

CURRICULUM VITAE

JIN SU, PH.D.

Department of Consumer, Apparel, and Retail Studies
Bryan School of Business and Economics
The University of North Carolina at Greensboro
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EDUCATIONAL BACKGROUND

Doctor of Philosophy, December 2004
Major: Textile Products Marketing
Minor: Statistics
The University of North Carolina, Greensboro (UNCG), North Carolina, USA

Master of Science, July 2000
Major: Business Management (Textile & Apparel Merchandising Concentration)
Renmin University of China, Beijing, China

Bachelor of Engineering, July 1993
Major: Textile Products Design
Tianjin Polytechnic University, Tianjin, China

ACADEMIC EXPERIENCE

August 2016 – Present

Associate Professor with permanent tenure (August 2016 – Present)
Graduate Faculty
Department of Consumer, Apparel, and Retail Studies (CARS)
Bryan School of Business and Economics
The University of North Carolina at Greensboro (UNCG), Greensboro, NC, USA

August 2008 – July 2016

Associate Professor with permanent tenure (August 2013 – July 2016)
Coordinator of Fashion Merchandising Program (August 2014 – July 2016)
Assistant Professor (August 2008 – July 2013)
Fashion Merchandising Program (FSMR)
Department of Human Development and Environmental Studies (HDES)
College of Health and Human Services
Indiana University of Pennsylvania (IUP), Indiana, Pennsylvania, USA

August 2005 – July 2007

Assistant Professor

Design, Merchandising and Textiles Program (DMT)
Department of Consumer and Family Sciences (CFS)
College of Health and Human Services
Western Kentucky University (WKU), Bowling Green, Kentucky, USA

August 2000 – December 2004

Graduate Research Assistant, August 2001 – December 2004
Graduate Teaching Assistant, August 2001 – May 2003
Department of Textile Products Design and Marketing
The University of North Carolina at Greensboro (UNCG), Greensboro, NC, USA

August 1997 – June 2000

Graduate Research Assistant, September 1998 – July 2000
Department of Commodity Science
Renmin University of China, Beijing, China

INDUSTRY EXPERIENCE

September 1993 – August 1997
Engineer (Textiles/Apparel)
Beijing Institute of Space Machinery & Electricity (BISME)
China Academy of Space Technology (CAST), Beijing, China

RESEARCH INTERESTS

Global supply chain management and global sourcing strategies in textile, apparel, fashion, and retail industries
Dynamics in the global textile, apparel, fashion, and retail industries
Sustainability issues in the contemporary textile, apparel, fashion, and retail industries
Brand marketing and consumer-brand relationship

SCHOLARLY PUBLICATIONS

Peer Reviewed Research Articles – Published in Journals and Books

Su, J., Wood, A. M., & Gargeya, V. B. (2021). Sustainable entrepreneurship in the apparel industry: Passion and challenges. *The Journal of The Textile Institute* (Published online July 27, 2021). DOI: <https://doi.org/10.1080/00405000.2021.1957276>

Su, J., & Tong, X. (2021). Catching silver consumers in China: An integrated model of Chinese older adults' use of social networking technology. *Asia Pacific Journal of Marketing and Logistics* (Published online February 2, 2021). DOI:

<https://doi.org/10.1108/APJML-05-2020-0352>

- Wu, H., **Su, J.**, & Hodges, N. (2021). Investigating the role of open costing in the buyer-supplier relationship: Implications for global apparel supply chain management. *Clothing & Textiles Research Journal* (Published online February 12, 2021). <https://doi.org/10.1177/0887302X21993501>
- Tong, X., & **Su, J.** (2021). Country-of-origin effects in celebrity endorsements: The case of China. *International Journal of Fashion Design, Technology and Education*, 14(2), 205-217. DOI: <https://doi.org/10.1080/17543266.2021.1909662>
- Byrd, K., & **Su, J.** (2021). Investigating consumer behaviour for environmental, sustainable and social apparel. *International Journal of Clothing Science and Technology*, 33(3), 336-352. DOI: <https://doi.org/10.1108/IJCST-03-2020-0040>
- Su, J.**, & Tong, X. (2020). An empirical study on Chinese adolescents' fashion involvement. *International Journal of Consumer Studies*, 44(3), 232-242. DOI: <https://doi.org/10.1111/ijcs.12564>
- Su, J.**, Watchravesringkan, K., Zhou, J., & Gil, M. (2019). Sustainable clothing: Perspectives from U.S. and Chinese young millennials. *International Journal of Retail & Distribution Management*, 47(11), 1141-1162. DOI: <https://doi.org/10.1108/IJRDM-09-2017-0184>
- Tong, X., & **Su, J.** (2018). Exploring young consumers' trust and purchase intention of organic cotton apparel. *Journal of Consumer Marketing*, 35(5), 522-532. DOI: <https://doi.org/10.1108/JCM-04-2017-2176>
- Su, J.**, & Chang, A. (2018). Factors affecting college students' brand loyalty towards fast fashion: A consumer-based brand equity approach. *International Journal of Retail & Distribution Management*, 46(1), 90-107. DOI: <https://doi.org/10.1108/IJRDM-01-2016-0015>
- Tong, X., **Su, J.**, & Xu, Y. (2018). Brand personality and its impact on brand trust and brand commitment: An empirical study of luxury fashion brands. *International Journal of Fashion Design, Technology and Education*, 11(2), 196-209. DOI: 10.1080/17543266.2017.1378732
- Xu, Y., Chi, T., & **Su, J.** (Eds.). (2018). *Chinese Consumers and the Fashion Market*. Singapore: Springer Nature. DOI: <https://doi.org/10.1007/978-981-10-8429-4>
- Su, J.**, Watchravesringkan, K. (Tu) & Zhou, J. (2018). Young consumers' perceptions of sustainable clothing: Empirical insights from Chinese post-90s' college students. In Y. Xu, T. Chi & J. Su (Eds.), *Chinese Consumers and the Fashion Market* (pp. 97-117). Singapore: Springer Nature. DOI: https://doi.org/10.1007/978-981-10-8429-4_5
- Tong, X., **Su, J.**, & Xu, Y. (2017). Exploring the personality of luxury fashion brands:

- Evidence from young US consumers. In T.-M. Choi & B. Shen (Eds.), *Luxury Fashion Retail Management* (pp. 89-106). Singapore: Springer Nature. DOI: https://doi.org/10.1007/978-981-10-2976-9_6
- Su, J., & Gargeya, V. B.** (2016). Supplier selection in small and medium sized firms: The case of the U.S. textile and apparel industry. *American Journal of Business*, 31(4), 166-186. DOI: <https://doi.org/10.1108/AJB-12-2015-0037>
- Su, J.** (2016). Examining the relationships among the brand equity dimensions: Empirical evidence from fast fashion. *Asia Pacific Journal of Marketing and Logistics*, 28(3), 464-480. DOI: <https://doi.org/10.1108/APJML-01-2015-0004>
- Su, J. & Tong, X.** (2016). Brand personality, consumer satisfaction and loyalty: A perspective from denim jeans brands. *Family & Consumer Sciences Research Journal*, 44(4), 427-446. DOI: <https://doi.org/10.1111/fcsr.12171>
- Su, J. & Tong, X.** (2015). Brand personality and brand equity: Evidence from the sportswear industry. *Journal of Product & Brand Management*, 24(2), 124-133. DOI: <https://doi.org/10.1108/JPBM-01-2014-0482>
- Tong, X., & Su, J.** (2014). Exploring the personality of sportswear brands. *Sport, Business and Management: An International Journal*, 4(2), 178-192. DOI: <https://doi.org/10.1108/SBM-08-2012-0032>
- Su, J.** (2013). Strategic sourcing in the textile and apparel industry. *Industrial Management & Data Systems*, 113(1), 23-38. DOI: <https://doi.org/10.1108/02635571311289647>
- Su, J., & Gargeya, V. B.** (2012). Strategic sourcing, sourcing capability and firm performance in the U.S. textile and apparel industry. *Strategic Outsourcing: An International Journal*, 5(2), 145-165. DOI: <https://doi.org/10.1108/17538291211257592>
- Su, J., & Gargeya, V. B.** (2012). Strategic sourcing and supplier selection: A review of survey-based empirical research. In T. M. Choi (Ed.), *Fashion Supply Chain Management: Industry and Business Analysis* (pp. 149-172). Hershey, PA: IGI Global. DOI: 10.4018/978-1-60960-756-2.ch008
- Su, J., & Gargeya, V. B.** (2011). An empirical examination of global supply chain management practices in the U.S. textile and apparel industry. *Journal of System and Management Sciences*, 1(1), 1-14.
- Su, J., Dyer, C. L. & Gargeya, V. B.** (2009). Strategic sourcing and supplier selection in the U.S. textile-apparel-retail supply network. *Clothing & Textiles Research Journal*, 27(2), 83-97. DOI: <https://doi.org/10.1177/0887302X08326281>
- Su, J., Gargeya, V. B., & Richter, S. J.** (2005). Global sourcing shifts in the U.S. textile and apparel industry: A cluster analysis. *The Journal of The Textile Institute*,

96(4), 261-276. DOI: <https://doi.org/10.1533/joti.2003.0044>

Su, J., & Wan, R. (1999). What the Chinese textile industry would be in the environment protection era in 21st Century. *China Textile*, 11, 17-20.

Su, J., & Wan, R. (1999). Analysis of EU product life-cycle assessment. *European Studies Forum* (published by Center for European Studies, Renmin University of China), 4, 34-44.

Su, J. (1999). Green management and green textiles—new hot point of Chinese textile industry in 21st Century. *China Textile Economy*, 4, 16-20.

Ge, Y. J., & **Su, J.** (1998). Failure analysis for the broken bridle of parachute packs. *Journal of Spacecraft Recovery and Remote Sensing (China)*, 19(3), 44-48.

Su, J., & Huang, B. X. (1996). Properties and application of ultra high molecular weight polyethylene fiber. *Journal of Spacecraft Recovery and Remote Sensing (China)*, 17(1), 65-71.

Peer Reviewed Conference Proceedings (*based on graduate student mentoring)

Su, J., Hodges, N., Wu, H., & Iqbal, M. A. (2021). Exploring sustainable sourcing in the apparel industry: Perspectives from Bangladesh and China. To be published in the *Proceedings of the 2021 International Textile and Apparel Association (ITAA) Annual Conference*, #78. <https://itaaonline.org/page/Proceedings>

Su, J., Hodges, N., Wu, H., & Iqbal, M. A. (2021). Rethinking global textile and apparel supply chain management: Considering the impact of the COVID-19 pandemic. To be published in the *Proceedings of the 2021 International Textile and Apparel Association (ITAA) Annual Conference*, #78. <https://itaaonline.org/page/Proceedings>

Su, J., Iqbal, M. A., Haque, F., & Akter, M. M. K. (2021). Bangladeshi young consumers and sustainable apparel. To be published in the *Proceedings of the 2021 International Textile and Apparel Association (ITAA) Annual Conference*, #78. <https://itaaonline.org/page/Proceedings>

Su, J., Lee, Y., & Byrd, K. (2021). U.S. millennial consumers and their purchase intention of sustainable apparel: The mediating role of consumer concern. To be published in the *Proceedings of the 2021 ITAA-KSCT Joint Symposium, International Textile and Apparel Association (ITAA) – The Korean Society of Clothing and Textiles (KSCT)*. <https://itaaonline.org/page/Proceedings>

Tong, X., & **Su, J.** (2021). The impact of retailers' bankruptcy filing on consumer perceptions and behaviors. To be published in the *Proceedings of the 2021 International Textile and Apparel Association (ITAA) Annual Conference*, #78. <https://itaaonline.org/page/Proceedings>

- Bang, H., & **Su, J.** (2021). Role of consumer traits on intention to use virtual wardrobe. To be published in the *Proceedings of the 2021 International Textile and Apparel Association (ITAA) Annual Conference*, #78. <https://itaaonline.org/page/Proceedings>
- Gil, M.*, **Su, J.**, Taras, V., & Watchravesringkan, K. (2021). Are cosmopolitans into sustainable apparel? To be published in the *Proceedings of the 2021 International Textile and Apparel Association (ITAA) Annual Conference*, #78. <https://itaaonline.org/page/Proceedings>
- Iqbal, M. A.*, & **Su, J.** (2021). Technology adoption in the apparel industry of Bangladesh: A qualitative case study. To be published in the *Proceedings of the 2021 International Textile and Apparel Association (ITAA) Annual Conference*, #78. <https://itaaonline.org/page/Proceedings>
- Wu, H.*, **Su, J.**, & Hodges, N. (2021). Examining the impact of buyer power on supply chain performance: The mediating effect of supplier satisfaction. To be published in the *Proceedings of the 2021 International Textile and Apparel Association (ITAA) Annual Conference*, #78. <https://itaaonline.org/page/Proceedings>
- Seo, S.*, **Su, J.**, & Hodges, N. (2021). Coping with the COVID-19 pandemic crisis by self-gifting: A conceptual framework. To be published in the *Proceedings of the 2021 International Textile and Apparel Association (ITAA) Annual Conference*, #78. <https://itaaonline.org/page/Proceedings>
- Seo, S.*, Hodges, N, & **Su, J.** (2021). Because I am worth it: An exploration of consumer perceived values in the self-gifting experience. To be published in the *Proceedings of the 2021 International Textile and Apparel Association (ITAA) Annual Conference*, #78. <https://itaaonline.org/page/Proceedings>
- Wu, H.*, Myin, M. T.*, Shen, H., & **Su, J.** (2021). Understanding Chinese young consumers' acceptance of clothing subscription rental services. To be published in the *Proceedings of the 2021 International Textile and Apparel Association (ITAA) Annual Conference*, #78. <https://itaaonline.org/page/Proceedings>
- Su, J.**, Tong, X., & Gil, M. (2020). What are the barriers to young Millennials' consumption of sustainable apparel? A cross-cultural analysis of perceived risks of sustainable apparel. Published in the *Proceedings of the 2020 International Textile and Apparel Association (ITAA) Annual Conference*, #77. <https://itaaonline.org/page/Proceedings>
- Tong, X., & **Su, J.** (2020). The effect of price transparency on brand perception and purchase intention. Published in the *Proceedings of the 2020 International Textile and Apparel Association (ITAA) Annual Conference*, #77. <https://itaaonline.org/page/Proceedings>
- Shen, H., Ji, X., **Su, J.** & Hodges, N. (2020). Improving pant fit among young Chinese

consumers: Evidence from female college students in Hangzhou, China. Published in the *Proceedings of the 2020 International Textile and Apparel Association (ITAA) Annual Conference*, #77. <https://itaaonline.org/page/Proceedings>

Wu, H.*, Hodges, N., & **Su, J.** (2020). Exploring the impact of apparel suppliers' affective and cognitive satisfaction on the buyer-supplier relationship: A power-dependency theory perspective. Published in the *Proceedings of the 2020 International Textile and Apparel Association (ITAA) Annual Conference*, #77. <https://itaaonline.org/page/Proceedings>

Gil, M.*, & **Su, J.** (2020). Are cosmopolitan consumers also sustainable apparel consumers? A conceptual framework of the impact of consumer's cosmopolitan orientation on sustainable apparel consumption. Published in the *Proceedings of the 2020 International Textile and Apparel Association (ITAA) Annual Conference*, #77. <https://itaaonline.org/page/Proceedings>

Iqbal, Md. A.*, & **Su, J.** (2020). Skill requirements for logistics professionals in the apparel industry of Bangladesh: An importance-expertise matrix analysis. Published in the *Proceedings of the 2020 International Textile and Apparel Association (ITAA) Annual Conference*, #77. <https://itaaonline.org/page/Proceedings>

Byrd, K*, & **Su, J.** (2020). Are you ready for clothing with environmental and social labels? Published in the *Proceedings of the 2020 International Textile and Apparel Association (ITAA) Annual Conference*, #77. <https://itaaonline.org/page/Proceedings>

Myin, M. T.*, Wu, H.*, Shen, H., & **Su, J.** (2020). Exploring Chinese consumer traits of using clothing subscription rental service. Published in the *Proceedings of the 2020 International Textile and Apparel Association (ITAA) Annual Conference*, #77. <https://itaaonline.org/page/Proceedings>

Su, J., & Wood, A. M. (2019). Applying a supply chain perspective to understand sustainability in the apparel and textiles discipline. *Proceedings of the 2019 International Textile and Apparel Association (ITAA) Annual Conference*, #76. Las Vegas, Nevada, USA. <https://itaaonline.org/page/Proceedings>

Hembree, M.*, & **Su, J.** (2019). Virtual apparel consumption in gaming virtual worlds. *Proceedings of the 2019 International Textile and Apparel Association (ITAA) Annual Conference*, #76. Las Vegas, Nevada, USA. <https://itaaonline.org/page/Proceedings>

Seo, S.*, **Su, J.**, & Hodges, N. (2019). A conceptual framework for examining impulse self-gifting behavior. *Proceedings of the 2019 International Textile and Apparel Association (ITAA) Annual Conference*, #76. Las Vegas, Nevada, USA. <https://itaaonline.org/page/Proceedings>

- Wu, H.*, **Su, J.**, & Hodges, N. (2019). Investigating the role of open costing in the buyer-supplier relationship: Implications for global apparel supply chain management. *Proceedings of the 2019 International Textile and Apparel Association (ITAA) Annual Conference*, #76. Las Vegas, Nevada, USA. <https://itaaonline.org/page/Proceedings>
- Wu, H.*, Hodges, N., & **Su, J.** (2019). Open costing in apparel sourcing: Effects on sustainability and the buyer-supplier relationship. *Proceedings of the Sustainability in Fashion Joint Conference of the International Textile and Apparel Association (ITAA) and Regent's University*, London, United Kingdom.
- Su, J.**, Hodges, N., Wu, H., Ji, X., & Shen, H. (2018). Investigating supply chain management in the Chinese textile and apparel industry. *Proceedings of the 2018 International Textile and Apparel Association (ITAA) Annual Conference*, #75. Cleveland, Ohio, USA. <https://itaaonline.org/page/Proceedings>
- Su, J.**, & Tong, X. (2018). An integrated model of Chinese older adults' acceptance of social networking technology. *Proceedings of the 2018 International Textile and Apparel Association (ITAA) Annual Conference*, #75. Cleveland, Ohio, USA. <https://itaaonline.org/page/Proceedings>
- Su, J.**, & Wood, A. (2018). Responsible sourcing: A perspective from small apparel business owners. *Proceedings of the 2018 International Textile and Apparel Association (ITAA) Annual Conference*, #75. Cleveland, Ohio, USA. <https://itaaonline.org/page/Proceedings>
- Tong, X., & **Su, J.** (2018). Exploring T-shirt slogans by content analysis. *Proceedings of the 2018 International Textile and Apparel Association (ITAA) Annual Conference*, #75. Cleveland, Ohio, USA. <https://itaaonline.org/page/Proceedings>
- Chang, A., **Su, J.**, & Tung, P.-J. (2018). Antecedents of Brand Equity in Fast Fashion Markets: A Cross-National Study. *Proceedings of the 2018 Sustainable Consumption & Taiwan Marketing Research Association (TMRA) Annual Conference*, National Sun Yat-sen University, Taiwan. <http://www.taiwanmarketingresearch.org/438216014>
- Su, J.**, & Tong, X. (2017). An empirical study on Chinese adolescents' fashion involvement. *Proceedings of the 2017 International Textile and Apparel Association (ITAA) Annual Conference*, #74. St. Petersburg, Florida, USA. <https://itaaonline.org/page/Proceedings>
- Su, J.**, Zhou, J., & Watchravesringkan, K. (2017). Young consumer's sustainability knowledge and concerns about sustainable clothing: A perspective from Chinese post-90s' college students. *Proceedings of the 2017 International Textile and Apparel Association (ITAA) Annual Conference*, #74. St. Petersburg, Florida, USA. <https://itaaonline.org/page/Proceedings>
- Su, J.**, Watchravesringkan, K., & Gil, M. S. (2017). Sustainable clothing: An update on

- US college student's perceptions and ethical behavior. *Proceedings of the 2017 International Textile and Apparel Association (ITAA) Annual Conference*, #74. St. Petersburg, Florida, USA. <https://itaaonline.org/page/Proceedings>
- Tong, X., **Su, J.**, & Hu, Z. (2017). Country-of-origin effects in celebrity endorsements in the China's sportswear market. *Proceedings of the 2017 International Textile and Apparel Association (ITAA) Annual Conference*, #74. St. Petersburg, Florida, USA. <https://itaaonline.org/page/Proceedings>
- Gil, M. S.*, & **Su, J.** (2017). An uninstitutionalized latent concept, cosmopolitan consumer orientation, as a predictor of sustainable apparel consumption. *Proceedings of the 2017 International Textile and Apparel Association (ITAA) Annual Conference*, #74. St. Petersburg, Florida, USA. <https://itaaonline.org/page/Proceedings>
- Kim, N.*, & **Su, J.** (2017). Development of a conceptual model to explore consumers' motivations to collaboratively consume fashion. *Proceedings of the 2017 International Textile and Apparel Association (ITAA) Annual Conference*, #74. St. Petersburg, Florida, USA. <https://itaaonline.org/page/Proceedings>
- Collins, L.*, & **Su, J.** (2017). Status consumption in the context of co-branding. *Proceedings of the 2017 International Textile and Apparel Association (ITAA) Annual Conference*, #74. St. Petersburg, Florida, USA. <https://itaaonline.org/page/Proceedings>
- Su, J.**, & Gil, M. S. (2017). A study on US college student's sustainability knowledge and perceived risks of sustainable clothing. *Innovation and Leadership: Celebrating 100 Years of Excellence in Research and Teaching Research Symposium*, The University of North Carolina at Greensboro, Greensboro, NC, USA.
- Su, J.**, Sun, S., & Tong, X. (2016). How Chinese college students perceive fast fashion brands: A brand personality approach. *Proceedings of the 2016 International Textile and Apparel Association (ITAA) Annual Conference*, #73. Vancouver, British Columbia, Canada. <https://itaaonline.org/page/Proceedings>
- Tong, X., & **Su, J.** (2016). Young consumers' trust and purchase intention of organic cotton apparel. *Proceedings of the 2016 International Textile and Apparel Association (ITAA) Annual Conference*, #73. Vancouver, British Columbia, Canada. <https://itaaonline.org/page/Proceedings>
- Su, J.**, & Chang, A. (2015). Factors affecting Taiwanese college students' brand loyalty towards fast fashion. *Proceedings of the 2015 International Textile and Apparel Association (ITAA) Annual Conference*, #72. Santa Fe, New Mexico, USA. <https://itaaonline.org/page/Proceedings>
- Su, J.**, & Tong, X. (2015). Brand personality, consumer satisfaction and loyalty: A perspective from denim jeans. *Proceedings of the 2015 International Textile and Apparel Association (ITAA) Annual Conference*, #72. Santa Fe, New Mexico,

USA. <https://itaaonline.org/page/Proceedings>

- Su, J.** (2015). An examination of fast fashion brand equity and brand loyalty. *Proceedings of the 2015 Global Fashion Management Conference at Florence*. University of Florence, Florence, Italy. <http://gfmconferences.net/>
- Su, J.** (2014). Measuring the consumer-based brand equity for fast fashion brands. *Proceedings of the 45th Annual Meeting of the Decision Sciences Institute (DSI)*. Houston, TX: Decision Sciences Institute. <http://www.decisionsciences.org/Portals/16/Proceedings/AM-2014/m.html>
- Su, J.** (2014). Exploring the relationships among the dimensions of fast fashion consumer-based brand equity. *Proceedings of the 2014 International Textile and Apparel Association (ITAA) Annual Conference, #71*. Charlotte, North Carolina, USA. <https://itaaonline.org/page/Proceedings>
- Su, J., & Tong, X.** (2014). A study on denim jeans brand personality. *Proceedings of the 2014 International Textile and Apparel Association (ITAA) Annual Conference, #71*. Charlotte, North Carolina, USA. <https://itaaonline.org/page/Proceedings>
- Su, J.** (2014). Using supply chain perspective to embed sustainability in apparel and textiles discipline. *Proceedings of the 10th Biennial Conference of Asian Consumer and Family Economics Association (ACFEA)* (pp. 17-25).
- Su, J., & Bowers, F. B.** (2014). Examining Chinese adolescents' fashion involvement and brand sensitivity to clothing: A research model. *Proceedings of the 10th Biennial Conference of Asian Consumer and Family Economics Association (ACFEA)* (pp. 339-348).
- Su, J.** (2014). Bringing global cultural diversity into classroom. *Proceedings of the 2014 Lilly International Spring Conference on College and University Teaching and Learning* (pp. 97).
- Su, J.** (2014). Dimensions of fast fashion brand personality. In K. K. P. Johnson (Ed.), *Proceedings of the 2014 Fashion and Communication Symposium* (pp. 37-38). St. Paul, Minnesota: The University of Minnesota.
- Su, J.** (2013). Socialization, buyer-supplier relationship, inter-organizational communication, and firm performance: A research model. In H. M. Baker (Ed.), *Proceedings of the 44th Annual Meeting of the Decision Sciences Institute (DSI)* (pp. 668776-1 – 668776-9). Atlanta, GA: Decision Sciences Institute.
- Tong, X., **Su, J.**, & Xu, Y. (2013). Exploring the personality of luxury fashion brands. *Proceedings of the 2013 International Textile and Apparel Association (ITAA) Annual Conference, #70*. New Orleans, Louisiana, USA. <https://itaaonline.org/page/Proceedings>

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<https://itaaonline.org/page/Proceedings>
- Su, J.** (2012). An investigation of performance outcomes of strategic sourcing: Perspectives from the textile and apparel industry. In S. H. Lee (Ed.), *Proceedings of the 2012 Global Marketing Conference (GMC) at Seoul* (pp. 936-941).
- Su, J.** (2012). Awareness matters: Understanding the impact of culture on global textile-apparel-retail channel. In S. H. Lee (Ed.), *Proceedings of the 2012 Global Marketing Conference (GMC) at Seoul* (pp. 1502-1506).
- Su, J.,** Swinker, M., Hwang, E. J., & Blood, J. A. (2012). Preparing students as socially responsible global citizens: Insights from the fashion industry. *Refereed Program of the E-Leader Conference at Berlin, Germany*, <http://www.g-casa.com>, ISSN 1935-4819, Chinese American Scholars Association, New York, New York, USA, June 2012 (Full paper available from <http://www.g-casa.com/PaperDatabase.htm>).
- Su, J.** (2011). Consumer decision-making styles: Comparison between United States and Chinese young consumers. In J. E. Kendall (Ed.), *Proceedings of the 42nd Annual Meeting of the Decision Sciences Institute (DSI)* (pp. 3421-3426). Atlanta, GA: Decision Sciences Institute.
- Su, J.** (2011). The relationships among strategic global sourcing, sourcing personnel's business capabilities and firm performance: An empirical study of the U.S. textile and apparel global supply chain. In J. E. Kendall (Ed.), *Proceedings of the 42nd Annual Meeting of the Decision Sciences Institute (DSI)* (pp. 761-766). Atlanta, GA: Decision Sciences Institute.
- Su, J.** (2011). An update on young Chinese consumer styles: A survey of China's Post-80s generation. *Proceedings of the 2011 International Textile and Apparel Association (ITAA) Annual Conference, #68*. Philadelphia, PA, USA.
<https://itaaonline.org/page/Proceedings>
- Su, J.** (2011). Women entrepreneurs in China's apparel industry: A study of women's career development. *Proceedings of the 2011 International Textile and Apparel Association (ITAA) Annual Conference, #68*. Philadelphia, PA, USA.
<https://itaaonline.org/page/Proceedings>
- Su, J.,** & Gargeya, V. B. (2011). An empirical examination of global supply chain management practices in the U.S. textile and apparel industry. In J. Zhang, X. Li, Z. Zhang, & R. Zhang (Eds.), *Proceedings of the 2011 International Conference on Logistics, Informatics, and Service Science (LISS)* (pp. 11-20). SciTePress.
- Su, J.,** Xu, Q., & Gargeya, V. B. (2010). "Going global": Developing global supply network and manufacturing culture study tour in China. *Proceedings of 21st Annual Production and Operations Management Society (POMS) Conference*,

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- Su, J.**, Swinker, M., Blood, J., & Xu, Y. (2009). Textiles and clothing higher education in China: Openness and reform as dynamics for development. *Proceedings of the 2009 International Textile and Apparel Association (ITAA) Annual Conference*, #66. Bellevue, WA, USA. <https://itaaonline.org/page/Proceedings>
- Su, J.** (2006). Integrating sustainability in apparel and textiles higher education. *Environmental Informatics Archives*, Volume 4, 453-458. *Proceedings of the 5th International Society for Environmental Information Sciences (ISEIS) Conference*.
- Su, J.**, Gargeya, V. B., & Dyer, C. L. (2006). Supply chain management in survey-based empirical research: Exploring data collection strategies to improve survey response rate. *Proceedings of the 2006 International Textile and Apparel Association (ITAA) Annual Conference*, #63. San Antonio, TX, USA. <https://itaaonline.org/page/Proceedings>
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- King, W. & **Su, J.** (2006). Exploring social responsibility in the fashion industry. *Proceedings of the 2006 International Textile and Apparel Association (ITAA) Annual Conference*, #63. San Antonio, TX, USA. <https://itaaonline.org/page/Proceedings>
- Su, J.**, Dyer, C. L. & Gargeya, V. B. (2005). Strategic sourcing and supplier selection in the U.S. textile-apparel-retail supply network. *Proceedings of the 2005 International Textile and Apparel Association (ITAA) Annual Conference*, #62. Alexandria, VA, USA. **(2005 ITAA Best Paper Award in Doctoral Category)** <https://itaaonline.org/page/Proceedings>
- Su, J.**, Gargeya, V. B., & Dyer, C. L. (2004). Be ready for 2005 and beyond with strategic sourcing and supplier selection. *Proceedings of the 2004 International Textile and Apparel Association (ITAA) Annual Conference*, #61. Portland, OR, USA. <https://itaaonline.org/page/Proceedings>
- Gargeya, V. B. & **Su, J.** (2004). Strategic sourcing, supplier selection, competitive priorities, and financial performance: A research model. *Proceedings of the 2004 Decision Sciences Institute (DSI) Annual Meeting* (pp. 3721-3726). Atlanta, GA: Decision Sciences Institute.
- Gargeya, V. B. & **Su, J.** (2004). Strategic sourcing and supplier selection: A review of survey-based empirical research. *Proceedings of the 2nd World Conference on Production and Operations Management (POM)*. Production and Operations Management Society.

Su, J., Gargeya, V. B., & Dyer, C. L. (2003). Emerging patterns of U.S. global sourcing for textiles and apparel. *Proceedings of the 2003 International Textile and Apparel Association (ITAA) Annual Conference, #60*. Savannah, GA, USA.
<https://itaaonline.org/page/Proceedings>

Wan, R., Li, M. K., **Su, J.**, & Qi, H. J. (1999). Development of environmental labeling system in China. *Proceedings of The 12th Symposium of International Society of Commodity Science and Technology: Quality for the XXIst Century, Vol. 2* (pp. 1051-1055). The Poznan University of Economics Publishing House, Poland.

HONORS, AWARDS & SPECIAL RECOGNITION ACTIVITIES

Faculty Excellence in Research and Creative Activity Recognition, The University of North Carolina at Greensboro, April 6, 2021, April 21, 2020, April 17, 2019

ITAA Service Award in 2020, International Textile and Apparel Association (ITAA)

Paper of Distinction Award in the Textile & Apparel Industries track, 2020 International Textile and Apparel Association (ITAA) Conference

Beta Gamma Sigma (The International Business Honor Society), Inducted in April 2020

VF Virtual Collaboratory for Sustainable Business Practices Teaching Award, Bryan School of Business and Economics, The University of North Carolina at Greensboro (UNCG). 2020.

VF Virtual Collaboratory for Sustainable Business Practices Scholarship Award, Bryan School of Business and Economics, The University of North Carolina at Greensboro (UNCG). 2020.

Global Engagement Course Development Award for *Developing China Study Tour: Global Apparel Industry and Chinese Market*, Global Engagement Office, The University of North Carolina at Greensboro (UNCG). 2019-2020.

Co-Advisor of Doctoral Student Huicheng Wu's Award of "Most Promising New Research" at ITAA – Regent's University Joint Conference Sustainability in Fashion, London, United Kingdom, July 30-August 1, 2019
Wu, H., Hodges, N. & Su, J. (2019). *Open costing in apparel sourcing: Effects on sustainability and the buyer-supplier relationship*. Poster

Co-Advisor of Doctoral Student Huicheng Wu's Best Research Award in the Social Sciences Track, Graduate Research & Creativity Expo, The University of North Carolina at Greensboro, April 3, 2019
Wu, H., Hodges, N., Su, J. (2019, April). *Open Costing in Apparel Sourcing: Effects on Sustainability and the Buyer-Supplier Relationship*. Poster

Faculty First Scholarship Award, The University of North Carolina at Greensboro,
Summer 2017

Award of Dean's Research Scholars Program (DRSP), Bryan School of Business and
Economics, The University of North Carolina at Greensboro, 2016-2017

Member of the Graduate Faculty, The Graduate School, The University of North Carolina
at Greensboro, 2017-Present

IUP Senate Fellowship Grant Award, Indiana University of Pennsylvania (IUP), 2015-
2016

University Senate Research Committee (USRC) Award, Indiana University of
Pennsylvania, 2014-2015, 2013-2014, 2012-2013, 2011-2012, 2010-2011, 2009-
2010

Award of Faculty Travel Funds, College of Health and Human Services, Indiana
University of Pennsylvania, 2013-2014

Outstanding Researcher for the College of Health and Human Services, IUP, Recognized
by IUP School of Graduate Studies and Research and IUP Research Institute,
April 1, 2013

Award of Graduate Eligible Faculty Travel Funds, College of Health and Human
Services, Indiana University of Pennsylvania, 2012-2013, 2011-2012

Excellence in Research Award, College of Health and Human Services, Indiana
University of Pennsylvania, 2011-2012

Teaching Excellence Faculty Recognition Award, The Center for Teaching Excellence,
Indiana University of Pennsylvania, 2010-2011

Recognized as an Active-Plus Member in the project "A Process of Reflective Teaching"
for 2012-2013, 2011-2012, 2010-2011, 2008-2009, The Center for Teaching
Excellence, Indiana University of Pennsylvania

Certificate of Appreciation, Recognized by the African American Cultural Center (May
11, 2012; May 6, 2011), Indiana University of Pennsylvania

Qualified for Full Eligibility to Teach Graduate Courses (through the Doctoral Level),
School of Graduate Studies and Research, Indiana University of Pennsylvania,
November 2010-July 2016

Outstanding Professor, Panhellenic Association, Indiana University of Pennsylvania,
Spring 2009

CHHS Faculty Scholarship Award, College of Health and Human Services (CHHS),

Western Kentucky University, 2006–2007

Provost's Initiatives for Excellence Grant, Western Kentucky University, 2006

Professional Development Funding, College of Health and Human Services, Western Kentucky University, 2005–2007

Winner of Graduate Student Best Paper Competition in Doctoral Category, 2005
International Textile and Apparel Association (ITAA) Annual Meeting, Alexandria
VA – Washington DC, November 2–5, 2005

Graduated with Honor Excellence Fellowship, The University of North Carolina at
Greensboro (UNCG), December 2004

Nominated for UNCG Outstanding Dissertation Award, UNCG, 2004

Graduate Student Travel Award, School of Human Environmental Sciences, UNCG,
2003, 2004

Professional Development Funds, Graduate Student Association, UNCG, 2003, 2004

Doctoral Dissertation Research Award, School of Human Environmental Sciences, Center
for Research, UNCG, 2003

Outstanding Graduate Student Award, School of Human Environmental Sciences,
UNCG, 2003

Selected to attend the 2003 Doctoral Student Consortium of the Decision Sciences
Institute, 34th Annual Meeting of the Decision Sciences Institute, Washington,
D.C., November 22–25, 2003

Louise Carter Hoffler Scholarship, UNCG, 2002–2004

Excellence Fellowship, The University of North Carolina at Greensboro (UNCG), 2000–
2001

PROFESSIONAL CONFERENCE PRESENTATIONS (PRESENTER IS UNDERLINED)

Refereed Presentations (*based on graduate student mentoring)

Su, J., Hodges, N., Wu, H., & Iqbal, M. A. (2021). *Exploring sustainable sourcing in the apparel industry: Perspectives from Bangladesh and China*. To be presented at the 2021 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 3-6, 2021.

Su, J., Hodges, N., Wu, H., & Iqbal, M. A. (2021). *Rethinking global textile and apparel*

supply chain management: Considering the impact of the COVID-19 pandemic. To be presented at the 2021 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 3-6, 2021.

Su, J., Iqbal, M. A., Haque, F., & Akter, M. M. K. (2021). *Bangladeshi young consumers and sustainable apparel.* To be presented at the 2021 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 3-6, 2021.

Su, J., Lee, Y., & Byrd, K. (2021). *U.S. millennial consumers and their purchase intention of sustainable apparel: The mediating role of consumer concern.* To be presented at the 2021 ITAA-KSCT Joint Symposium, International Textile and Apparel Association (ITAA) – The Korean Society of Clothing and Textiles (KSCT). November 3-6, 2021. Poster

Tong, X., & **Su, J.** (2021). *The impact of retailers' bankruptcy filing on consumer perceptions and behaviors.* To be presented at the 2021 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 3-6, 2021. Poster

Bang, H., & **Su, J.** (2021). *Role of consumer traits on intention to use virtual wardrobe.* To be presented at the 2021 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 3-6, 2021

Gil, M.*, **Su, J.,** Taras, V., & Watchravesringkan, K. (2021). *Are cosmopolitans into sustainable apparel?* To be presented at the 2021 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 3-6, 2021. Poster

Iqbal, M. A.*, & **Su, J.** (2021). *Technology adoption in the apparel industry of Bangladesh: A qualitative case study.* To be presented at the 2021 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 3-6, 2021.

Wu, H.*, **Su, J.,** & Hodges, N. (2021). *Examining the impact of buyer power on supply chain performance: The mediating effect of supplier satisfaction.* To be presented at the 2021 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 3-6, 2021. Poster

Seo, S.*, **Su, J.,** & Hodges, N. (2021). *Coping with the COVID-19 pandemic crisis by self-gifting: A conceptual framework.* To be presented at the 2021 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 3-6, 2021. Poster

Seo, S.*, Hodges, N., & **Su, J.** (2021). *Because I am worth it: An exploration of consumer perceived values in the self-gifting experience.* To be presented at the 2021 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 3-6, 2021

Wu, H.* , Myin, M. T.* , Shen, H., & **Su, J.** (2021). *Understanding Chinese young consumers' acceptance of clothing subscription rental services*. To be presented at the 2021 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 3-6, 2021. Poster

Su, J., Tong, X., & Gil, M. (2020). *What are the barriers to young Millennials' consumption of sustainable apparel? A cross-cultural analysis of perceived risks of sustainable apparel*. Presented at the 2020 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 18-20, 2020.

Tong, X., & **Su, J.** (2020). *The effect of price transparency on brand perception and purchase intention*. Presented at the 2020 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 18-20, 2020

Shen, H., Ji, X., **Su, J.** & Hodges, N. (2020). *Improving pant fit among young Chinese consumers: Evidence from female college students in Hangzhou, China*. Presented at the 2020 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 18-20, 2020.

Wu, H.* , Hodges, N., & **Su, J.** (2020). *Exploring the impact of apparel suppliers' affective and cognitive satisfaction on the buyer-supplier relationship: A power-dependency theory perspective*. Presented at the 2020 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 18-20, 2020.

Gil, M.* , & **Su, J.** (2020). *Are cosmopolitan consumers also sustainable apparel consumers? A conceptual framework of the impact of consumer's cosmopolitan orientation on sustainable apparel consumption*. Presented at the 2020 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 18-20, 2020.

Iqbal, Md. A.* , & **Su, J.** (2020). *Skill requirements for logistics professionals in the apparel industry of Bangladesh: An importance-expertise matrix analysis*. Presented at the 2020 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 18-20, 2020.

Byrd, K.* , & **Su, J.** (2020). *Are you ready for clothing with environmental and social labels?* Presented at the 2020 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 18-20, 2020

Myin, M. T.* , Wu, H.* , Shen, H., & **Su, J.** (2020). *Exploring Chinese consumer traits of using clothing subscription rental service*. Presented at the 2020 International Textile and Apparel Association (ITAA) Annual Conference (Virtual Conference), November 18-20, 2020.

- Su, J., & Wood, A. M.** (2019). *Applying a supply chain perspective to understand sustainability in the apparel and textiles discipline*. Presented at the 2019 International Textile and Apparel Association (ITAA) Annual Conference, Las Vegas, Nevada, USA. October 25-29, 2019.
- Hembree, M.* & Su, J.** (2019). *Virtual apparel consumption in gaming virtual worlds*. Presented at the 2019 International Textile and Apparel Association (ITAA) Annual Conference, Las Vegas, Nevada, USA. October 25-29, 2019. Poster.
- Seo, S.* , Su, J., & Hodges, N.** (2019). *A conceptual framework for examining impulse self-gifting behavior*. Presented at the 2019 International Textile and Apparel Association (ITAA) Annual Conference, Las Vegas, Nevada, USA. October 25-29, 2019. Poster.
- Wu, H.* , Su, J., & Hodges, N.** (2019). *Investigating the role of open costing in the buyer-supplier relationship: Implications for global apparel supply chain management*. Presented at the 2019 International Textile and Apparel Association (ITAA) Annual Conference, Las Vegas, Nevada, USA. October 25-29, 2019.
- Wu, H.* , Hodges, N. & Su, J.** (2019). *Open costing in apparel sourcing: Effects on sustainability and the buyer-supplier relationship*. Presented at the 2019 International Textile and Apparel Association (ITAA) – Regent’s University Joint Conference Sustainability in Fashion, Regent’s University, London, United Kingdom, July 30-August 1, 2019. Poster.
- Su, J., Wood, A., & Gargeya, V. B.** (2019). *Sustainable sourcing in the apparel industry: The small business owners' perspective*. Presented at the 2019 Production and Operations Management Society (POMS) Annual Conference, Washington, D.C., USA, May 3-6, 2019.
- Su, J., & Tong, X.** (2018). *An integrated model of Chinese older adults' acceptance of social networking technology*. Presented at the 2018 International Textile and Apparel Association (ITAA) Annual Conference, Cleveland, Ohio, USA, November 6-9, 2018.
- Su, J., Hodges, N., Wu, H., Ji, X., & Shen, H.** (2018). *Investigating supply chain management in the Chinese textile and apparel industry*. Presented at the 2018 International Textile and Apparel Association (ITAA) Annual Conference, Cleveland, Ohio, USA, November 6-9, 2018.
- Su, J., & Wood, A.** (2018). *Responsible sourcing: A perspective from small apparel business owners*. Presented at the 2018 International Textile and Apparel Association (ITAA) Annual Conference, Cleveland, Ohio, USA, November 6-9, 2018.
- Tong, X., & Su, J.** (2018). *Exploring T-shirt slogans by content analysis*. Presented at the 2018 International Textile and Apparel Association (ITAA) Annual Conference, Cleveland, Ohio, USA, November 6-9, 2018. Poster

- Chang, A., Su, J., & Tung, P.-J. (2018). *Antecedents of brand equity in fast fashion markets: A cross-national study*. Presented at 2018 Sustainable Consumption & Taiwan Marketing Research Association (TMRA) Annual Conference, National Sun Yat-sen University, Taiwan, October 19, 2018.
- Su, J., & Tong, X. (2017). *An empirical study on Chinese adolescents' fashion involvement*. Presented at the 2017 International Textile and Apparel Association (ITAA) Annual Conference, St. Petersburg, Florida, USA, November 14-18, 2017.
- Su, J., Zhou, J., & Watchravesringkan, K. (2017). *Young consumer's sustainability knowledge and concerns about sustainable clothing: A perspective from Chinese post-90s' college students*. Presented at the 2017 International Textile and Apparel Association (ITAA) Annual Conference, St. Petersburg, Florida, USA, November 14-18, 2017. Poster
- Su, J., Watchravesringkan, K., & Gil, M. S. (2017). *Sustainable clothing: An update on US college student's perceptions and ethical behavior*. Presented at the 2017 International Textile and Apparel Association (ITAA) Annual Conference, St. Petersburg, Florida, USA, November 14-18, 2017.
- Tong, X., Su, J., & Hu, Z. (2017). *Country-of-origin effects in celebrity endorsements in the China's sportswear market*. Presented at the 2017 International Textile and Apparel Association (ITAA) Annual Conference, St. Petersburg, Florida, USA, November 14-18, 2017.
- Gil, M. S.*, & Su, J. (2017). *An uninstitutionalized latent concept, cosmopolitan consumer orientation, as a predictor of sustainable apparel consumption*. Presented at the 2017 International Textile and Apparel Association (ITAA) Annual Conference, St. Petersburg, Florida, USA, November 14-18, 2017.
- Kim, N.*, & Su, J. (2017). *Development of a conceptual model to explore consumers' motivations to collaboratively consume fashion*. Presented at the 2017 International Textile and Apparel Association (ITAA) Annual Conference, St. Petersburg, Florida, USA, November 14-18, 2017. Poster
- Collins, L.*, & Su, J. (2017). *Status consumption in the context of co-branding*. Presented at the 2017 International Textile and Apparel Association (ITAA) Annual Conference, St. Petersburg, Florida, USA, November 14-18, 2017. Poster
- Su, J., & Gil, M. S. (2017). *A study on US college student's sustainability knowledge and perceived risks of sustainable clothing*. Presented at the Innovation and Leadership: Celebrating 100 Years of Excellence in Research and Teaching Research Symposium; The University of North Carolina at Greensboro, Greensboro, NC, USA, September 29-30, 2017. Poster
- Su, J., Sun, S., & Tong, X. (2016). *How Chinese college students perceive fast fashion*

brands: A brand personality approach. Presented at the 2016 International Textile and Apparel Association (ITAA) Annual Conference, Vancouver, British Columbia, Canada, November 8-11, 2016. Poster

Tong, X., & Su, J. (2016). *Young consumers' trust and purchase intention of organic cotton apparel*. Presented at the 2016 International Textile and Apparel Association (ITAA) Annual Conference, Vancouver, British Columbia, Canada, November 8-11, 2016.

Su, J., & Chang, A. (2015). *Factors affecting Taiwanese college students' brand loyalty towards fast fashion*. Presented at the 2015 International Textile and Apparel Association (ITAA) Annual Conference, Santa Fe, New Mexico, USA, November 9-13, 2015. Poster

Su, J., & Tong, X. (2015). *Brand personality, consumer satisfaction and loyalty: A perspective from denim jeans*. Presented at the 2015 International Textile and Apparel Association (ITAA) Annual Conference, Santa Fe, New Mexico, USA, November 9-13, 2015.

Su, J., Chang, A., & **Xu, Y.** (2015). *Exploring Taiwanese college students' perception of fast fashion: A brand personality approach*. Presented at The Fiber Society' Annual Meeting, Raleigh, NC, USA, October 28-30, 2015.

Su, J. (2015). *An examination of fast fashion brand equity and brand loyalty*. Presented at the 2015 Global Fashion Management Conference at Florence, University of Florence, Florence, Italy, June 25-28, 2015.

Su, J. (2015). *Consumer-based brand equity: Empirical examination of fast fashion brands*. Presented at 2015 American Marketing Association (AMA) / American Collegiate Retailing Association (ACRA) Second Triennial Conference. Miami, Florida, USA, March 4-7, 2015.

Su, J. (2014). *Measuring the consumer-based brand equity for fast fashion brands*. Presented at the 45th Annual Meeting of the Decision Sciences Institute (DSI). Tampa, FL, USA, November 22-25, 2014.

Su, J. (2014). *Exploring the relationships among the dimensions of fast fashion consumer-based brand equity*. Presented at the 2014 International Textile and Apparel Association (ITAA) Annual Conference, Charlotte, North Carolina, USA, November 12-16, 2014.

Su, J., & Tong, X. (2014). *A study on denim jeans brand personality*. Presented at the 2014 International Textile and Apparel Association (ITAA) Annual Conference, Charlotte, North Carolina, USA, November 12-16, 2014.

Su, J. (2014). *Using supply chain perspective to embed sustainability in apparel and textiles discipline*. Presented at the 10th Biennial Conference of Asian Consumer and Family Economics Association (ACFEA), Taipei, Taiwan, July 9-11, 2014.

- Su, J.**, & Bowers, F. B. (2014). *Examining Chinese adolescents' fashion involvement and brand sensitivity to clothing: A research model*. Presented at the 10th Biennial Conference of Asian Consumer and Family Economics Association (ACFEA), Taipei, Taiwan, July 9-11, 2014.
- Su, J.** (2014). *Bring global cultural diversity into the classroom*. Presented at the Lilly Spring International Conference on College and University Teaching and Learning, Bethesda, Maryland, USA, May 29 - June 1, 2014.
- Su, J.** (2014). *Dimensions of fast fashion brand personality*. Presented at the 2014 Fashion and Communication Symposium, The University of Minnesota, St. Paul, Minnesota, USA, May 2-3, 2014.
- Su, J.** (2013). *Socialization, buyer-supplier relationship, inter-organizational communication, and firm performance: A research model*. Presented at the 44th Annual Meeting of the Decision Sciences Institute (DSI), Baltimore, Maryland, USA, November 16-19, 2013.
- Tong, X., Su, J., & Xu, Y.** (2013). *Exploring the personality of luxury fashion brands*. Presented at the 2013 International Textile and Apparel Association (ITAA) Annual Conference, New Orleans, Louisiana, USA, October 15-18, 2013.
- Su, J.** (2013). *Exploring the role of socialization in textile and apparel supply chain management*. Presented at the 7th International Conference on Operations and Supply Chain Management (ICOSCM 2013), Shanghai, China, June 22-25, 2013.
- Tong, X., & Su, J.** (2012). *Exploring the personality of sportswear brands*. Presented at the 2012 International Textile and Apparel Association (ITAA) Annual Conference, Honolulu, Hawaii, USA, November 14-17, 2012.
- Su, J.** (2012). *An investigation of performance outcomes of strategic sourcing: Perspectives from the textile and apparel industry*. Presented at the 2012 Global Marketing Conference (GMC), Seoul, Korea, July 19-22, 2012.
- Su, J.** (2012). *Awareness matters: Understanding the impact of culture on global textile-apparel-retail channel*. Presented at the 2012 Global Marketing Conference (GMC), Seoul, Korea, July 19-22, 2012.
- Su, J.** (2011). *The relationships among strategic global sourcing, sourcing personnel's business capabilities and firm performance: An empirical study of the U.S. textile and apparel global supply chain*. Presented at the 42nd Annual Meeting of the Decision Sciences Institute (DSI), Boston, MA, USA, November 19-22, 2011.
- Su, J.** (2011). *Consumer decision-making styles: Comparison between United States and Chinese young consumers*. Presented at the 42nd Annual Meeting of the Decision Sciences Institute (DSI), Boston, MA, USA, November 19-22, 2011.

- Su, J.** (2011). *An update on young Chinese consumer styles: A survey of China's Post-80s generation*. Presented at the 2011 International Textile and Apparel Association (ITAA) Annual Conference, Philadelphia, PA, USA, November 2-6, 2011. Poster
- Su, J.** (2011). *Women entrepreneurs in China's apparel industry: A study of women's career development*. Paper presented at the 2011 International Textile and Apparel Association (ITAA) Annual Conference, Philadelphia, PA, USA, November 2-6, 2011. Poster
- Su, J.**, & Gargeya, V. B. (2011). *An empirical examination of global supply chain management practices in the U.S. textile and apparel industry*. Presented at the 2011 International Conference on Logistics, Informatics, and Service Science (LISS), Beijing, China, June 8 – 11, 2011.
- Su, J.**, Xu, Q., & Gargeya, V. B. (2010). *“Going global”: Developing global supply network and manufacturing culture study tour in China*. Presented at the 21st Annual Production and Operations Management Society (POMS) Conference, Vancouver, Canada, May 7-10, 2010.
- Su, J.**, Swinker, M., Blood, J., & Xu, Y. (2009). *Textiles and clothing higher education in China: Openness and reform as dynamics for development*. Presented at the 2009 International Textile and Apparel Association (ITAA) Annual Conference, Seattle, WA, USA, October 28-31, 2009.
- Su, J.** (2006). *Integrating sustainability in apparel and textiles higher education*. Presented at the 5th International Society for Environmental Information Sciences (ISEIS) Conference, Bowling Green, KY, USA, August 1-3, 2006.
- Su, J.**, Gargeya, V. B., & Dyer C. L. (2006). *Supply chain management in survey-based empirical research: Exploring data collection strategies to improve survey response rate*. Presented at the 2006 International Textile and Apparel Association (ITAA) Annual Conference, San Antonio, TX, USA, November 1-4, 2006.
- Su, J.**, Jones, C., Yan, H., & Kilduff, P. (2006). *Development of teaching and research linkages with China through China study tour in textile and apparel curriculum*. Presented at the 2006 International Textile and Apparel Association (ITAA) Annual Conference, San Antonio, TX, USA, November 1-4, 2006.
- King, W. & Su, J.** (2006). *Exploring social responsibility in the fashion industry*. Presented at the 2006 International Textile and Apparel Association (ITAA) Annual Conference, San Antonio, TX, USA, November 1-4, 2006.
- Su, J.**, Dyer, C. L. & Gargeya, V. B. (2005). *Strategic sourcing and supplier selection in the U.S. textile-apparel-retail supply network*. Presented at the 2005 International Textile and Apparel Association (ITAA) Annual Conference, Alexandria, VA — Washington, DC, USA, November 2-5, 2005. **(2005 ITAA Best Paper Award in Doctoral Category)**

Su, J., Gargeya, V. B., & Dyer, C. L. (2004). *Be ready for 2005 and beyond with strategic sourcing and supplier selection*. Presented at the 2004 International Textile and Apparel Association (ITAA) Annual Conference, Portland, Oregon, USA, November 3-8, 2004.

Gargeya, V. B. & Su, J. (2004). *Strategic sourcing, supplier selection, competitive priorities, and financial performance: A research model*. Presented at the 2004 Annual Meeting of the Decision Sciences Institute (DSI), Boston, MA, USA, November 20-23, 2004.

Gargeya, V. B. & Su, J. (2004). *Strategic sourcing and supplier selection: A review of survey-based empirical research*. Presented at the 2nd World Conference on Production and Operations Management (POM), Cancun, Mexico, April 30-May 3, 2004.

Su, J., Gargeya, V. B., & **Dyer, C. L.** (2004). *Achieving competitive advantage through strategic sourcing in the U.S. textile-apparel supply network*. Presented at the 14th International Trade and Finance Association Annual Conference, San Antonio, TX, USA, May 19-22, 2004.

Su, J., Gargeya, V. B., & Dyer, C. L. (2003). *Emerging patterns of U.S. global sourcing for textiles and apparel*. Presented at the 2003 International Textile and Apparel Association (ITAA) Annual Conference, Savannah, GA, USA, November 8-11, 2003. Poster

Wan, R., Li, M. K., **Su, J.**, & Qi, H. J. (1999). *Development of environmental labeling system in China*. Paper presented at The 12th Symposium of International Society of Commodity Science and Technology: Quality for the XXIst Century, Poznan – Gdynia, Poland, September 5-11, 1999.

Non-Refereed Presentation at National Conferences

Su, J., McCombie, S. M., & Bowers, F. B. (2012). *Preparing students to connect professionals globally by enhancing their global and cultural awareness capability*. Putting Research Into Practice session at the 103rd American Association of Family & Consumer Sciences (AAFCS) Annual Conference, Indianapolis, IN, June 26th, 2012.

Non-Refereed Presentations at State Conferences

Su, J., Tong, X., & Hsiao, R. (2016). *A review of sportswear brand personality and brand equity*. 2016 Pennsylvania Sports Business Conference, Indiana, PA, April 16, 2016.

Su, J. (2016). *Teaching sustainability in apparel and textiles discipline: A supply chain perspective*. The 92nd Annual Conference of Pennsylvania Association of Family and Consumer Sciences (PAFCS), Indiana, PA, April 9, 2016.

- Su, J.** (2013). *Appreciating the global cultural diversity*. 2013 The Pennsylvania State System of Higher Education (PASSHE) Summit, Shippensburg University, Shippensburg, PA, November 21- 22, 2013.
- Su, J.** (2013). *An exploratory study of young Chinese consumers*. The 89th Annual Conference of Pennsylvania Association of Family and Consumer Sciences (PAFCS), Pittsburgh, PA, April 5, 2013.
- Su, J.** (2012). *An investigation of women entrepreneurs in China's apparel industry*. 2012 PASSHE Women's Consortium/Audrey-Beth Fitch Women's Studies Conference, California University of Pennsylvania, September 14-15, 2012.
- Su, J.** (2011). *Preparing students as socially responsible global citizens through Fashion Merchandising courses*. The 2011 Pennsylvania Association of the Councils of Trustees (PACT) Fall Conference, Indiana University of Pennsylvania, October 20, 2011.
- Su, J.** (2010). *Look good / feel great in jeans*. The 87th Annual Conference of Pennsylvania Association of Family and Consumer Sciences (PAFCS), Pittsburgh, PA, April 9, 2010.

INVITED PRESENTATIONS (PRESENTER IS UNDERLINED)

- Su, J.** (2021). *Exploring sustainable sourcing and supply chain management in the apparel industry*. Sustainability in Business EXPO: Creating Collaborative and Transformative Sustainable Business Practices (Virtual Presentation), Bryan School of Business & Economics, University of North Carolina at Greensboro, April 22, 2021.
- Su, J.** (2021). *Applying a supply chain perspective to understand sustainability in Consumer, Apparel, and Retail Studies*. Sustainability in Business EXPO: Creating Collaborative and Transformative Sustainable Business Practices (Virtual Presentation), Bryan School of Business & Economics, University of North Carolina at Greensboro, April 22, 2021.
- Su, J.**, Wood, A. M., & Gargeya, V. B. (2021). *Sustainable entrepreneurship in the apparel industry: Passion and challenges*. UNCG Sustainability Lecture & Dialogue Series (Virtual Presentation), University of North Carolina at Greensboro, March 25, 2021.
- Su, J.** (2014). *Strategic global sourcing: Perspectives from the textile, apparel, and fashion industries*. The 2nd Annual World Congress of Outsourcing Service-2014 (WCOS-2014), Dalian, China, June 26-29, 2014.
- Swinker, M. & **Su, J.** (2009). *How to wear your jeans*. The Spirit of Women Hospital Network "How to Wear Your Genes" events, Indiana Regional Medical Center,

Pennsylvania, June 18, 2009.

Su, J. (2004). *Strategic Sourcing and Supplier Selection in the U.S. Textile-Apparel-Retail Supply Network*. Department of Information Systems and Operations Management, Bryan School of Business and Economics, The University of North Carolina at Greensboro, November 12, 2004

INSTRUCTION

Courses Taught at The University of North Carolina at Greensboro (UNCG)

RCS 460/560 Advanced Retail Buying and Merchandising
RCS 464 Global Retail Strategy and Management
RCS 484/584 Advanced Retail Analysis
CRS 363 Global Sourcing of Apparel & Related Consumer Products (Writing Intensive)
CRS 632 Supervised Industry Practicum in Consumer, Apparel, and Retail Studies
CRS 651 Advanced Retail Data Analytics
CRS 690 Minor Research
CRS 712 Theory Development in Consumer, Apparel, & Retail Studies
CRS 765 College Teaching Practicum
CRS 781 Directed Independent Study in Consumer, Apparel, & Retail Studies
CRS 799 Dissertation
CRS 802 Dissertation Extension

STUDENT ADVISEMENT (UNCG)

Committee Chair/Co-Chair – Ph.D.

Maria Gil (Ph.D. advisor and dissertation chair). *A cross cultural investigation of the effect of cosmopolitan consumer orientation on the consumption of sustainable apparel among young metropolitan consumers*. August 2018 – June 2021.
Completed in June 2021.

Huicheng Wu (Ph.D. co-advisor and dissertation co-chair). *Managing the buyer-supplier relationship in Chinese apparel firms: An investigation of supplier satisfaction, buyer power, and supply chain performance*. May 2018 – Present. Dissertation proposal defense completed in September 2020.

Sukyung Seo (Ph.D. co-advisor and dissertation co-chair). *Self-gifting behavior: Multidimensional scale development*. December 2019 – Present. Preliminary exam completed in September 2020.

Arif Iqbal (Ph.D. advisor and dissertation chair). December 2020 – Present. In progress.

Committee Member – Ph.D.

Mon Thu Myin (Ph.D.). *Exploring consumers adoption of AI chatbot for apparel shopping: An extension of the theory of planned behavior*. January 2020 – Present. Preliminary exam completed in September 2020.

Youngji Lee (Ph.D.). *Virtual technology and online apparel shopping: Perceptions and behaviors of female baby boomers*. January 2018 – Present. Dissertation proposal defense completed in January 2021.

Meghan Hembree (Ph.D.). *An exploratory study of hedonic virtual apparel consumption in gaming virtual worlds*. May 2019 – Present. In progress.

Carol Brathwaite (Ph.D.). *Exploring African American representation in the modern luxury-brand industry: A mixed-methods study*. May 2019 – Present. In progress.

Miranda Williams (Ph.D.). *Blog to be real: A mixed methods approach to defining, measuring, and determining predictors of blogger authenticity*. March 2018 – December 2019. Completed December 2019.

Naeun Kim (Ph.D., North Carolina State University). *Sharing styles without feeling gross-The influence of consumer contamination on consumers' collaborative consumption intentions*. January 2017 – May 2019. Completed May 2019.

LaShaun Collins (Ph.D.). 2017 – February 2018.

Committee Chair for M.S. Students

Mariana Huerta (Committee chair of research practicum – M.S. non-thesis track). *Consumer behavior during the COVID-19 pandemic*. Completed June 2021.

Kerri Byrd (Committee chair of research practicum – M.S. non-thesis track). *Sustainable apparel and apparel labelling: The consumers' perspective*. Completed December 2019.

Jade Gary (Committee chair of research practicum – M.S. non-thesis track). *Exploring the McDonaldization of fashion in the retail store environment: Perspectives of consumers and employees*. Completed December 2018.

Committee Member – M.S. Thesis and M.S. Non-Thesis

Youngdeok Lee (M.S. thesis). *Effects of eco-labels and framing message on consumers' attitudes toward the advertisement, consumers' attitudes toward the brand, and consumers' evaluations of brand equity*. Completed June 2021.

H. Leah Knox (MS – Non-thesis track). *Sustainable and ethical fashion and generational cohorts baby boomers and millennials*. Completed June 2021.

Jordan N. Houston-Taylor (MS – Non-thesis track). *Visual Merchandising during*

COVID-19 and its Impact on Consumer Attraction Inside Stores. Completed May 2021.

Harrison Smith (MS – Non-thesis track). *Gen-Z Consumers and the Second-hand Sneaker Market*. Completed May 2021.

Chante Gibbs (MS – Non-thesis track). *Exploring the Apparel Needs of Individuals with Intellectual and Developmental Disabilities*. Completed May 2021.

Haley Milligan (MS – Non-thesis track). *Adaptation during a pandemic: New opportunities and unexpected challenges for the apparel industry*. Completed December 2020.

Kiaya Bradley (MS – Non-thesis track). *Dyehard fan supply*. Completed December 2020.

Megan Coney (MS – Non-thesis track). *Fast fashion and its impact on the environment*. Completed December 2020.

Trinity Edelen (MS – Non-thesis track). *What about me? Exploring diversity and inclusion in fashion publications*. Completed June 2020.

Jazmine Stevenson (MS – Non-thesis track). *Globalization and how it affects supply chain management*. Completed May 2020.

Gregory Soones (MS – Non-thesis track). *Consuming proper & improper footwear, and foot health*. Completed May 2020.

Ashanti Turner (MS – Non-thesis track). *Postworthy project manager industry practicum*. Completed May 2020.

Megan McAbee (M.S. – Non-thesis track). *Exploring the differences in the online consumer decision-making process for staple apparel items and fashion apparel items*. Completed December 2019.

Anna Hall Oliveira (M.S. – Non-thesis track). *Examining young consumers' perceptions of luxury fashion brands: A comparative study between affordable and traditional luxury brands*. Completed May 2019.

Emily Stamm (M.S. – Non-thesis track). *Evaluating the impact of celebrity endorsement versus social media influencer endorsement on generation Z females' consumer behavior*. Completed May 2019.

Charlotte Maurno (M.S. – Non-thesis track). *The effect of store layout, price, and merchandise assortment on consumer discount store patronage*. Completed May 2019.

Fatou Thiare (M.S. – Non-thesis track). *An exploration of West African female fashion entrepreneurs: Challenges and strategies*. Completed May 2019.

Kristi Partin (M.S. – Non-thesis track). *Determinants of collaborative consumption behavior: The application of the theory of reasoned action in the context of apparel*. Complete May 2019.

Gwia Kim (M.S. thesis). *Do older consumers consume environmentally? An understanding of environmentally sustainable apparel consumption and purchase intention through socioemotional selectivity theory*. Completed August 2018.

Ekua Oforu (M.S. – Non-thesis track). In progress.

Graduate Assistants Supervised

2021 Fall – 2022 Spring	Farhan Haque, Mon Thu
2020 Fall – 2021 Spring	Farhan Haque, Youngdeok Lee
2019 Fall – 2020 Spring	Md. Arif Iqbal
2019 Fall	Youngdeok Lee
2017 Fall – Present	Huicheng (Jeff) Wu
2016 Fall, 2017 Spring	Maria Gil

Undergraduate Research Mentoring

Kerry Cope. 2021 Fall. Honors Course Project. *Advanced Retail Buying and Merchandising*. In progress.

Sarah Stephanie Chavez Plante. 2018 Spring. Honors Student Research Project. *A new fashion era: The rapid shift to E-commerce forcing traditional fashion retailers to redefine retail*. Completed May 2018.

Sarah Stephanie Chavez Plante. 2017 Spring. Honors Student Research Project. *The environmental and human impacts of fast fashion and our role as consumers*. Completed May 2017.

PROFESSIONAL MEMBERSHIP

Beta Gamma Sigma (The International Business Honor Society), Inducted in April 2020
International Textile and Apparel Association (ITAA), Member, 2000 – Present
American Collegiate Retailing Association (ACRA), Member, 2010 – 2017
Decision Sciences Institute (DSI), Member, 2003 – 2007, 2011 – 2017
Kappa Omicron Nu (National Honor Society for Family and Consumer Sciences, and Human Sciences), Inducted in November 2002

PROFESSIONAL SERVICE

Professional Committee Service

Member, Editorial Board of *Clothing and Textiles Research Journal (CTRJ)*, 2017 – Present

Member, Graduate Education Committee, International Textile and Apparel Association (ITAA), 2020 – Present

Co-Chair, Conference Abstract and Paper Review Committee, International Textile and Apparel Association (ITAA), 2019, 2018, 2017, 2016

Committee Charge: Facilitating the review process for the annual conference research, teaching and concept abstracts and full papers. Throughout the years 2016, 2017, 2018 and 2019 (specifically *from February to November*), we had numerous communications with the ITAA Executive, VP-Scholarship, Track Chairs, and ITAA members. The Conference Abstract and Paper Review Committee tried our best to make the review process prompt, clear, transparent, and fair.

Chair for Textile and Apparel Industries Track, International Textile and Apparel Association (ITAA) Annual Conference, 2015, 2014, 2013, 2012

Member, Faculty Fellowships and Awards Committee, International Textile and Apparel Association (ITAA), 2019, 2018, 2017, 2016, 2015

Committee Charge: Provides oversight for the review of nominations/proposals and applications for faculty fellowships and awards sponsored by ITAA. This committee oversees the nomination of the ITAA Fellow, the Distinguished Scholar, the Mid-Career Excellence Award, Rising Star and the Commemorative Lecturer, among others. The committee proposes special topic sessions to address emerging issues.

Member, International Relationships Committee, International Textile and Apparel Association (ITAA), 2016, 2015

Reviewer for Conferences

International Textile and Apparel Association (ITAA)

Reviewer, ITAA Graduate Student Best Paper, 2021, 2020

Reviewer, ITAA Graduate Student Liaison, 2020

Co-Chair, ITAA Conference Abstract and Paper Review Committee, 2019, 2018, 2017, 2016

Chair for Textile and Apparel Industries Track, ITAA Annual Conference, 2015, 2014, 2013, 2012

Reviewer for ITAA Annual Conference Research/Concept/Teaching Abstracts

2021, 2015, 2014, 2013, 2012, 2011, 2010, 2004-2007
Invited Reviewer for the Paper of Distinction Awards for ITAA Annual
Conference, 2021, 2013, 2012, 2011, 2007
Reviewer, 2019 ITAA – Regent's University Joint Conference, Sustainability in
Fashion
Presider at 2018 ITAA Conference Oral Presentation Session “TAI: Global Textile
& Apparel Trade, Sourcing and Supply Chain Management”
Presider at 2009 ITAA Conference Oral Presentation Session “Consumer
Behavior – Television and Online Shopping”

2015 American Marketing Association (AMA) Summer Marketing Educators’
Conference, Reviewer

American Collegiate Retailing Association (ACRA)
Reviewer for 2020 ACRA Conference
Reviewer for ACRA Competitive Papers, ACRA 2010 Spring Conference

The Association for Consumer Research (ACR)
Reviewer for 2011 ACR Annual North American Conference Competitive Papers
and Poster Submissions
Reviewer for 2011 ACR Asia-Pacific Conference Competitive Papers

The Annual Meetings of the Decision Sciences Institute (DSI)
Reviewer for the DSI Annual Meeting, 2013, 2011

Reviewer for Research Journals

Journal of Consumer Affairs, 2020 – Present
International Journal of Consumer Studies, 2020 – Present
Journal of Consumer Behaviour, 2020 – Present
Information Systems Research, 2019 – Present
International Journal of Fashion Design, Technology and Education 2019 – Present
Journal of Marketing Communications, 2017 – Present
International Journal of Retail & Distribution Management, 2016 – Present
Journal of Global Fashion Marketing, 2016 – Present
Journal of Fashion Marketing and Management, 2016 – Present
Journal of Product & Brand Management, 2014 – Present
Asia Pacific Journal of Marketing and Logistics, 2014 – Present
Clothing and Textiles Research Journal, 2014 – Present
European Management Journal, 2013 – Present
Industrial Management & Data Systems, 2012 – Present
Journal of Supply Chain Management, 2012 – Present
Management Research Review, 2012 – Present
Asia-Pacific Journal of Business Administration, 2010 – Present
The Journal of the Textile Institute, 2010 – Present

Reviewer for Books

Textile and Apparel Trade and Trade Policy in the 21st Century Global Economy
(Publisher: Springer-US), May 2018
Global Sourcing in the Textile and Apparel Industry (Publisher: Fairchild Books), May
2016
Fashion Supply and Logistics Management (Publisher: CRC Press - Taylor & Francis
Group), September 2015
The Fashion Industry Supply Chain: Fiber to Consumer (Publisher: Fairchild Books),
March 2015
Global Fashion Brand Management (Publisher: Palgrave Macmillan), October 2014
Fashion Supply Chain Management: Industry and Business Analysis (Publisher: IGI
Global), 2010

Reviewer for External Grants

External Reviewer, Baker Fund Awards, Ohio University, March 2019
External Reviewer, Baker Fund Awards, Ohio University, November 2018

External Reviewer for Promotion and Tenure

External Reviewer of one Assistant Professor for Tenure Candidate, Colorado State
University, Summer 2019
External Reviewer of one Assistant Professor for Tenure Candidate, Kent State
University, Summer 2019

External Reviewer for Institutional Review Board (IRB)

External Reviewer of IRB context review, North Carolina State University, July 2020

UNIVERSITY SERVICE

Service Activities at The University of North Carolina at Greensboro (UNCG) 2016-Present

Department of Consumer, Apparel, and Retail Studies (CARS)

Assessment Committee, Chair, 2018 – Present

Search Committee of Assistant or Associate Professor in Apparel Design, Member, 2019
– 2020

CARS Journal List Committee, Member, 2018 – Present

Promotion and Tenure Committee, Member, Fall 2016 – Present

Curriculum Committee, Member, Fall 2016 – Present

Graduate Faculty Committee, Member, Fall 2016 – Present

Search Committee of Putnam & Hayes Distinguished Professor, Member 2018 – 2019

Assessment Committee, Co-Chair, 2017 – 2018

CARS Centennial Research Symposium, Co-Chair, Fall 2016 – Fall 2017

Assessment Committee, Member, Fall 2016 – 2017

Bryan School of Business and Economics

Bryan School Committee on Research, CARS Departmental Representative
2017 – Present

VF Virtual Collaboratory in Sustainable Business Practices Task Force, Member, Fall
2019 – Present

University Level

Sustainability Council, Bryan School Representative, Fall 2019 – Present

Academic Computing Committee, Bryan School Representative, Fall 2020 – Present

Graduate School Fellowship Program, Evaluator, The Graduate School, Spring 2020

Service Activities at Indiana University of Pennsylvania (IUP) 2008-2016

University Level

Co-Chair, Committee of Undergraduate and Graduate Scholars Forums (USF/GSF),
Indiana University of Pennsylvania (IUP), Fall 2014 – Summer 2016

Member, Planning Committee of Undergraduate Scholars Forum, IUP, Spring 2014

Member, President Driscoll's Inauguration Planning Committee, IUP, November 2012 –
April 26, 2013

Member, BLEND (**B**elonging, **L**earning, and **E**xploring **N**ew **D**irections), IUP, Spring
2013 – Summer 2016

Member, IUP-APSCUF Student/Faculty Committee, IUP, Fall 2012 – Summer 2016

Member, IUP Liberal Studies Committee, Spring 2011

Member, University Assessment Committee, Dean Representative for College of Health
and Human Services, IUP, Fall 2010 – Fall 2013

Member, University Academic Integrity Board, IUP, Fall 2008 – Summer 2016

Member, University Judicial Board, IUP, Fall 2008 – Summer 2016

Faculty Advisor, Alpha Gamma Delta Sorority, Center for Student Life, IUP, Fall 2009 –
Summer 2016

Judge, Graduate Scholars Forum, School of Graduate Studies and Research, IUP, 2014,
2013, 2012

Judge, Undergraduate Scholars Forum, School of Graduate Studies and Research, IUP, 2015, 2014, 2013, 2011

College Level: College of Health and Human Services (CHHS)

Member, Graduate Curriculum Committee, CHHS, IUP, Fall 2011 – Summer 2016
Member, Department Promotion Committee, Department of Hospitality Management, College of Health and Human Services (CHHS), Indiana University of Pennsylvania (IUP), Fall 2014 – Spring 2015
Member, Department Tenure and Evaluation Committee, Department of Hospitality Management, CHHS, IUP, Fall 2014 – Spring 2015
Member, Hospitality Management Performance Review and Evaluation Committee, CHHS, IUP, Fall 2013 – Spring 2015
Member, Commencement Speaker Committee, CHHS, IUP, Spring 2013
Member, Recruitment Committee, CHHS, IUP, Fall 2012 – Spring 2013

Department Level: Human Development and Environmental Studies (HDES)

Coordinator of Fashion Merchandising Program, HDES, IUP, Fall 2014 – July 2016
Coordinator of Fashion Merchandising Internship, HDES, IUP, Fall 2013 – July 2016
Chair, HDES Research/Award Committee, IUP, Spring 2014 – July 2016
Member, HDES Tenure/Promotion Mentoring Committee, IUP, Fall 2013 – July 2016
Member, HDES Performance Review and Evaluation Committee, IUP, Fall 2013 – July 2016
Member, HDES Department Promotion Committee, IUP, 2010 – 2012, 2013 – July 2016
Member, Fashion Merchandising Five-Year Program Review Committee, 2012 – July 2016
Member, Fashion Merchandising Curriculum Committee, HDES, IUP, 2008 – July 2016
HDES Representative, IUP Grant Writing Team, 2011 – July 2016
Member, HDES Scholarship Committee, IUP, 2011 – July 2016
Member, HDES Webpage Committee, IUP, 2011 – 2014
Advisor, IUP Fashion Association, 2008 – 2010
Supervised Fashion Merchandising (FSMR) students' field trip to New York City, January 24 – 26, 2013, January 29 – 31, 2012 and December 5 – 7, 2010
Planned and Organized IUP Faculty Educational/Cultural Tour in Beijing and Shanghai, China, Spring – Summer 2010. Visited Dong Fang Ai Ying Early Childhood Education Center in Beijing, China, and Donghua University (former name: China Textile University) in Shanghai, China. May 24-30, 2010
Meeting Prospective Students and the Parents, Introducing and Promoting Fashion Merchandising Program, etc. 2008 – July 2016
Representative of HDES Department at IUP Major Fair, IUP, 2012, 2011
Representative of HDES Department at IUP EXPOs, IUP, August 2008 – May 2016
Representative, Showcasing Programs of HDES Department at 2011 Pennsylvania Association of the Councils of Trustees (PACT) Fall Conference, October 20, 2011
Sending welcome messages to the students who were admitted to the Fashion Merchandising Program, 2015, 2014, 2013, 2011, 2010, and 2009

Service Activities at Western Kentucky University (WKU) 2005-2007

- Chair, Interior Design Faculty Search Committee, Department of Consumer and Family Sciences, Spring 2007
- Member, Design, Merchandising and Textiles Faculty Search Committee, Department of Consumer and Family Sciences, Spring 2007
- Submitted General Education Course Proposal “DMT431 – Clothing & Human Behavior,” Proposal was approved by General Education Committee for Category E – World Culture and Diversity credits, WKU, Spring 2007
- Implemented online teaching for course DMT431 – Clothing & Human Behavior, WKU, Fall 2006
- Member, Nutrition/Dietetics Faculty Search Committee, Department of Consumer and Family Sciences, Spring 2006
- Member, Teaching Square Program, College of Health and Human Services, Spring 2006
- Proposed China Study Tour course for Design, Merchandising & Textiles program at WKU, Spring 2006
- Coordinated and supervised Textile, Apparel & Merchandising (TAM) students’ market field trip to Americasmart Apparel Mart, Atlanta, GA, 2005 – 2007
- Advised Textile, Apparel & Merchandising (TAM) students in future study plan, graduate study plan, graduate school application, job searching and internship issues, WKU, 2005 – 2007

PUBLIC SERVICE

- The Penn, February 18, 2014, “*Networking, internships, resumes help students land jobs after graduation*”, Available at <http://thepenn.org/2014/02/18/networking-internships-resumes-help-students-land-jobs-after-graduation/>
(Article was published in The Penn, IUP’s Student Newspaper with Jin Su’s input through requested survey from the staff writer Kayle Scott)
- The Penn, October 12, 2012, “*Chinese Apparel “Sized Up” in Lecture*”, Available at <http://www.thepenn.org/chinese-apparel-sized-up-in-lecture-1.2926276#.UHlmTIFLZRU>
(Article was published in The Penn, IUP’s Student Newspaper with Jin Su’s input through requested interview from the senior staff writer Charlene Adams)
- Developed and presented “*How to Wear Your Jeans*” in “How to Wear Your Genes” events, The Spirit of Women Hospital Network, Indiana Regional Medical Center, Pennsylvania, Summer 2009 (Presentation date, June 18, 2009)
- Pittsburgh City Paper, September 11, 2008, “*Dresses (and Shoes, and Accessories) for Success*”, Available at <http://www.pittsburghcitypaper.ws/gyrobase/Content?oid=oid%3A51993>
(Article was published in Pittsburgh City Paper with Jin Su’s input through

requested interview from the contributor Melissa Meinzer)

PPROFESSIONAL DEVELOPMENT

Professional Development at The University of North Carolina at Greensboro (UNCG) 2016-Present

Grant-related Professional Development

Participated in the “Office of Sponsored Programs' workshop for Bryan Faculty”
(Presented by Dr. Helen Kiss and Chris Davis), UNCG, November 8, 2019.

Participated in the “Building a Grantseeking Culture” Webinar (Presented by Hanover
Research), UNCG, March 6, 2018.

Participated in the CFRN/OSP Speed Networking Event, Child and Family Research
Network (CFRN), UNCG, February 28th, 2018.

Teaching-related Professional Development

Attended the "ADAPT 2021 Virtual Conference", UNCG, May 11-12, 2021

Attended Instructional Technology Workshops (Canvas Studio, Panopto, Polling Tool and
Breakout Rooms in Zoom, Creating Exams in Respondus Lockdown
Browser/Monitor) organized by Bryan School of Business and Economics,
UNCG, Fall 2020

A Certificate of Completion, the "ADAPT 2020 Virtual Conference", UNCG, June 8-12,
2020 (earned a badge/certificate)

Participated in the "Master Teacher Workshop” (Presented by Dr. Harvey Brightman),
Bryan School of Business and Economics, UNCG, January 8-9, 2020

Participated in the "Neuropedagogy: Changing the Brain through Instruction and
Instructional Design" workshop (Presented by Dr. Kristen Betts of in the School
of Education at Drexel University), Transforming Online Pedagogy and Practices
Symposium (TOPPS), University Teaching & Learning Commons, UNCG, May
13-14, 2019

Participated in the F "Teach WISE-ly" workshop (Presented by Faculty and IPC staff who
attended the Workshop on Intercultural Skills Enhancement (WISE) Conference),
UNCG, February 23, 2018

Participated in the Faculty Mentoring Program – Best Practices for Advising Graduate
Students (Presented by Dr. Nadja Cech, Dr. Vidyaranya Gargeya, and Dr. Jennifer
Stephens), UNCG, February 13, 2018

Participated in the IPC's New Faculty-led Study Abroad Workshop (Presented by Heidi Bretz of International Programs Center), UNCG, February 1, 2018

Participated in the software Mockshop training, UNCG, August 2-4, 2017

Other Professional Development Activities

The Sixth Annual CARS' Industry Summit, Department of Consumer, Apparel, and Retail Studies (CARS), UNCG, April 23, 2019

The Fifth Annual CARS' Industry Summit, Department of Consumer, Apparel, and Retail Studies (CARS), UNCG, April 12, 2018

The Fourth Annual CARS' Industry Summit, Department of Consumer, Apparel, and Retail Studies (CARS), UNCG, April 6, 2017

The Sourcing and Supply Chain Summit at Renfro, Renfro Corporation, Mount Airy, NC, March 22, 2017

The Renfro Product Development Workshop at Renfro, Renfro Corporation, Mount Airy, NC, November 2, 2016

Professional Development at Indiana University of Pennsylvania (IUP) 2008-2016 and Western Kentucky University (WKU) 2005-2007

Grant-related Professional Development

Faculty Participant in the Primary Investigator Mentorship Academy (PIMA) Program (participants received structured, customized experiences to engage in a variety of program activities that are intended to strengthen the understanding of sponsored activities (grants, contracts, etc.) and eventually lead to long-term success with external funding agencies), IUP Research Institute, Indiana University of Pennsylvania (IUP), August 2015-May 2016.

Participated in the Grant Writing Workshop titled "Keys to the Kingdom: How to Write and Win Federal Grants" (Presented by Dr. Kathie Olsen, Managing Director of ScienceWorks), IUP, April 2014

Completed the "How to Search for Grants Workshop" and the "Writing a Grant Proposal Workshop", The School of Graduate Studies and Research, IUP, July 2009

Participated in *NSF Day at IUP* "Funding Opportunities at National Science Foundation that Support Teaching and Research at Predominately Undergraduate Institutions" and "Tips on How to Write a Better NSF Proposal to Support Research or Education" (presented by Dr. Bert Holmes from National Sciences Foundation), IUP, May 2009

Participated in series workshops on grant application and grant proposal writing, Office of Sponsored Programs, Western Kentucky University, 2005-2007

Teaching-related Professional Development

Recognized as an **Active-Plus Member** in the project “A Process of Reflective Teaching,” Center for Teaching Excellence, Indiana University of Pennsylvania (IUP), 2012-2013, 2011-2012, 2010-2011, 2008-2009

Participated in the Reflective Practice Workshops, Center for Teaching Excellence, IUP, 2008-2015:

Mindfulness in the Classroom
Flipping the Classroom: Increase Learning by Harnessing Technology
Nine Essential Traits of the Effective Professor
I Used to Have a Handle on Life, but it Broke! (Stress & Time Management)
Can You Hear Me Now? Do Students Use/Abuse Cell Phones in Your Classes?
Grading Group Work
Teaching Circle “Online Teaching”
Desire2Learn Workshop (Content and Navigation, and Grades)
Enhancing Students’ Critical Thinking Skills
Copyright Compliance: Could YOUR Assignments Get You and Your Students Into Trouble?
Using Social Media and YouTube in Your Classroom
Revisiting your Writing Assignments
Unbalancing Student Thinking
Teaching non-Majors
Student Evaluations: Preparing Yourself and Your Students
I See What You're Saying
Clinics to Assist in Online Course Development
IUP Writing Workshop
Team Building Skills
Classroom Management and Civility
Overcoming Apathy in the Classroom: Strategies for Teaching from the Psychology of Learning
Stop the Insanity! Planning for Promotion
Getting Your Course Online
Using Student Development Theory to Improve Your Classes
A Hands-on Workshop for Integrating Technology into Your Pedagogy
Effective Group Work!
Ah-Hah! Re-imagining Your Teaching

Participated in the workshop entitled “Promote Yourself,” Women’s Studies, IUP, October 7, 2010

Participated in online teaching summer camp, Western Kentucky University, Summer 2006

Other Scholarship-related Professional Development

Participated in the “Using NVivo to Organize Literature Reviews” Workshop (Presented by J. J. Roth), The Applied Research Lab, IUP, April 20, 2012

Participated in the “An Introduction to LINGO” Workshop, Mathematics Department,

- IUP, September 15, 2010
Participated in the “An Introduction to SAS” Workshop, Mathematics Department, IUP, September 8, 2010
Participated in the “An Overview of Logistic Regression” Workshop, The Applied Research Lab, IUP, December 8, 2009
Completed the “Qualtrics Training Workshops”, The Applied Research Lab, IUP, July 2 & August 5, 2009
Participated in the University of Delaware’s FIBERcast “Global Sourcing Trends in the Apparel Industry”, June 5, 2009

Professional Development at National Level

- Certificate of Completion for the SAS Training titled “Statistics 1: Introduction to ANOVA, Regression, and Logistic Regression” (Instructor: Jacqueline Johnson, SAS Institute Inc.), SAS Institute Inc. Live Web Training, December 18, 2020.
- Certificate of Completion for the SAS Training titled “SAS® Visual Text Analytics in SAS® Viya®” (Instructors: Lincoln Groves and Tom Grant, SAS Institute Inc.), SAS Institute Inc. Live Web Training, December 7, 9, 14, and 16, 2020.
- Certificate of Completion for the SAS Training titled “SAS® Visual Analytics 2 for SAS® Viya®: Advanced” (Instructors: Angela Fullenkamp and Linda Jordan, SAS Institute Inc.), SAS Institute Inc. Live Web Training, November 16, 17, 23, and 24, 2020.
- Virtual Sustainability Conference, Mississippi State University, October 26-30, 2020
- Introduction to Qualitative Coding with Delve (Presented by Delve). The Webinar Organized by SAGE Publishing. October 21, 2020.
- Supply Chain Sustainability Virtual Research and Learning Symposium. Meridian Institute. June 12, 2020 (Kick-off Webinar), June 25, 2020 (Deep Dive Session), June 30, 2020 (Synthesis Session).
- Completion of the SAS Training Workshop titled “Text Analytics Using SAS® Text Miner – Session 2” Workshop” (Instructors: James Harroun and Tom Grant, SAS Institute Inc.), SAS Institute Inc. World Headquarters, Global Education Center, Cary, NC, USA, July 11, 2019
- Completion of the SAS Training Workshop titled “SAS® Visual Statistics in SAS® Viya®: Interactive Model Building” Workshop” (Instructors: James Harroun and Tom Grant, SAS Institute Inc.), SAS Institute Inc. World Headquarters, Global Education Center, Cary, NC, USA, July 10, 2019
- Completion of the SAS Training Workshop titled “SAS® Visual Analytics 1 for SAS® Viya®: Basics” Workshop” (Instructors: James Harroun and Tom Grant, SAS Institute Inc.), SAS Institute Inc. World Headquarters, Global Education Center,

Cary, NC, USA, July 9, 2019

Completion of the SAS Training Workshop titled “Manipulating Data and Analytics Using SAS® University Edition” Workshop” (Instructors: James Harroun and Tom Grant, SAS Institute Inc.), SAS Institute Inc. World Headquarters, Global Education Center, Cary, NC, USA, July 8, 2019

Participated in the Grant Writing Workshop titled “Beyond the Basic: Proposal Writing” Workshop” (Facilitated by Dr. Thomas Wenzel, Bates College, and Dr. Cedric Williams, University of Virginia), Council on Undergraduate Research, Washington D.C., February 20-21, 2016

Participated in the Mock Research Experiences for Undergraduates (REU) Panel (Facilitated by NSF program officers Corby Hovis, Nicole Bennett and Lisa Rom), Council on Undergraduate Research, Washington D.C., February 19, 2016

Attended the CUR Dialogues 2016 Conference (Council on Undergraduate Research-CUR), Washington D.C., February 18-20, 2016

Participated in “New Approach to Teaching Global Sourcing: Theoretical Perspectives and Step-by-Step Procedures for a Sustainable Future” Workshop, International Textiles and Apparel Association (ITAA), 2014 ITAA Annual Meeting, Charlotte, NC, November 13, 2014

Completed “the 2014 Cotton Sustainability” Workshop (*with Certification*), Department of Textile & Apparel Management, University of Missouri, June 2-10, 2014.

Participated in “Authoring and Reviewing Manuscripts for the Clothing and Textiles Research Journal” Workshop, International Textiles and Apparel Association (ITAA), 2011 ITAA Annual Meeting, Philadelphia, PA, November 2, 2011

Participated in “Strategy for Incorporating Industry-Standard Merchandising Planning Systems into Fashion Merchandising Course” Workshop, International Textiles and Apparel Association (ITAA), 2005 ITAA Annual Meeting, Alexandria, VA – Washington, DC, November 5, 2005

Participated in “USDA Funding Opportunities for Apparel and Merchandising Scholars” Workshop, International Textiles and Apparel Association (ITAA) & U.S. Department of Agriculture, 2005 ITAA Annual Meeting, Alexandria, VA – Washington, DC, November 2, 2005