

Do Yuon Kim, Ph.D.

Associate Professor
Fashion Design and Merchandising
Gachon University, Seongnam, South Korea
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EDUCATION

Ph.D. University of Minnesota, USA Apparel Studies: Retail Merchandising and Consumer Studies concentration	2020
M.S. Seoul National University, South Korea Clothing and Textiles: Fashion Marketing	2013
B.S. Seoul National University, South Korea Clothing and Textiles	2011

ACADEMIC POSITION

Gachon University, Department of Fashion Design and Merchandising Associate Professor (Tenure track) Department Chair Graduate Program Director Assistant Professor (Tenure track)	2025 Sep – Present 2024 Sep – Present 2024 Sep – Present 2023 Mar – 2025 Jul
Auburn University, Department of Consumer and Design Sciences Assistant Professor (Tenure track)	2020 Aug – 2022 Dec
University of Minnesota Graduate Instructor Teaching & Research Assistant	2017 – 2019 2016 – 2019
Seoul National University Teaching & Research Assistant	2011 – 2012

PROFESSIONAL EMPLOYMENT

Samsung C&T, Fashion Group, Strategic Planning Dept. Assistant Manager Analyzed global fashion trends and retail trends Hold seasonal trend seminars and distributed trend forecasting reports over general theme, collections, color, and textile	2013 – 2015 Seoul, South Korea
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PUBLICATIONS

PEER-REVIEWED JOURNAL

- Chen, X., Kim, S.*, & **Kim, D. Y.** (2026). Integrative Analysis of Antecedents and Consequences of Impulse Buying Behavior on TikTok: Moderating Role of Trust Propensity and Self-congruence. *Asia Pacific Journal of Marketing and Logistics*, 38(2), 441-457. <https://doi.org/10.1108/APJML-12-2024-1876> [SSCI, 2024 JCR IF 5.1, ranking = 73/306, Q1]
- Kim, D. Y.** & Lee, H. K.* (2025). I'm wearing what my avatar is wearing: The effect of avatar realism on mental simulation in the metaverse, *Journal of Fashion Marketing and Management*, 29(5), 895-914. <https://doi.org/10.1108/JFMM-04-2024-0116> [SSCI, 2024 JCR IF 3.3, ranking = 134/316, Q2]
- Kim, D. Y.** & Jang, J. Y.* (2025). Me, my avatar, and my sneakers: The effect of avatar customization on the psychological ownership of virtual fashion items. *Computers in Human Behavior*, 168, 108653. <https://doi.org/10.1016/j.chb.2025.108653> [SSCI, 2024 JCR IF 8.9, ranking = 3/102, Q1]
- Jang, J. Y., & **Kim, D. Y.** * (2025). How immersive retailing affects consumers' urge to buy: Impacts of self-imagery, positive emotion, and self-relevance. *International Journal of Human-Computer Interaction*, 41(8), 4964-4978. <https://doi.org/10.1080/10447318.2024.2356394> [SSCI, 2024 JCR IF 4.9 ranking = 4/25, Q1]
- Kim, D. Y.**, Choi, D., Yoon, N.*, & Lee, H. K. (2025). The feeling of being together in the metaverse: The positive influence of copresence on subjective wellbeing, *Journal of Research in Interactive Marketing*, 19(2), 287-306. <https://doi.org/10.1108/JRIM-07-2023-0234> [SSCI, 2024 JCR IF 11.6 ranking = 7/316, Q1]
- Jang, J. Y. & **Kim, D. Y.*** (2024). Social media as acculturation agent: Vietnam consumers' assimilation into Korean culture, *International Journal of Human-Computer Interaction*, 40(19), 5664-5674. <https://doi.org/10.1080/10447318.2023.2238979> [SSCI, 2023 JCR IF 4.9 ranking = 7/24, Q1]
- Choi, D., Lee, H. K.*, Yoon, N., & **Kim, D. Y.** (2024). 메타버스 이용자의 오락적 경험과 현실도피적 경험이 메타버스 과사용에 미치는 영향: 공간적 실재감의 매개 효과를 중심으로, *한국생활과학회지*, 33(3), 373-384. <http://dx.doi.org/10.5934/kjhe.2023.33.3.373> [KCI]
- Jang, J. Y., Jang, H.*, & **Kim, D. Y.** (2024). How brand names affect consumer perceptions: An experimental study on the sound symbolism of foreign brand names, *Journal of Global Marketing*, 37(2), 119-137. <https://doi.org/10.1080/08911762.2023.2299011> [Scopus, Q2]
- Kim, D. Y.**, & Kim, S.* (2023). How Resource Scarcity by Covid-19 Influences Social Isolation and Hoarding Behavior Through Negative Mental States: The Moderating Role of Temporal Orientation, *소비문화연구*, 26(4), 123-151. <https://doi.org/10.17053/jcc.2023.26.4.006> [KCI]
- Kim, D. Y.***, Park, M., & Kim, H-Y. (2023). An influencer like me: Examining the impact of the social status of influencers, *Journal of Marketing Communications*, 29(7), 654-675. <https://doi.org/10.1080/13527266.2022.2066153> [Scopus]
- Park, M.*, Koo, J., & **Kim, D. Y.** (2023). Femvertising of luxury brands: Message concreteness, authenticity, and involvement, *Journal of Global Fashion Marketing*, 14(3), 243-262. <https://doi.org/10.1080/20932685.2023.2176902> [Scopus]
- Choi, D., Lee, H. K.*, **Kim, D. Y.** (2023). Mood management through metaverse enhancing life satisfaction, *International Journal of Consumer Studies*, 47 (4), 1533-1543. <https://doi.org/10.1111/ijcs.12934> [SSCI; 2022 JCR IF 9.9 ranking = 24/154, Q1 in business]

Kim, D. Y., Lee, H. K. *, & Chung, K. (2023). Avatar-mediated experience in the metaverse: The impact of avatar realism on user-avatar relationship, *Journal of Retailing and Consumer Services*, 73, 103382. <https://doi.org/10.1016/j.jretconser.2023.103382> [SSCI, 2022 JCR IF 10.4 ranking = 19/154, Q1 in business]

Kim, D. Y.*, & Kim, H-Y. (2023). Social media influencers as human brands: An interactive marketing perspective, *Journal of Research in Interactive Marketing*, 17(1), 94-109. <https://doi.org/10.1108/JRIM-08-2021-0200> [SSCI; 2022 JCR IF 8.2 ranking = 35/154, Q1 in business]

- Top downloaded articles in 12 months; Top cited articles in 12 months (Feb 2023)

Chung, K. *, **Kim, D. Y.**, Trang, D. Q., & Kim, Y. (2022). Youngone's sustainable growth: Business diversification from manufacturing to retailing, *Asia Case Research Journal*, 26(1), 59-75. <https://doi.org/10.1142/S0218927522500018> [Scopus]

Kim, D. Y.*, & Kim, H-Y. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media, *Journal of Business Research*, 134, 223-232. <https://doi.org/10.1016/j.jbusres.2021.05.024> [SSCI; 2021 JCR IF 10.969 ranking = 17/154, Q1 in business]

Kim, D. Y., & Kim, H-Y.* (2021). Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure, *Journal of Business Research*, 130, 405-415. <https://doi.org/10.1016/j.jbusres.2020.02.020> [SSCI; 2021 JCR IF 10.969 ranking = 17/154, Q1 in business]

Park, M.*, Im, H., & **Kim, D. Y.** (2018). Feasibility and user experience of virtual reality fashion stores. *Fashion and Textiles*, 5(1), 32. <https://doi.org/10.1186/s40691-018-0149-x> [Scopus; 2018 CiteScore 2.1]

Kim, D. Y., & Choo, H. J.* (2013). The effects of department store customers satisfaction and commitment on relationship switching intention and multi-channel use intention. *Fashion & Textile Research Journal*, 15(5), 753-762. <https://doi.org/10.5805/sfti.2013.15.5.753> [KCI]

Choo, H. J., Nam, Y. J., Lee, Y. R., Lee, H. K., Lee, S. J., Lee, S. E., ... & **Kim, D. Y.** (2012). Domestic research trends in IT fashion. *Fashion & Textile Research Journal*, 14(4), 614-628. <https://doi.org/10.5805/KSCI.2012.14.4.614> [KCI]

MANUSCRIPTS IN PROGRESS

Kim, D. Y. & Kim, S.* (2nd revision). When AI co-creates art: The moderating effects of visual expression and narrative in consumer resistance. *Journal of Research in Interactive Marketing*

Song, S. & **Kim, D. Y.*** (Under Review) An Exploratory Typology of Student Engagement With Generative AI in Higher Education, *Education and Information Technologies*

Jang, J. & **Kim, D. Y.*** (Under Review). Confirming Who I Am Through Virtual Reality Fashion Shopping: Enhancement of Self-Concept Clarity and Self-Esteem by Self-Imagery, *Journal of Global Fashion Marketing*

Kim, D. Y. & Kim, S.* (Manuscript Writing). The artness of AI fashion: From awe to attitude in AI co-creation, *Targeting Journal of Retailing and Consumer Services*

Huh, J., Jang, J., & **Kim, D. Y.** (Manuscript Writing). The Cultural Context of AI vs Human Empathy in Service Recovery, *Targeting Journal of Service Research*

Kim, D. Y. & Song, S.* (Manuscript Writing). The impact of AI usage by students on the sense of agency and engagement, *Targeting Computers in Human Behavior*

BOOK CHAPTER

Kim, D. Y. (2013). Chapter 15. Digital Consumer Behavior (pp. 346-373). In Nam, Y. J., Park, S. M., Seo, S. W., Lee, Y. R., Lee, J. I., Choi, K. M., ... Kim, D. Y., IT and Fashion, Seoul: Kyo-mun Publication.

EDUCATIONAL PUBLICATIONS – Portfolio books

28 students, **Kim, D. Y., & Jang, S. Y.** (2026) EGIDE, RESET, MINDR, NEUMA, Gachon University.

37 students, **Kim, D. Y., & Jang, S. Y.** (2025) MORPHUS, TRIADE, MUTANT, AVIS, Gachon University.

32 students, Suh, S. E., & **Kim, D. Y.** (2024) FOLIAGED, ZIP, ECLORE, MNEMOSYNE, Gachon University.

CONFERENCE PROCEEDINGS

Song, S. & **Kim, D. Y.** (Mar 2026). An Exploratory Typology of Student Agency and AI Literacy in Generative AI Engagement, *2026 Marketing Management Association Spring Conference*, Virtual.

Kim, D. Y. & Kim, S. (Jul 2025). The impact of artificial intelligence identity disclosure on the resistance of AI generated art, *2025 Global Marketing Conference*, Hong Kong, China.

Huh, J., Jang, J. Y., & **Kim, D. Y.** (May 2024) Understanding pro-environmental behavioral intention promoted by virtual versus human influencers: The mediating role of empathy, *2024 International Conference on Clothing and Textiles*, Jeju, South Korea.

Kim, D. Y. & Jang, J. Y. (Nov 2023). The effect of avatar customization on the psychological ownership of fashion products. *2023 Korean Scholars of Marketing Science*, Seoul, South Korea.

Kim, D. Y., Choi, D., Yoon, N., & Lee, H. K. (Nov 2023). The feeling of being together in the metaverse: The positive influence of copresence on subjective wellbeing. *2023 International Textiles and Apparel Association Conference*, Baltimore, USA.

Jang, J. Y. & **Kim, D. Y.** (Jul 2023). How immersive retailing affects consumers' urge to buy: Impacts of self-imagery, positive emotion, and self-relevance. *2023 Global Marketing Conference*, Seoul, South Korea.

Jang, J. Y. & **Kim, D. Y.** (Apr 2023). VR 패션 쇼핑을 통한 자기 검증 효과 – 인지된 현실감의 조절 효과를 중심으로. *2023 Spring Korea Distribution Conference*, Seoul, South Korea.

Lee, H. K., Yoon, N., Choi, D., & **Kim, D. Y.** (Apr 2023). 소셜 메타버스 아바타 특성에 따른 사용자 인게이지먼트 – 유튜브 콘텐츠를 활용한 텍스트마이닝 기법을 사용하여. *2023 Spring Korean Society of Clothing and Textiles Conference*, Seoul, South Korea.

Kim, D. Y., & Whang, C. (Oct 2022). Making a difference: Motivating sustainable consumption behavior to be consistent with attitude. *2022 International Textiles and Apparel Association Conference*, Denver, USA.

Whang, C., **Kim, D. Y., & Huh, J.** (Oct 2022). Does how and who matter in encouraging sustainable behavior?: Focused on the effect of influencer type and content modality. *2022 International Textiles and Apparel Association Conference*, Denver, USA.

- Jang, J. Y., & **Kim, D. Y.** (Oct 2022). Enhancement of self-evaluation through VR fashion shopping. *2022 International Textiles and Apparel Association Conference*, Denver, USA.
- Jang, J. Y., **Kim, D. Y.**, & Choi, S. Y. (Oct 2022). The acculturation of Vietnam consumers to Korean culture through social media, *2022 Fall Korea Distribution Conference*, Jeju, South Korea.
- Kim, D. Y.**, Chung, K., & Lee, H. K. (May 2022). Avatar mediated experience in metaverse: The role of avatar realism. *2022 International Conference on Clothing and Textiles*, Seoul, South Korea.
- Jang, J. Y., Jang, H., & **Kim, D. Y.** (May 2022). What makes a difference, sounds or letter shapes? An experimental study on the sound symbolism of brand names -focusing on Korean and American consumers. *2022 International Conference on Clothing and Textiles*, Seoul, South Korea.
- Kim, D. Y.**, Lee, H. K., & Chung, K. (May 2022). The Effect of mental simulation for the avatar in metaverse. *Korean Society for Clothing Industry Conference*, Seoul, South Korea.
- Whang, C., & **Kim, D. Y.** (Mar 2022). The effect of web atmospherics on consumers' shopping behavior: focused on color cue and information density. *2022 ACRA Conference*, New Orleans, USA.
- Kim, D. Y.**, & Whang, C. (Mar 2022). More followers, weaker persuasion? The impact of network size in social media. *2022 ACRA Conference*, New Orleans, USA.
- Park, M., Koo, J., & **Kim, D. Y.** (Nov 2021). Women empowerment advertising of luxury brands: Message concreteness, authenticity, and involvement. *2021 Global Fashion Management Virtual Conference*.
- Kim, D. Y.**, & Kim, S. (Nov 2021). The impact of scarcity during the COVID-19 pandemic on consumer psychological well-being and hoarding behavior. *2021 International Textiles and Apparel Association Virtual Conference*.
- Kim, D. Y.**, & Kim, H-Y. (Mar 2021). The Underlying Mechanism of Influencer Marketing: Examining the Role of Interpersonal Influences in Influencer-Follower Relationship Development. *2021 ACRA/AMA Virtual Conference*.
- Kim, D. Y.**, & Kim, H-Y. (October 2019). An Influencer like Me: Does Influencer Social Status Matter? *International Textiles and Apparel Association*, Las Vegas, USA.
- Kim, D. Y.**, & Kim, H-Y. (July 2019). Trust toward the Influencer on Social Media: Its Antecedents and Outcomes, *2019 Global Fashion Management Conference*, Paris, France.
- Kim, D. Y.**, & Kim, H-Y. (November 2018). Advertising Effectiveness by Social Media Influencer Type: The Moderating Role of Consumer Social Comparison Orientation, *International Textiles and Apparel Association*, Cleveland, USA.
- Kim, D. Y.**, & Im, H. J. (November 2018). Good or Better: The Effect of Comparative Mindset with Recommended Products on Product Evaluation and Purchase Decision, *2018 KSCT-ITAA Joint Symposium*, Cleveland, USA.
- Kim, D. Y.**, & Kim, H-Y. (July 2018). Influencer Advertising on Social Media: The Effects of Product-Influencer Congruence and Sponsorship Disclosure on Motive Inference Processing. *2018 Global Marketing Conference*, Tokyo, Japan.
- Kim, D. Y.**, & Im, H. J. (November 2017). Effects of Perceived Integration Quality and Attitude toward Information Seeking on Perceived Shopping Value in Omni-channel Shopping Experience, *International Textiles and Apparel Association*, St. Petersburg, USA.
- Kim, D. Y.**, & Kim, H-Y. (July 2017). Luxury-Related Lifestyle Segments: Toward an Integrative Conceptual Framework, *Global Fashion Management Conference*, Vienna, Austria.

- An, H. J., **Kim, D. Y.**, & Pettys-Baker, R. (July 2017) Typicality Effects in Luxury Brand Advertisements, *Global Fashion Management Conference*, Vienna, Austria.
- Kim, D. Y.**, & Choo, H. J. (October 2012). The Effects of Department Store Customers' Satisfaction and Commitment on Relationship, *Korean Society for Clothing Industry Conference*, Seoul, South Korea.
- Choo, H. J., Nam, Y. J., Lee, Y., Lee, H. K., Lee, S. J., Lee, S. E., ... **Kim, D. Y.** (November 2011). Domestic research trends in IT fashion. *Korean Society of Clothing and Textiles Conference*, Seoul, South Korea.

TEACHING EXPERIENCE

Gachon University

- Fashion e-Business (45): **Eng.** Fall 2023
- AI Fashion Practice Project (20): Fall 2023, Fall 2024, Fall 2025
- Fashion Consumer Behavior (40): **Eng.** Spring 2023, Spring 2025, Spring 2026
- Fashion Marketing: (40): Fall 2024, Fall 2025
- Social Psychology and Fashion Therapy (40): Spring 2023, Fall 2023, Spring 2026
- Fashion Retailing (40): **Eng.** Fall 2023, Fall 2024, Fall 2025
- Freshmen Seminar (25): Spring 2023, Spring 2025, Spring 2026

Auburn University

- CADS 2760 Visual Merchandising (35): Fall 2020, Spring 2021, Fall 2021
- CADS 3800 Consumer Decision Making (40): Spring 2022
- CADS 3850 Merchandising Planning and Control (46): Fall 2021, Spring 2022, Fall 2022
- CADS 4850 Advanced Excel for Merchandising Data Analytics (7): Fall 2022
- CADS 5510/6510 Digital Retailing (20): Spring 2021

University of Minnesota

- RM 1201 Fashion, Ethics, and Consumption (in classroom and Online)
 - Graduate Instructor: Spring 2017, Summer 2017, Summer 2019
 - Teaching Assistant: Fall 2016, Fall 2018
- RM 2215 Introduction to Retail Merchandising (in classroom and Online)
 - Graduate Instructor: Fall 2018
 - Teaching Assistant: Fall 2017
- RM 4117W Retail Environments and Human Behavior (Online)
 - Teaching Assistant: Fall 2017
- RM 4217 International Retail Markets (Offline)
 - Teaching Assistant: Spring 2019

Seoul National University

- 353.335 Global Fashion Business
 - Teaching Assistant: Fall 2011

GRADUATE STUDENT ADVISING

Gachon University

Nergui Enkhzaya	(Advisor) Ph.D. Qualification exam	2026
Batkhuysak Nyamsuren	(Advisor) Master's program Completed	2026
Lkhagva Narantsatsral	(Advisor) Master's program Completed	2026
Bayarsaikhan Mungunchimeg	(Advisor) Master's program Completed	2025
Tsiyenpiljee Khulan	(Advisor) Master's program Completed	2025
서경자	(Co-Advisor) Ph.D. degree 소셜미디어의 부적외모인지가 몰입과 패션행동에 미치는 영향: 자아존중감을 조절변인으로	2024
최지혜	(Committee Chair) Ph.D. degree 헤어디자이너의 온라인 홍보가 신뢰도를 매개로 만족도에 미치는 영향과 추가기술의 조절효과	2024
이진수	(Co-Advisor) Master's degree 중고의류 소비가치, 노스텔지어 관여도, 의복관여도가 중고의류 구매의도에 미치는 영향	2023

Auburn University

Xiao Huang	(Committee Member) Ph.D. degree Chinese Consumers' Perceptions of Cross-Border E-Commerce Retailer Attributes: A Scale Development and Validation Study,	2022
Ummey Hani Barsha	(Committee Member) Master's Qualification Exam	2022

SERVICE EXPERIENCE

Gachon University

Department Chair	2024 – present
Graduate Program Director	2024 – present
Search Committee	2023, 2025
International Students Committee Chair	2023

Auburn University

Search Committee	2022
Student Awards Committee	2022
Mentoring Committee	2022
2022 Auburn Research Student Symposium Review	2022
2021 CHS Graduate Student Research Symposium Review	2021

Conference

Global Marketing Conference in Hong Kong track chair	2025
Global Marketing Conference in Seoul track co-chair	2023

University–affiliated institute

청년정책연구소 (Youth Policy Institute) committee member

2025 – present

GRANT EXPERIENCE

Kim, D. Y. (KRW 10,000K), “The impact of generative artificial intelligence co-creating fashion on consumers”, *Gachon University* (2026)

Kim, D. Y. (KRW 10,000K), “Education utilizing artificial intelligence influencing on the self-concept and motivation of Students”, *Gachon University* (2025)

Huh, J., Jang, J. & **Kim, D. Y.** (US \$10,000), “A cross-cultural comparison study on AI vs. human recommender”, *Korean Studies Foundation* (2025)

Kim, D. Y. (KRW 5,000K), “The psychological effect of avatar realism”, *Gachon University* (2023)

Choi, D., Lee, H. K., & **Kim, D. Y.** (\$2,000, Funded), “Discovering Positive and Negative Outcomes of Metaverse Uses”, *ACR-AMA Research Grants on Transformative Consumer Research* (Aug 2022).

Kim, D. Y. (\$1,400), Women’s Philanthropy Board Grant, “Motivating Sustainable Consumption Behavior to be consistent with Attitude”, *Auburn University* (Mar 2022)

Kim, D. Y. (\$1,000), The Graduate Program Research Grant, *University of Minnesota* (Apr 2019)

AWARDS AND SCHOLARSHIPS

Gachon Scholar Excellence Award – High Citation Score, *Gachon University* (May 2025)

Best Paper Presentation Award, *Korea Distribution Conference, Jeju* (Oct 2022)

Design Graduate Program Conference Presentation Fund (\$1,000), *University of Minnesota* (Nov 2019, Jun 2019, Sep 2018, Oct 2017)

Ludden Funds Travel Grant (\$200), *University of Minnesota* (Jun 2018)

Best Paper Presentation Award (Fashion Marketing), *Korean Society for Clothing Industry Conference, Seoul* (Nov 2012)

Superior Academic Performance Scholarship, *Graduate School of Seoul National University* (Sep 2011)

Superior Academic Performance Scholarship, *Undergraduate School of Seoul National University* (Mar 2008, Sep 2008, Mar 2009, Sep 2009)