

Terry (Haekyung) Kim

Assistant Professor

University of South Carolina
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EDUCATION

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| Ph.D. | Retail and Consumer Studies, University of Minnesota <ul style="list-style-type: none">• Minor: Educational Psychology (Emphasis in Quantitative Methods in Education)• Dissertation: The effect of hyper-realistic virtual influencers' physical and mental humanlikeness on interpersonal relationships: Focusing on self-disclosure and humanlike appearance• Advisor: Dr. Hyunjoo Im• Committee members: Dr. Hye-Young Kim, Dr. Naeun (Lauren) Kim, Dr. Robert delMas | 2024 |
| M.S. | Textiles, Merchandising, and Fashion Design, Seoul National University, South Korea <ul style="list-style-type: none">• Thesis: Effects of augmented reality's presence and product information on fashion product evaluation• Advisor: Dr. Hojung Choo | 2020 |
| B.S. | Textiles, Merchandising, and Fashion Design, Seoul National University, South Korea <ul style="list-style-type: none">• Minor: Consumer Science <i>*Graduated with Honor: summa cum laude</i> | 2018 |

ACADEMIC POSITION

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| Assistant Professor (Tenure track) University of South Carolina, Department of Retailing | 2024 |
| Graduate Instructor , University of Minnesota | 2023 |

HONORS/AWARDS

- **Student Academic Excellence Award (Graduate Level Individual)**, *College of Design, University of Minnesota* **2023**
- **Nominee of the Outstanding Doctoral Student Award**, *College of Design, University of Minnesota* **2023**
- **Winner of Graduate Student Research Competition**, *International Conference on Clothing and Textiles, Seoul, South Korea* **2022**

- **Best Paper Presentation Award**, *Korean Society of Clothing and Textiles, Seoul, South Korea* 2020
- **Best Paper Presentation Award**, *Korean Society of Clothing and Textiles, Seoul, South Korea* 2018
- **Graduated with the Highest Honor**, *Ranked No.1 in the Department of Textiles, Merchandising, and Fashion Design, Seoul National University, Ranked No.1 in the College of Human Ecology, Seoul National University* 2018
- **Best Paper Presentation Award**, *Society of Fashion & Textile Industry, Seoul, South Korea* 2016
- **Best Bachelor's Degree Thesis Award**, *Department of Textiles, Merchandising, and Fashion Design, Seoul National University* 2016
- **Dean's List**, *College of Human Ecology, Seoul National University* 2013-2015

SCHOLARSHIPS/FELLOWSHIPS

- **Peggy Matthews Fellowship**, Competitive fellowship, *College of Design, University of Minnesota (\$3,000)* 2022-2023
- **Seoul National University Alumni Association Minnesota Section Scholarship**, Competitive scholarship, *Seoul National University Alumni Association Minnesota Section (\$1,000)* 2021
- **Design Graduate Fellowship**, Competitive fellowship, *College of Design, University of Minnesota (\$8,470)* Fall 2021, Spring 2021
- **Work-Study Scholarship**, *Research Institute of Human Ecology, Seoul National University (\$2,510)* Fall 2019, Spring 2019
- **Kwanak Corporation Scholarship**, Competitive scholarship, *Seoul National University Alumni Association. Full Scholarship (\$3,350)* Fall 2018, Spring 2018
- **Eminence Scholarship**, Competitive scholarship, *Seoul National University. Full Scholarship (\$2,520)* Fall 2015, Spring 2015, Fall 2014, Spring 2014, Fall 2013, Spring 2013
- **Merit-Based Scholarship**, Competitive scholarship, *Seoul National University (\$250)* Fall 2012

GRANTS

- **Design Graduate Program Travel Grant**, *College of Design, University of Minnesota*
 - *five times, total grant amount of \$4,210*
- **Design Graduate Program Research and Creative Scholarship Grant**, *College of Design, University of Minnesota*
 - *\$1,000, Title: The effect of hyper-realistic virtual influencers' physical and mental humanlikeness on interpersonal relationships: Focusing on self-disclosure and humanlike appearance* 2024
 - *\$1,600, Title: Understanding virtual influencers' humanness and consumers' attitudes* 2023
 - *\$320, Title: The effect of autonomy need satisfaction and escapism motivation on consumer's variety-seeking behavior in metaverse* 2022
 - *\$410, Title: Can augmented reality impact your self-perceptions? The* 2021, 2022

malleability of the self and brand relationships in augmented reality
try-on services

RESEARCH INTERESTS

Digital Consumer Behavior, Retail Technology, Technology Mediated Communication, Consumer-Brand Relationship, Sustainable Consumption

PUBLICATION

PEER-REVIEWED JOURNAL

Ju, N., **Kim, T. H.**, & Im, H. (2024). Fake human but real influencer: The interplay of authenticity and humanlikeness in VI communication?. *Fashion and Textiles*, 11(1), 16. [SCIE 2023 IF: 2.3]

Kim, T. H., & Im, H. (2023). Can augmented reality impact your self-perceptions? The malleability of the self and brand relationships in augmented reality try-on services. *Journal of Consumer Behaviour*, 23(4), 1623-1637. [SSCI, Q1 in Social Psychology, 2023 IF: 4.4]

Kim, T. H., & Kim, N. L. (2023). Believing in change: The role of implicit theory on consumer's perception of the brand's corporate social responsibility message. *Journal of Consumer Behaviour*, 22(6), 1348-1364. [SSCI, Q1 in Social Psychology, 2023 IF: 4.4]

Kim, N. L., Jin, B. E., & **Kim, T. H.** (2023). Negative and positive contamination in secondhand fashion consumption: Does culture matter?. *International Marketing Review*, 40(6), 1509-1530. [SSCI, Q1 in Business and International Management, IF: 5.774]

Kim, N. L., **Kim, T. H.**, & Park, J. (2023). Can data save small businesses? Benefits and challenges of data analytics adoption among small-sized clothing retailers. *Applied Marketing Analytics*, 9(3), 236-248.

Kim, N. L., & **Kim, T. H.** (2022). Why buy used clothing during the pandemic? Examining the impact of COVID-19 on consumers' secondhand fashion consumption motivations. *The International Review of Retail, Distribution, and Consumer Research*, 32(2), 151-166. [ESCI]

Kim, T. H., & Choo, H. J. (2021). Augmented reality as a product presentation tool: Focusing on the roles of product information and presence in AR. *Fashion and Textiles*, 8(29), 1-23. [SCIE, Q1 in Materials Science, Textiles, 2021 IF: 2.200]

Kim, T. H., Lee, H. Y., Namkoong, H., Choi, S. Y., & Yang, H. S. (2020). Effect of perceived technological innovativeness on revisit and word-of-mouth intention in augmented reality store - Focusing on curiosity and fun. *Journal of the Korean Society of Clothing and Textiles*, 44(4), 676-690. [SCOPUS]

CONFERENCES

PEER-REVIEWED PROCEEDINGS

Chen, Z., Im, H., & **Kim, T. H.** (2024). Effect of face expression and interactivity on donation intention: Mediated roles of playfulness, social presence, sympathy, and perceived response efficacy, Oral presentation at Fashion and Play Symposium, Minnesota, USA.

- Kim, T. H., & Im, H.** (2023). My virtual influencer friend: The role of self-disclosure in consumer's trust and relationship outcomes, Oral presentation at the annual International Textile and Apparel Association conference, Baltimore, USA.
- Kim, T. H., Im, H., & Ju, N.** (2023). How humanized virtual influencers engage users: A comparative case study of three virtual influencers, Poster presentation at the annual International Textile and Apparel Association conference, Baltimore, USA.
- Ju, N., **Kim, T. H., & Im, H.** (2023). What successful virtual influences do: An exploratory comparative study, Poster presentation at the Korean Society of Clothing and Textiles, Seoul, South Korea.
- Kim, T. H., & Kim, N. L.** (2022). Believing in change: The role of implicit theory on consumer's perception of the fashion brand's CSR message, Oral presentation at the annual International Textile and Apparel Association conference, Denver, USA.
- Im, H., Ju, N., & **Kim, T. H.** (2022). Ready for the data-driven world? Teaching data science to retail merchandising students, Poster presentation at the annual International Textile and Apparel Association conference, Denver, USA.
- Kim, T. H., & Im, H.** (2022). The effect of autonomy need satisfaction and escapism motivation on consumer's variety-seeking behavior in metaverse, Oral presentation at the AIRSI 2022, Online.
- Kim, T. H., & Im, H.** (2022). The effect of malleable self-concept and self-discrepancy on brand relationships in augmented reality try-on service, Oral presentation at the International Conference on Clothing and Textiles, Seoul, South Korea.
*****Winner of the Graduate Student Research Competition**
- Im, H., **Kim, T. H., & Ahn, Y.** (2022). The waning ethnocentrism effect on consumers' local support intention during the COVID-19 pandemic, Poster presented at the International Conference on Clothing and Textiles, Seoul, South Korea.
- Kim, N. L., **Kim, T. H., & Jin, B.** (2022). The effect of ownership duration in facilitating secondhand fashion consumption: A cross-cultural study, Oral presentation at the International Conference on Clothing and Textiles, Seoul, South Korea.
- Kim, T. H., & Im, H.** (2021). I feel myself as more malleable: The effect of augmented reality try-on service on malleable self and self-brand connection, Oral presentation at the 2021 Global Fashion Management Conference at Seoul/ 2021 Korean Scholars of Marketing Science International Conference, Online.
- Ju, N., **Kim, T. H., & Im, H.** (2021). Artificial intelligence for the fashion and retail industry: Insights from network analysis of the previous research, Poster presented at the annual International Textile and Apparel Association conference, Online.
- Kim, N. R., & **Kim, T. H.** (2021). Why buy used clothing during the pandemic? Examining the impact of COVID-19 on consumers' secondhand fashion consumption motivations, Poster presented at the annual International Textile and Apparel Association conference, Online.
- Kim, T. H., & Choo, H. J.** (2020). Effects of augmented reality's presence and product information on

fashion product evaluation, Oral presentation at the Korean Society of Clothing and Textiles, Seoul, South Korea.

*****Best Paper Presentation Award (Fashion Marketing Division)**

Kim, T. H., & Chun, J. H. (2018). A study on changes in appearance management behavior in TV media: Focusing on fashion and beauty programs since 2010, Poster presented at the Korean Society of Clothing and Textiles, Seoul, South Korea.

Lee, H. Y., **Kim, T. H.**, Namkoong, H., Choi, S. Y., & Yang, H. S. (2018). The effect of perceived technological innovativeness on revisit intention and word-of-mouth intention in augmented reality stores: Focusing on curiosity and fun, Poster presented at the Korean Society of Clothing and Textiles, Seoul, South Korea.

*****Best Paper Presentation Award (Fashion Marketing Division)**

Kim, S. J., **Kim, T. H.**, Jung, M. K., Han, J. W., & Choo, H. J. (2016). A study on the influence of companion on apparel shopping of college women, Poster presented at the Society of Fashion & Textile Industry, Seoul, South Korea.

*****Best Paper Presentation Award (Marketing Division)**

NON-PEER REVIEWED PRESENTATIONS

Kim, T. H., & Im, H. (2023). The effect of autonomy need satisfaction and escapism motivation on consumer's variety-seeking behavior in metaverse, Presentation at 2023 Research and Creative Scholarship Showcase, College of Design, University of Minnesota.

Kim, T. H., & Im, H. (2022). I feel myself as more malleable: The effect of augmented reality try-on service on malleable self and self-brand connection, Presentation at 2022 Research and Creative Scholarship Showcase, College of Design, University of Minnesota.

RESEARCH EXPERIENCES

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|---|----------------------------------|
| Minnesota Agricultural Experiment Station (MAES) project Project Title: Diversity, equity, and inclusion in sharing economy Principal Investigator: Dr. Naeun (Lauren) Kim Project Type: State Responsibilities: Research assistant <ul style="list-style-type: none">Grant proposal (market research, literature review, writing) | Jan. 2023 – May. 2023 |
| Minnesota Agricultural Experiment Station (MAES) project Project Title: Building customer loyalty for family-owned retail businesses in Minnesota - Brand authenticity, trust, and loyalty intentions Principal Investigator: Dr. Hyunjoo Im Project Type: State Responsibilities: Research assistant <ul style="list-style-type: none">Research design (market research, literature review, conceptual framework development, study design) | Jan. 2022 – May. 2024 |
| Minnesota Agricultural Experiment Station (MAES) project Project Title: Utilization of big data analytics by Minnesota small businesses Principal Investigator: Dr. Naeun (Lauren) Kim Project Type: State Responsibilities: Research assistant | Jan. 2021 – Aug. 2023 |

- Grant proposal (market research, literature review, writing)
- Data collection
- Organizing and writing manuscript (Introduction to discussions)

TEACH EXPERIENCES

INSTRUCTOR OF RECORD

RM 2234 Retailing in a Digital Age (Spring 2024)

Responsibilities

- In-person regular classes (75 minutes, twice a week)
- Regular assignment evaluations
- In-class activities
- Office hours

RM 4216 Retail Promotions (Fall 2023)

Responsibilities: Graduate instructor

- In-person regular classes (75 minutes, twice a week)
- Guidance on online simulation for media planning
- Regular assignment evaluations
- In-class activities
- Team project guidance in hybrid mode (online/in-person)
- Curriculum development (lecture slides, assignments, exams)
- Office hours

TEACHING ASSISTANT

RM 2234 Retailing in a Digital Age (Fall 2023)

Responsibilities

- Regular assignment evaluations
- Office hours

RM 4235/APST 5235 Data Driven Retail - Big Data and Text Analysis (Spring 2023)

Responsibilities

- Teaching in-class: “Introduction to Linguistic Inquiry and Word Count (LIWC)”
- Assistance with in-class activities (Python)
- Team project guidance [Topic: Product review] & evaluations
- Regular assignment evaluations
- Office hours

RM 3170 Topics in Retail Merchandising — Data Driven Retail - Big Data and Text Analysis (Spring 2022)

Responsibilities

- Assistance with in-class activities (Python)
- Team project guidance [Topic: Virtual influencer] & evaluations
- Regular assignment evaluations
- Office hours

INDUSTRY EXPERIENCE

Trendlab506 (Business consulting firm), Seoul, South Korea

Sep. 2017 –

Intern, Marketing consultant

Dec. 2017

Responsibilities:

- Conducted comprehensive research on consumer behavior in the cosmetic products market and kept abreast of global trends and issues in the fashion and cosmetic industries
- Performed in-depth market research and analyzed international case studies in retailing, offering strategic recommendations to fashion, food companies, and financial institutions for the implementation of new strategies

The Good Law (National NGO), Seoul, South Korea

Jul. 2015 –

Intern, Administrative assistant

Oct. 2015

Responsibilities:

- Monitored legislative activities and the National Assembly's annual audit while managing the volunteers who visited the National Assembly to oversee the audit
- Translated laws from different countries to create a database encompassing global laws and developed textbooks focusing on laws relevant to everyday life

Asia Today (Daily newspaper), Seoul, South Korea

Jul. 2014 –

Intern, Newspaper journalist, Social affair desk

Oct. 2014

Responsibilities:

- Produced and reported a variety of news articles covering lifestyle and essential consumer information
- Participated in regular meetings to enhance writing and reporting skills, as well as to deliberate on topics

SERVICE/LEADERSHIP EXPERIENCE

Graduate Student Representative, Policy & Advisory Committee

Oct. 2022 - May. 2024

Responsibilities

- Review and revision of the department by-laws
- Attended committee meetings (twice per semester)

Women's President of the Student Body, Seoul National University Alumni Association Minnesota Section

Dec. 2021- Dec. 2022

Responsibilities

- Alumni Spring/Fall retreats
- Executive meetings
- Organizing events for welcoming new graduate students of University of Minnesota
- Organizing academic seminar for students in Minnesota
 - Topic: Grant writing (Writing for future career development) & Job interview guidelines for industry (3M)
 - Co-organizing with Minnesota Korean Graduate Student Association (MKGSA)

PROFESSIONAL DEVELOPMENT

WORKSHOP ATTENDED: RESEARCH-RELATED

- **Introduction to Web Scraping in Python**, *LATIS Research, University of Minnesota, 2021*
- **Big Data Analysis with Python and STATA**, *Research Institute of Human Ecology, Seoul National University, 2019*
- **Introduction to R Program Analysis**, *Research Institute of Human Ecology, Seoul National University, 2018*

WORKSHOP ATTENDED: TEACHING-RELATED

- **Cognitive Load: Maximizing Student Learning While Minimizing Cognitive Load**, *Center for Educational Learning, University of Minnesota, 2022*
- **Teaching with Intention**, *Department of Design, Housing, and Apparel, University of Minnesota, 2021*

PROFESSIONAL AFFILIATION

- Member of the International Textile and Apparel Association, 2021-2024
- Member of the Korean Scholars of Marketing Science, 2021
- Member of the Korean Society of Clothing and Textiles, 2018-2023