

HONGJOO WOO, Ph.D.

Assistant Professor

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Department of Consumer and Design Sciences

College of Human Sciences

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Ph.D. (2016) University of North Carolina-Greensboro

Consumer, Apparel, and Retail Studies (Major), Statistics (Minor)

M.S. (2013) University of North Carolina-Greensboro, Consumer, Apparel, and Retail Studies

B.S. (2011) Yonsei University, Clothing and Textiles-Communication Studies (Dual Major)

Scholarly Interests

My research interests center on strategic approaches to international marketing, fashion branding, and retailing based on consumer/economics theories. Currently, country image marketing and small business research in the context of retail industry is the main area of research. Additional topics include but are not limited to the issues and economics in the global apparel industry, corporate social responsibility marketing communications, and cross-cultural consumer behaviors.

Courses Teaching

CADS 5500/6500 Professional Development: Merchandising Portfolio

CADS 5600/6600 Global Sourcing in Apparel and Textiles

Referred Journal Publications

Woo, H., & Jin, B. (2016). Culture Doesn't Matter? The impact of apparel companies' corporate social responsibility (CSR) practices on brand equity. *Clothing and Textiles Research Journal*, 34(1), 20-36.

Woo, H., & Jin, B. (2016). Apparel firms' corporate social responsibility communications: Cases of six firms from an institutional theory perspective. *Asia Pacific Journal of Marketing and Logistics*, 28(1), 37-55.

- Woo, H., & Hodges, N. N. (2015). Education fever: Exploring private education consumption motivations among Korean parents of preschool children. *Family and Consumer Science Research Journal*, 44(2), 127-142.
- Jin, B., Woo, H., & Chung, J-E. (2015). How are born globals different from non-born global firms? Evidence from Korean small- and medium-sized enterprises. *Journal of Korea Trade*, 19(3), 1-19.
- Woo, H., & Jin, B. (2014). Asian apparel brands' internationalization: The application of theories to the cases of Giordano and Uniqlo. *Fashion and Textiles: International Journal of Interdisciplinary Research*, 1(4), 1-14.
- Media Release: Translated in the Japanese industry magazine, *Logi-Biz*, Shibuya, Tokyo, April 2015 (Issue No. 169)

Other Journal Publications

- Woo, H. (2016, in press). *Writing a Proposal for Your Dissertation: Guidelines and Examples* (Book Review). *Family and Consumer Science Research Journal*, 45(1), 119-121.

Conference Proceedings/Presentations

- Woo, H., & Jin, B. (November, 2016). The new owner behind a veil: Luxury brand cross-border M&A and its impact on brand credibility and prestige. *International Textiles and Apparel Association (ITAA) Annual Conference*, Vancouver: Canada.
- Chou, H. C., Jin, B., & Woo, H. (May, 2016). Building brand equity through consumers' brand experience at experiential retail stores. *Academy of Marketing Sciences (AMS) World Marketing Congress*, Paris: France.
- Woo, H., Jin, B., & Ramkumar, B. (November, 2015). Apparel products from a country not known for apparel: The halo effects of country image and well-known product category [Nominated for Paper of Distinction]. *International Textiles and Apparel Association (ITAA) Annual Conference*, Santa Fe, NM: USA.
- Jin, B., Woo, H., & Chung, J-E. (October, 2015). Post-entry internationalization patterns and performance of born globals. *Global Business Conference (GBC)*, Sibenik: Croatia.
- Woo, H., & Hodges, N. N. (May, 2015). Education fever: Exploring private education consumption motivations among Korean parents of preschool children. *Academy of Marketing Science (AMS) Annual Conference*, Denver, CO: USA.

- Woo, H., & Jin, B. (November, 2014). The effects of apparel brands' corporate social responsibility practice on brand equity moderated by culture **[Paper of Distinction]**. *International Textiles and Apparel Association (ITAA) Annual Conference*, Charlotte, NC: USA.
- Woo, H., & Watchravesringkan, K. (November, 2014). Y-gen consumers' self-esteem, narcissism, and service evaluation: Retailer equity as a moderator. *International Textiles and Apparel Association (ITAA) Annual Conference*, Charlotte, NC: USA.
- Yurchisin, J., Woo, H., & Watchravesringkan, K. (November, 2014). An investigation of socially responsible consumers' behavior in thrift stores. *International Textiles and Apparel Association (ITAA) Annual Conference*, Charlotte, NC: USA.
- Woo, H., & Jin, B. (October, 2013). Apparel brands' corporate social responsibility: Influences of consumers' cultural values and impacts on brand loyalty. *International Textiles and Apparel Association (ITAA) Annual Conference*, New Orleans, LA: USA.
- Woo, H., & Jin, B. (November, 2012). Corporate Social Responsibility (CSR) communications of global apparel firms: The website analysis of U.S., European, and Asian firms. In Burns, L., & Ahn, C. (Co-Chair), *KSCT-ITAA Joint Symposium. International Textiles and Apparel Association (ITAA) Annual Conference*, Honolulu, HI: USA.

Other Presentations

- Woo, H., & Hodges, N. (April, 2015). Education fever: Exploring private education consumption motivations among Korean parents of preschool children. *UNCG Graduate Research Creativity Expo*, Greensboro, NC: USA.
- Woo, H., & Jin, B. (April, 2013). Asian apparel brands aiming for global: The cases of internationalization of Giordano and Uniqlo. *Southeastern Graduate Consortium*, USA.

Honors/Awards

- *Academic Excellence Medal* (Doctorate, 4.0/4.0), Bryan School of Business, University of North Carolina at Greensboro (2016)
- *Nominated for Paper of Distinction*-International Track, International Textiles and Apparel Association (ITAA) (2015)
- *Frances B. Buchanan Scholarship*, Bryan School of Business, University of North Carolina at Greensboro (2015-2016)
- *Paper of Distinction Award*-Social Responsibility Track, International Textiles and Apparel Association (ITAA) (2014)
- *VF Corporation Scholarship*, Bryan School of Business, University of North Carolina at Greensboro (2014-2015)
- *Graduate Full Assistantship* (\$36,000, 3-years), Consumer, Apparel, and Retail Studies, University of North Carolina Greensboro (2013-2016)
- *Outstanding Graduation Student Award*, Bryan School of Business, University of North Carolina at Greensboro (2013)
- *Academic Excellence Medal* (Master's, 4.0/4.0), Bryan School of Business, University of North Carolina at Greensboro (2013)
- *VF Corporation Scholarship*, Bryan School of Business, University of North Carolina at Greensboro (2012-2013)
- *Sara Douglas Fellowship for Professional Promise*, International Textiles and Apparel Association (ITAA) (2012)
- *Rotary International Ambassadorial Scholar* (\$26,000, Representing Korea-U.S.), Rotary International Foundation (2011-2012)
- *D. Elizabeth Williams Scholarship*, Bryan School of Business, University of North Carolina at Greensboro (2011-2012)
- *Honor's Student Award* (top 5% GPA university-wide), Yonsei University President (2009)
- *Highest Honor's Student Award* (top 1% GPA university-wide, President's List), Yonsei University President (2008)

Grantsmanship

- *Developing Internationalization Model for Fostering Globally Competitive Korean SMEs*
\$267,089, National Research Foundation of Korea (NRF) (2013-2016)
Graduate Project Assistant for Dr. Byoungho Jin
- *Motivations of Korean Mothers' Consumption on Preschool Children's Private Education*
\$1,000, University of North Carolina at Greensboro Travel Research Grant (2014)
Hongjoo Woo (PI) and Dr. Nancy Hodges

Student Advising

Graduate

2016- Co-Chair, Mary K. Ross, Master's Thesis

2016- Committee Member, Ashanti A. Bell, Master's Non-Thesis Project

Undergraduate

2016- Chandler Brun, YMA Fashion Scholarship Case Study Competition

University Services

2016- e-Portfolio Cohort Committee, Auburn University

2016-2017 Mentoring & Peer Review Committee, Auburn University

2015-2016 Graduate Student Association Executive Board Member, UNC Greensboro

2014-2015 Graduate Staff at the University Industry Summit, UNC Greensboro

2013 Graduate Executive Staff, Southeastern Graduate Symposium, Greensboro, NC

2012-2013 Graduate Student Association Executive Board Member, UNC Greensboro

Professional Affiliations

- International Textiles and Apparel Association (ITAA)
- Academy of Marketing Science (AMS)
- Beta Gamma Sigma Business Graduate's Honor Society
- Rotary International Foundation

Updated: Oct-11-2016