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| **Gwia Kim**  gkim@spu.edu  206-281-2465  Peterson Hall 211 | | | | |
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| **EDUCATION** | | | | |
| PhD in Textile Technology and Management | | Aug. 2021 | | |
| North Carolina State University, Raleigh, NC, USA | | | | |
|  | | | | |
| MS in Consumer Apparel and Retail Studies | | Aug. 2018 | | |
| University of North Carolina at Greensboro, Greensboro, NC, USA | | | | |
|  | | | | |
| Bachelor of Home Economics in Clothing & Textiles (Major) | | Feb. 2016 | | |
| and Bachelor of Arts in Psychology (Second major) | | | | |
| Busan National University, Busan, South Korea | | | | |
|  | | | | |
| **EMPLOYMENT** | | |  |  |
| 2021- | Assistant Professor of Apparel Design and Merchandising  Seattle Pacific University | | | |
|  | | |  |  |
| **TEACHING** | | |  | NCSU |
| Spring 2021 | FTM282 Introduction to Textile Brand Management and Marketing | | | |
| Fall 2020 | FTM382 Intermediate Textile Brand Management and Marketing | | | |
| **PUBLICATIONS** | | | | |
| **Kim, G.**, **\*** Jin, B., & Shin, D. (major revision). Virtual reality as a promotion tool for small independent stores, *Journal of Retailing and Consumer Services*. [SSCI journal]  Jin, B.,\* & **Kim, G.** (major revision). Assessing Malaysia and Indonesia as emerging retail markets: An institution-based view. *International Journal of Retail and Distribution Management.* [SSCI journal]  Jin, B., **Kim, G.**,\* Moore, M., & Rothenberg, L. (2021). Virtual reality: Its effect on emotional states and perceived store attractiveness. *Fashion & Textiles, 8*(19). https://doi.org/10.1186/s40691-021-00256-7. [SCI Expanded journal]  Kim, N.,\* Shin, D., & **Kim, G.** (2021). Rise of direct-to-consumer (DTC) brands: Why consumers choose them. *Fashion & Textiles, 8*(8), 1-22.[SCI Expanded journal]  Kim, N.,\* **Kim, G.**, & Rothenberg, L. (2020). Is honesty the best policy? Examining the role of price and production transparency in fashion marketing. *Sustainability, 12*(17), 6800. [SSCI journal]  Yu, Y.,\* **Kim, G.**, & Mathur, K. (2020). A critical review of additive manufacturing: An innovation of mass customization. *Journal of Textile and Apparel, Technology and Management, 11*(3), 1–16.  **Kim, G.**,\* & Jin, B. (2019). Older female consumers’ environmentally sustainable apparel consumption: The impact of time perspective and advertising appeals. *Journal of Fashion Marketing and Management, 23*(4), 487–503. [SSCI journal] | | | | |
| \* Corresponding author | | | | |
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| **GRANTS AND AWARDS** | | | | |
| Ellen Rohde Women’s Professional Development Grant ($1,616.30)  *Wilson College of Textiles, North Carolina State University* | | | Mar. 2020 | |
| Best Research Paper Award | | | May. 2020 | |
| *International Conference on Clothing and Textiles****,****Busan, Korea.* | | | | |
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