COVID-19 Pandemic on Consumer Psychological Well-Being and Hoarding Behavior. *2021 International Textiles and Apparel Association Virtual Conference*.
- Kim, D. Y., & Kim, H-Y.** (Mar 2021). The Underlying Mechanism of Influencer Marketing: Examining the Role of Interpersonal Influences in Influencer-Follower Relationship Development. *ACRA/AMA 2021 Virtual Conference*.
- Kim, D. Y., & Kim, H-Y.** (October 2019). An Influencer like Me: Does Influencer Social Status Matter? *International Textiles and Apparel Association*, USA, Las Vegas.
- Kim, D. Y., & Kim, H-Y.** (July 2019). Trust toward the Influencer on Social Media: Its Antecedents and Outcomes, *Global Fashion Management Conference*, France, Paris.
- Kim, D. Y., & Kim, H-Y.** (November 2018). Advertising Effectiveness by Social Media Influencer Type: The Moderating Role of Consumer Social Comparison Orientation, *International Textiles and Apparel Association*, USA, Cleveland.
- Kim, D. Y., & Im, H. J.** (November 2018). Good or Better: The Effect of Comparative Mindset with Recommended Products on Product Evaluation and Purchase Decision, *2018 KSCT-ITAA Joint Symposium*, USA, Cleveland.
- Kim, D. Y., & Kim, H-Y.** (July 2018). Influencer Advertising on Social Media: The Effects of Product-Influencer Congruence and Sponsorship Disclosure on Motive Inference Processing. *Global Marketing Conference*, Japan, Tokyo.
- Kim, D. Y., & Im, H. J.** (November 2017). Effects of Perceived Integration Quality and Attitude toward Information Seeking on Perceived Shopping Value in Omni-channel Shopping Experience, *International Textiles and Apparel Association*, USA, St. Petersburg.
- Kim, D. Y., & Kim, H-Y.** (July 2017). Luxury-Related Lifestyle Segments: Toward an Integrative Conceptual Framework, *Global Fashion Management Conference*, Austria, Vienna.
- An, H. J., **Kim, D. Y., & Pettys-Baker, R.** (July 2017) Typicality Effects in Luxury Brand Advertisements, *Global Fashion Management Conference*, Austria, Vienna.
- Kim, D. Y., & Choo, H. J.** (October 2012). The Effects of Department Store Customers' Satisfaction and Commitment on Relationship, *Korean Society for Clothing Industry Conference*, Seoul, South Korea. **[Best Paper Presentation Award in Fashion Marketing]**
- Choo, H. J., Nam, Y. J., Lee, Y., Lee, H. K., Lee, S. J., Lee, S. E., ... **Kim, D. Y.** (November 2011). Domestic research trends in IT fashion. *Korean Society of Clothing and Textiles Conference*, Seoul, South Korea.

## **TEACHING EXPERIENCE**

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### Auburn University

**CADS 2760 Visual Merchandising**

**CADS 3850 Merchandising Planning and Control**

**CADS 5510/6510 Digital Retailing for Apparel**

### University of Minnesota

**RM 1201 Fashion, Ethics, and Consumption**

- Graduate Instructor: Spring 2017, Summer 2017, Summer 2019
- Teaching Assistant: Fall 2016, Fall 2018

**RM 2215 Introduction to Retail Merchandising**

- Graduate Instructor: Fall 2018
- Teaching Assistant: Fall 2017

**RM 4117W Retail Environments and Human Behavior**

- Teaching Assistant: Fall 2017

**RM 4217 International Retail Markets**

- Teaching Assistant: Spring 2019

### Seoul National University

**353.335 Global Fashion Business**

- Teaching Assistant: Fall 2011

## **SERVICE EXPERIENCE**

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### **Internal**

2021 CHS Graduate Student Research Symposium Review 2021

Website task force 2020

### **Ad Hoc Journal Review**

Spanish Journal of Marketing 2021

International Journal of Advertising 2020 – 2021

Journal of Marketing Communications 2020 – 2021

Fashion & Textiles 2020 – 2021

Journal of Global Fashion Marketing 2020

**Conference Paper Review**

International Textile and Apparel Association, Abstract and Full paper 2021

**Council of Graduate Students, University of Minnesota**

Graduate student representative of the Retail Merchandising program 2019

**GRANTS, AWARDS, SCHOLARSHIPS**

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- Design Graduate Program Travel Grant Award (\$1,000), *University of Minnesota* (Nov 2019)
- Design Graduate Program Travel Grant Award (\$700), *University of Minnesota* (Jun 2019)
- The Graduate Program Research Grant (\$1,000), *University of Minnesota* (Apr 2019)
- Design Graduate Program Block Grant Award for Conference (\$1,000), *University of Minnesota* (Sep 2018)
- Ludden Funds Travel Grant (\$200), *University of Minnesota* (Jun 2018)
- Design Graduate Program Conference Presentation Fund (\$1,000), *University of Minnesota* (Oct 2017)
- Best Paper Presentation Award (Fashion Marketing), *Korean Society for Clothing Industry Conference, Seoul* (Nov 2012)
- Superior Academic Performance Scholarship, *Graduate School of Seoul National University* (Sep 2011)
- Superior Academic Performance Scholarship, *Undergraduate School of Seoul National University* (Mar 2008, Sep 2008, Mar 2009, Sep 2009)

**PROFESSIONAL AFFILIATION**

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International Apparel and Textile Association

American Collegiate Retailing Association

Global Alliance of Marketing and Management Associations