



## Biography

**Interests:** Retailing, E-commerce, Hedonic Product Consumption, Decision-making Strategies, Virtual Shopping Environments, Supply Channel Networks

**Education:** Ph.D., the University of Wisconsin-Madison, 1998; M.S., Seoul National University, 1990; B.S., Seoul National University, 1988.

Dr. Hyunjoo Oh is currently the Research Director of the [Miller Center for Retailing Education and Research](#) in the Warrington College of Business. Her current research focuses on consumers' decision-making strategies under constraints in Virtual shopping environments, interactivity in E-commerce, cultural factors in web-design preference, segmentation in home furnishing markets, partnering relationships between manufacturers and retailers in international supply chain networks, and retail talent development. She has served on the faculty of the University of Missouri-Columbia, the University of North Carolina-Greensboro, and North Carolina State University where she taught various retailing courses (Consumer behavior; Web-based marketing research; International marketing; Global retailing; Retail buying and merchandising; Supply chain management in the softgoods Industry; International sourcing).

## Author:

- "How Does Virtual Reality Reshape Furniture Retailing?" *Clothing & Textile Research Journal* (under review) (with S. Yoon and C. Shyu).
- "Understanding Usability and User experience of Web-based 3D graphics Technology", *Journal of the American Society for Information Science and Technology* (under review) (with S. Yoon and J. Laffey).
- "Strategic Planning for the U.S. Textile Industry in the Post-Quota Era: Achieving Speed-to-Market Advantages with DR-CAFTA Countries", *Journal of Fashion Marketing & Management* (in press) (with E. Kim).
- "Processing of Apparel Advertisements: The Extension of the Elaboration Likelihood Model", *Clothing & Textile Research Journal*, 2006, 24(1), 15-32. (with C. Jasper).
- "Measuring Affective Reactions to Print Apparel Advertisements", *Journal of Fashion Marketing & Management*, 2005, 9(3), 283-305.
- "What Virtual Reality can Offer to the Furniture Industry?", *Journal of Textile and Apparel Technology & Management*, 2004, 4(1). (with S. Yoon and J. Hawley).
- "What's Happening to the U.S. Textile Industry? Reflections on NAFTA and U.S. Corporate Strategies", *Journal of Fashion Marketing & Management*, 2003, 7(2), 119-137. *Selected for a 'Highly Commended' Award in the 2003 Volume.*
- "Korean Women's Clothing Behaviors Observed by the Korean Who Has Lived in the U.S.A.", *Korean Home Economics Journal*, 2001, 39(1), 11-27. (with S. Choi).

- "Extension of Central Processing in the Elaboration Likelihood Model: Consideration of Motivation Types", in *Marketing Theory and Applications: American Marketing Association Winter Educators' Conference Proceeding, 2001, 12, 291-298.*
- "A Study on the Development of Brand Positioning Map for Ladies' Ready-to-Wear Utilizing MDS", *Korean Clothing and Textiles Research Journal, 1990, 14(2), 129-136*

### Refereed Proceedings

- Oh, H. & Yoon, S. (2005). The Effect of Virtual Triability on Furniture Buying-Decision. Presented at the International Textile and Apparel Association, Alexandria, Virginia, Nov. 1-6.
- Simmons, Karla, So-Yeon Yoon & Hyunjoo Oh (2005) Collaborative Capstone Experiences, Presented at the International Textile & Apparel Association Conference, Alexandria, Virginia, Nov. 1-6.
- Oh, H. (2005). Strategic planning for U.S. Retail/Apparel/Textile Supply Chains in the free quota era. 2005 SEOUL International Clothing and Textiles Conference, 'Asia, Gateway to the Future - Textiles and Apparel Industry', August 18-21, 2005, Seoul, Korea. (Invited Plenary Panel).
- Oh, H. & Yoon, S. (2005). Testing the 3D Virtual Reality Integrated Solution (VRIS™) as a tool for understanding consumers' decision-making for furniture. Proceeding of the Textile Institute 84th Annual World Conference, Raleigh, NC, March 20-25, 2005.
- Oh, H., & Kim, E. (2005). The strategic plan for the U.S. textile industry to develop viable supply chain networks in the Western Hemisphere. Proceeding of the Textile Institute 84th Annual World Conference, Raleigh, NC, March 20-25, 2005.
- Oh, H., & Yoon, S. (2004). Application of 3-D Virtual Reality in Testing Consumer Decision-Making Processes. Presented at the International Textile and Apparel Association, Portland, OR, Nov. 3-8.
- Oh, H., Dickerson, K., & Park, J. (2004). Can the U.S. Develop the Textile and Apparel Industry Cluster for the Responsive Supply Chain Network? Presented at the International Textile and Apparel Association, Portland, OR, Nov. 3-8.
- Oh, H., Yoon, S., Hawley, J., & Shyu, C. (2004). 3D Virtual Reality Integrated System (VRIS) for Testing Consumer Decision making Processes. Accepted for the presentation at The Textile Institute 83rd World Conference, Shanghai, May 23-27, 2004.
- Oh, H & Park, J. (2004). New Trade Policy of US-Central America Free Trade Agreement: Is it a New Opportunity or Another Threat to the U.S. Textile Industry. Proceeding of the Textile Institute 83rd Annual World Conference, Vol. 3, (pp. 1232-1235), Shanghai, May 23-27, 2004.
- Oh, H. & Hou, Y. (2003). An Evaluation of the Competitiveness of the U.S. Textile Industry with Firm Strategies. Presented at the International Textile and Apparel Association, Savannah, GA, Nov. 8-11.
- Oh, H. (2003). Understanding Consumer Behaviors of Furniture Purchases. Presented at the International Textile and Apparel Association, Savannah, GA, Nov. 8-11.
- Oh, H. & Dickerson, K. (2003). Special Session: What should we do to stay competitive in the global textile and apparel markets?" at the International Textile and Apparel Association, Savannah, GA, Nov. 8-11.
- Oh, H & Suh, Moon (2001). The Transformation of Fiber-Textile –Apparel-Retailer Supply Chain Network in North America. Presented as an Invited Paper at the Asian Textile Conference, Hong Kong, August. Proceedings of Asian Textile Conference.
- Oh, H. (2000). A Test of Elaboration Likelihood Model (ELM) for Apparel Advertisements. Presented at the annual meeting of the International Textiles and Apparel Association (ITAA).
- Choi, S. & Oh, H. (1999). Understanding Koreans' Materialism and Conspicuous Consumption. Presented at the annual meeting of the International Textiles and Apparel Association (ITAA).

- Oh, H. (1999). The Relationship Between Self-Image Discrepancies and Affective Reactions to Apparel Advertisements. Accepted for the presentation at the annual meeting of the International Textiles and Apparel Association (ITAA).
- Oh, H., & Jasper, C. (1998, November). *Affective and Cognitive Bases of Expressive and Utilitarian Products: The Moderating Role of Involvement Level and Appeal Type in Brand Attitude Formation*. Paper presented at the annual meeting of the International Textiles and Apparel Association (ITAA), Dallas, TX.
- Oh, H., & Jasper, C. (1996, August). *The Effectiveness of Appeals in Apparel Print Advertising: The Role of Gender and Self Image Congruence*. Paper presented at the annual meeting of the International Textiles and Apparel Association (ITAA), Banff, Canada.
- Oh, H., & Jasper, C. (1995, October). *The Impact of Self-image Congruence on Affective Reactions, Believability, and Attitude Toward an Advertisement*. Paper presented at the annual meeting of the International Textiles and Apparel Association (ITAA), Pasadena, CA.
- Oh, H., & Jasper, C. (1994, October). *Measurement Development: Affective Reactions to Apparel Advertisements*. Paper presented at the annual meeting of the International Textiles and Apparel Association (ITAA), Minneapolis, MN; selected as a discussion paper.
- Oh, H. (1992, October). *Brand Positioning Strategies and Customer Segments*. Presented at the annual meeting of the American Collegiate Retailing Association (ACRA), Dallas, TX.

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## Honors and Awards

- MU Alumni Association Richard Wallace Research Incentives Grant Award. Understanding consumers' furniture buying behaviors. 2005-2006.
- MU Center for the Digital Globe Research Grant Award. Virtual Reality Integrated Solution for Understanding Consumers' Decision Making Processes. 2005-2006.
- Research Council Grant Award from the University of Missouri. Constraints Driven Decision Making. 2004-2005.
- Margaret W. Mangel Faculty Research Catalyst Award at the College of Human Environmental Sciences, An Analysis of Consumer Decision-Makings and Preference for Furniture and Home Furnishings. 2003
- Fairchild Publications Research Award: Market Segmentation Strategies for Home Furnishing/Textile Products with Lifestyle Aspirations. 2002.
- KOFOTI (Korean Textile Federation of Textile Institutes, E-Commerce Supply Chain System Analysis, 2002.
- Kimberly Clark and Hewlett Packard, Market Assessment and Future Opportunities for Digital Printing, 2002.
- Korean Weavers' Association, Supply Chain Restructuring and B2B E-Commerce in North America, 2001.

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## MEMBERSHIP

International Textile and Apparel Association (ITAA).  
American Marketing Association (AMA)