

JIYOUNG HWANG, PhD

Associate Professor of Marketing
Margaret Van Hoy Hill Dean's Notable Scholar (~2021)
Department of Marketing, Entrepreneurship, Hospitality & Tourism
Bryan School of Business & Economics
University of North Carolina at Greensboro
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ACADEMIC EMPLOYMENT

Associate Professor of Marketing, University of North Carolina at Greensboro * <i>Inter-disciplinary faculty at Gerontology (since Fall 2016)</i>	August 2019 - Present
Assistant Professor of Marketing, University of North Carolina at Greensboro	July 2013 – July 2019
Visiting Research Scholar, Korea University, Seoul, Korea *Business school at Korea University is one of the top 3 business schools in Korea	Summer 2015
Post-Doctoral Researcher & Instructor, University of Florida, USA Taught International Business for Business Graduates	Aug. 2010 – June 2013
Visiting Teaching Professor, Aalto University, Finland Taught International Marketing Strategy	Feb. 2013 – March 2013
Teaching/Research Assistant & Instructor, Ohio State University, USA Worked for various courses and projects	Sep. 2006 – June 2009

EDUCATION

PD.B. (Post-Doctoral Bridge Program), University of Florida, Gainesville, FL, USA Track advisors: Dr. Joe Alba (Marketing) and Dr. Jason Colquitt (Management)	March – July 2011
Ph.D., The Ohio State University, Columbus, OH, USA Major (Minor) Retailing (Quantitative Psychology Minor) Dissertation: <i>“Rewarding Corporate Social Responsibility (CSR) through CSR Communication: Exploring Spillover Effects in Retailer Private Brands and Loyalty Programs”</i> Honors/Awards: College Graduate Dissertation Fellowship (2009-2010), Dickey-Meacham Scholarship, Graduate research and teaching assistantships (2006-2009)	September 2006 – December 2010
M.S., Michigan State University, East Lansing, MI, USA Major: Retailing (with emphasis on International Retailing) Thesis: <i>“The Role of Information and Consumer Characteristics in Risk Perception and Store Patronage: An Exploration of Innovative Retail Technology, Radio Frequency Identification (RFID)”</i> Honors/Awards: Mary Louise Gephart-Donnell Scholarship, Graduate Office Scholarship, Research Enhancement Fellowship	August 2003 – December 2005
B.S., Hanyang University, Seoul, Korea Major: Fashion Marketing Honors/Awards: <i>Summa Cum Laude</i> (Graduated as the 1st student of the graduates), Four Full Scholarships & Two Honor Scholarships	March 1996 – February 2001

RESEARCH EXPERIENCE

Research Interests: Artificial Intelligence (AI) and Consumer Behavior, Impact of Conscious Capitalism, Sharing Economy, Social Innovation, Global Consumers, Branding and Consumer Experiences in the Digital Era

PUBLICATIONS

22. Nakata, C. and **Hwang, J.** (2020). Design Thinking for Innovation: Composition, Contingency, and Consequences for Firms. *Journal of Business Research*, 118, 117-128.
21. Cho, E. and **Hwang, J.** (2020). Drivers of Consumer-based Brand Equity: A Two-Country Analysis of Perceived Brand Origin and Identity Expressiveness. *International Marketing Review*, 37(2), 241-259.
20. **Hwang, J.** and Choi, L. (2020). Having Fun while Receiving Rewards?: Exploration of Gamification in Loyalty Programs for Consumer Loyalty. *Journal of Business Research*, 106, 365-376.
19. Hur, C., **Hwang, J.** and Yeo, C. (2019). The Differential Impact of Consumer's Thinking Styles on Brand Placement: A Cross-Cultural Study. *Journal of Brand Management*, 27(3), 300-311.
18. **Hwang, J.** and Chung J-E. (2019). What Drives Consumers to Certain Retailers for Organic Food Purchase: The Role of Fit for Consumers' Retail Store Preference. *Journal of Retailing and Consumer Services*, 47, 293-306.
17. Choi, L. and **Hwang, J.** (2019). Value Co-Creation through Customer Voluntary Behaviors: The Role of Prosocial and Proactive Personality. *Journal of Consumer Marketing*, 36(2), 288-305.
16. **Hwang, J.** (2019). Managing the Innovation Legitimacy of Sharing Economy. *International Journal of Quality Innovation*, 3(1), 1-21.
15. **Hwang, J.** and Chung, J-E. (2018). The Role of Business Ethics in Management in Small Retailer-Supplier Business Relationships. *Journal of Small Business Management*, 50(2), 348-368.
14. **Hwang, J.** and Hur, C. (2017). Collaborative Economy as Global Social Innovations: Perspectives from Institutional Theory and Social Construction Theory. *Korean Research Academy of Distribution and Management*, 20(6), 113-123.
13. **Hwang, J.** and Griffiths, M. (2017). Share More, Drive Less: Millennials Value Perception and Behavioral Intent in Using Collaborative Consumption Services. *Journal of Consumer Marketing*, 34(2), 132-146.
12. Lawson, S. J., Gleim, M. R., Perren, R. and **Hwang, J.** (2016). Freedom from Ownership: An Exploration of Access-based Consumption. *Journal of Business Research*, 69(8), 2615-2623.
11. Lee, H. and **Hwang, J.** (2016). The Driving Role of Consumers' Perceived Credence Attributes in Organic Food Purchase Decisions: A Comparison of Two Groups of Consumers. *Food Quality and Preference*, 54, 141-151.
10. **Hwang, J.** (2016). Creating Shared Value: The Role of Conscious Capitalism in Consumer-Brand Relationship. *Social Enterprise Studies*, 9(1), 65-98.
9. Canziani, B., **Hwang, J.** and Byrd, E. (2016). Further Exploration of Subjective Knowledge in the Wine Sector. *International Journal of Wine Business Research*, 28(3), 246-265.
8. **Hwang, J.** (2016). Organic Food as Self-Presentation: The Role of Psychological Motivation in Older Consumers' Purchase Intention of Organic Food. *Journal of Retailing and Consumer Services*, 28, 281-287.
7. **Hwang, J.** and Yun, J-S. (2015). Mechanism of Psychological Distress-Driven Smoking Addiction Behavior. *Journal of Business Research*, 68(10), 2189-2197.
6. **Hwang, J.** and Kandampully, J. (2015). Embracing CSR in Pro-social Relationship Marketing Program: Understanding Driving Forces of Positive Consumer Responses. *Journal of Services Marketing*, 29(5), 344-353.
5. Cho, J., Chung, J. and **Hwang, J.** (2015). Effects of Satisfaction and Trust on Long-Term Orientation in Small Apparel Retailer-Supplier Relationship. *Clothing and Textile Research Journal*, 33(2), 83-98.
4. **Hwang, J.** and Good, L. (2014). Intelligent Sensor-based Services Success: The Role of Consumer Characteristics and Information, *European Journal of Marketing*, 48(3/4), 406-431.
3. **Hwang, J.**, Chung, J. and Jin, B. (2013). Culture Matters: The Role of Long-Term Orientation and Market Orientation in Buyer-Supplier Relationships in a Confucian Culture. *Asia Pacific Journal of Marketing and Logistics*, 25 (5), 721-744. (SSCI, IF: 2.55)

2. **Hwang, J.** and Kandampully, J. (2012). The Role of Self-Construal and Emotions in Younger Consumers' Commitment to Luxury Brands. *The Research Journal of the Costume Culture*, 20 (4), 1-12.
1. **Hwang, J.** and Kandampully, J. (2012). The Role of Emotional Aspects in Younger Consumer-Brand Relationship. *Journal of Product & Brand Management*, 21(2), 98-108. (SSCI, IF: 1.82)

BOOK

- Hwang, J.** (2020). *Re:Store: 8 Strategies of Physical Stores in the Era of Digital Age*. Seoul, Korea: Influential.
- Hwang, J.** (2019). *Future of Retail Business: How Technology Reshape Consumption*. Seoul, Korea: Influential.

BOOK CHAPTERS

- Zhiyong, Y., Wang, Y. and **Hwang, J.** (in Press). Generation Z in China: Implications to Global Brands. In Christian Scholz and Elodie Gentina (Ed.), *The new Generation Z in Asia: Dynamics, Differences, Digitalization*. Emerald.
- Hwang, J.** and Cooper, J. (2012). Retailer Branding through Excellence in Service. In J. Kandampully (Ed.), *Service Management: The New Paradigm in Retailing* (pp. 231-248). New York, NY: Springer.

UNDER REVIEW (in the order of progress)

- 2 Choi, L., **Hwang, J.** and Kwon H-B. Equally Perceive, but Unequally Respond: Exploring Asymmetric Customer Reciprocity and Roles of Customer Personalities. invitation for 2nd review at *Journal of Business Research*.
1. **Hwang, J.** and Kim, S. The Role of Packaging Design in Multi-Tier Private Brands. submitted to *Journal of Marketing*.

WORKING PAPERS/PROJECTS (in the order of progress)

6. Choi, L. and **Hwang, J.** Drivers of Consumer Adoption of CBD Products. (90% progress in manuscript writing with mixed-method data sets). targeting *Journal of Marketing*.
5. **Hwang, J.** and Choi, L. Contactless Retail: Implications of Reshaped Shopping Mechanisms in Physical Store. (in the revision of the manuscript) targeting *Marketing Letters*.
4. **Hwang, J.** The Value of Pro-Sociality for Luxury Brands. (80% progress in manuscript with three data sets) targeting *Journal of the Academy of Marketing Science*.
3. **Hwang, J.** Consumers' Responses to Artificial Intelligence-Based Services. (in preparation for 4th data collection). targeting *Journal of the Academy of Marketing Science*.
2. **Hwang, J.** and Choi, L. Calorie Information Presentation in Consumer Food Consumption: Implications to Retailers (in preparation for 2nd data collection).
1. **Hwang, J.** and Choi, L. Enhancing Consumer Responses to Loyalty Program through Gamification. (in preparation for 1st data collection)

CONFERENCE PROCEEDINGS/PRESENTATIONS

32. **Hwang, J.** (August 2020). Enhancing Consumer Responses to Loyalty Programs through Gamification. *2020 Summer American Marketing Association Conference*, San Francisco, CA. (virtually held due to COVID-19).
31. **Hwang, J.** (February 2020). Consumer Experiences with Artificial Intelligence (AI) Services: The Role of Value, Customization and Anthropomorphism. *2020 Winter American Marketing Association Conference*, San Diego, CA.
30. **Hwang, J.** (May 2019). Exploration of Aesthetics of Packaging Design for Multi-tier Private Brands. *2019 Academy of Marketing Science*, Vancouver, Canada.

29. **Hwang, J.** (August 2018). Embracing Fun in Customer Relationship Management: The Value of Gamified Loyalty Program for Customer Loyalty. *2018 Summer American Marketing Association Conference*, Boston, MA.
28. **Hwang, J.** (May 2018). Is Cause-Related Marketing Valuable to Luxury Brands? Brand Personality Perspectives. *2018 The Mystique of Luxury Brand Conference*, Singapore.
27. **Hwang, J.** (May 2018). Being Cool or Not?: The Impact of Cause-Related Marketing for Luxury Brands. *2018 LVMH-SMU Luxury Research Conference*, Singapore.
26. **Hwang, J.** (May 2018). Dark Side of Sharing Economy: Implications for Managing the Challenged Legitimacy of Sharing Economy. *2018 Pan-Pacific Business Association*, Seoul, Korea.
25. Cho, E. and **Hwang, J.** (May 2018). Brand Equity Formation: The Cultural Differences and Moderating Role of Perceived Brand Origin, *2018 AMA Global Marketing SIG Conference*, Santorini, Greece.
24. Graefe, D. and **Hwang, J.** (April 2018). Understanding Older Adults Volunteer Behaviors, Altruistic Actions, and their Effects on Well-Being. *2018 Annual Meeting of Southern Gerontological Society*, Buford, GA 2018.
23. **Hwang, J.** (August 2017). The Role of Enjoyment in Consumers' Adoption of Sharing Economy: An Exploratory Approach. *2017 Summer American Marketing Association*, San Francisco, CA.
22. Hur, C., **Hwang, J.** and Yeo, C. (August 2017). Differential Effect of Brand Placement Advertising: A Cross-Cultural Exploration of Cognitive Thinking System. *2017 Summer American Marketing Association Conference*, San Francisco, CA.
21. **Hwang, J.** (May 2017). Cobranding with Charities is 'COOL': Exploration of a Mechanism of Conspicuous Altruism in Consumers' Responses to Luxury Brands. *2017 The Mystique of Luxury Brand Conference*, Seoul, Korea.
20. Cho, Y-N & **Hwang, J.** (July 2016). Hungry For Answers: Misperceptions Arising From Sustainability Labeling. *2016 Academy of Marketing Science World Marketing Congress*, Paris, France.
19. **Hwang, J.** & Cho, Y-N. (July 2016). Consumers' Online Contents Sharing Behaviors. *2016 Academy of Marketing Science (AMS) World Marketing Congress*, Paris, France.
18. **Hwang, J.** (August 2016 Accepted). Consumers' Responses to Prosocial Loyalty Program. *2016 Summer American Marketing Association Conference*, Atlanta, GA.
17. Yun, Z-S. and **Hwang, J.** (April 2016). Determinants of Consumer eWOM Engagement: Moderating Role of Shopping Motives. *2016 American Collegiate Retailing Association Meeting*. New Jersey, NY.
16. **Hwang, J.** (August 2015). The Role of Value Perception in Young Consumers' Responses to Collaborative Consumption Services. *2015 Summer American Marketing Association Conference*, Chicago, IL.
15. Lee, H. & **Hwang, J.** (August 2015). Credence Attributes as Quality Cues for Organic Foods: Comparison between Light and Heavy Organic Food Buyers. *2015 Summer American Marketing Association Conference*, Chicago, IL.
14. **Hwang, J.** (March 2014). The Importance of Psychological Motivation of Older Consumers' Purchase Intention. *2014 American Collegiate Retailing Association Meeting*, Dallas, TX
13. **Hwang, J.** and Kandampully, J. (January 2013). Understanding the Impact of Service Provider CSR on Consumer Responses to Pro-social Loyalty Programs. *2012 Positive Marketing Conference*, New York, NY (**Finalist for Best Paper Award**).
12. **Hwang, J.** and Lutz, R. (August 2012). Understanding Consumer Reactions to Pro-social Loyalty Programs: The Role of CSR-driven Emotions and Trust. *2012 Korean Marketing Association Conference*, Kyungju, Korea.
11. **Hwang, J.** (August 2012). Effects of Social Entrepreneurship on Consumers' Company Evaluation. *2012 American Marketing Association Summer Educators' Conference*, Chicago, IL (poster presentation).
10. **Hwang, J.**, Stoel, L. and Chung, J. (March 2011). Spillover Effects in Corporate Social Responsibility (CSR) Communication: Exploring in CSR-oriented Private Brands. *American Collegiate Retailing Association 2011 Meeting*, Boston, MA.
9. **Hwang, J.** and Chung, J. (March 2011). Interrelationship among Business Ethics, Conflict, and Satisfaction in Channel Relationships. *American Collegiate Retailing Association 2011 Meeting*, Boston, MA.

8. **Hwang, J.** and Rudd, N. (October 2009). Moving from 'Push' to 'Pull' in Education: Harnessing Social Media for Teaching Net Generation. *Proceedings of International Textile and Apparel Association 2009 Annual Meeting*, Bellevue, WA.
7. **Hwang, J.** and Chung, J. (September 2009). Drivers of Consumers' Retailer Choice for Organic Food Products: Antecedents and Impact of Store-Organic Product Fit, *Proceedings of the American Marketing Science/American Collegiate Retailing Association (AMS/ACRA) 2009 Meeting*, New Orleans, LA.
5. **Hwang, J.**, Chung, J. and Jin, B. (November 2008). The Effects of Retailer Market Orientation and Supplier Market Intelligence in Building Retailer Long-Term Orientation, *Proceedings of the International Textile and Apparel Association 2008 Annual Meeting*, Chicago, IL.
4. **Hwang, J.** and Rudd, N. (November 2008). Teaching with Social Network Media: Effectiveness of the Computer-Mediated Tool, YouTube, *Proceedings of the International Textile and Apparel Association 2008 Annual Meeting*, Chicago, IL.
3. **Hwang, J.**, Im, H. and Ha, Y. (November 2007). Interactivity and eWord-of-Mouth in Online Apparel Websites, *Proceedings of the International Textile and Apparel Association (ITAA) 2007 Annual Meeting*, Los Angeles, CA.
2. **Hwang, J.**, Good, L. and Yun, Z. (November 2006). Handling Privacy Concern and Risk Perceptions of RFID, In J. R. Evans (Ed.), *Retailing 2006: Strategic Challenges in the New Millennium*, Volume XI 2006, *Proceedings of the 8th Triennial Conference of the Academy of Marketing Sciences & the American Collegiate Retailing Association (AMS&ACRA)*, (pp.102-107), Orlando, FL.
1. **Hwang, J.** and Good, L. (April 2006). Consumers' Perceptions of Innovative RFID Technology and the Role of Providing Information, In D. Burns (Ed.), *Proceedings of the American Collegiate Retailing Association (ACRA) 2006 Meeting*, Fayetteville, AK.

HONORS/AWARDS/MEDIA/GRANTS

Honors/Awards

University of North Carolina at Greensboro

2013 Fall – current

Margaret Van Hoy Hill Dean's Notable Scholar, Bryan School (2019-2021)
 Recognition for 2019 Faculty Excellence in Research and Creative Activity (*University level*)
Recipient of 2017-2018 UNCG Alumni Teaching Excellence Award (University level)
 Margaret Van Hoy Hill Dean's Notable Scholar, Bryan School (2016-2018)
 Recipient of 2017 Teaching Excellence Award, Bryan School
 Recipient of 2017 Junior Faculty Research Excellence Award, Bryan School
 Recognition of 2017 Faculty Excellence in Research and Creative Activity (University level)
 Finalist for 2016 Junior Faculty Research Excellence Award, Bryan School
 Nomination for 2016 Undergrad Research Mentor Award (University level)
 Recognition for 2016 Faculty Excellence in Research and Creative Activity (University level)

Ohio State University

Fall 2006 – Fall 2010

College Graduate Dissertation Fellowship (2009-2010)
 Dickey-Meacham Scholarship
 Graduate research and teaching assistantships

Michigan State University

Fall 2003 – Fall 2005

Mary Louise Gephart-Donnell Scholarship
 Research Enhancement Fellowship
 Graduate Office Scholarship

Hanyang University

1996 – 2001

Summa Cum Laude at college level (as the top student of the graduates)
 Four Full Scholarships (1st ranked student)

Two Honor Scholarships (2nd ranked student)

INVITED SPEECH/PRESENTATION (Academic, Practical, National & Global)

21. *Strategy of E-Commerce in the Era of COVID-19*, **Amazon Korea** (Virtual) October 2020
20. *Retail Strategy*, **Hyoseong**, Seoul, Korea July 2020
19. *Future of Retail*, **LG**, Seoul, Korea June 2020
18. *2020 Retail and Food Business Trend*, **The Ministry of Agriculture, Food and Rural Affairs**, Seoul, Korea November 2019
* The audience was 1000+ managers and executives of major Korean food manufactures and food retailers
17. *2020 Retail Trend*, **Korean Chainstores Association**, Seoul, Korea November 2019
* The audience was 500+ managers of major Korean retailers and manufactures
16. *Global HMR Trend*, **World Global Forum**, Seoul, Korea July 2019
15. *The Impact of AI on Consumer Life*, **50+ Korean**, Seoul, Korea July 2019
14. *Future of Retail Business*, **Nielson Korea**, Seoul, Korea June 2019
13. *Implications of Global Retail on Convenient Store*, **BGF Retail**, Seoul, Korea June 2019
12. *Future of Retail Business*, **GS Retail**, Seoul, Korea June 2019
11. *Implications of Technology Innovations to Franchise Business*, **Franchise Business Association**, Seoul, Korea June 2019
10. *Innovation-Based Retail Services*, **Incheon University**, Incheon, Korea May 2019
9. *Future of Retail Business*, **Inha University**, Incheon, Korea May 2019
8. *Global Retail Business*, **Sejong University**, Seoul, Korea May 2019
7. *Artificial Intelligence (AI) and Retail Business*, **Hanyang University**, Korea June 2018
6. *US and Global Retail Business*, **Korean Chainstores Association**, Korea June 2018
*The audience was 320+ executives and managers of major Korean retailers and manufacturers
5. *Toward Sustainable Business Growth: Strategic Approach*, **Hmart**, NJ, USA July 2017
*The audience was CEO and 22 top executives of Hmart, a global grocery retailer with \$1+ billion revenues, with 65 stores in the US, 12 in Canada, and 2 in UK.
4. *Senior Consumers: Why they matter and How to Approach Them*, **50+Korean**, Seoul, Korea June 2017
3. *Don't Refer to Me as Old or Aging: Understanding Older Consumers*, **GROWTH, UNCG** October 2016
* The presentation was for community and appeared as one of the biggest events in the series
2. *Marketing Perspectives for Non-Profit Sectors*. **Busan University**, Busan, Korea June 2016
1. *The Role of Gratitude in Consumer Responses to CSR*. **Hanyang University**, Seoul, Korea June 2014

TRADE PUBLICATIONS in Retail Magazine (For 14 Years, total 101 publications)

June 2007 - Present

Topics: U.S. Retail Industry Analysis, Consumer Trends, Innovative Retail Practices etc.

* *Retail Magazine*, a renowned monthly trade magazine published by *Korean Chainstores Association*

* *About 90+% are featured as a part of cover story in each magazine.*

101. **Hwang, J.** (October 2020). How to Entice Millennials and Gen Z Consumers. p. 34-37.
100. **Hwang, J.** (September 2020). Improving Brand Power through Collaborations. p. 38-41.
99. **Hwang, J.** (August 2020). Power of Contactless Retail: Walmart and Amazon. p. 40-43.
98. **Hwang, J.** (July 2020). Retail-as-a-Service: Revolution of Business Model. p. 34-37.
97. **Hwang, J.** (June 2020). Shopping App Differentiation Strategy. p. 34-37.
96. **Hwang, J.** (May 2020). Strengthening Food Sector. p. 34-37.
95. **Hwang, J.** (April 2020). COVID-19 Driven Changes in Consumer Trend. p. 38-41.
94. **Hwang, J.** (March 2020). Developing New Markets. p. 38-41.
93. **Hwang, J.** (January 2020). Review of 2019 Retail. p. 58-61.
92. **Hwang, J.** (October 2019). Beauty Retail Trends.
91. **Hwang, J.** (September 2019). Customer Loyalty in E-Commerce Membership.
90. **Hwang, J.** (August 2019). The Rise of Pop-Up Stores.

89. **Hwang, J.** (June 2019). The Evolution and Growth of Home Meal Replacement (HMR).
88. **Hwang, J.** (May 2019). Innovation in E-Commerce Distribution.
87. **Hwang, J.** (April 2019). Store Renewal Trends.
86. **Hwang, J.** (March 2019). 2019 Global Online and Offline Retail Business.
85. **Hwang, J.** (February 2019). Revolutionary Neighborhood Stores.
84. **Hwang, J.** (January 2019). Review of 2018 Retail Business.
83. **Hwang, J.** (October 2018). Eco-Friendly Packing Solution.
82. **Hwang, J.** (September 2018). Social Influencer Marketing.
81. **Hwang, J.** (August 2018). Innovation of Offline Retailers: New Concept Stores.
80. **Hwang, J.** (June 2018). The AI and New Technology in Retail.
79. **Hwang, J.** (May 2018). Meal-Kit Market: More Than Convenience and Health.
78. **Hwang, J.** (April 2018). Changing Drug Store Industry and Competitive Advantages of Merchandising and Private Brands.
77. **Hwang, J.** (March 2018). Leading Retailers and Emerging Retailer with Innovation.
76. **Hwang, J.** (January 2018). Review of 2017 US Retailing.
75. **Hwang, J.** (November 2017). The Downturn of Traditional Retailing?: Insights from Bankruptcy of Toy “R” Us.
74. **Hwang, J.** (September 2017). Evolution of Retailer-Manufacture Collaboration and Collaboration-Based Product.
73. **Hwang, J.** (July 2017). Post-Shopping Malls: Search for a New Direction.
72. **Hwang, J.** (June 2017). Will Amazon’s On-Demand Apparel Production Challenge Fast Fashion?
71. **Hwang, J.** (April 2017). Curation for Better Consumer Experiences
70. **Hwang, J.** (March 2017). IT Companies for Smart Retailing.
69. **Hwang, J.** (February 2017). The Transformation of Bookstores.
68. **Hwang, J.** (January 2017). 2016 US Retail Industry Analysis and 2017 Projection.
67. **Hwang, J.** (October 2016). Global Innovation of Convenience Stores.
66. **Hwang, J.** (May 2016). Shopping Innovation through Technology.
65. **Hwang, J.** (April 2016). Revolution in Drug Store Retailing.
64. **Hwang, J.** (March 2016). Powerfully Innovative: Innovation is the Answer for Growth.
63. **Hwang, J.** (February 2016). Agribusiness: Transformation to High Tech Business.
62. **Hwang, J.** (January 2016). 2015 Retail Business Review: PL, Health, Mobile and the Rise of O2O.
61. **Hwang, J.** (December 2015). Holiday Specials: Faster and More Proactive Promotions.
60. **Hwang, J.** (October 2015). Shopping for Gap in a Hotel Room? p. 54-57.
59. **Hwang, J.** (July 2015). Farmers’ Markets Are Growing. p. 42-45.
58. **Hwang, J.** (June 2015). Whole Foods Market and Wegmans: Transformation of Boring Stores to Fun Shopping Places. p. 42-45.
57. **Hwang, J.** (May 2015). Google Glass in Cosmetic Product Demonstrations. p. 44-47.
56. **Hwang, J.** (March 2015). Connected Store, Curation Supermarket: Next-Generation Shopping Services. p. 36-39.
55. **Hwang, J.** (February 2015). Fashionable Wearable is Rising. p. 50-53.
54. **Hwang, J.** (January 2015). Membership Wholesale Club and Supercenters Succeeded. p. 72-75.
53. **Hwang, J.** (December 2014). IKEA’s Success in the US: Embracing Local Culture. p. 48-51.
52. **Hwang, J.** (October 2014). Total Renewal of Macy’s Flagship Store in New York. p. 48-51.
51. **Hwang, J.** (September 2014). Retailers Selling Bicycle near Pet Products?: Innovative Life Style Shops. p. 44-47.
50. **Hwang, J.** (August 2014). US Policy on Green-House Gases. p. 132-133.
49. **Hwang, J.** (June 2014). Min-Walmart, Micro Target: Slimed Retail Business Trend. 44-47.
48. **Hwang, J.** (May 2014). Home Meal Replacement Trend. 40-43.
47. **Hwang, J.** (April 2014). Unique Online Shopping Malls Fight against Amazon. 40-42.
46. **Hwang, J.** (March 2014). Strong Retailers through Cost Reduction and Private Brand Power. 36-39
45. **Hwang, J.** (January 2014). Struggling Discount Stores. 64-67.

44. **Hwang, J.** (December 2013). Harnessing Price Match and Reverse-Showrooming to Fight Against Online. 54-57.
43. **Hwang, J.** (October 2013). Store Collaboration Race Over Mini-Store: Apple vs. Samsung. 56-59.
42. **Hwang, J.** (August 2013). 'Zero Energy' Challenge: Use of Less Energy-Intensive Innovative Technology. 52-55.
41. **Hwang, J.** (June 2013). Walmart Launches Cosmetic PB Targeting Teenagers. 52-55.
40. **Hwang, J.** (May 2013). Collaboration for Being Competitive: Collaboration between No. 1 and No. 2 in the Outlet Business. 58-61.
39. **Hwang, J.** (April 2013). CVS for Pharmacy, Walgreen for Medical Service. 56-59.
38. **Hwang, J.** (March 2013). Walmart and Loblaw: Keeping No. 1 Place. p. 50-53.
37. **Hwang, J.** (February 2013). Hit Product Keyword: Health, Ethical Consumption, and Mobile. p. 58-61.
36. **Hwang, J.** (January 2013). Review and Projection of 2013 Retail Business. p. 74-77.
35. **Hwang, J.** (December 2012). Surviving in the Tough Economy: The Rise of Second-Hand Stores. p. 67-69.
34. **Hwang, J.** (October 2012). From Baby Boomers to Millennials: Targeting Different Generations. p. 70-73.
33. **Hwang, J.** (August 2012). Encouraging Energy Management through Attractive Tax Benefit. p. 64-67.
32. **Hwang, J.** (June 2012). Upgraded Quality of HMR Partnering with Specialty Restaurants. p. 64-67.
31. **Hwang, J.** (May 2012). Home Improvement Trend: Home Depot Even Selling Wind Power Turbine. p. 62-65.
30. **Hwang, J.** (January 2012). Review of 2011 Business: Consumers Want Low Price. p. 142-144.
29. **Hwang, J.** (October 2011). The Current and Future of Organic Food Market. p. 44-47.
28. **Hwang, J.** (August 2011). Energy Saving as a Must for Retailers.
27. **Hwang, J.** (May 2011). The Impact of Japanese Tsunami on the US retailing.
26. **Hwang, J.** (April 2011). Guiding Consumer Health for 24/7: Drugstore Business Trend. p. 70-73.
25. **Hwang, J.** (February 2011). The Role of Over-the-Counter (OTC) in the US retailing.
24. **Hwang, J.** (January 2011). Being Stingy on Commodity While Exciting on the Apple Products. 144-146.
23. **Hwang, J.** (December 2010). Review of 2010 US Retail Industry.
22. **Hwang, J.** (November 2010). Rising Market Share of Private Label, Maintaining Rising Trend is What Matters. p. 66-68.
21. **Hwang, J.** (September 2010). Multichannel Retail Strategy. p. 45-47.
20. **Hwang, J.** (August 2010). Cross-Communication between On-Off Channels. p. 66-67.
19. **Hwang, J.** (June 2010). Innovative Promotions Attract Consumers. p. 138-139.
18. **Hwang, J.** (April 2010). Customer Complaint, Proactive Expressing and Responding Help Business Growth. p. 60-63.
17. **Hwang, J.** (January 2010). 2009 US Retail Industry Review: Too Tough Economy. p. 74-76.
16. **Hwang, J.** (November 2009). Green Consumerism in Economic Downturn. p. 62-64.
15. **Hwang, J.** (September 2009). New Consumer Trend, Transumerism. p. 140-142.
14. **Hwang, J.** (July 2009). Green Consumption Becomes Global Trend. p. 71-72.
13. **Hwang, J.** (May 2009). Small Fun for Gloomy Consumers: Retailers Promotions in Holiday Season.
12. **Hwang, J.** (March 2009). The Power of African-American Consumer. p. 142-144.
11. **Hwang, J.** (January 2009). Beat the Recession: Retailers' Promotion. p. 136-138.
10. **Hwang, J.** (December 2008). The Current of US Retail Market. p. 68-71.
9. **Hwang, J.** (October 2008). President Election Marketing Strategy. p. 138-140.
8. **Hwang, J.** (July 2008). Fuel-Based Marketing. p. 140-142.
7. **Hwang, J.** (May 2008). Multi-Channel Strategy. p. 67-69.
6. **Hwang, J.** (April 2008). Market Leaders in Health Supplement Markets. p. 68-70.
5. **Hwang, J.** (March 2008). Ice Cream War: Pinkberry vs. Redmango. p. 138-139.
4. **Hwang, J.** (December 2007). Success of Supermarket. p. 64-67.
3. **Hwang, J.** (October 2007). Trading up in US Supermarkets: Trade Joe's. 136-138.
2. **Hwang, J.** (August 2007). Premium Outlet: The Secret of Strong Growth. p. 142-144.
1. **Hwang, J.** (June 2007). Costco vs. Sam's Club: Two Leaders in Membership Whole Sale Club Retailing. p. 140- 142.

PRACTICAL PUBLICATIONS, MediaSR (Total 39 Columns, written in Korean)

2017 - 2019

**MediaSR is one of the most prestigious organizations regarding corporate social responsibility in Korea.*

39. **Hwang, J.** (December 31, 2019). AI and Isolated Humans.
38. **Hwang, J.** (October 29, 2019). The Inclusiveness as Topic in the U.S. Political Campaign.
37. **Hwang, J.** (August 30, 2019). Pursuing Health and Social Value in Food Retailing.
36. **Hwang, J.** (August 6, 2019). Pro-Environmental City Seattle
35. **Hwang, J.** (April 24, 2019). The Fall of Silicon Valley Mythology.
34. **Hwang, J.** (March 22, 2019). Facebook AD Algorithm: Ethical Perspectives.
33. **Hwang, J.** (March 5, 2019). Controversies over Amazon's Pursuit of New York Headquarters.
32. **Hwang, J.** (February 11, 2019). CSR as the Mainstream in Superbowl Ads.
31. **Hwang, J.** (January 24, 2019). Convenience for Ethical Consumption: Mobile App Approach.
30. **Hwang, J.** (November 22, 2018). REI with Store Closing during the Biggest Shopping Season, Black Friday.
29. **Hwang, J.** (October 26, 2018). Package Free: Practicing Zero-Waste Life Style.
28. **Hwang, J.** (October 4, 2018). Amazon's minimum wage increase.
27. **Hwang, J.** (September 21, 2018). Lessons from the Failure of Panera Community Café, Panera Cares.
26. **Hwang, J.** (September 10, 2018). Brand Belief and Consumer Belief: Either Coexisting or Conflicting.
25. **Hwang, J.** (July 27, 2018). The Role of CEO's Ethical Leadership.
24. **Hwang, J.** (July 16, 2018). Application of Nudge Theory to the Use of Plastic Products.
23. **Hwang, J.** (July 4, 2018). Hidden Issues of K-Cup Coffee.
22. **Hwang, J.** (June 27, 2018). Paradox of Good Company: Good Intention is Not Enough.
21. **Hwang, J.** (June 12, 2018). The Ban of IKEA's Single-Use Plastics.
20. **Hwang, J.** (June 4, 2018). Alex Eavesdropping of Human Conversation?
19. **Hwang, J.** (May 15, 2018). Implications of Gapjil of CEOs.
18. **Hwang, J.** (April 26, 2018). Artificial Intelligence (AI) in Our Lives: The Current and Ethical Issues.
17. **Hwang, J.** (April 11, 2018). Amazon vs. Trump: Issues surrounding Conflicts between Companies and
16. **Hwang, J.** (March 27, 2018). Facebook, It's the Matter of Trust.
15. **Hwang, J.** (March 20, 2018). Convenient or Dangerous Self-Driving?: Self-Driving Cars.
14. **Hwang, J.** (March 13, 2018). Public Opinions about Gun Control and US Companies' Actions.
13. **Hwang, J.** (February 28, 2018). Cause-Related Marketing: Why It Fails.
12. **Hwang, J.** (February 20, 2018). Conventional Donation vs. Fun Donation Campaign.
11. **Hwang, J.** (February 19, 2018). Millennials and CSR.
10. **Hwang, J.** (February 7, 2018). The Ad Trend in Super bowl: Companies' Sharing and CSR.
9. **Hwang, J.** (January 30, 2018). Pursuing Humanism through Innovative Technology.
8. **Hwang, J.** (January 24, 2018). Would the CSR Practices Differ across Culture?
7. **Hwang, J.** (January 9, 2018). Firms' Donation, How to Create More Positive Impact.
6. **Hwang, J.** (January 4, 2018). Implications of Academic Research on CSR.
5. **Hwang, J.** (December 20, 2017). Lessons Learned from Failures of CSR.
4. **Hwang, J.** (December 7, 2017). Best CSR Companies in 2017.
3. **Hwang, J.** (November 29, 2017). CSR Communication – Diversified Media and Transparency are the Key.
2. **Hwang, J.** (November 17, 2017). Is Digital Marketing of CSR Possible?
1. **Hwang, J.** (November 8, 2017). CSR Reporting: Why and How.

TEACHING EXPERIENCE

Teaching Interests: Retailing, Promotion Management, Marketing Research, Digital Marketing Analytics, International Marketing (Teaching Experiences for **Both** Undergraduates and Graduates)

University of North Carolina-Greensboro, USA

Fall 2013 – current

MKT 422 Marketing Research (Marketing Core Class, Business Undergraduate)

MKT 326 **Introduction to Retailing** (Business Undergraduate)
MKT 421 **Promotion Management** (Business Undergraduate)
MKT 743 **Digital Marketing Analytics** (MBA, to be offered in Spring 2021)

Aalto University, Finland

MLI26C721 **International Marketing Strategy** (Business Undergraduate) February-March 2013
: Intensive class 3 hours/day, 5 day for 3 weeks)

University of Florida, USA

GEB 6366 **Fundamentals to International Business (Business Graduate)** August 2010 – May 2013

Ohio State University, USA

Instructor Winters 2008 & 2009
TXTL & **Appearance, Dress and Cultural Diversity** (5 credit, total of 160
CLO 372 undergraduate)
Guest Lecturer/Teaching Assistant for Retailing and Global Consumers Fall 2006 – Fall 2008

PROFESSIONAL EXPERIENCE

INDUSTRY WORK EXPERIENCE

Columnist, Retail Magazine (For 14 Years, total 100 Monthly Columns) June 2007 - current
* Retail Magazine: a renowned Korean magazine published monthly by Korean Chainstores Association

Columnist, Dong-a Business Review (DBR) January 2020 – current
* DBR is a prestige Korean magazine compatible to HBR in the U.S.

Columnist, Media SR (total 37 columns) November 2017 - current
Write columns on current prosocial U.S. business practices (e.g., CSR cases, CSR communication, CSR reporting, social enterprise etc.)

Professional Project Partner in Global Domain, KOSRI Fall 2015
Conduct research on social enterprise and crowdfunding

Speaker & Coordinator (Invited), Workshop, Korean Chainstores Association Chicago, USA
Led one-week workshop focusing on US retail strategy November 2010
Participants were 30 executives of leading Korean manufacturers and retailers (e.g., Samsung/Tesco)
* This workshop was affiliated with Korean Ministry of Knowledge Economy

Market Researcher, Samsung Tesco January 2008 – 2009
Analyzed the US retail market and wrote market analysis reports
* Samsung Tesco: The second largest retailer in Korea, JV with Tesco, UK

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

Merchandiser, Mido Co., Ltd. Seoul, Korea
Charged with sales data analysis and marketing strategy development November 2000 – 2001
Conducted research on product market and competitor landscape
Worked with manufacturing companies and conducted inventory management
* Mido: One of 5 major men's apparel companies in Korea

Executive Member, Innovator; On & Off-line business consulting community, Seoul, Korea 2003 – 2008
Provided educational seminars regarding customer relationship management (CRM), marketing strategy, and business consulting

SERVICE/PROFESSIONAL AFFILIATIONS

Service, The University of North Carolina at Greensboro	
Research Grant Reviewer (University level service)	Spring 2020
Graduate Program Committee (College level service)	Fall 2019-current
Faculty Search Committee (tenure-track assistant professor)	Summer 2018
CTLE committee (College level service)	Spring 2018
Professional Development Committee (University-Level Service)	Fall 2017 - current
Planning and Faculty Development Committee	Fall 2013 - current
Undergraduate Curriculum Committee	Spring 2014 - current
Spartan Showcase	Fall 2017
Faculty Search Committee (tenure-track & full-time lecturer position)	Spring & Fall 2016
National Council of University Research Administrators	Fall 2015
Faculty Research Advisor, Dana Graefe,	
Faculty Research Advisor, Eun-Jee Im for Research Presentation at URSCO	Spring 2015

Service, The Ohio State University	
Delegate, Council of Graduate Students	Winter 2007 - Summer 2009
Organization committee, 24th Hayes Research Forum	Spring 2009
President, Korean Student Association in Consumer Sciences	2008

Professional Memberships

American Marketing Association
 American Collegiate Retailing Association
 Korean Marketing Association

Manuscript Reviewer Experiences (National/International)

Academic Journals

Journal of the Academy of Marketing Science
 Journal of Service Management
 Journal of Business Research
 Journal of Public Policy and Marketing
 Electronic Commerce Research
 Total Quality Management & Business Excellence
 Journal of Consumer Marketing
 British Food Journal
 International Review of Retail, Distribution and Consumer Research
 Asia Pacific Journal of Marketing & Logistics
 Journal of Consumer Affairs
 Journal of Consumer Research (*Reviewer trainee*)

Academic Conferences

American Marketing Association (AMA) Conference
 American Collegiate Retailing Association (ACRA) Conference
 Academy of International Business (AIB) Conference
 American Marketing Science (AMS), and AMS World Marketing Congress

Global/Industry Level Service

Global Advisory, KIA Motors.

August 2020 - Current

Global Council, Lotte Department Store

2018 - 2019

* Lotte Department Store is #1 Department store in Korea

Board of Directors, Fashion Business Association (Korea)

2015 - current

MEDIA EXPOSURE (Besides Retail Magazine with 100+ columns for 14 years)

- *The Rise of DTC(Direct-to-Consumer) Business, Donga Business Review (DBR)* October 2020
- *Contactless Retail Strategy: Enhance Physital Experience, Donga Business Review (DBR)* September 2020
- *Disconnect to Reconnect: Digital Detox, Donga Business Review (DBR)* August 2020
- *Why Has Robot Restaurant Failed, Donga Business Review (DBR)* May 2020
- *How to Survive: Offline Store Strategy, Donga Business Review (DBR), Korea* February 2020
** Donga Business Review is considered as Korean version of Harvard Business Review.
- *Earth Fare Failure: How It Happened, The Ashville-Citizen Times (USA Today Network), USA* February 10, 2020
- *Future of Retail Business. Jainuri Business Institute. Seoul, Korea* July 2019
- *Pursuit of Career Success. JobsN, Seoul, Korea* June 2019
- *The Global Retail Trend. The Buyer, Seoul, Korea* June 2019
- *The Future of Retail Business. MBC Economics, Seoul, Korea* May 2019
* MBC is one of the 3 major broadcasting companies in Korea
- *What Will Drive Future of Retail? LSM, Seoul, Korea* May 2019
- *Future of Retail. Weekly Donga, Seoul, Korea* May 2019
- *Toy's R Us Coming Back? WFMY CBS TV, USA* October, 3, 2018
- *Current and Prospect of US Retail Business, Fox TV, USA* August 3, 2018
- *Department Stores Fight to Compete, Spectrum News, USA* April 15, 2018
- *UNCG Expert: Here are the Retail Trends to Expect in 2018 Triad Business Journal* January 15, 2018
- *Wage at Retailers, CNBC, USA* September 25, 2017
- *Recipient of Teaching and Research Excellence Award, Bryan School Magazine, UNCG* Fall 2017
- *Science of Shopping, NEWS2 (TV), Greensboro, USA* May 2016
- *Women Power in Global Scope, Hanyang University, Seoul, Korea* April 18, 2014
- *UNCG Students Get Real World Experience at Fresh Market, Campus Weekly, UNCG* November, 2013
- *4th Place in National Competition on Ethical Consumption, Hangyerdae Newspaper, Seoul, Korea* 2012

PROFESSIONAL DEVELOPMENT

- 2020 Research Development Workshop by Journal of Marketing, AMA, San Diego, USA February 2020
- 2020 National Retail Federation's Retail Big Show, New York, USA January 2020
- 2019 Korean American Leadership Conference September 2019
- Teaching Digital Marketing Analytics, 2019 AMS, Vancouver, Canada May 2019
- AI Summit, Seoul, Korea December 2018
- Blockchain and Social Impact, Seoul, Korea June 2018
- CSR Conference, Seoul, Korea May 2018
- Windows 10, UNCG June 2017
- CSR Conference, Seoul, Korea May 2017
- Text-Mining & Machine Learning, Columbia University April 2017
- Local Food Impact, Washington D.C. April 2017
- SimplyMap, UNCG February 2017
- WebEx: UNCG's new Synchronous Learning Management System, UNCG October 2016
- Media Training, University Relations, UNCG October 2016

Plagiarism and Turnitin, UNCG	October 2016
New Faculty Director Workshop, UNCG	October 2016
9 th Global Forum – Industry 4.0, Seoul	June 2016
Preparing Your Dossier for Promotion and Tenure, UNCG	April 2016
Roundtable Discussion about Online Teaching, UNCG	February 2016
PLS-SEM Workshop, Elon University	February 2016
Faculty Mentoring Program, UNCG	Fall 2014-Spring 2015
Grant Resources (4 Series), UNCG	Fall 2014
Grant Community, UNCG	Fall 2013 - Spring 2014
Sustainability Workshop, UNCG	August 2013
Blackboard Workshops, UNCG	August 2013
SPSS workshop, University of Florida	January 2013
Teaching excellence, University of Florida	April 2012
Teaching workshop: International Business, University of Memphis	June 2010
Grant workshops, Ohio State University	Winter 2008 – Spring 2009
Teaching workshops, Ohio State University	Autumn 2006 - 2009
Workshops on Web-technology, Ohio State University	Autumn 2006 - 2008

GRANTS (all funded except for ones specified)

- **Hwang, J.** 2020 ALDI Project. Bryan School of Business & Economics. UNCG.
- **Hwang, J.** 2019-2021 Margaret Van Hoy Hill Dean's Notable Scholar, Bryan School of Business & Economics. UNCG. \$10,000.
- **Hwang, J.** Consumer Responses to AI-Services. 2019 Faculty First Award, UNCG. \$5,000.
- **Hwang, J.** Cross-Cultural Exploration of Consumer Responses to AI-Services, 2019 Kohler Grant, UNCG. \$1,000.
- **Hwang, J.** 2019 Scholar's Travel Grant, UNCG. \$500.
- **Hwang, J.** 2017 International Grant, IPC, UNCG. \$700.
- **Hwang, J.** 2016 International Grant, IPC, UNCG. \$700.
- **Hwang, J.** 2016 Scholar's Travel Grant, UNCG. \$500.
- **Hwang, J.** 2016-2018 Margaret Van Hoy Hill Dean's Notable Scholar, Bryan School of Business & Economics. UNCG. \$10,000.
- **Hwang, J.** Cross-Cultural Analysis of Consumer Charitable Behaviors, 2015 Kohler Grant. UNCG. \$1,000.
- **Hwang, J.** Consumers` Purchases of Local Foods at Farmers` Markets. 2015 USDA Grant, National Institute of Food and Agriculture (NIFA), \$152,597 (PI) (not funded).
- **Hwang, J.** Understanding Consumer Responses to Multi-tier Private Brands. 2015 New Faculty Grant, UNCG. \$4,000.
- **Hwang, J.** 2015 Scholar's Travel Grant, UNCG. \$500.
- **Hwang, J.,** Consumer Experiences and Adoption of Sharing Economy, 2014-2015 Dean's Research Scholars Program, Bryan School of Business & Economics. UNCG, \$3,000.
- **Hwang, J.** The Importance of Extrinsic Cues of Private Brand in Multi-tier Private Brands. 2014 Marketing Science Institute Standard Grant. \$14,834 (PI) (not funded).
- **Hwang, J.** Customer Equity of Pro-social Private Brand. 2013-2014 Dean's Research Scholars Program, Bryan School of Business and Economics, UNCG. \$3,000.

