

Muzhen Li, Ph.D.

Martin Gatton College of Agriculture, Food and Environment
Department of Retailing and Tourism Management,
University of Kentucky
304A Erikson Hall, Lexington, KY 40506
Phone: (859)257-7779
E-mail: muzhen.li@uky.edu

EDUCATION

Ph.D., Human Environmental Sciences, Emphasis in Textile and Apparel Management
University of Missouri-Columbia July 2022

Dissertation: Understand Omnichannel Customer Value and the Human-Machine User
Experience When Using Mobile Application

M.A., Statistics (Applied-Track), University of Missouri-Columbia May 2018

M.S., Chemical Engineering, University of Missouri-Columbia Dec 2016

B.Eng., Bioengineering, Zhejiang University, Hangzhou, China Jun 2013

PROFESSIONAL EXPERIENCE

2022-Present **Assistant Professor**
University of Kentucky, Retailing and Tourism Management of
Human Environmental Sciences, College of Agriculture, Lexington,
KY.

2018-2022 **Graduate Research Assistant**
University of Missouri, Textile and Apparel Management, College
of Art and Science, Columbia, MO

2018-2021 **Graduate Teaching Assistant**
University of Missouri, Textile and Apparel Management, College
of Art and Science, Columbia, MO

RESEARCH ACHIEVEMENTS

PEER REVIEWED PUBLICATIONS

[1] Li, M., Cavender, R., & Lee, M. Y. (2025). Consumer Awareness of Fashion Greenwashing: Insights from Social Media Discussions. *Sustainability (2071-1050)*, 17(7). [SSCI Indexed].

[2] Li, M., & Zhao, L. (2025). Understanding fashion omnichannel experience through

mobile application customer reviews. *Journal of Global Fashion Marketing*, 16(1), 90-108. [ESCI Indexed].

[3] **Li, M.**, Zhao, L., & Srinivas, S. (2023). It is about inclusion! Mining online reviews to understand the needs of adaptive clothing customers. *International Journal of Consumer Studies*, 47(3), 1157-1172. [SSCI Indexed].

[4] Zhao, L., Lee, S. H., **Li, M.**, & Sun, P. (2022). The Use of Social Media to Promote Sustainable Fashion and Benefit Communications: A Data-Mining Approach. *Sustainability*, 14(3), 1178. [SSCI Indexed].

[5] **Li, M.**, & Zhao, L. (2021). Exploring Global Fashion Sustainability Practices through Dictionary-Based Text Mining. *Clothing and Textiles Research Journal*. [SSCI Indexed].

[6] Zhao, L., **Li, M.**, & Sun, P. (2021). Neo-Fashion: A Data-Driven Fashion Trend Forecasting System Using Machine Learning through Catwalk Analysis. *Clothing and Textiles Research Journal*. [SSCI Indexed].

[7] Lang, C., **Li, M.**, & Zhao, L. (2020). Understanding consumers' online fashion renting experiences: A text-mining approach. *Sustainable Production and Consumption*. 21, 132-144. [SSCI Indexed].

PEER-REVIEWED CONFERENCE PRESENTATIONS

[1] Watson, A*, & **Li, M.** (2024). "Understand Employee's Opinions toward Sustainable Fashion Companies – through a Text Mining Based Content Analysis", *International Textile and Apparel Association Annual Conference*. Long Beach. [* Undergraduate Student]

[2] **Li, M.**, Li, X., Gilley, H*, (2024). "Explore Customer Experience using Fashion Resale Mobile Apps: A Text-Mining Approach", *International Textile and Apparel Association Annual Conference*. Long Beach. [* Undergraduate Student]

[3] **Li, M.**, Lee, M., Cavender, R., (2024). "Consumer Opinions on Fashion Greenwashing: Insights from Reddit Discussions", *International Textile and Apparel Association Annual Conference*. Long Beach.

[4] **Li, M.**, & Zhao, L. (2023). "Understand Omnichannel Experience Through Mobile Application Customer Reviews", *International Textile and Apparel Association Annual Conference*, Baltimore.

[5] **Li, M.**, & Zhao, L. (2023). "A Study of Key Factors Influencing the Attitude of Adaptive Clothing Consumers toward Purchase Online", *International Textile and Apparel Association Annual Conference*, Baltimore.

[6] **Li, M.**, Zhao, L. & Srinivas, S. (2021). “It’s about Inclusion! Mining Online Reviews to Understand the Needs of Adaptive Clothing Consumers”, *International Textile and Apparel Association Annual Conference*, Virtual Conference.

[7] **Li, M.**, & Zhao, L. (2021). “Competing in the Digital Age: Understanding the Customer Experience of Department Stores through Mobile App Reviews”, *International Textile and Apparel Association Annual Conference*, Virtual Conference.

[8] Zhao, L., Sun, P., & **Li, M.** (2020). “Neo-Fashion: A Data-Driven Fashion Trend Forecasting System Using Machine Learning through Catwalk Analysis”, *International Textile and Apparel Association Annual Conference*, Virtual Conference.

[9] **Li, M.**, & Zhao, L. (2020). “Online Adaptive Clothing Shopping Experience: Text-Mining of Product Titles and Consumer Reviews”, *International Textile and Apparel Association Annual Conference*, Virtual Conference.

[10] **Li, M.**, Lang, C., & Zhao, L. (2019) “Understanding Consumers’ Online Fashion Renting Experiences: A Data-Mining Approach”, *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.

[11] **Li, M.**, Rana, M., & Zhao, L. (2019) “A Study of Sustainability Practices of US Fashion Brands Through Dictionary-Based Text Analysis”, *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.

[12] Rana, M., **Li, M.**, Zhao, L., & Ha-Brookshire, J. (2019) “U.S. Fashion Brands Endeavors Toward Sustainability from the Kaizen Perspective: A Data-mining Based Lexical Analysis”, *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.

[13] Zhao, L., Sun, P., & **Li, M.** (2019) “The Effect of Sustainable Fashion Brands’ Posts on Customers’ Emotions in Social Media”, *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.

RESEARCH IN PROGRESS

Li, M., & Zhao, L. *The Impact of Functional, Expressive, and Aesthetic Needs on Purchase Intention for Online Adaptive Clothing: Mediating Roles of Perceived Risk and Enjoyment*. (Under Review). Journal of Global Fashion Marketing

Kang, Y., & Li, M. *Human, AI, or Co-Creation? Exploring the Traditional, AI-based, and Human-AI Collaborative Learning*. (Under Review). Gender and Education.

Lee, M., Cavender, R., Jackson, V., Kang, Y & Li, M. *Women Leadership in Academia: Barriers, Mentoring, and Resiliency among the Different Ethnic Groups*. (Under Review).

Li, M., & Kang, Y. *From Shelves to Screens: Cultivating Students' Data Literacy Through a Gen-AI-Powered Learning Project*. (Manuscript Finished). Target to Journal of Fashion Design Technology and Education.

Piñero, M., González, L., & Li, M. *Spanish Customer Journey Using Fashion Mobile Apps*. (Data Analysis Finished). Target to Journal of Fashion Marketing and Management.

Li, M., Kang, Y., Cavender, R., & Lee, M. *Consumer Understanding of Sustainable Cotton: Insights from Social Media Discussions*. (Data Analysis Finished). Target to Sustainability.

Li, M., Kang, Y., & Lee, M. *Enhancing Omnichannel Shopping Well-being through Human-Machine Interaction: A Self-Determination Theory Perspective*. (Data Analysis Finished). Target to Journal of Fashion Marketing and Management.

Li, M., & Kang, Y. *Consumer Perceptions of Sustainability Claims in the Fashion Industry*. (IRB Submitted). Target to Journal of Fashion Marketing and Management.

GRANTS

Since UK Appointment

- | | |
|-------------|--|
| 2025 | Li, Muzhen (PI) . Martin Gatton College of Agriculture, Food & Environment. <i>Can Social Media Shape Consumer Perceptions of Sustainability Claims in the Fashion Industry?</i> \$ 10,000– funded . |
| 2024 | Li, Muzhen (PI) , Cavender, RayeCarol. Cotton Incorporated, <i>Promoting Sustainable Cotton Using Social Media Analytics Through Project-Based Learning</i> , \$ 16,482– funded . |
| 2024 | Li, Muzhen (PI) , Kang, Yeonjung., Xu, Qingru., UK Igniting Research Collaboration. <i>Fashion Rebirth: Motivations and Intentions to Second-Hand Clothing via Livestreaming</i> , \$15,053 – unfunded. |
| 2024 | Warsaw, Philip (PI), Cavender, RayeCarol, Li, Muzhen (Investigator) , Jackson, Vanessa., Kang, Yeonjung., USDA. Higher Education Multicultural Scholars Program (MSP), <i>Fostering Diverse Leaders through Food, Agriculture, Natural Resources and Human (FANH) Sciences: A multi-state project</i> , \$250,000 – unfunded. |

- 2024** **Li, Muzhen (PI)**, Kang, Yeonjung., Lee, Min-Young., Wang, Haibo., Zhao, Shuoli., Lu, Tracy., Gatton Foundation Grand Challenge Program, *Travel with Pet Companion: Developing a Mobile App for Interactive Map of Pet-Friendly Facilities in Kentucky*, \$98,289 – unfunded.
- 2024** Kang, Yeonjung (PI)., **Li, Muzhen (co-PI)**, DeBolt, Seth., Kim, Jihye., Lee, Min-Young., Lu, Tracy., Gatton Foundation Grand Challenge Program, *Green Spirits: Enhancing Brand Equity through Sustainable Bourbon Tourism Marketing Video*, \$91,349 – unfunded.
- 2023** Watson, Aria. *, **Li, Muzhen (Advisor)**, Undergraduate Student Research Fund, Martin Gatton College of Agriculture, Food & Environment, *Understand employees attitude toward sustainable clothing companies: a text-mining approach through GlassDoor reviews*, \$820 – **funded**.
[*Undergraduate Student].
- 2023** Cavender, RayeCarol., **Li, Muzhen (co-PI)**, Cotton Incorporated, *Fostering an Understanding of Circular Fashion and Cotton Sustainability in the Digital World Through Project-Based Learning and Case Study Application*, \$35,157 – unfunded.
- 2022.** **Li, Muzhen (PI)**. Martin Gatton College of Agriculture, Food & Environment. *Start-up funding*. \$5,000– **funded**

Selected Grants (Prior to UK)

- 2018 – 2019** Li, Muzhen (investigator), Textile and Apparel Management, *How Social Media Promote Sustainable Fashion*, \$1,500 – funded.
- 2019 – 2020** Li, Muzhen (investigator), Textile and Apparel Management. *Understanding Consumers' online Fashion Rental*, \$1,500 – funded.

TEACHING EXPERIENCE

At the University of Kentucky

RTM 425 – Human Resource Management

Demonstrate knowledge of human resource management and its role in retail business including employment, training, performance management, compensation, and providing a safe, ethical and fair environment.

MAT 315- Merchandise Planning and Control

Study and application of planning and control strategies and processes essential to profitability in merchandising. Analysis of company and industry merchandising and operating results

MAT 559 Omni-channel in Retailing

This course first addresses the strengths and weaknesses of the major retail channels. Then, it focuses on the application of Design Thinking in omnichannel apparel merchandising to develop innovative omnichannel solutions and improve consumer experience.

RTM 772 Seminar in Retailing and Tourism Management

Current investigation of topics relevant to both retailing and tourism management.

HONORS & AWARDS

- Sustainability Research Poster Competition People's Choice Award. 2024
 - *Watson, A*, & Li, M. Understand Employees' Opinions toward Sustainable Fashion Companies-through a Text Mining Based Content Analysis* [*Undergraduate Student].
- Clothing and Textiles Research Journal Top Altimetric Score Paper Award. 2021
 - *Zhao, L., Li, M., & Sun, P. (2020). Neo-Fashion: A data-driven fashion trend forecasting system using machine learning through catwalk analysis*
- Paper of Distinction, Textile and Apparel Industries Track
International Textile and Apparel Association Annual Conference 2020
 - *Zhao, L., Li, M., & Sun, P. (2020). Neo-Fashion: A data-driven fashion trend forecasting system using machine learning through catwalk analysis*

MEETINGS, PRESENTATIONS, CONSULTATIONS, ETC.

Presentations (Since starting at UK)

- 2024** **Li, Muzhen., & Watson, Aria.** *Understand Employees' Opinions toward Sustainable Fashion Companies-through a Text Mining Based Content Analysis.* International Textile and Apparel Association Annual Conference, Long Beach.
- 2024** **Li, Muzhen., & Gilley Hallie.** *Explore Customer Experience using Fashion Resale Mobile Apps: A Text-Mining Approach.* International Textile and Apparel Association Annual Conference, Long Beach.

- 2024** **Li, Muzhen.**, Cavender, RayeCarol., & Lee, Min-Young. *Consumer Opinions on Fashion Greenwashing: Insights from Reddit Discussions*. International Textile and Apparel Association Annual Conference, Long Beach.
- 2024** Watson, Aria & **Li, Muzhen**. *Understand Employees' Opinions toward Sustainable Fashion Companies-through a Text Mining Based Content Analysis*. UK Sustainability Research Poster Competition.
- 2024** Kang, Yeonjung., & **Li, Muzhen**. *Exploring Traditional, AI-Based, And Human-AI Collaborative Learning*. UK Commonwealth Computational Summit.
- 2023** **Li, Muzhen., & Zhao, L.** *Understand Omnichannel Experience Through Mobile Application Customer Reviews*. International Textile and Apparel Association Annual Conference, Baltimore.
- 2023** **Li, Muzhen., & Zhao, L.** *A Study of Key Factors Influencing the Attitude of Adaptive Clothing Consumers toward Purchase Online*. International Textile and Apparel Association Annual Conference, Baltimore.
- 2023** **Li, Muzhen., & Zhao, L.** *A Study of Key Factors Influencing the Attitude of Adaptive Clothing Consumers toward Purchase Online*. International Textile and Apparel Association Annual Conference, Baltimore.
- 2023** **Li, Muzhen.** *Enhancing omnichannel consumers' shopping experience based on human-centered design*. UK Teaching Excellence Symposium.
- 2023** **Li, Muzhen.** *Enhancing Omnichannel Consumers' Shopping Experience Based on Human-centered Design*. Teaching Excellence Symposium in the Center for the Enhancement of Learning and Teaching (CELT), University of Kentucky.

Invited Consultation

- 2024** Educate the Educators program, Cotton Incorporated Inc. Cary, NC.

Invited Guest Speech

- 2025** Content Analysis in Fashion studies – Text Mining Approach, in the Course CI 665: Quantitative Methods in Communication Research.

PROFESSIONAL DEVELOPMENT AND AFFILIATIONS

Professional Memberships

- International Textile and Apparel Association 2018-Present
- American Collegiate Retailing Association 2023-Present

Professional Development for Research and Scholarship

- Educators Sharing Pedagogical Research and Effective Strategies for Student Outcomes, UK College of Agriculture, Food and Environment 2025
- Enhancing Fashion Students' Digital Data Literacy Workshop, ITAA 2024
- Educate the Educators, Cotton Incorporated Inc. 2024
- AI Literacy and Research: Teaching Students How to Critically Evaluate AI-Generated Information. CELT. 2024
- Using Social Media in Research, UK Office of the Vice President for Research. 2023
- New Faculty Lunch & Learn Workshop, UK College of Agriculture, Food and Environment 2022

SERVICE

Ad Hoc Reviewer (Journals)

- Journal of Fashion Marketing and Management
- Clothing and Textiles Research Journal
- Sustainability
- Journal of Consumer Behaviour
- International Journal of Consumer Studies
- Journal of Retailing and Consumer Services
- Fashion Practices
- Fashion and Textile
- Atlantic Journal of Communication

Ad Hoc Reviewer (Conferences):

- International Textile and Apparel Association Conference
- Global Fashion Management Conference
- International Textile and Apparel Association and Korean Society of Clothing and Textiles joint symposium

Department and University Service

Undergraduate Student Advising:

- Spr. 2024 Number of Advisees: 3

- Fall.2023 Number of Advisees: 10
- Spr. 2023 Number of Advisees: 10

Graduate Student Advising

- Nov. 2023 Master's Committee (Kennedy Raglin, "Internship Reflection Final Paper")
- Nov. 2023 Master's Committee (Holly Johnson, "The Real Influence on Gen Z's Recycling Clothes")
- April. 2025 Master's Committee (Madeline Casey, "Internship Reflection Final Paper")

Undergraduate Student Research Advising:

- Aria Watson, "Employees' opinions toward sustainable fashion companies"
- Hallie Gilley, "Consumer experience in fashion resale mobile apps"

Other service

- Organize two distinguished series virtual talks each semester, invite industry professionals to share insights with students.