

TCU VITA

1. Name

Jay Sang Ryu, Ph.D.

2. Contact information

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3. Academic Background

a. Education

Oklahoma State University

Doctor of Philosophy in Human Environmental Sciences

Major: Design, Housing and Merchandising (Focus: Merchandising and Retailing)

August 2007 – July 2010

University of North Texas

Master of Science in Fashion Merchandising

January 1995 – May 1996

Philadelphia University

Bachelor of Science in Fashion Apparel Management

August 1991 – May 1994

b. Professional certifications

Certified to teach online, TCU, August 2014

JDA Space Planning Level I Certification v8.0, November 2013

JDA Enterprise Planner Certification v7.9, September 2013

Certification of Creating & Teaching Online Courses, Texas State University, January 2013

c. Present rank

Assistant Professor of Fashion Merchandising

d. Year of appointment to the University and rank

Appointed in August 2014 as an Assistant Professor

e. Year of last promotion

f. Previous teaching and/or research appointments other than TCU

Texas State University

School of Family and Consumer Sciences

Assistant Professor of Fashion Merchandising (full-time, tenure-track)

August 2010 – May 2014

Oklahoma State University
Department of Design, Housing and Merchandising
Teaching Associate
August 2008 – May 2010

University of North Texas
School of Merchandising and Hospitality Management
Adjunct Instructor
Summer 2008

Oklahoma State University
Department of Design, Housing and Merchandising
Research Associate
August 2007 – May 2010

g. Previous professional positions

Dash Dream, Inc., San Jose, California
Marketing Director (2006 – 2007)

ISKYCOM, Inc. Long Beach, California
Buyer/Merchandiser (2005 – 2006)

3G Care Co., Ltd., Los Angeles, California
Buyer/Global Sourcing (2003 – 2004)

LG Home Shopping (currently GS Home Shopping), Seoul, Korea
Fashion Merchandiser (2001 – 2002)

Samsung Tesco, Seoul, Korea
Buyer (2000 – 2001)

Korean Air Force, Kyunggi-do, Korea
First Lieutenant/Instructor (1997 – 2000)

Kmart, Houston, Texas
Softlines Assistant Manager (1996 – 1997)

h. Formal continuing education associated with professional development

Annual Pedagogy Roundtable: Digitivity (Digital Creativity), *TCU New Media Writing Studio*, March 18, 2016.

Workshop: Grants budgeting and fiscal management, *TCU Office of Sponsored Programs*, January 29, 2016.

Workshop: Developing a mobile learning toolkit for teachers and teacher educators, *International Mobile Learning Festival*, Hong Kong, May 21, 2015

Teaching and Learning Conversation: An Individualized Approach to Flipped Classroom Instruction, *TCU Koehler Center for Teaching Excellence*, April 14, 2015.

Koehler Keynote Event: Meet Generation NeXT: Understanding and Teaching Today's Learners, *TCU Koehler Center for Teaching Excellence*, March 27, 2015.

Koehler Keynote Event: Techniques in Teaching Today's Learners with Dr. Mark Taylor, *TCU Koehler Center for Teaching Excellence*, March 27, 2015.

Faculty Focus Lunch Workshop, *TCU Koehler Center for Teaching Excellence*, March 3, 2015.

ePortfolio Workshop, *TCU Office of the Provost – Academy of Tomorrow*, November 13, 2014.

New Advisor Training Workshop, *TCU Center for Academic Services*, October 8, 2014.

i. Honors and Awards

DSEF Academic Ambassador Fellowship, Direct Selling Education Foundation (DSEF), 2016.

Research Fellowship of Stockholm Program on Place Branding (STOPP), Marketing Section at Stockholm University School of Business, Stockholm, Sweden, 2013.

Best Reviewer Award, 2012 Global Marketing Conference, Seoul, Korea.

The Sara Douglas Fellowship for Professional Promise Award, International Textile and Apparel Association, 2010.

Best Paper Award (Paper Title: Coach's Internationalization and Success Factors in Japan), Oklahoma Association for Family and Consumer Sciences Annual Conference, 2009.

4. Teaching

a. Courses taught

Texas Christian University

IDFM10011 Introduction to Graphic Technology since FA2014

IDFM20291 Excel for Merchandising since SP2016

IDFM30253 Merchandise Buying since FA2014

Texas State University

FM3336 Store Environment and Space Planning SP2014

FM4391 Independent Study SP2014

FM2334 Introduction to Retail Technology FA2013 – SP2014

FM3332 Fashion Promotional Strategies II FA2010 – SP2013

FM4334 Fashion Product Development FA2010 – SP2013

Oklahoma State University

DHM 1433 Innovation & Marketing of Fashion Products SP2010

DHM 3853 Visual Merchandising and Promotion FA2008 - FA2009

University of North Texas

SMHM 2750 Consumers in a Global Market SU2008

b. Courses developed at TCU

IDFM20291 MS Excel for Merchandising
IDFM10011 Introduction to Graphic Technology

c. Honors projects directed, or committee service

d. Graduate theses (recitals) and dissertations directed, or committee service

2014 Anna Shelton (M.F.A., Texas State University, Committee Member)
Thesis title: Trend Forecasting Tool for Graphic Designers

2012 Benjamin Broughton (M.S., Texas State University, Committee Member)
Thesis title: The Impact of Authentic Leadership Traits on Construction
Superintendent Effectiveness

e. External support received or pending for academic work

f. Internal support for academic work received

Ryu, J.S. (2015). Developing case studies with real-world applications for an advanced buying course. Instructional Development Grant, *Texas Christian University* (amount awarded: \$3,600).

5. Research and Creative Activity

a. Refereed publications

Ryu, J.S., L'Espoir Decosta, J.N.P., & Andéhn, M. (2016). From branded exports to traveler imports: Building destination image on the factory floor in South Korea. *Tourism Management*, 52, 298-309 (SSCI Journal; 5-year impact factor 3.762).

Avila, B. & **Ryu, J.S.** (2015). Digital marketing of cotton to Gen Y college students. *Journal of Distribution Science*, 13(7), 5-10 (project funded by Cotton Incorporated Student Sponsorship Program; supervising undergraduate student research).

Ryu, J.S. & Bringhurst, A. (2015). The effects of store environment on shopping behavior: The role of consumer idiocentrism and allocentrism. *The East Asian Journal of Business Management*, 5(4), 5-11 (project funded by Texas State University Research Enhancement Program; supervising undergraduate student research).

Ryu, J.S. (2015). The emergence of new conspicuous consumption. *Journal of Distribution Science*, 13(6), 5-10.

Ryu, J.S. (2013). Mobile marketing communications in the retail environment: A comparison of QR code users and non-users. *International Journal of Mobile Marketing*, 8(2), 19-29.

- Ryu, J.S.** & Murdock, K. (2013). Consumer acceptance of mobile marketing communications using the QR code. *Journal of Direct, Data and Digital Marketing Practice*, 15(2), 111-124.
- Ryu, J.S.** & Swinney, J. (2013). Branding smallville: Community place brand communication and business owner perceptions of performance in small town America. *Place Branding and Public Diplomacy*, 9(2), 98-108.
- Ryu, J.S.** & Swinney, J. (2012). Aligning business owners for a successful downtown brand. *Journal of Place Management and Development*, 5(2), 102-118.
- Ryu, J.S.**, Swinney, J., Muske, G., & Heck, R.K.Z. (2012). Business orientation, goals and satisfaction of Korean-American business owners. *The East Asian Journal of Business Management*, 2(2), 5-11.
- Ryu, J.S.** (2011). Consumer attitudes and shopping intentions toward pop-up fashion stores. *Journal of Global Fashion Marketing*, 2(3), 139-147.
- Ryu, J.S.** & Simpson, J. (2011). Retail internationalization: Lessons from big three global retailers' failure cases. *Journal of Business and Retail Management Research*, 6(1), 1-10.
- Ryu, J.S.** & Swinney, J. (2011). Downtown branding as an engine of downtown business success in small communities. *Place Branding and Public Diplomacy*, 7(2), 81-90.
- Jin, B., Park, J.Y., & **Ryu, J.S.** (2010). Comparison of Chinese and Indian consumers' evaluative criteria when selecting denim jeans: A conjoint analysis. *Journal of Fashion Marketing and Management*, 14(1), 180-194.
- Ryu, J.S.** (2009). Business strategies in competitive markets: Coach's success story in Japan. *Competition Forum*, 7(1), 196-204.
- Ryu, J.S.**, Swinney, J., & Li., Y. (2009). How can Wal-Mart and Carrefour offer a better shopping experience? An investigation of Chinese consumers' shopping satisfaction. *Journal of Global Business and Trade*, 5(2), 51-64.
- b. Non-refereed publications (include publications arising from presentations, i.e., proceedings), exhibits, performances, textbooks, etc.**
- Ryu, J.S.** (2016). Communications & Marketing Conference, *Direct Selling Association*, Las Vegas, Nevada.
- Ryu, J.S.** & Warrington, P.T. (2015). The effect of popular culture on nation brand image and consumer behavior. *AMA/ACRA Triennial Retailing Conference*, Coral Gables, Florida.
- Ryu, J.S.**, Andéhn, M., & Decosta, P.L. (2014). The effect of product image on country brand image: The case of South Korea. *Global Marketing Conference*, Singapore.
- Ryu, J.S.** & Swinney, J.S. (2012). Community branding and business owner perceptions of business and downtown performance. *Annual Conference of United States Association for Small Business and Entrepreneurship*, New Orleans, Louisiana.
- Ryu, J.S.** & Swinney, J. (2011). Downtown branding as an engine of downtown and business success in small communities. *Annual Conference of United States Association for Small Business and Entrepreneurship*, Hilton Head Island, South Carolina.

Tyner, K., Sullivan, P., Hustvedt, G., Dupont, A., & **Ryu, J.** (2011). Integrating experiential learning into the classroom: A case of sustainable product development and marketing of cotton. *Annual Conference of International Textile and Apparel Association*, Philadelphia, Pennsylvania.

Kang, M., Farr, C., & **Ryu, J.S.** (2009). A comparative analysis of recycling behavior in urban and rural residents. *Conference of Environmental Design Research Association Conference*, Kansas City, Missouri.

Kang, M., Russ, R., & **Ryu, J.S.** (2008). Wellness for older adults. *Oklahoma Cooperative Extension Fact Sheets, T-2337*.

c. Materials or activities accepted or scheduled but not yet printed, released, or presented

d. Papers presented, participation on panels, etc.

Refereed Presentations

Ryu, J.S., Avila, B., & Oh, H. (2015). Cotton awareness marketing: The comparison of social media marketing and conventional marketing. *Global Fashion Management Conference*, Florence, Italy (Cotton Incorporated funded project; supervising undergraduate student research).

Ryu, J.S., Decosta, P.L., & Andéhn, M. (2014). Branding a nation through product image and its impact on consumers' visit intentions. *Global Tourism & Hospitality Conference and 11th Asia Tourism Forum*, Hong Kong.

Ryu, J.S. & Murdock, K. (2012). Shopping with the QR code: Implications for US retailers. *Global Marketing Conference*, Seoul, South Korea.

Ryu, J.S. (2011). Consumer attitudes and shopping intentions toward pop-up fashion stores. *ITAA-KAMS Symposium*. Seoul, South Korea.

Ryu, J.S., Swinney, J., Muske, G., & Heck, R.K.Z. (2010). A study of Korean-American entrepreneurs' business orientation, goals and satisfaction. *Spring Conference of American Collegiate Retailing Association*, Orlando, Florida.

Ryu, J.S. (2009). Coach's internationalization and success factors in Japan. *Oklahoma Association for Family and Consumer Sciences Annual Conference*, Stillwater, Oklahoma

Ryu, J.S. & Jin, B. (2009). Idiocentric and allocentric consumers' luxury brand purchase motivations: A research proposition. *Annual Conference of International Textile and Apparel Association*, Bellevue, Washington.

Ryu, J.S. & Swinney, J. (2009). Downtown branding: An effective strategy to revive downtown economies. *Annual Conference of International Textiles and Apparel Association*, Bellevue, Washington.

Ryu, J.S., Swinney, J., & Li., Y. (2009). How can Wal-Mart and Carrefour offer a better shopping experience? An investigation of Chinese consumers' shopping satisfaction. *International Academy for Global Business and Trade Annual Conference*, Stillwater, Oklahoma.

Simpson, J., **Ryu, J.S.**, & Jin, B. (2009). Lessons for future global retailing: Internationalization failures and achieving a global mindset. *The Triennial AMS/ACRA Conference*, New Orleans, Louisiana.

Jin, B., Park, J. Y., & **Ryu, J.S.** (2008). Comparison of Chinese and Indian consumers' evaluative criteria toward denim jeans: A conjoint analysis. *Spring Conference of American Collegiate Retailing Association*, Durango, Colorado.

Ryu, J.S. (2008). New conspicuous consumption. *Oklahoma Association for Family and Consumer Sciences Annual Conference*, Ardmore, Oklahoma.

Ryu, J.S. & Jin, B. (2008). Consumers' attitudes and purchase intentions toward the extended clothing brand: A proposed research framework. *Annual Conference of International Textile and Apparel Association*, Schaumburg, Illinois.

Ryu, J.S., Swinney, J., & Osteen, S. (2008). Financial literacy of college students and their parents. *Oklahoma Association for Family and Consumer Sciences Annual Conference*, Ardmore, Oklahoma.

Swinney, J., Muske, G., Woods, M., & **Ryu, J.S.** (2008). Travel information-gathering and implications for rural economic development. *Spring Conference of American Collegiate Retailing Association*, Durango, Colorado.

Swinney, J., Thomison, J., & **Ryu, J.S.** (2008). Shades of green: A research study on the green movement in apparel. *Annual Conference of International Textile and Apparel Association*, Schaumburg, Illinois.

Invited Presentations

Ryu, J.S. (2014, February 5). The Technology of Fashion. Workshop conducted for *USDA funded Higher Education Challenge Grant Professional Development Program for FCS Teachers*. Texas State University, San Marcos, Texas.

Ryu, J.S. (2008, April 11). Global sourcing for Asian home shopping market. *Global Websphere Seminar Series*. School of Merchandising and Hospitality Management, University of North Texas, Denton, Texas.

e. Editorships, consulting, adjudications

f. External support received or pending

Ryu, J.S. (2016). Yellow, Blue, and GREEN: Creating a Positive National Image of Sweden through Sustainable Business Practices. The Bicentennial Swedish-American Exchange Fund, *Swedish Institute*.

Ryu, J.S. (2013). From cotton learning to cotton marketing. Cotton Student Sponsorship Program, *Cotton Incorporated* (amount awarded: \$21,000).

g. Internal grants received (e.g., TCU/RCAF, Junior Faculty)

Ryu, J.S. (2015). Cultivating small town retail businesses through mobile marketing with QR codes. Research and Creative Activities Fund Grant, *Texas Christian University* (amount awarded: \$3,964).

Ryu, J.S. (2015). Junior Faculty Summer Research Program Grant, *Texas Christian*

University (amount awarded: \$6,000).

h. Other research or creative activities not included in any of above

Ryu, J.S. (2013). Popular culture in Britain and America, 1950-1975. Online Resource Grant, *Texas State University* (amount awarded: \$39,500).

Ryu, J.S. (2011). The effect of greenery/floral products as in-store displays on consumer emotions and sustainable shopping behaviors. Research Enhancement Program, *Texas State University* (amount awarded: \$8,000).

6. Service

a. Departmental service

Texas Christian University

IDFM Newsletter Committee

WEAVE - Technology

Monday at TCU

Parent Family Open House

Texas State University

Search Committee – Nutrition Senior Lecturer, 2014

Scholarship Award Committee, 2010 – 2014

Search Committee – Nutrition Internship Director, 2013

Annual Fashion Merchandising Career Forum, 2011 - 2013

Search Committee – Family and Consumer Sciences Senior Lecturer, 2011

FM Graduate Program Development, 2010-2011

b. College service

c. University service

Undergraduate Council Committee, Spring 2016

Library Online Resource Grant Review Committee, 2014 (Texas State University)

d. Community activities directly related to professional skills

e. Professional service

Paper Review

Reviewer, *Emerging Markets Finance and Trade*, 2016 (Editor: Dr. Ali Kutan)

Reviewer, *Fashion and Textiles*, 2015 (Associate editor: Dr. Haejung Kim)

Reviewer, *Journal of Marketing Management*, 2013 (Editor: Dr. Dall'Olmo Riley)

Reviewer, *Journal of Global Fashion Marketing*, 2013 (Editor: Dr. Eun Young Kim)

Reviewer, *Journal of Fashion Marketing and Management*, 2013 (Editor: Professor Ian Phau)

Reviewer, *Journal of Place Management and Development*, 2013 (Editor: Professor Cathy Parker)

Reviewer, *Annual Conference of American Collegiate Retail Association*, 2013 (Track chair: Dr. Anne Marie Doherty)

Reviewer, *ITAA-KSMS Joint Symposium at Global Marketing Conference*, 2012 (Track chair: Dr. Kathleen Rees)

Reviewer, *Fashion and Health Symposium at the University of Minnesota*, 2012 (Track chair: Dr. Kim Johnson)

Reviewer, *Spring Conference of American Collegiate Retail Association*, 2011 (Track chair: Dr. Jane Swinney)

Professional Membership

American Collegiate Retail Association (ACRA)

Global Alliance of Marketing and Management Association (GAMMA)

International Textile and Apparel Association (ITAA)

The Korea Distribution Science Association (KODISA)

f. Academic Advising

g. Other Service activity not include in any of the above

Organized a workshop "Building the Global Garment" for Cotton Incorporated funded Student Sponsorship Program. Texas State University, San Marcos, TX, April 15, 2013. Guest Speaker: Lynne Sprugel, Vice President for Global Sourcing at Academy Sports & Outdoors.

Acquired the Mockshop educational software for visual merchandising from *vrSoftware* equivalent to \$1 million, Texas State University, March 1, 2011.