

MIN-YOUNG LEE, PH.D.
Curriculum Vitae

Martin-Gatton College of Agriculture, Food & Environment
Department of Retailing and Tourism Management
University of Kentucky

EDUCATION

2007 Ph.D. University of Tennessee, Retail and Consumer Sciences, Knoxville, TN, USA
2003 M.S. University of Tennessee, Management Science, Knoxville, TN, USA
2001 M.S. University of Tennessee, Communications, Knoxville, TN, USA
1996 B.A. Yonsei University, Mass Communication, Seoul, South Korea

PROFESSIONAL EXPERIENCE

ACADEMIC:

2023- Current **Department Chair**, Retailing and Tourism Management, Martin-Gatton College of Agriculture, Food & Environment, University of Kentucky Lexington, KY

2019- 2023 **Professor**, Retailing and Tourism Management, Martin-Gatton College of Agriculture, Food & Environment, University of Kentucky Lexington, KY

2013- 2019 **Associate Professor & Graduate Faculty**, Retailing and Tourism Management, School of Human Environmental Sciences, College of Agriculture, Food & Environment, University of Kentucky Lexington, KY

2013- 2015 **Director of Undergraduate Studies**, Retailing and Tourism Management, School of Human Environmental Sciences, College of Agriculture, Food & Environment, University of Kentucky Lexington, KY.

2007 – 2013 **Assistant Professor & Graduate Faculty**, Department Merchandising, Apparel, and Textiles, School of Human Environmental Sciences, College of Agriculture, Food & Environment, University of Kentucky, Lexington, KY.

RESEARCH

RESEARCH INTERESTS

- Sustainability and social responsibility (corporate and consumer)
- Consumer emotion and experience
- Marketing for non-profit organization

GRANTS:

Funded External Grants (Total: \$10,000)

Pei Zhang [PI] & Min-Young Lee [co-PI] (2018). The Downturn of Chinese tourism Shopping in Japan: Impeding Factors and Coping Strategies. Fiscal 2018 Grant for Japan-Related Research Projects, The Sumitomo Foundation, \$10,000.

Funded Internal Grants (Total: \$73,265.97)

I. Research Grants:

- Lee, Min-Young** [PI] (2017). Organization-centered vs. customer-centered: The effectiveness of organizations' orientations and message framing on donation intention to nonprofit organizations. Research Activity Awards, College of Agriculture, Food, & Environment, University of Kentucky, **\$1,500. (Research presented at 24th Recent Advances in Retailing & Service Science conference held by European Institute of Retailing and Service Studies, 2017)**
- Jackson, V., Wesley, S. & **Lee, Min-Young** [co-PI] (2014). Creating a reciprocal relationship between rural/urban businesses, educators and students utilizing Soft Skills and experiential learning environments. HES Extension Activity Awards, University of Kentucky, **\$4,854.97. (Publications: *Employee Relations*, 2017)**
- Miller-Spillman, K. [PI] and **Min-Young Lee** [co-PI] (2013). *Development of the Ghana Business Plan (part of Ghana Fabric Study)*. Buster Award, University of Kentucky, School of Human Environmental Science, **\$2,401. (Publications: *J of Global Fashion Marketing*, 2016)**
- Lee, Min-Young** [PI] (2010). *Assess use of Social Networks as a profit center for rural farmers*. Research Activity Award, College of Agriculture, Food, & Environment, University of Kentucky, **\$1,200. (Research presented at American Collegiate Retailing Association Conference, 2016).**
- Lee, Min-Young** [PI] (2009). *Socially Responsible Purchasing and Consumptions*. Research Activity Award, College of Agriculture, Food, & Environment, University of Kentucky, **\$4,000. (Publications: *Journal of Retailing and Consumer Services*, 2015, *Int'l J of Applied Behavioral Economics*, 2012)**
- Lee, Min-Young** (2008). Travel Award from the Research Office to attend the CSREES grants workshop, University of Kentucky, **\$1000.**
- Lee, Min-Young** (2007). New Faculty Research Support Grant (Seed Money), Provost Office, University of Kentucky, **\$30,000. (Publications: *Journal of Business Research*, 2014, *Journal of Global Academy of Marketing Science*, 2010, *Journal of Global Marketing*, 2012)**
- Lee, Min-Young** [PI] (2007). *Impact of consumer characteristics and hedonic shopping motivations on online auctions*. Ida A. Anders Endowment Fund, University of Tennessee, **\$3,460. (Publications: *European J of Marketing*, 2013, *J of Retailing and Consumer Services*, 2009, *J of Distribution Research*, 2009, *J of Customer Behavior*, 2008)**

II. Teaching Grants:

- Lee, Min-Young** [PI] (2018). *Revising distance learning class (MAT 570)*. The distance learning course development fund, Distance Learning Programs, University of Kentucky, **\$1,500.**
- Lee, Min-Young** [PI] (2016). *Revising distance learning class (MAT 570)*. The distance learning course development fund, Distance Learning Programs, University of Kentucky, **\$1,500.**
- Lee, Min-Young** (2013). *Designing a course with a technology-enhanced student project*. CELT Innovation and Design Lab training fund, University of Kentucky, **\$1,000**

- Lee, Min-Young** [PI] (2012). *Developing distance learning class*. The distance learning course development fund, Distance Learning Programs, University of Kentucky, **\$3,000**
- Lu, Ying (Tracy) (PI), & **Lee, M-Y.** [co-PI] (2012), College of Agriculture, Food & Environment, University of Kentucky, *Developing a Merging Class for MAT and HMT Majors - Service Management*, **\$5,850**
- Lee, Min-Young** [PI] (2011). *Developing Retail Entrepreneurship online class*. Teaching Innovation and Incentive Funds, University of Kentucky, College of Agriculture, Food, & Environment, University of Kentucky, **\$11,000.**
- Lee, Min-Young** [PI] and Michelman, S. (2008), *Encouraging and supporting undergraduate student to participate in International Business Competition Program*, Barnhart Fund for Excellence, University of Kentucky, **\$1,000.**

PUBLICATIONS:

Refereed Journal Articles

***indicates graduate students. If I am not first author, role explained in parenthesis.**

- Li, M., Cavaeder, R., & **Lee, M-Y.** (2025). Consumer awareness of fashion greenwashing insights from social media discussions. *Sustainability*, 17(7), 1-22.
- Park, H. & **Lee, M.-Y.** (2022). The Two-Sided Effect of the COVID-19 Pandemic on Online Apparel Renting. *Sustainability*, 14, 16771. <https://doi.org/10.3390/su142416771>
- Sengupta, A., Wesley, S., Cavender, R. and **Lee, M-Y.** (2021). Global vs local: analysis of the consumer-brand relationships in India, *International Journal of Retail & Distribution Management*, 50(3), 361-376. <https://doi.org/10.1108/IJRDM-08-2020-0306>
- Cavender, R. & **Lee, Min-Young**, Wesley, S. (2021). The Impact of Slow Fashion Orientation (SFO) on Socially Responsible Apparel Consumption (SRC): Moderating Effects of Industry Irresponsibility and Consumer Irresponsibility. *International Journal of Business and Social Science*, 12(2), 1-15. <https://doi:10.30845/ijbss.v12n2p1>
- Cavender, R. & **Lee, Min-Young** (2018). Exploring the Influence of Sustainability Knowledge and Orientation to Slow Consumption on Fashion Leaders' Drivers of Fast Fashion Avoidance. *American Journal of Theoretical and Applied Business*, 4(3), 90-101.
- Cavender, R. & **Lee, Min-Young** (2018). Identifying Apparel Consumer Typologies with the Potential for Slow Fashion. *International Journal of Business Management and Commerce*, 3(6), 1-16.
- Wei, Z¹., **Lee. Min-Young**, Shen, H. (2018). What Drives consumer in China to buy clothing online? Application of the technology acceptance model. *Journal of Textiles and Fibrous Materials*, 1, 1-10. <https://doi.org/10.1177/2515221118756791>, ¹ **Visiting Scholar (2015-2016) (I developed research framework and helped analyze data and helped write the paper)**
- Spillman, K., **Lee, Min-Young**, Huffman, N. Yoo, J. & Kim, Y.J. (2017). Dress and the Public, Private and Secret Self Model during emerging adulthood. *Fashion, Style & Popular Culture*, 4(3), 383-401. **(I analyzed the data and wrote methodology and results section)**
- Park, H., **Lee, Min-Young**, & Koo, W. (2017). The four faces of apparel consumers: Identifying sustainable consumers for apparel. *Journal of Global Fashion Marketing*, 8(4), 298-312. **(I developed original research idea and research framework. I wrote, introduction, results and discussion parts)**

- Wesley, S., Jackson, V & **Lee, Min-Young** (2017). The Perceived Importance of Core Soft Skills Between Retailing and Tourism Management Students, Faculty and Businesses. *Employee Relations*, 39(1), 79-99. **SSCI. (I developed research questionnaire, collected data, analyzed the data, wrote methodology and results section, was co-PI on the grant).**
- Lee, Min-Young, & Kang, J.** (2016). Sustainability and management in fashion, design, and culture. *Journal of Global Fashion Marketing*, 7(2), 73-75.
- Miller-Spillman, K. A., **Lee, Min-Young**, Graham, M*. & Cho, B*. (2016). Consumer groups for Ghanaian fabric products based on aesthetics and socially responsible shopping behavior. *Journal of Global Fashion Marketing*, 7(2), 120-131. **(I developed research framework, helped design the research, and wrote methodology and results sections, was co-PI on the grant)**
- Lee, Min-Young**, Jackson, V. Miller-Spillman, K. A. & Ferrell, E*. (2015). Female consumers' intention to be involved in Fair-Trade product consumption in the U.S.: The role of previous experience, product features and perceived benefits. *Journal of Retailing and Consumer Services*. 23, 91-98. Social Science Citation Index (SSCI). **(PI on the grant)**
- Wesley, S., **Lee, Min-Young**, Farashahi, B.*, Parks, L*. (2015). Exploring perceived product knowledge, credibility, and attractiveness of celebrity endorsers on influencing teen purchase intentions. *Journal of American Academy of Business*. 21(1), 200-207. **(I helped to design the research, analyzed data, helped to write the paper and served on student's MS thesis committee).**
- Graham, M.*, Jackson, V. & **Lee, Min-Young** (2014). The effect of personal scandal on celebrity athletes and shopper's purchase intentions and attitude favorability. *Journal of Customer Behavior*, 13(4), 271-290. **(I helped to design the research, analyzed data, and helped to write the paper, and served as a co-chair of MS student thesis).**
- Kim, Y-K. & **Lee, Min-Young**, & Park, S. (2014) Consumer Shopping Value: A multi-dimensional, gender-neutral measure. *Journal of Business Research*, 67, 2884-2890, Social Science Citation Index (SSCI). **(I designed the research, collected date, ran the analysis, wrote the results and discussion section, and was PI on the grant)**
- Maloney, J.*, **Lee, Min-Young**, Jackson, V., & Spillman., K. (2014). Consumer willingness to purchase organic products: Application of the Theory of Planned Behavior. *Journal of Global Fashion Marketing*. 5(4), 308-321. DOI: 10.1080/20932685.2014.925327. **(I helped to design the research, analyzed data, and helped to write the paper, and served as a chair of MS student thesis).**
- Brown, D. Spillman, K., **Lee, Min-Young**, & Lu, T. (2014). Factors influencing small tourism business performance: The case of Central Kentucky, United States. *Journal of Hospitality Marketing & Management*, 23(7), 768-789. Social Science Citation Index (SSCI). **(I designed the research, collected date, ran the analysis, and wrote the results and discussion section).**
- Lee, Min-Young**, Kim, Y-K & Lee, H. (2013) Emotional shopping of online auction shoppers: The roles of demographic and psychographic characteristics. *European Journal of Marketing*. 47(1), 49-70. **SSCI (PI on the grant).**
- Lee, Min-Young**, & Wesley, S. (2012). Drivers of socially responsible purchasing behavior: A cross-cultural investigation. *International Journal of Applied Behavioral Economics*, 1(4), 41-52. **(PI on the grant).**
- Wesley, S., **Lee, Min-Young**, & Kim, E. (2012). The role of perceived consumer effectiveness and motivational attitude in socially responsible purchasing behavior in South Korea, *Journal of Global Marketing*. 25(1), 29-44. **(I designed the research, collected and analyzed date, wrote introduction, methods, results and discussion section and was PI on the grant).**

- Lee, Min-Young** (2011). "The Games E-tailers Play": A Game Theory approach for solving e-tailing issues. *International Journal of Electronic Marketing and Retailing* 4(10), 49-61.
- Solka, A.* Jackson, V. & **Lee, Min-Young** (2011). The Influence of gender and culture on generation Y consumer decision making styles. *International Review of Retail, Distribution and Consumer Research*. 21(4), 391-409. **(I helped to design the research, analyzed data, and helped to write the paper, and served as a co-chair of MS student thesis).**
- Ko, E., Lee, M., **Lee, Min-Young.**, Phan, M., Kim, K-H, Hwang, Y. K., Burns, L.D. (2011). Product attributes' effects on perceived value and repurchase intention in Korea, USA, and France, *Journal of Global Scholars of Marketing Science* 21(3), 53-64. **(I helped to design the research, collected data, analyzed data, and helped to write the paper).**
- Kim, Y-H., **Lee, Min-Young**, & Kim, Y-K. (2011). A new shopper typology: utilitarian and hedonic perspectives. *Journal of Global Academy of Marketing Science*, 21(2), 101-112. **(I helped to design the research, collected data, analyzed data, helped to write the paper, and was PI on the grant).**
- Lee, Min-Young** & Jackson, V. (2010). Consumer awareness and evaluation of retailers' social responsibility: An exploratory approach into ethical purchase behavior from a U.S. perspective, *Journal of Global Academy of Marketing Science*, 20(1), 48-57. **(PI on the grant)**
- Kim, H. & **Lee, Min-Young** (2010). Emotional loyalty and share of wallet: A contingency approach, *Journal of Retailing and Consumer Services*, 17(5), 333-339. **SSCI. (I helped to design the research and wrote introduction and literature review sections)**
- Jackson, V. & **Lee, Min-Young** (2010). Generation Y in a Global Market: A Comparison of South Korean and American Female Decision Making Styles. *Journal of the Korean Society of Clothing and Textiles*, 34(6), 902-912. **(I helped to design the research, collected data, analyzed data, and wrote results section).**
- Lee, Min-Young** & Wesley, S. (2009). Shopping Smart: The moderating influence of time pressure and shopping enjoyment. *Journal of Distribution Research*, 14(4), 49-62. **(PI on the grant).**
- Lee, H., Fairhurst, A., & **Lee, Min-Young** (2009) The Importance of self-service kiosks in developing consumers' retail patronage intentions. *Managing Service Quality*, 19(6). 687-701. **SSCI. (I helped design the research, analyzed data, and wrote results section).**
- Lee, Min-Young**, Kim, Y-K, & Fairhurst, A. (2009). Shopping values in online auctions: Their antecedents and outcomes. *Journal of Retailing and Consumer Services*, 16(1), 75-82. **SSCI. (PI on the grant).**
- Lee, Min-Young**, Fairhurst, A., & Wesley, S. (2009). Corporate social responsibility: A review of the Top 100 retailers. *Corporate Reputation Review* 12(1), 141-155.
- Lee, Min-Young**, Atkins, K. & Kim, Y-K. (2009). Virtual communities: Impact of commercial orientation on attitudes toward virtual communities. *International Journal of Electronic Marketing and Retailing* 2(3), 220-238.
- Lee, Min-Young**, Kim, Y-K, & Kim, H-Y. (2008). Segmenting online auction consumers. *Journal of Customer Behavior* 7(2), 135-148. **(PI on the grant).**
- Lee, Min-Young**, Knight, D., & Kim, Y-K. (2008) Brand Analysis of a U.S. Global Brand in Comparison with Local Brands in Mexico, Korea, and Japan. *Journal of Product and Brand Management*, 17(3), 163-174. **SSCI.**

Lee, Min-Young, Kim, Y-K., Pelton, L., Knight, D., & Forney, J. (2008). Factors affecting Mexican consumers' purchase intention toward a U.S. apparel brand. *Journal of Fashion Marketing and Management*, 12(3), 294-307.

Lee, Min-Young, Atkins, Kelly G., Kim, Y-K., & Park, Soo H. (2006). Competitive analyses between regional malls and big-box retailers: A correspondence analysis for segmentation and positioning. *Journal of Shopping Center Research*, 13(1), 81-98.

Peer Reviewed Book Chapters

Spillman, K. & **Lee, Min-Young** (2014). Female Civil War reenactors' dress and magic moments. In Williams, K.M., Laing, J. & Frost, W. (Eds.), *Fashion, Design and Events*. (Routledge Advances in Events Research Book Series) (pp. 69-83). London: Routledge.

Bentley, A.* Jackson, V. & **Lee, Min-Young** (2012). A quantitative study of Females: Ethnicity and its influence on body image, thin internalization and social comparison. In Miller-Spillman, K. Reilly, A. & Hunt-Hurst, P. (Eds.), *The Meanings of Dress* (3rd ed). New York: Fairchild.

CONFERENCE PROCEEDINGS/PRESENTATIONS:

*denotes student, underline indicates a presenter of the research at the conference

International/National

Li, M, Lee, M.Y, & Cavender, R (November 2024). **Consumer opinions on Fashion Greenwashing: Insights from Reddit Discussions. International Textiles and Apparel Association 2024 Annual Conference, Long Beach, CA.**

Lee, M.Y., Cavender, R., & Jackson, V.P. (November 2023). Women leadership in academia: Barriers, mentoring, and resiliency among different ethnic groups. International Textiles and Apparel Association 2023 Annual Conference, Baltimore, MD.

Katelyn Thompson, **Lee, Min-Young**, & Jackson, V. (2023). Retaining online consumers after a world pandemic: A study into the recent rise of e-commerce and Internet use in elderly adults. *2023 Global Marketing Conference* at Seoul, Korea, July 19-23.

Park, H. & **Lee, M.-Y.** (2022). The Two-Sided Effect of the COVID-19 Pandemic on Online Apparel Renting, *International Textiles and Apparel Association*, Denver, CO. October 26-29, Available online at www.itaaonline.org

Pei Zhang & Lee, Min-Young (2020). The downturn of Chinese tourism shopping in Japan: Moderators of shopping satisfaction and shopping destination loyalty. *2020 Global Marketing Conference* at Seoul, Korea, November 6-8.

Cavender, R. Lee, Min-Young, & Gannon, Trina (2020). The Impact of Slow Fashion Orientation (SFO) on Socially Responsible Consumption (SRC); Moderating Effects of Industry Irresponsibility and Consumer Irresponsibility. *International Textiles and Apparel Association*, Cleveland OH, Available online at www.itaaonline.org

Cavender, R. **Lee, Min-Young, & Gannon, Trina** (2017). Exploring the effect of the "Sustainability Factor" on fashion leaders fast-fashion avoidance. *International Textiles and Apparel Association*, St. Petersburg, FL. November 12-16, Available online at www.itaaonline.org

Lee, Min-Young, & Jackson, V. (2017). Organization-Centered vs. Customer-Centered: The effectiveness of Organization's Orientations and Message Framing on Donation Intention to Nonprofit Organizations. 24th Recent Advances in Retailing & Service Science. *European Institute of Retailing and Service Studies (EIRASS)*, Vancouver Canada, June 26-29. P46.

- Jung, Y. & **Lee, Min-Young**. (October 2017). Re-envisioning fundraising practice and teaching in the context of higher arts administration education. International Conference on Social Theory, Politics and the Arts, Minneapolis, MN.
- Tran T*. & **Lee, Min-Young**. (2016). Food Tourism Destinations and Its Relationships with Information Sources, Destinations' Food Image, and Local Restaurant Entrepreneurs. *Proceedings of American Collegiate Retailing Association*. ACRA 2016 Conference, New York, NY, April 13-16, 2016.
- Jackson, V., **Lee, Min-Young**, & Wesley, S. (2016) Examining the Perceived Importance of Soft Skills for Curriculum Development in Retailing & Tourism Management American Association of Family & Consumer Sciences (AAFCS) Conference, Bellevue, WA, June 22-24, 2016
- Lee, Min-Young** & Park, H. (2015). Understanding socially conscious apparel shoppers. 2015 Global Fashion Management Conference (GFMC). Florence, Italy, June 25th-28.
- Sengupta, A.* & **Lee, Min-Young** (2015). Brand analyses of global brands versus local brand in Indian apparel consumer market. 22nd Recent Advances in Retailing & Service Science. *European Institute of Retailing and Service Studies (EIRASS)*, Montreal Canada, July 27-30. p. 86.
- Saunders, N.* , Jackson, V. **Lee, Min-Young**, & Spillman, K. (2015). Qualitative analysis of consumers' perceptions of retail shopping needs in a rural community. 22nd Recent Advances in Retailing & Service Science. *European Institute of Retailing and Service Studies (EIRASS)*, Montreal Canada, July 27-30. p83.
- Spillman, K., **Lee, Min-Young**, Graham, M*. & Cho, B*. (2014). Made in Ghana: Strategic marketing of ethnic items. *International Textiles and Apparel Association*, Charlotte, NC, November 12-16, Available online at www.itaaonline.org
- Sengupta, A*., **Lee, Min-Young**, Spillman, K. & Jackson, V. (2014). Usage of clothing care-labels among college youth: Analysis of length of information, awareness, risk perception and confidence. *International Textiles and Apparel Association*, Charlotte, NC, November 12-16, Available online at www.itaaonline.org
- Ferrell, E.* , **Lee, Min-Young**, Spillman, K. Jackson, V. & Kimbrel, C*. (2014). Consumers' motivation for purchasing fair-trade clothing. *International Textiles and Apparel Association*, Charlotte, NC, November 12-16, Available online at www.itaaonline.org
- Lee, Min-Young**, Jackson, V., Spillman, K., Ferrell, E.* (2012). Intention to be involved fair-trade product consumption: The role of previous experience, product features, and perceived benefits. *2012 Global Marketing Conference* at Seoul, Korea, July 17-22.
- Maloney, J*, **Lee, Min-Young**, & Jackson, V. (2012) Consumer willingness to purchase organic products: Application of the Theory of Planned Behavior. *Academy of Marketing Association/ American Collegiate Retailing Association Retailing Conference 2012 Triennial Conference* on April 18-21, 2012, Seattle, WA.
- Jackson, V. & **Lee, Min-Young** (2012). Advertising as a method of communicating social responsibility by large corporations. *24th Annual Ethnographic and Qualitative Research Conference (EQRC)* on June 1-2, Cedarville, OH.
- Lee, Min-Young**, Wesley, S. & Jackson, V. (2011). The use of consumer characteristics and shopping behavior to identify socially responsible shopper segments. *International Textiles and Apparel Association*, Philadelphia, PA, November 2-6, Available online at www.itaaonline.org
- Lee, Min-Young** (2011). Drivers of Socially Responsible Purchasing Behavior: A Cross-Cultural Investigation. *Next Retailing and Consumer Services Conference organized by European Institute of Retailing and Service Studies (EIRASS)*, San Diego, CA, July 15-18.

- Ko, E., Lee, M., **Lee, Min-Young.**, Phan, M., Hwang, Y. K., Chae, H. Jang, J (2010). The effect of intrinsic and extrinsic product attributes on perceived value and repurchase intention about jeans brand: Cross cultural comparison among South Korea, United States, and France, 2010 Global Marketing Conference at Tokyo, Japan, Sep. 9-12. p. 768.
- Josh, P. & **Lee, Min-Young** (2010). Millennial Students Blog and Learn in retail merchandising course. *Proceedings of American Collegiate Retailing Association*, Orlando, FL, June 22-25. p. 110-125
- Kim, Y-H., **Lee, Min-Young.** & Kim, Y-K (2010). A new shopper typology: Utilitarian and hedonic perspectives. *Proceedings of American Collegiate Retailing Association*, Orlando, FL, June 22-25. p. 180-181.
- Lee, Min-Young** & Kim, E. (2009). The role of perceived consumer effectiveness and motivational attitude in socially responsible purchase behavior. *Korean Society of Clothing and Textiles*, Seoul, Korea , Oct. 16. p. 169 [**Received Best Paper**]
- Lee, Min-Young** & Maloney, J.* & Jackson, V. (2009). College Students' Attitudes and Behavior towards Socially Responsible Retailers, *Retailing 2009: Strategic Challenges and Opportunities in Uncertain Times: Ninth Triennial Academy of Marketing Science/ American Collegiate Retailing Association Retailing Conference*, New Orleans, LA, September 30- October 3.
- Lee, Min-Young** & Wesley, S. (2009). Shopping smart: The moderating influence of time pressure and shopping enjoyment. *Proceedings of American Collegiate Retailing Association*, Las Vegas, NV, May 16-18, p. 100-102.
- Josh, P., **Lee, Min-Young.** & Gupta, M.* (2009). The effect of internship location and compensation on merchandising intern's performance: An exploratory study. *Proceedings of American Collegiate Retailing Association*, Las Vegas, NV, May 16-18, p. 71-72.
- Kim, H-Y & **Lee, Min-Young** (2009) Emotional loyalty and share of wallet: A contingency approach, *Proceedings of American Collegiate Retailing Association*, New York, NY, January 11-14.
- Lee, Min-Young**, Kim, Y-K, & Kim, H-Y. (2008). Segmenting online auction consumers. *Proceedings of American Collegiate Retailing Association*, Durango, CO, May 14-17, 2008. [**Received Best Paper**]
- Lee, Min-Young**, Fairhurst, A., Wesley, S, & Kessinger, M.* (2008). Corporate Social Responsibility: A Review of the Top Apparel/Home Furnishing Retailers. *International Textiles and Apparel Association*, Schaumburg, IL, November 4-8, Available online at www.itaaonline.org
- Kumar, A., Bhardwaj, V., **Lee, Min-Young.** & Kim, Y-K. (2008). Brand Analysis of U.S. and Local Brands in India. *International Textiles and Apparel Association*, Schaumburg, IL, November 4-8, Available online at www.itaaonline.org
- Lee, Min-Young** & Kim Y-K. (2007). Bidding as a Shopping Experience: The Impact of Consumer Characteristics on Shopping Values in Online Auction Influencing Consumer Preference and Intentions. *International Textiles and Apparel Association*, Los Angeles, CA, November 7-10 (No. 64), Available online at www.itaaonline.org
- Lee, Min-Young** & Kim, Y-K. (2007). A cross-cultural brand analysis: Comparison between global brand and local brand. *Academy of Marketing Science proceedings*, Coral Gables, FL, May 22-25. Vol. XXX. p. 261
- Lee, Min-Young**, Fairhurst, A. & Kim, Y-K. The games e-tailers play: A game theory approach for solving e-tailing problem (2007). *Proceedings of American Collegiate Retailing Association*, New York, NY, January 13-16.

- Lee, Min-Young**, Atkins, K., Kim, Y-K., & Park, S. (2006). Competitive analyses between regional malls and big-box retailers: A correspondence analysis for segmentation and positioning. *Proceedings of American Collegiate Retailing Association*, Fayetteville/Bentonville, Arkansas, April 6-8. [Received the “2006 ICSC Best Paper Award”].
- Lee, Min-Young**, Kim, Y-K., Pelton, Lou, Knight, Dee, & Forney, Judith (2006). Factors affecting Mexican consumers' purchase intention toward a U.S. apparel brand. *International Textiles and Apparel Association*, San Antonio, TX, November 1-4. (No. 63), Available online at www.itaonline.org [Nominated as a candidate for the “Best Paper Award” in the Management Track].
- Atkins, Kelly G., **Lee, Min-Young**, & Kim, Y-K. (2006). Virtual communities as an information source: Implications for clothing retailers. *International Textiles and Apparel Association*, San Antonio, TX, November 1-4. (No. 63), Available online at www.itaonline.org
- Lee, Min-Young** & Kim, Y-K. (2006). The impact of personal orientation (Need for Uniqueness, Clothing interest, Attitude toward American-made Products) on perceived American apparel brand equity in Mexico. *Tennessee Association of Family and Consumer Sciences (TAFCS)*, Cookeville, TN, June 12-13.
- Lee, Min-Young** & Kim, Y-K. (2005). Competitive analyses among big-box retailers for home improvement/ furnishings. *International Textiles and Apparel Association*, Alexandria, VA, November 1-6. (No. 62) Res 375-379 Available online at www.itaonline.org
- Regional**
- Lee, Min-Young** & Kim, Y-K. (2006). The impact of personal orientation (Need for Uniqueness, Clothing interest, Attitude toward American-made Products) on perceived American apparel brand equity in Mexico. *Tennessee Association of Family and Consumer Sciences (TAFCS)*, Cookeville, TN, June 12-13.
- Lee, Min-Young** & Atkins, Kelly G. (2006). Correspondence analysis for segmentation and positioning. Southeastern Consortium for Retailing, Knoxville, TN, February, 16-17.

INVITED SPEAKER:

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| 2017 | Lee, Min-Young , Cultural differences in Retailing and Tourism Management, Shanghai Normal University, Shanghai, China, June 1, 2017. |
| 2013 | Lee, Min-Young , Consumer Experience & Socially Responsible Consumption. International Public Policy and Management Institute, Martin School of Public Policy and Administration. University of Kentucky, April 16, 2013. |
| 2012 | Lee, Min-Young , The effectiveness of Corporate Social Responsibility in Corporate Advertisement. Dept. of Fashion Design Information, Chungbuk National University, July 10, 2012. |
| 2012 | Lee, Min-Young , Ethical Consumerism. Presented at the HES Research Luncheon, May 4, 2012 |
| 2010 | Lee, Min-Young , Socially Responsible Consumption. Presented at the HES Research Luncheon, November 5, 2010 |
| 2008 | Lee, Min-Young , Experience Economy. Presented at the HES Research Luncheon, March 7, 2008 |
| 2008 | Lee, Min-Young , Experience Economy and Applied Research in Retailing AgEcon research seminar, May 3, 2008 |

NEWSPAPER AND RADIO INTERVIEW:

- “Shoppers on eBay often overpay: Study”, Interviews by Sarah Schmidt at *Canwest News Service*, December 15, 2008. www.canada.com

TEACHING

University Courses Taught Internationally (China Faculty Exchange Program)

2017 Invited to teach the courses at Shanghai Normal University located at Shanghai, China as a visiting professor. Taught 5 different classes about retailing and tourism management for 3 weeks May 20, 2017- June 7, 2017

Course developing

RTM Study Tour Class (Offer Fall 2019): Offering the course for both programs; MAT and HMT Study tour is Caribbean Cruise, we will visit 6 different countries including Puerto Rico and Virgin Islands.

Possible objectives

1. Gain experience about apparel stores and production (MAT 572) in Caribbean area
2. Understand local business operations and practices (MAT 514) in Caribbean area
3. Related to Service management perspective (RTM 345) on board and off shore
4. Understand culture and norms (MAT 247)
5. Behind scenes in Cruise operation- service management, retail shop operation, marketing strategy, pricing strategies (mark up, mark down). Inventory management (MAT 315)

Courses Developed

MAT 514 – Retail Entrepreneurship (3 credits)

MAT 570 – Electronic Retailing: Completely revised on Spring 2016 (3 credits)

Activities with Students outside the Classroom

2018 Organizing Committee for RTM Senior Day, April 2, 2018

2015 Accompanied MAT New York Study Tour as a support faculty during February, 2015

2014 Accompanied MAT graduate students to International Textile & Apparel Association conference to Charlotte, NC during November, 2014

2010 Accompanied MAT Club travel to Atlanta (Americas Mart/Trade show), GA, during April 8-10.

2009 Accompanied a graduate student (Jennifer Maloney) to AMS-ACRA conference at the New Orleans, LA, September 30-October 3.

2008 Accompanied MAT graduate students to the Southeast Graduate Student Consortium – April 10-11, at the University of North Carolina, Greensboro.

2008 Sponsored and supported one undergraduate student (Laura Evans) to participate in international retail competition in Toronto Canada (ACRA Charrette) during March 25-29, 2008. She received 2nd place in the competition

Independent Studies Conducted

- Spring 2017
MAT 795 – Mindy Morris, Collect and analysis data and develop a research paper about sustainability and style consumption in Fashion industry
- Fall 2016
MAT 595—Mindy Morris, Developing a research project about sustainability and style consumption in Fashion industry
- Fall 2010

MAT 395 – Sarah Helm, Developing Social Networks as a marketing tool for Farmers – 3 credit hours

- Fall 2009

MAT 595 – Anna Solka, Developing Research Paper, Role of hedonic shopping motivations, store image, and smart shopping in consumer satisfaction – 3 credit hours

MAT 395 – Victoria Moore, Global sourcing in apparel business – 3 credit hours

- Spring 2008

MAT 595 – Alison Sarucci, Company & Ecommerce Business Plan: The Blueprint & Design of Spring Star Gymnastics & Cheer – 3 credit hours

MAT 595 – Laura Duggan, Developing Business Plan – 1 credit hour

- Fall 2008

MAT 395 – Haley Harris, Developing Business Plan (Apparel Store in Cincinnati) – 3 credit hours

MAT 595 – Kelly Sullivan, Location Analysis for Port of Sub – 3 credit hours

ADVISING AND GRADUATE COMMITTEE SERVICE

Graduate Faculty Work:

Master's Thesis Advisor/Co Advisor (Major Professor):

- **Co-Advisor:** Mallory Douglass, defended Spring 2015 – Hired by Dillard's Management position and working at the company headquarters
- **Advisor:** Aniket Sengupta defended August 2014 - Published two research articles in conference proceedings. Received graduate student research award (Alice P. Killpatrick Fellowships).
- **Co Advisor:** Mary Graham, defended Fall 2012 – Published two refereed journal articles from thesis
- **Advisor:** Erica Ferrell, defended Fall 2011- Published a research article from thesis and two research articles in conference proceedings from thesis
- **Advisor:** Jennifer Maloney, defended – Summer 2010- a refereed journal articles and two research articles in conference proceedings from thesis
- **Co-Advisor:** Anna Solka, defended Spring 2010- Published a refereed journal article from thesis

Ph D. Committee:

- Songhwa Chae, defended Spring 2018, Music Department (DMA), College of Fine Arts.
- Sanghee Kim, in progress, Music Department (DMA), College of Fine Arts.

Ph D. Degree Outside Examiner:

- Tejas Channagiri Ajit. In Management, Gatton College of Business and Economics, defended Summer 2018, Chair, Walter Ferrier.
- Jae-Young Oh, Ph D. in Business Administration, Gatton College of Business and Economics, defended Spring 2016, Chair, Scott Ellis.

Graduate student research support (not advisor or committee): Directed research and develop conference article. The student presented at the conference.

- Tran T. & Lee, M-Y. (2016). Food Tourism Destinations and Its Relationships with Information Sources, Destinations' Food Image, and Local Restaurant Entrepreneurs. ACRA 2016 Conference New York, April 13-16, 2016.

Visiting scholars:

Wei, ZhenQian (2015-2016) from Nontong Textile Vocational Technical College, NonTong, China

Kim, Soon-Hong (2015-2016) from Incheon National University, Incheon, South Korea.

AWARDS AND HONORS

2015	Faculty Fellow Cohort 2, Presentation U, University of Kentucky (\$3,000)
2014	School of HES Awards for Teaching: One of my classes were ranked by students in the top 25 of all classes in the School
2012	School of HES Awards for Teaching: One of my classes were ranked by student in the top 25 of all classes in the School
2011	Patricia Brantley Todd Award of Excellence in Research (\$1,000), University of Kentucky
2011	Inducted into Gamma Sigma Delta, The Honor Society of Agriculture, March 29, 2011.
2009	Best Research Paper from <i>Korean Society of Clothing and Textiles fall conference</i> , Seoul, Korea, Oct. 16.
2008	Best Retail Research Paper from <i>American Collegiate Retailing Association (ACRA)</i> , May 2008, "Segmenting online auction consumers."
2008	Barnhart Fund for Excellence (\$1,000), February, 2008. College of Agriculture, Food & Environment, University of Kentucky Proposal title: Encouraging and Supporting Undergraduate Student to Participate in International Business Competition Program.
2008	Travel Award from the Research Office to attend the CSREES grants workshop (\$1,000), February, 2008.
2006	International Council of Shopping Centers (ICSC) Best Paper Award (\$1,000). "Competitive Analyses between Regional Malls and Big-Box Retailers: A Correspondence Analyses for Segmentation and Positioning," <i>American Collegiate Retailing Association (ACRA)</i> , April, 2006.
2006	Ida A. Anders Scholarship, Department of Retail, Hospitality, and Tourism Management, University of Tennessee.
2002	Graduate Fellowship, College of Business, University of Tennessee
1996	University Scholarship, Department of Journalism and Mass Communications, Yonsei University, Seoul, South Korea

SERVICE AND OUTREACH

Outreach:

2015/2017	Developed RTM online master degree program.
2016	George Mitchell Award Selection Committee, Gamma Sigma Delta, UK Chapter
2008-2009	Served as a reviewer for Family and Consumer Science Extension publication, "Weight the Reality Series: Becoming Body Wise"
2008	Served as an Advising Faculty for Family Policy Blog Project (Extension)

Editorships, review panels, reviewer service:

Associate Editor:

2018- Current	Associate Editor of Sustainability (Economic and Business Sector)
2015-2018	Associate Editor of Journal of Global Fashion Marketing

Guest Editor:

2015	Special issue of Journal of Global Fashion Marketing
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Journal Reviews (served as an Ad-hoc reviewer):

2018 - 2009	<i>Clothing and Textiles Research Journal</i>
2018 - 2010	<i>Journal of Business Research.</i>
2018 - 2011	<i>Journal of Advertising.</i>

2018 - 2010	<i>Journal of Global Fashion Marketing</i>
2017-2009	<i>European Journal of Marketing</i>
2015/16	<i>Family & Consumer Science Research Journal</i>
2012	<i>Journal of Global Scholars of Marketing Science</i>
2012	<i>Journal of Product and Innovation Management</i>
2011	<i>International Journal of Hospitality Management.</i>
2010	<i>Journal of Computer-Mediated Communication.</i>
2009	<i>Behavior & Information Technology</i>

Textbook Reviews:

2016	Fashion Entrepreneurship, Fairchild Books
2010	Essentials of Marketing Research, Sage Publications by Kenneth E. Clow (University of Louisiana at Monroe) and Karen James (Louisiana State University)

Committees, elected positions, office held:

National Level

2018	Track Chair, 2018 American Marketing Association and American Collegiate Retailing Association Joint Conference.
2013-2017	Management Track Chair for International Textiles and Apparel Association (ITAA) Annual conferences
2016	Track Chair: Consumer and Shopper; Satisfaction, Loyalty, and Patronage Behavior Track for 2017 American Collegiate Retailing Association (ACRA) conference
2015	Guest Editor, Special issue of <i>Journal of Global Fashion Marketing</i>
2014	Editorial Review Board for <i>Journal of Global Fashion Marketing</i> .
2013	Corporate Social Responsibility Track Chair for 2013 ACRA conference

University Level

2020-2024	UK Tenure & Promotion Advisory Committee
2017	UK Community Hearing Board Member
2015-2017	UK Education Abroad Scholarship Committee

College Level

2018	HES Hall of Fame Committee
2017	College Tenure & Promotion Committee, College of Agriculture, Food & Environment.
2016	Gamma Sigma Delta, The Honor Society of Agriculture, Distinguished Researcher Award Committee
2013-2015	Undergraduate Curriculum Committee for College of Agriculture, Food & Environment, University of Kentucky
2013-2015	HES Student Awards Committee
2013	HES Hall of Fame Committee

Department Level

2018	RTM Academic Coordinator Search Committee
2013-2015	Director of Undergraduate Studies
2015	RTM Curriculum Committee
2015	RTM Assistant Professor Search Committee
2013	RTM Academic Coordinator Search Committee
2013	RTM Lecturer Search Committee
2013-2015	HES Student Excellence Award Committee
2013/2014	Undergraduate Curriculum Committee for College

2013	RTM Academic Coordinator Search Committee
2012	MAT Graduate Scholarship Committee
2012	HMT Lecturer Search Committee
2008	HES Student Excellence Awards Committee

Conference Paper Reviews:

2009-2013	International Apparel and Textile Association (ITAA), from 2009 to 2012 annual conference papers review
2009-2011	American Collegiate Retailing Association (ACRA), from 2009 to 2011 spring conference paper review
2009	American Collegiate Retailing Association (ACRA) Undergraduate Student Retail Analysis Competition

National and Regional Service

- **American Collegiate Retailing Association (ACRA)**
 - Track Chair of Corporate Social Responsibility and Sustainability 2013 and 2017 ACRA Spring Conference.
 - Research Conference Service
 - Conference paper reviewer, 2009-2011
 - Undergraduate Student Retail Analysis Competition reviewer, 2009
- **International Textiles and Apparel Association (ITAA)**
 - Research Conference Service
 - Track Chair, 2013- current
 - Conference paper Reviewer, 2009-2012
 - Membership Committee, 2012
- **Global Marketing Conference (GMC)**
 - Research Conference Service
 - Session Chair, 2012
 - Conference Paper Reviewer. 2010, 2012

PROFESSIONAL ORGANIZATIONS:

- American Collegiate Retailing Association (ACRA), 2006-present
- Gamma Sigma Delta, UK Chapter, 2011-present
- International Textiles and Apparel Association (ITAA), 2006-present
- Academy of Marketing Science (AMS), 2007-2014
- Korean Academy of Marketing Science (KAMS), 2012-present