

# **Sang-Eun Byun , Ph.D.**

*Associate Professor*

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Ph.D. Michigan State University, 2006, Retailing  
M.S. Kyung-Hee University, 1998, Fashion Marketing  
B.S. Andong National University, 1996, Clothing and Textiles

## **Scholarly Interests**

My research interests include consumer psychology and decision making in online and offline retail settings; shopper marketing and customer experience creation strategies; and global retailing/sourcing with an emphasis on the apparel retail industry.

## **Courses Taught**

CADS 7690 Consumer Theory for Apparel and Interior Products  
CADS 5600/6600 Global Sourcing in Apparel and Textiles  
CADS 5610/6610 Global Retailing in Textiles and Apparel  
CADS 5760/6760 Fashion Analysis and Forecasting  
CADS 2760 Visual Merchandising  
CADS 7990 Research & Thesis  
CADS 8990 Research & Dissertation  
CADS 7980 Graduate Project  
CAHS 7900 Directed Studies  
CAHS 7910 Supervised Teaching  
CADS 4980 Undergraduate Research in Consumer and Design Sciences  
CADS 4900 Undergraduate Teaching Assistant Experience  
CAHS 3900 Directed Studies

## **Honors and Awards**

- *Alumni Undergraduate Teaching Excellence Award*, Auburn University Alumni Association (2013)
- *Nominated for Paper of Distinction Designation*, the Merchandising/Retailing II. Visual & Promotion track, The International Textile and Apparel Association (2011)

- *Outstanding Paper Award*, The Literati Network Awards for Excellence 2011, *Asia Pacific Journal of Marketing and Logistics*, Emerald Group Publishing Limited. (2011)
- *Best Paper Award*, The American Collegiate Retailing Association, New York, USA (2008)
- *The Daniel F. Breeden Endowed Grant*. The Biggio Center for the Enhancement of Teaching and Learning, Auburn University (2008)
- *Selected as One of Best Papers*, The European Association of Education and Research in Commercial Distribution, Saarbruecken, Germany (2007)
- *The Grant Institute Certificate of Achievement*, Institute for Communication Improvement (2007)
- *Dissertation Completion Fellowship*, College of Communication Arts and Sciences, Michigan State University (2006)
- *Developing Professional Award*, College of Human Ecology, Michigan State University (2005)
- *Mary Louise Gephart-Donnell Scholarship*, College of Human Ecology, Michigan State University (2004)
- *Selected as One of Best Papers*, ACRA/EAERCD Retailing Conference, Paris, France (2003)
- *Janet Loria Endowed Scholarship*, College of Human Ecology, Michigan State University (2003)
- *Phi Beta Delta Honor Society for International Scholars*, Michigan State University (2003)
- *Kappa Omicron Nu Honor Society*, Michigan State University (2002-2004)
- *Janet Lee Scholarship*, College of Human Ecology, Michigan State University (2002)
- *Graduate Fellowship*, College of Human Ecology, Michigan State University (2001)
- *Academic Excellence Award*, College of Human Ecology, Michigan State University (2000)

### **Refereed Journal Publications**

- Manveer, M., **Byun, S.-E.**, & Li, Y. (in review). Acclimatizing to the recession: A grounded theory perspective of the U.S. retail industry's realignment strategies between 2008 and 2011. *Journal of Business Research*.

- Manveer, M., Kwon, W., **Byun, S.-E.** (in review). Need for distinctiveness and acculturation: Drivers for young urban Indian consumers' adoption of Western retail formats for Western brand purchases.
- Long, S., **Byun, S.-E.**, & Mann, M. (in review). The Chinese Little Emperor generation's preference for brand prominence: The impact of susceptibility to normative influence and perceived interpersonal values of luxury consumption.
- Mann, M., **Byun, S.-E.**, Kim, H.-J., & Hoggie, K. (in press). Top Apparel companies' corporate social responsibility communications on the Websites: Range, strategies, problems and opportunities. *Journal of Business Ethics*. DOI: 10.1007/s10551-013-1766-3.
- **Byun, S.-E.**, Kim, H.-J., & Duffey, M. (2012). A multi-course collaborative project within a global context: Multi-dimensional learning outcomes for merchandising and interior design majors. *Clothing and Textiles Research Journal*, 30(3), 200-216.
- **Byun, S.-E.**, & Sternquist, B. (2012). Here-today-gone-tomorrow: Consumer reactions to perceived limited availability. *Journal of Marketing Theory and Practice*, 20(2), 223-234.
- **Byun, S.-E.**, & Mann, M. K. (2011). Influence of others: The impact of perceived human crowding on perceived competition, emotions and hedonic shopping value. *Clothing and Textiles Research Journal*. 29(4), 284-297.
- **Byun, S.-E.** (2011). Consumer response to seller-induced perishability: Perceived desirability, urge to buy, and purchase acceleration. *International Journal of Costume and Fashion*, 11(2), 53-64.
- Mann, M. K., & **Byun, S.-E.** (2011). Assessment of five competitive forces of the Indian apparel retail industry: Entry and expansion strategies for foreign retailers. *Journal of Textile and Apparel, Technology and Management*, 7(2), 1-14.
- **Byun, S.-E.**, & Sternquist, B. (2011). Fast fashion and in-store hoarding: The drivers, moderator, and consequence. *Clothing and Textiles Research Journal*, 29(3), 187-201.
- Byun, S., & **Byun, S.-E.** (2011). Exploring perceptions toward biometric technology in service encounters: A comparison of current users and potential adopters. *Behavior & Information Technology*. First published online March 24 2011 DOI: 10.1080/0144929X.2011.553741.
- Mann, M. K., & **Byun, S.-E.** (2011). Accessing apparel retail opportunities in India: Porter's Diamond Approach. *Journal of Fashion Marketing and Management*, 15(2), 194-210.
- **Byun, S.-E.**, & Sternquist, B. (2010). Reconceptualization of price mavenism: Do Chinese consumers get a glow when they know? *Asia Pacific Journal of Marketing and Logistics*, 22(3), 279-293. WON OUTSTANDING PAPER AWARD

- **Byun, S.-E.**, & Sternquist, B. (2008). The antecedents of in-store hoarding: The measurement and application in the fast fashion retail environment. *The International Review of Retail, Distribution, and Consumer Research*, 18(2), 133-147.
- Sternquist, B., **Byun, S.-E.**, & Jin, B. (2004). The dimensionality of price perceptions: A cross-cultural comparison of Asian consumers. *The International Review of Retail, Distribution, and Consumer Research*, 14(1), 83-100.
- Byun, S., & **Byun, S.-E.** (2003). A study on effective online advertising. *Korea Internet Business Research*, 4(1), 119-131.
- **Byun, S.-E.**, & Kim, I. (1999). The effectiveness of negative appeal advertisements: Focusing on apparel ads with social issues. *Journal of the Korean Society of Clothing and Textiles*, 23(7), 953-954.

### **Invited Industry Publications**

- Ulrich, P., & **Byun, S.-E.** (2008). Textile industry (2nd edition). In *The encyclopedia of rural America: The land and people* (Vol. 2, pp. 974 ~ 977). NY: Grey House Publishing.
- **Byun, S.-E.** (2007). 3D virtual store: Creating new e-shopping culture, *Retail DB*, available at [www.retaildb.or.kr](http://www.retaildb.or.kr)

### **Invited Interview Related to Research**

Khazan, O. (2011, November 23). New research reveals the reasons we shop on Black Friday. *The Washington Post*, Available at

[http://www.washingtonpost.com/business/on-small-business/new-research-reveals-the-reasons-we-shop-on-black-friday/2011/11/23/gIQA9lghoN\\_story.html](http://www.washingtonpost.com/business/on-small-business/new-research-reveals-the-reasons-we-shop-on-black-friday/2011/11/23/gIQA9lghoN_story.html)

### **Refereed Presentations with Published Papers or Abstracts**

- **Byun, S.-E.**, Johnson, O., & Kim, H. (2014). Small retailers' perceived competition, strategies, and challenges. Paper presented at the American Collegiate Retail Association Annual Conference, Dallas, TX, USA.
- Ginder, W. & **Byun, S.-E.** (2014). A conceptual framework for the role of online CSR communication methods. Paper presented at the American Collegiate Retail Association Annual Conference, Dallas, TX, USA.

- Manveer, M., **Byun, S.-E.**, & Li, Y. (2014). Acclimatizing to the recession: A grounded theory perspective of the U.S. retail industry's realignment strategies between 2008 and 2011. Paper presented at the American Collegiate Retail Association Annual Conference, Dallas, TX, USA.
- Kim, H.-J., **Byun, S.-E.**, Choi, S., & Park, J. (2013). Multi-cultural, multi-course collaborative project: Learning outcomes and project impact. Abstract to be published in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, New Orleans, LS, USA.
- Kim, H.-J., **Byun, S.-E.**, Choi, S., & Lee, K. (2013). The use of Facebook in a multi-course collaborative project in a cross-cultural context. Abstract to be published in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, New Orleans, LS, USA.
- Li, Y., Kwon, W.-S., & **Byun, S.-E.** (2013). Effects of app name suffixes and app information quality on consumers' perceived app value. Abstract to be published in *Proceedings of the International Textile and Apparel Association*, New Orleans, LS, USA.
- **Byun, S.-E.**, Kwon, W.-S., Forsythe, S., Franco-Watkins, A., Katz, J., Magnotti, J., Gatlin, A. R., & Chang, J. Y. (2013). Consumer decision making under scarcity: Do time-limited promotions work? Presented at *the American Marketing Association/American Collegiate Retail Association Annual Conference*, Nashville, TN, USA.
- Mann, M. K., Kwon, W.-S., & **Byun, S.-E.** (2013). Indian consumers' perceived value of Western brands, retail formats, and restaurants: The role of need for distinctiveness and acculturation? Presented at *the American Marketing Association/American Collegiate Retail Association Annual Conference*, Nashville, TN, USA.
- Mann, M. K., Byun, S.-E., & Kwon, W.-S. (2012). Indian Consumers' purchase intention towards Western brands: A self-image congruence perspective. *Proceedings of the International Conference in Marketing, Noida, India*.
- **Byun, S.-E.**, Kim, H.-J., & Duffey, M. (2011). A multi-course collaborative project within a global context: Multi-dimensional learning outcomes for merchandising and interior design majors. Abstract published in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, Philadelphia, UDA. **NOMINATED FOR PAPER OF DISTINCTION DESIGNATION**
- **Byun, S.-E.**, & Mann, M. K. (2011). Influence of others: The impact of perceived human crowding on perceived competition, emotions and hedonic shopping values. Presented at *The American Collegiate Retailing Association*, Boston, USA.

- **Byun, S.-E., & Harben, B. (2010).** Cultivating critical thinking and analytical skills through visual critiques. Abstract published in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, Montreal, Canada.
- **Byun, S.-E., & Sternquist, B. (2009).** When creative projects meet global production and trade classes: Impact on learning effectiveness. Abstract published in *Proceedings of the Annual Meeting of the International Textile and Apparel Association*, Seattle, USA.
- **Byun, S.-E., & Sternquist, B. (2008).** Role of implicit time-limited cues in the fast fashion retail environment. Presented at *The American Collegiate Retailing Association*, New York, USA. (95% contribution) **WON BEST PAPER AWARD**
- **Byun, S.-E., & Sternquist, B. (2009).** Determinants of in-store hoarding and their impact on hedonic shopping values and repatronage intention: Innovators versus non-innovators. Abstract published in the *Proceedings of The International Textile and Apparel Association*, Seattle, USA.
- Forsythe, S., **Byun, S.-E., & Kwon, W.-S. (2009).** Gone with the wind: Consumer decision making under limited availability conditions. Abstract published in the *Proceedings of The International Textile and Apparel Association*, Seattle, USA.
- **Byun, S.-E., & Sternquist, B. (2007).** In-store hoarding: The measurement and application in fast fashion retail environment. [CD-ROM]. Paper published in the *Proceedings of the European Association of Education and Research in Commercial Distribution*, Saarbruecken, Germany. **SELECTED AS ONE OF BEST PAPERS**
- **Byun, S.-E., & Sternquist, B. (2007).** The effect of in-store hoarding on shopping hedonism. Abstract published in the *Proceedings of The International Textile and Apparel Association*, Los Angeles, USA.
- Sternquist, B., & **Byun, S.-E. (2004).** Chinese consumers' price mavenism: The mediating effect between price perceptions and shopping hedonism. Abstract published in the *Proceedings of the International Textile and Apparel Association*, Portland, Oregon, USA.
- Sternquist, B., **Byun, S.-E., & Jin, B. (2003).** The dimensionality of price perceptions: A cross-cultural comparison of Asian consumers. [CD-ROM]. Paper published in the *Proceedings of the European Association of Education and Research in Commercial Distribution/The American Collegiate Retailing Association*, Paris, France. **SELECTED AS ONE OF BEST PAPERS**
- Sternquist, B., & **Byun, S.-E. (2003).** Chinese consumers' shopping hedonism: The effect of pricing discontent and price perceptions. Paper published in the *Proceedings of the Academy of Marketing Science/the American Collegiate Retailing Association*, Columbus, Ohio, USA, 287-291.

- **Byun, S.-E.,** Choo, H.-J., & Pysarchik, D. T. (2003). Market potential of processed foods in India: Supply chain perspectives. Paper published in the *Proceedings of the Academy of Marketing Science/the American Collegiate Retailing Association*, Columbus, Ohio, USA, 181-185.

## **Grants**

- *The National Science Foundation*, Decision Risk & Management Sciences, “The behavioral and neural underpinnings of artificial scarcity bias,” Co-PI. (Grant proposal submitted but not funded)
- *AU Competitive Outreach Scholarship Grant*, Office of Vice President for University Outreach, Auburn University, “Developing a virtual community support network to promote rural entrepreneurial sustainability,” \$48,737, PI (2012-2013).
- *Auburn University Intramural Grants Program*, Developmental Interdisciplinary Research/Scholarship Proposal, Office of the Vice President for Research, Auburn University “Human decision making under scarcity conditions”, \$66,160, Co-PI (2011-2014).
- *Auburn University Intramural Grants Program*, Office of the Vice President for Research, Auburn University, Seed Research/Scholarship Proposal, “Developing a virtual community for rural retailers,” \$4000, PI (2012-2013).
- *The Daniel F. Breeden Endowed Grant Program*, The Biggio Center for the Enhancement of Teaching and Learning, Auburn University, \$2,000 (2008-2009).

## **Journal Reviewer**

- International Marketing Review (Fall 2013)
- Clothing & Textiles Research Journal (August 2011 ~ present)
- Journal of Interactive Marketing (December 2011)
- Qualitative Market Research Journal (April, August 2012)
- Behavior & Information Technology (June 2011)
- The International Review of Retail Distribution and Consumer Research (March 2011)
- The Journal of Fashion Marketing and Management (September 2010, March 2011)
- The European Journal of Marketing (October 2007)

## **Invited Book Reviewer**

- Visual Merchandising: Window and in-store displays for retail, NY: Fairchild Publications (December 2013)

- “Retailing in Emerging Market”, book manuscript, NY: Fairchild Publications (August 2010)
- “Mass Market Fashion”, book proposal, NY: Fairchild Publications (April 2009)

### **Professional Affiliations**

- American Collegiate Retailing Associations (ACRA)
- International Textiles and Apparel Associations (ITAA)

### **University/Professional Services**

- Undergraduate Research Fellowship Selection Committee (2013)
- University Senator Alternate (2012-present)
- Track Chair, Retail Management, ACRA (2013)
- Session Chair Coordinator, ACRA (2012)