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Education
Ph.D., The Ohio State University, 2005, Consumer Sciences (Minors: Marketing / Quantitative Psychology)
M.S., Iowa State University, 2001, Textiles and Clothing (Minor: Business Administration)

Teaching: Innovation in Retail and Consumer Experiences
- Undergraduates: Innovation in Retail and Consumer Experiences; Retail Management; Merchandise Planning and Control
- Graduates: Research Methods; Branding Research; Conversational AI Agent Research in Consumer and Design Sciences

Research: Designing Innovations for Enhancing Retail Business Performance and Consumer Experience
- *Artificial Intelligence (AI) in Consumer Environments*: Conversational AI design and analysis for optimizing cognitive and social assistance to support consumer information processing and decision making in phygital (physical + digital) environments; Consumer and industry perceptions and acceptance of AI; Machine learning and data analytics for enhancing customer service.
- *Innovations in Branding and Merchandising*: Branding in social media for boosting customer engagement; Immersive/interactive technology (e.g., VR/AR) for optimal branding and merchandising in actual and virtual consumption environments

Selected Publications:
- Chattaraman, V., **Kwon, W.-S.**, Ross, K., Sung, J., Alikhademi, K., Richardson, B., & Gilbert, J. E. (2024). Smart' choice? Evaluating AI-based mobile decision bots for in-store decision-making. *Journal of Business Research, 183*, 114801. https://doi.org/10.1016/j.jbusres.2024.114801
- Harrison, E. N. B., & **Kwon, W.-S.** (2023). Brands talking on events? Personifying brands to drive consumer engagement in real-time marketing on Twitter based on brand-event congruence. *Journal of Product and Brand Management, 32*(8), 1319-1337. https://doi.org/10.1108/JPBM-10-2022-4180
- Chang, J. Y., & **Kwon, W.-S. (**2022). E-store-brand personality congruence for multichannel apparel retail brands. *Journal of Fashion Marketing and Management, 26*(1), 159-178. https://doi.org/10.1108/JFMM-08-2019-0167
- **Kwon, W.-S.,** Woo, H., Sadachar, A., & Huang, X. (2021). External pressure or internal culture? An innovation diffusion theory account of small retail businesses' social media use. *Journal of Retailing and Consumer Services, 62*, 102616. https://doi.org/10.1016/j.jretconser.2021.102616
- Ross, K., **Kwon, W.-S.**, Westrick, S., Kader, M. S., Zhao, Y., & Huang, X. (2021). Medicare plan decisions: What strategy do older adults use for e-healthcare decision-making and what intelligent assistance do they need? *Communications in Computer and Information Science, 1419*, 265-272. https://doi.org/10.1007/978-3-030-78635-9_41
- Chattaraman, V., **Kwon, W.-S**., Ross, K., & Gilbert, J. (2019). Should AI-based, conversational digital assistants employ social- or task-oriented interaction style? A task-competency and reciprocity perspective. *Computers in Human Behavior, 90*, 315-330. https://doi.org/10.1016/j.chb.2018.08.048
- **Kwon, W.-S.**, Chattaraman, V., Ross, K., Alikhademi, K., & Gilbert, J. E. (2018). Modeling conversational flows for in-store mobile decision aids. *Communications in Computer and Information Science, 852*, 302-308. https://doi.org/10.1007/978-3-319-92285-0_42
- **Kwon, W.-S.**, Englis, B., & Mann, M. (2016). Are third-party green-brown ratings believed? The role of prior brand loyalty and environmental concern. *Journal of Business Research, 69*(2), 815-822. https://doi.org/10.1016/j.jbusres.2015.07.008

Selected Grants:
- **Kwon, W.-S.** (2022-2026). Alabama Agricultural Experiment Station (AAES) Hatch Grant, USDA. "Conversational AI Technology: Cognitive and Social Aids for Alabama Rural Seniors' Effective E-Health Decisions."
- **Kwon, W.-S.**, & Westrick, S. (2019-2022). Intramural Grant Program – Interdisciplinary Team Research Grant. Auburn University, "Designing an Intelligent Decision Assistant for E-Healthcare Decision Tools for Older Adults: Application for Medicare Plan Finder."
- Chattaraman, V., **Kwon, W.-S.**, & Gilbert, J. (2015-2019). National Science Foundation, "CHS: Small: Collaborative Research: Mobile Language-Based Aids for Intelligent Decisions."
- Gilbert, J. E., Chattaraman, V., & **Kwon, W.-S.** (2009–2013). National Science Foundation, "HCC: Small: Conversational Agents in Web-Based Consumer Environments Designed for Older Users."
- **Kwon, W.-S.**, Englis, B. G., & Solomon, M. (2008-2009). U.S. Department of Commerce - National Textile Center, "A Visual Approach to the Assessment of Apparel Brand Personality and Its Relationship to Brand Equity."

Professional Memberships:
International Textile and Apparel Association (ITAA); American Collegiate Retail Association (ACRA); American Marketing Association (AMA); Association of Collegiate Marketing Educators (ACME); Association for Computing Machinery (ACM); Human-Computer Interaction Institute (HCII)

Selected Honors and Awards:
ACME Best Paper Award (2024); Federation of Business Disciplines Distinguished Paper Award (2024); AMA/ACRA Overall Best Paper Award (2021); ITAA Paper of Distinction Awards (2010, 2011, 2013, 2019, 2020); Educators for Socially Responsible Apparel Practices Research Award, ITAA (2018); HCII Best Poster Paper Award (2018); People's Choice Award and Best Poster Award for Faculty Engagement, Engagement Scholarship Consortium Conference (2017); National Textile Center (NTC) Director's Awards for Research Excellence (2007, 2009)