

# JIYOUNG HWANG

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## EDUCATION

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- PD.B. (Post-doctoral Bridge Program), University of Florida** Gainesville, FL  
AACSB Academically Qualified faculty in Marketing and Management March - July 2011  
**Track advisors:** Dr. Joe Alba (Marketing) and Dr. Jason Colquitt (Management)
- Ph.D., The Ohio State University** Columbus, OH  
**Major:** Retail & Consumer Sciences Sep. 2006 - Dec. 2010  
**Minor:** Quantitative Psychology  
**Dissertation:** *"Rewarding Corporate Social Responsibility (CSR) through CSR Communication: Exploring Spillover Effects in Retailer Private Brands and Loyalty Programs"*  
**Co-Advisors:** Dr. Leslie Stoel and Dr. Jae-Eun Chung  
**Honors/Awards:** College Graduate Dissertation Fellowship (2009-2010), Dickey-Meacham Scholarship, Graduate research and teaching assistantships (2006-2009)
- M.S., Michigan State University** East Lansing, MI  
**Major:** Retailing Aug. 2003 - Dec. 2005  
**Thesis:** *"The Role of Information and Consumer Characteristics in Risk Perception and Store Patronage: An Exploration of Innovative Retail Technology, Radio Frequency Identification (RFID)"*  
**Honors/Awards:** Mary Louise Gephart-Donnell Scholarship, Research Enhancement Fellowship, Graduate Office Scholarship
- B.S., Hanyang University** Seoul, Korea  
**Major:** Fashion Marketing Mar. 1996 - Feb. 2001  
**Honors/Awards:** *Summa Cum Laude* at college level (as the top student of the graduates), Four Full Scholarships (as the top ranked student), Two Honor Scholarships (2<sup>nd</sup> ranked student)

## PROFESSIONAL EXPERIENCE

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### INDUSTRY WORK EXPERIENCE

- Columnist, Retail Magazine** May 2007 - Present  
Written over 20+ columns about retailing and consumer issues in the US  
**Topics:** Green consumerism, Japanese Tsunami and U.S. retailing, 2010 retail trends, Multi-channel retail strategy, Transumerism, Premium outlets, US supermarkets, African-American consumer (etc.)  
\* *Retail Magazine:* a Korean Monthly magazine published by Korean Chainstores Association
- Speaker & Coordinator (Invited), Workshop, Korean Chainstores Association** Chicago, USA  
Led one-week workshop focusing on US retail strategy Nov. 2010  
**Participants:** 30 executive members of leading Korean manufacturers and retailers (e.g., E-Mart, Homeplus Tesco, Lotte Mart etc)  
\* *This workshop was affiliated with Korean Ministry of Knowledge Economy*
- Researcher, Samsung Tesco** Jan. 2008 - 2009  
Analyzed the US retail market and wrote market analysis reports  
**Topics:** Retailer promotion strategies for diverse product categories including electronics, apparel products, home furnishings products, retailer private brands, promotion events (etc.)  
\* *Samsung Tesco:* The second largest retailer in Korea, Joint-venture with *Tesco*

**Business Consultant, H&B Co. Ltd** Seoul, Korea  
 Assessed new business launching opportunities and market competition Jan.– August 2003  
 Recommended marketing and promotion strategies  
 \* *e.g., recommendations* resulted in a company's successful launching and growth with over 100 franchisees during my time as a consultant

**Marketer, Mido Co., Ltd.** Seoul, Korea  
 Charged with sales data analysis and marketing strategy development Nov. 2000 – 2001  
 Conducted research on product market and competitor landscape  
 Worked with manufacturing companies and conducted inventory management  
 Selected designs and sourcing materials  
 Charged in licensing arrangement solely with executive members  
 \* *Mido*: One of 5 major men's apparel companies in Korea

### OTHER EXPERIENCES/ACHIEVEMENTS

**Executive Member, Innovator; On & Off-line business consulting community** Seoul, Korea  
 Provided educational seminars with experts in customer relationship management (CRM), 2003 - 2008  
 marketing strategy, and business consulting  
**Founder and Member, Fashion MD, undergraduate club of merchandising** 2000 – 2001  
**Volunteer, for disabled people (blind people, in particular), Samjong Church** 2000  
**Top Achiever, Korong Fashion Group Workshop (8 weeks)** Summer 1999  
 Awarded the best participant among 32 representatives of universities  
 Conducted a brand launch and developed marketing strategies  
**President, Department of Clothing and Textiles, Hanyang University** 1998  
**Organizer, Fashion Illustration exhibition, Hanyang University** 1998  
**Illustrator, Wedding business project** 1998 – 2000

### RESEARCH EXPERIENCE

**Research Interests:** Socially Responsible Business/Business Ethics, Consumer-Brand Relationship, Online Consumer Narratives and Decision Making, National/Global Business-Business Relationship Management

**Research Assistant, Dr. Stoel, The Ohio State University** Summer 2009  
 Research context: Qualitative data analysis  
**Work:** Extracted key concepts from interview data, creating key quotations, cross-tabulation analysis etc.

**Research Assistant, Dr. Chung, The Ohio State University** Autumns 2007, 2008  
 Research context: Chinese consumer behavior, organic products  
**Work:** Conducted literature review on Chinese consumer characteristics and relevant theoretical concepts

**Data Analyst, [www.mystatistics.net](http://www.mystatistics.net), on-line consulting firm** 2005  
 Market research and data analysis using SPSS on various research topics

### PUBLICATIONS (P indicates Peer-reviewed journal)

<sup>P</sup> **Hwang, J., & Kandampully, J.** (Forthcoming). The Role of Emotional Aspects in Younger Consumer-Brand Relationship. *Journal of Product & Brand Management*.  
**Hwang, J., & Cooper, J.** (Forthcoming). Retailer Branding through Excellence in Service. In J. Kandampully. *Service Management: The New Paradigm in Retailing*.  
**Hwang, J., & Rudd, N.** (September 2009, invited). Teaching “Digital Native” with Social Media: Moving from Push to Pull in Education. *ITAA newsletter*.

### CONFERENCE PROCEEDING/PRESENTATIONS (\*P indicates Peer-reviewed proceeding/presentation)

\*<sup>P</sup> **Hwang, J., Stoel, L., & Chung, J.** (March 2011). Spillover Effects in Corporate Social Responsibility (CSR) Communication: Exploring in CSR-oriented Private Brands. *American Collegiate Retailing Association (ACRA) 2011 Meeting, Boston, MA.*  
 \* *Selected for Journal (Journal of the Academy of Marketing Science) Review.*

- \*<sup>P</sup> **Hwang, J., & Chung, J.** (March 2011). Interrelationship among Business Ethics, Conflict, and Satisfaction in Channel Relationships. *American Collegiate Retailing Association (ACRA) 2011 Meeting*, Boston, MA.
- \*<sup>P</sup> **Hwang, J., & Rudd, N.** (October, 2009). Moving from 'Push' to 'Pull' in Education: Harnessing Social Media for Teaching Net Generation. *Proceedings of International Textile and Apparel Association (ITAA) 2009 Annual Meeting*, Bellevue, WA.
- \*<sup>P</sup> **Hwang, J., & Chung, J.** (September 2009). Drivers of Consumers' Retailer Choice for Organic Food Products: Antecedents and Impact of Store-Organic Product Fit, *Proceedings of the American Marketing Science/American Collegiate Retailing Association (AMS/ACRA) 2009 Meeting*, New Orleans, LA. [CD Rom]
- \*<sup>P</sup> **Hwang, J., Chung, J., & Jin, B.** (May 2009). The Moderating Influence of Environmental Volatility on Channel Relationships in a Collectivist Culture: Evidence from Retail Buyer-Supplier Relationships in South Korea., *Proceedings of the American Collegiate Retailing Association (ACRA) 2009 Meeting*, Las Vegas, NV.
- \*<sup>P</sup> **Hwang, J., Chung, J., & Jin, B.** (November 2008). The Effects of Retailer Market Orientation and Supplier Market Intelligence in Building Retailer Long-Term Orientation, *Proceedings of the International Textile and Apparel Association (ITAA) 2008 Annual Meeting*, Chicago, IL. [Online]
- \*<sup>P</sup> **Hwang, J., & Rudd, N.** (November 2008). Teaching with Social Network Media: Effectiveness of the Computer-mediated Tool, YouTube, *Proceedings of the International Textile and Apparel Association (ITAA) 2008 Annual Meeting*, Chicago, IL. [Online]
- \*<sup>P</sup> **Hwang, J., Im, H., & Ha, Y.** (November 2007). Interactivity and eWord-of-Mouth in Online Apparel Websites, *Proceedings of the International Textile and Apparel Association (ITAA) 2007 Annual Meeting*, Los Angeles, CA. [Online]
- \*<sup>P</sup> **Hwang, J., Good, L., & Yun, Z.** (November 2006). Handling Privacy Concern and Risk Perceptions of RFID, In J. R. Evans (Ed.), *Retailing 2006: Strategic Challenges in the New Millennium*, Volume XI 2006, *Proceedings of the 8<sup>th</sup> Triennial Conference of the Academy of Marketing Sciences & the American Collegiate Retailing Association (AMS&ACRA)*, (pp.102-107), Orlando, FL.
- \*<sup>P</sup> **Hwang, J., & Good, L.** (April 2006). Consumers' Perceptions of Innovative RFID technology and the Role of Providing Information, In D. Burns (Ed.), *Proceedings of the American Collegiate Retailing Association (ACRA) 2006 Meeting*, Fayetteville, AK. [CD-ROM]

**UNDER REVIEW and WORKING PAPERS** (In descending order of completion)

**Hwang, J., & West, P.** Understanding Posters and Lurkers: An Examination of Online Consumer Reviews, *Journal of Interactive Marketing* (Impact factor: 2.600, 5-year impact factor: 4.021, under 2<sup>nd</sup> review)

**Hwang, J., Chung, J., & Jin, B.** Revisiting Long-term Orientation: The Impact of Market Orientation on Long-term Orientation: Impact of Long-term Orientation and Market Orientation on Channel Relationships in Confucian Culture. *Journal of Business & Industrial Marketing* (Impact factor 0.676 in 2009, under 2<sup>nd</sup> review).

*\*The earlier version of this paper was accepted to ITAA conference presentation*

**Hwang, J.** Philanthropic Capitalism and Brand Love. targeting *Journal of Marketing* [99% completed]

**Hwang, J., Chung, J., & Jin, B.** The Moderating Influence of Environmental Volatility on Channel Relationships in a Collectivist Culture: Evidence from Retail Buyer-Supplier Relationships in South Korea. targeting *Journal of International Business Studies*. [95% completed]

*\*The earlier version of this paper was accepted to ACRA conference presentation*

**Hwang, J., Stoel, L., & Chung, J-E.** Spillover Effects of Corporate Social Responsibility: Successful Positioning of Private Brand, targeting *Journal of Marketing* [90% revision completed]

**Hwang, J., & Chung, J-E.** The Role of Business Ethics and Conflict in Business Relationship Management. targeting *Journal of Retailing* [95% revision completed]

**Hwang, J., & Chung, J.** Understanding Generation Y Consumers' Store Choice: Antecedents and Moderating Roles of Fit Perception. targeting *Journal of Marketing Management* [95% of revision completed]

**Hwang, J., Stoel, L., & Chung, J-E.** Harnessing Corporate Social Responsibility: Reaping the Benefit through Innovative CSR-oriented Loyalty Program. targeting *Journal of Marketing* [80% completed]

**Hwang, J.** Service Orientation through Innovative Retail Technology, RFID, targeting *Journal of the Academy of Marketing Science* [80% completed]

**Hwang, J.** The Role of Similarity in Consumer Decision Making: An Exploration of Online Consumer Reviews. In preparation for data collection. targeting *Journal of Consumer Research*.

**TRADE PUBLICATIONS** (focused on the U.S. retailing and consumer, all are published in Retail Magazine in Korean)

**Hwang, J.** (2011, May). The Impact of the Japanese Tsunami on U.S. Retailing. (part of cover story).

**Hwang, J.** (2011, April). Drug-store Retailing. (part of cover story).

- Hwang, J. (2011, February). Over-The-Counter (OTC) Drug Retailing. (part of cover story).
- Hwang, J. (2010, December). 2010 U.S. Retail Industry. (part of cover story).
- Hwang, J. (2010, September). Multichannel Retail Strategy. 45-47. (part of cover story).
- Hwang, J. (2010, June). Innovation in Retailer Promotions. 138-139.
- Hwang, J. (2010, April). Successful Strategy to Handle Customer Dissatisfaction. 60-63. (part of cover story).
- Hwang, J. (2010, January). U.S. Retail Industry: A 2009 review. 76-78. (part of cover story).
- Hwang, J. (2009, November). Green Consumerism in Economic Downturn. 62-64. (part of cover story).
- Hwang, J. (2009, September). New Consumer Trend, Transumerism. 140-142.
- Hwang, J. (2009, July). Green Consumption as a Global Trend. 71-72. (part of the cover story).
- Hwang, J. (2009, May). Retailer Promotions in the Holiday Season. 144-146.
- Hwang, J. (2009, March). The Power of African-American Consumer. 142-144.
- Hwang, J. (2009, January). Beat the Recession: Retailers' Promotion Strategies. 136-138.
- Hwang, J. (2008, December). The Current State of the U.S. Retail Market. 68-71. (part of cover story).
- Hwang, J. (2008, October). Presidential Election Marketing Strategy. 138-140.
- Hwang, J. (2008, July). Fuel-based Marketing. 140-142.
- Hwang, J. (2008, May). Multi-channel Strategy. 67-69. (part of cover story).
- Hwang, J. (2008, April). Market Leaders in Health Supplement Markets. 68-70. (part of cover story).
- Hwang, J. (2008, March). Ice Cream War: Pinkberry vs. Redmango. 138-139.
- Hwang, J. (2007, December). Success of Supermarket. 64-67. (part of cover story).
- Hwang, J. (2007, October). Trading Up in the U.S. Supermarkets: Trader Joe's. 136-138.
- Hwang, J. (2007, August). Premium Outlet: The Secret of its Growth in the U.S. 142-144.
- Hwang, J. (2007, June). Costco vs. Sam's Club: Two Leaders in U.S. Wholesale Clubs. 140-142

## TEACHING EXPERIENCE

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**Teaching Interests:** Business and Society, International Business, Global Strategic Management, Marketing Principles, Multi-Cultural Consumers, Internet and Social Media Strategy

### ACADEMIC EMPLOYMENT

**University of Florida, Hough Graduate School of Business** Gainesville, FL  
**Post-doctoral Researcher & Instructor in International Business** Aug. 2010 – Present

#### University of Florida

**Instructor** Fall 2010 - Summer 2011

GEB 6366 Fundamentals to International Business (Total of 140 business graduate students)

**Teaching methods:** E-learning system, Sakai, visual materials (e.g., YouTube video clips), students' projects including individual case analysis, social media analysis, group project on the international expansion in Latin America

\* Developed special section on *social media and international business*

**Facilitator** Fall 2010 – Spring 2011

GEB 3733 International Business (400 business undergraduate students, hybrid course arrangement)

#### The Ohio State University

**Instructor** Winters 2008 & 2009

TXTL & CLO 372 Appearance, Dress and Cultural Diversity (Mon-Fri, 5 credit, total of 160 undergraduate)

**Teaching methods:** Using Carmen system, visual materials (e.g., YouTube video clips), Individual experiences on Second Life (Secondlife.com: virtual space) and report write-ups, Group project on content analysis on the impact of media and branding on consumers.

\* From these teaching experiences, conference papers were developed and presented, and received ITAA invitation to write an article on innovative teaching.

#### Guest Lecturer

**Consumer behavior & Culture related topics**

Cons Sci 340 Multicultural Consumers

Spring 2008

**Topics:** Cultural influences on consumer behavior, The creation and diffusion of global consumer culture

TXTL & CLO 372 Appearance, Dress and Cultural Diversity (4 times) Springs 2007 & 2008  
**Topics:** Business in Second life (2 times), Rite passages of Korea (2 times)

**Business-related topics**

TXTL & CLO 576 Global Patterns and Issues in Textiles and Apparel Trade Winter 2007

**Topics:** Textiles and Apparel Business in Asia, Textiles and Apparel Business in Oceania

TXTL & CLO 275 Business of Fashion Spring 2007

**Topic:** Types of retailers and promotion strategies

**Teaching Assistant**

**Business related classes**

TXTL & CLO 576 Global Patterns and Issues in Textiles and Apparel Trade (*teaching practicum*)

TXTL & CLO 275 Business of Fashion

**Consumer behavior related classes**

Cons Sci 300 The Consumer Perspectives (focus: Ethical consumption)

Cons Sci 340 Multicultural Consumer

TXTL & CLO 372 Appearance, Dress and Cultural Diversity

**PROFESSIONAL DEVELOPMENT**

Teaching workshop: International Business, University of Memphis Memphis, TN  
- Four-day seminar for effective teaching of international business June 2010

Grant workshops, The Ohio State University Columbus, OH  
- "Write Winning Grants", Grant writers' seminars Winter 2008 - Spring 2009  
- Funding resources for graduate students  
- The "Nuts and Bolts" of research administration  
- An overview of proposal submission and project management

Workshops on teaching, The Ohio State University Columbus, OH  
- Using students feedback in class enhancement Autumn 2006 - 2009  
(e.g., Teaching Strategies for the inclusive classroom)  
- International TAs: Cross-cultural communication skills in the classroom  
- How understanding learning styles can improve teaching and learning  
- Facilitating class discussion  
- Developing effective presentation skills  
- Designing quizzes, assignments, and tests

Workshops on Web-technology, The Ohio State University Columbus, OH  
- Blog and Wikipedia Autumn 2006 - 2008  
- Podcasting  
- Developing Webpage (I, II) about DreamWeaver, Frontpage  
- Second Life (I, II) (2 times)  
- Survey of survey tools

**SERVICES/PROFESSIONAL AFFILIATIONS**

**University Services**, The Ohio State University Columbus, OH  
**Delegate**, Council of Graduate Student Winter 2007 - Summer 2009  
**Organization committee**, 24<sup>th</sup> Hayes Research Forum Spring 2009  
**President**, Korean Student Association in Consumer Sciences 2008

**Memberships**

Academy of International Business 2011  
American Marketing Association 2006 - present

**Reviewer**, Academy of International Business (SE) Conference 2011