

# HONGJOO WOO, Ph.D.

*Assistant Professor*

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**Ph.D. (2016)** University of North Carolina-Greensboro

Consumer, Apparel, and Retail Studies (Major), Statistics (Minor)

**M.S. (2013)** University of North Carolina-Greensboro, Consumer, Apparel, and Retail Studies

**B.S. (2011)** Yonsei University, Clothing and Textiles-Communication Studies (Dual Major)

## **Courses Teaching/Taught**

CADS 3900 Undergraduate Directed Studies  
CADS 3920 Professional Industry Experiences  
CADS 4920 Internship in Apparel Merchandising  
CADS 5500/6500 Professional Development: Merchandising Portfolio  
CADS 5600/6600 Global Sourcing in Apparel and Textiles  
CADS 7690 Consumer Theory in Apparel & Interiors  
CADS 7990 Graduate Directed Studies  
CADS 7990 Research and Thesis

## **Scholarly Interest**

My scholarly interest centers on **Consumer Behavior** and **International Marketing** research that are informed by consumer psychology and economics theories. Examples of research projects include:

- Consumer behaviors and characteristics in subscription-based online services (SOS)
- Corporate Social Responsibility (CSR) marketing and communications
- Social media analytics and business intelligence for small businesses
- Millennial entrepreneurship and startup businesses
- Decomposed and transitioning country images of retail brands and products
- Socio-psychologic motivations for consumption in education

### **Refereed Journal Publications**

- Ramkumar, B., & Woo, H. (Under Review). Modeling consumers' intention to use fashion and beauty subscription-based online services (SOS). *Journal of Services Marketing*.
- Woo, H., & Ramkumar, B. (Under Review). Who seeks a surprise box? Predictors of consumers' adoption of fashion and beauty subscription-based online services. *Journal of Retailing and Consumer Services*.
- Woo, H., Jin, B., & Papadopoulos, N. (Under Review). Downward and upward offshoring of luxury vs. mass market goods: A cognitive dissonance and social exchange theory perspective. *Journal of Business Research*.
- Woo, H., Jin, B., & Ramkumar, B. (In Press). Utilizing country image and well-known products for less-known products: Perspectives from a country with less-competitive country image. *Asia Pacific Journal of Marketing and Logistics*, 29(5).
- Woo, H., & Jin, B. (2016). Culture Doesn't Matter? The impact of apparel companies' corporate social responsibility (CSR) practices on brand equity. *Clothing and Textiles Research Journal*, 34(1), 20-36.  
—**2014 Paper of Distinction Award, International Textiles and Apparel Association (ITAA) Annual Conference.**
- Woo, H., & Jin, B. (2016). Apparel firms' corporate social responsibility communications: Cases of six firms from an institutional theory perspective. *Asia Pacific Journal of Marketing and Logistics*, 28(1), 37-55.  
—**2017 Highly Commended Paper Award, Emerald Publishing.**
- Woo, H., & Hodges, N. N. (2015). Education fever: Exploring private education consumption motivations among Korean parents of preschool children. *Family and Consumer Science Research Journal*, 44(2), 127-142.
- Jin, B., Woo, H., & Chung, J-E. (2015). How are born globals different from non-born global firms? Evidence from Korean small- and medium-sized enterprises. *Journal of Korea Trade*, 19(3), 1-19.
- Woo, H., & Jin, B. (2014). Asian apparel brands' internationalization: The application of theories to the cases of Giordano and Uniqlo. *Fashion and Textiles: International Journal of Interdisciplinary Research*, 1(4), 1-14.  
—**Media Release: Translated in the Japanese industry magazine, *Logi-Biz*, Shibuya, Tokyo, April 2015 (Issue No. 169)**

### **Other Journal Publications**

Woo, H. (2016, in press). *Writing a Proposal for Your Dissertation: Guidelines and Examples* (Book Review). *Family and Consumer Science Research Journal*, 45(1), 119-121.

### **Refereed Proceedings**

Woo, H., & Ramkumar, B. (November, 2017). Who seeks a surprise box? Predictors of consumers' adoption of fashion and beauty subscription-based online services (SOS). *International Textiles and Apparel Association (ITAA) Annual Conference*, St. Petersburg, FL: USA.

Ramkumar, B., & Woo, H. (November, 2017). Modeling consumers' attitude and intention to use fashion and beauty subscription-based online services (SOS): A TRA Approach. *International Textiles and Apparel Association (ITAA) Annual Conference*, St. Petersburg, FL: USA.

Woo, H., & Jin, B. (November, 2017). Single brand with multiple country images: The effect of M&A and offshoring on apparel brand credibility and prestige by brand tiers. *International Textiles and Apparel Association (ITAA) Annual Conference*, St. Petersburg, FL: USA.

Woo, H., & Ramkumar, B. (September, 2017). Tired of making choices? Subscribe! Perceived utilitarian and hedonic values of subscription-based online services (SOS) for clothing. *CARS 100<sup>th</sup> Anniversary Research Symposium, The University of North Carolina at Greensboro*, Greensboro, NC: USA.

Woo, H., & Jin, B. (March, 2017). Are those made in where we paid for? Consumer assessment of retail brand offshoring information based on country images: Comparison by brand tiers. *American Collegiate Retailing Association (ACRA) Annual Conference*, Bloomington, MN: USA.

Woo, H., & Jin, B. (November, 2016). The new owner behind a veil: Luxury brand cross-border M&A and its impact on brand credibility and prestige. *International Textiles and Apparel Association (ITAA) Annual Conference*, Vancouver: Canada.

Chou, H. C., Jin, B., & Woo, H. (May, 2016). Building brand equity through consumers' brand experience at experiential retail stores. *Academy of Marketing Sciences (AMS) World Marketing Congress*, Paris: France.

Woo, H., Jin, B., & Ramkumar, B. (November, 2015). Apparel products from a country not known for apparel: The halo effects of country image and well-known product category **[Nominated for Paper of Distinction]**. *International Textiles and Apparel Association (ITAA) Annual Conference*, Santa Fe, NM: USA.

- Jin, B., Woo, H., & Chung, J-E. (October, 2015). Post-entry internationalization patterns and performance of born globals. *Global Business Conference (GBC)*, Sibenik: Croatia.
- Woo, H., & Hodges, N. N. (May, 2015). Education fever: Exploring private education consumption motivations among Korean parents of preschool children. *Academy of Marketing Science (AMS) Annual Conference*, Denver, CO: USA.
- Woo, H., & Jin, B. (November, 2014). The effects of apparel brands' corporate social responsibility practice on brand equity moderated by culture [**Paper of Distinction**]. *International Textiles and Apparel Association (ITAA) Annual Conference*, Charlotte, NC: USA.
- Woo, H., & Watchravesringkan, K. (November, 2014). Y-gen consumers' self-esteem, narcissism, and service evaluation: Retailer equity as a moderator. *International Textiles and Apparel Association (ITAA) Annual Conference*, Charlotte, NC: USA.
- Yurchisin, J., Woo, H., & Watchravesringkan, K. (November, 2014). An investigation of socially responsible consumers' behavior in thrift stores. *International Textiles and Apparel Association (ITAA) Annual Conference*, Charlotte, NC: USA.
- Woo, H., & Jin, B. (October, 2013). Apparel brands' corporate social responsibility: Influences of consumers' cultural values and impacts on brand loyalty. *International Textiles and Apparel Association (ITAA) Annual Conference*, New Orleans, LA: USA.
- Woo, H., & Jin, B. (November, 2012). Corporate Social Responsibility (CSR) communications of global apparel firms: The website analysis of U.S., European, and Asian firms. In Burns, L., & Ahn, C. (Co-Chair), *KSCT-ITAA Joint Symposium. International Textiles and Apparel Association (ITAA) Annual Conference*, Honolulu, HI: USA.

## **Honors/Awards**

- *Highly Commended Paper Award* - Asia Pacific Journal of Marketing & Logistics, Emerald Publishing
- *Academic Excellence Medal* (Doctorate, 4.0/4.0), Bryan School of Business, University of North Carolina at Greensboro (2016)
- *Nominated for Paper of Distinction* - International Track, International Textiles and Apparel Association (ITAA) (2015)
- *Frances B. Buchanan Scholarship*, Bryan School of Business, University of North Carolina at Greensboro (2015-2016)
- *Paper of Distinction Award* – Sustainability/Social Responsibility Track, International Textiles and Apparel Association (ITAA) (2014)
- *VF Corporation Scholarship*, Bryan School of Business, University of North Carolina at Greensboro (2014-2015)
- *Outstanding Graduation Student Award*, Bryan School of Business, University of North Carolina at Greensboro (2013)
- *Academic Excellence Medal* (Master's, 4.0/4.0), Bryan School of Business, University of North Carolina at Greensboro (2013)
- *VF Corporation Scholarship*, Bryan School of Business, University of North Carolina at Greensboro (2012-2013)
- *Sara Douglas Fellowship for Professional Promise*, International Textiles and Apparel Association (ITAA) (2012)
- *Rotary International Ambassadorial Scholar* (\$26,000, Representing S. Korea), Rotary International Foundation (2011-2012)
- *D. Elizabeth Williams Scholarship*, Bryan School of Business, University of North Carolina at Greensboro (2011-2012)
- *Honor's Student Award*, Yonsei University President (2009)
- *Highest Honor's Student Award*, Yonsei University President (2008)

## **Grantsmanship**

- *Modeling Facilitators and Inhibitors of U.S. Small Businesses' Use of Social Media Analytics in Building Business Intelligence (Not Funded)*  
\$8,000, Auburn University Intramural Grants Program (IGP) (2016)  
Hongjoo Woo, Wi-Suk Kwon, and Amrut Sadachar
- *We Are on Facebook, Twitter, and Instagram. What Do We Do Now?: Social Media Data Analytics for Small Businesses (Not Funded)*  
\$54,958, Auburn University Competitive Outreach Scholarship Grant (COSG) (2016)  
Amrut Sadachar, Wi-Suk Kwon, and Hongjoo Woo
- *Developing Internationalization Model for Fostering Globally Competitive Korean SMEs*  
\$267,089, National Research Foundation of Korea (NRF) (2013-2016)  
Graduate Project Assistant for Dr. Byoungho Jin
- *Motivations of Korean Mothers' Consumption on Preschool Children's Private Education*  
\$1,000, University of North Carolina at Greensboro Travel Research Grant (2014)  
Hongjoo Woo (PI) and Dr. Nancy Hodges

## **Graduate Student Advising**

<i>Role</i>	<i>Student Name</i>	<i>Degree Option</i>	<i>Stage</i>
Chair	Nigar Sultana	MS Thesis	In progress
Chair	Mohammad Shahidul Kader	MS Thesis	In progress
Co-Chair	Mary Kassandra (Kacee) Ross	MS Thesis	Proposal defended
Committee Member	Jae-Yeon Chang	PhD	In progress
Committee Member	Ashanti Bell	MS Non-Thesis	Completed

## **University Services**

- 2016- Apparel Merchandising & Design Association (AMDA) Faculty Co-Advisor, CADS, Auburn University
- 2016- Student Scholarships & Awards Committee, CADS, Auburn University
- 2016- Mentoring & Peer Review Committee, CADS, Auburn University
- 2016-2017 Assistant Professor Search Committee, CADS, Auburn University

### **Professional Services/Affiliations**

- Reviewer, Clothing and Textiles Research Journal (CTRJ)
- Reviewer, Merchandising/Marketing/Retailing track – ITAA
- Reviewer, International track – ITAA
- Reviewer, Undergraduate Research track - ACRA
- Member, International Relations Committee – ITAA
- Member, International Textiles and Apparel Association (ITAA)
- Member, American Collegiate Retailing Association (ACRA)
- Member, Academy of Marketing Science (AMS)
- Member, Beta Gamma Sigma Business Graduate’s Honor Society
- Member, Rotary International Foundation