

Terry (Haekyung) Kim

Assistant Professor
University of South Carolina
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Education

Ph.D.	Retail and Consumer Studies, University of Minnesota <ul style="list-style-type: none">Minor: Educational Psychology (Emphasis in Quantitative Methods in Education)	2024
M.S.	Textiles, Merchandising, and Fashion Design, Seoul National University, South Korea	2020
B.S.	Textiles, Merchandising, and Fashion Design, Seoul National University, South Korea <ul style="list-style-type: none">Minor: Consumer Science <i>*Graduated with Honor: summa cum laude</i>	2018

Academic Position

Assistant Professor (Tenure track) University of South Carolina, Department of Retailing	2024-Present
Graduate Instructor , University of Minnesota	2023-2024

Honors/Awards

• International Journal of Retail and Distribution Management Best Paper Award , <i>American Collegiate Retailing Association Conference, Columbia, USA.</i>	2025
• ACRA Conference Best Paper Award , <i>American Collegiate Retailing Association Conference, Columbia, USA.</i>	2025
• Kim Johnson Best Doctoral Student Paper Award (Doctoral Level 1st Place) , <i>International Textile and Apparel Association Annual Conference, Long Beach, USA</i>	2024
• Student Academic Excellence Award (Graduate Level Individual) , <i>College of Design, University of Minnesota</i>	2023
• Nominee of the Outstanding Doctoral Student Award , <i>College of Design, University of Minnesota</i>	2023
• Winner of Graduate Student Research Competition , <i>International Conference on Clothing and Textiles, Seoul, South Korea</i>	2022
• Best Paper Presentation Award , <i>Korean Society of Clothing and Textiles, Seoul, South Korea</i>	2020
• Best Paper Presentation Award , <i>Korean Society of Clothing and Textiles,</i>	2018

- Seoul, South Korea*
- **Graduated with the Highest Honor, Ranked No.1 in the Department of Textiles, Merchandising, and Fashion Design, Seoul National University, Ranked No.1 in the College of Human Ecology, Seoul National University** 2018
 - **Best Paper Presentation Award, Society of Fashion & Textile Industry, Seoul, South Korea** 2016
 - **Best Bachelor's Degree Thesis Award, Department of Textiles, Merchandising, and Fashion Design, Seoul National University** 2016
 - **Dean's List, College of Human Ecology, Seoul National University** 2013- 2015

Scholarships/Fellowships

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- **Peggy Matthews Fellowship**, Competitive fellowship, 2022-2023
College of Design, University of Minnesota (\$3,000)
 - **Seoul National University Alumni Association Minnesota Section Scholarship**, Competitive scholarship, Seoul National University Alumni Association Minnesota Section (\$1,000) 2021
 - **Design Graduate Fellowship**, Competitive fellowship, 2021
College of Design, University of Minnesota (\$8,470)
 - **Work-Study Scholarship**, 2019
Research Institute of Human Ecology, Seoul National University (\$2,510)
 - **Kwanak Corporation Scholarship**, Competitive scholarship, Seoul National University Alumni Association. Full Scholarship (\$3,350) 2018
 - **Eminence Scholarship**, Competitive scholarship, Seoul National University. Full Scholarship (\$2,520) Fall 2015, Spring 2015, Fall 2014, Spring 2014, Fall 2013, Spring 2013
 - **Merit-Based Scholarship**, Competitive scholarship, Seoul National University (\$250) 2012

Grants

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- **HRSM Innovation Fund, College of Hospitality, Retail and Sport Management, University of South Carolina** 2025-2026
 - *Project Title: Immersive Retail Innovation: Transforming Retail Education and Research with VR and Metaverse Technologies*
 - *Principal Investigator*
 - *\$9,882.46*
 - **Design Graduate Program Travel Grant, College of Design, University of Minnesota** 2021-2024
 - *five times, total grant amount of \$4,210*
 - **Design Graduate Program Research and Creative Scholarship Grant, College of Design, University of Minnesota**
 - *\$1,000, Title: The effect of hyper-realistic virtual influencers' physical and mental humanlikeness on interpersonal relationships: Focusing on self-disclosure and humanlike appearance* 2024
 - *\$1,600, Title: Understanding virtual influencers' humanness and consumers' attitudes* 2023
 - *\$320, Title: The effect of autonomy need satisfaction and escapism* 2022

- motivation on consumer's variety-seeking behavior in metaverse
 - \$410, Title: Can augmented reality impact your self-perceptions? The malleability of the self and brand relationships in augmented reality try-on services
- 2021

Research Interest

Digital Consumer Behavior, Retail Technology, Technology Mediated Communication, Consumer-Brand Relationship, Sustainable Consumption

Publication

Peer-Reviewed Journal

- Ju, N., **Kim, T. H.**, & Im, H. (2024). Fake human but real influencer: The interplay of authenticity and humanlikeness in VI communication?. *Fashion and Textiles*, 11(1), 16. [SCIE 2023 IF: 2.3]
- Kim, T. H.**, & Im, H. (2024). Can augmented reality impact your self-perceptions? The malleability of the self and brand relationships in augmented reality try-on services. *Journal of Consumer Behaviour*, 23(4), 1623-1637. [SSCI, Q1 in Social Psychology, 2023 IF: 4.4]
- Kim, T. H.**, & Kim, N. L. (2023). Believing in change: The role of implicit theory on consumer's perception of the brand's corporate social responsibility message. *Journal of Consumer Behaviour*, 22(6), 1348-1364. [SSCI, Q1 in Social Psychology, 2023 IF: 4.4]
- Kim, N. L., Jin, B. E., & **Kim, T. H.** (2023). Negative and positive contamination in secondhand fashion consumption: Does culture matter?. *International Marketing Review*, 40(6), 1509-1530. [SSCI, Q1 in Business and International Management, IF: 5.774]
- Kim, N. L., **Kim, T. H.**, & Park, J. (2023). Can data save small businesses? Benefits and challenges of data analytics adoption among small-sized clothing retailers. *Applied Marketing Analytics*, 9(3), 236-248.
- Kim, N. L., & **Kim, T. H.** (2022). Why buy used clothing during the pandemic? Examining the impact of COVID-19 on consumers' secondhand fashion consumption motivations. *The International Review of Retail, Distribution, and Consumer Research*, 32(2), 151-166. [ESCI]
- Kim, T. H.**, & Choo, H. J. (2021). Augmented reality as a product presentation tool: Focusing on the roles of product Information and presence in AR. *Fashion and Textiles*, 8(29), 1-23. [SCIE, Q1 in Materials Science, Textiles, 2021 IF: 2.200]
- Kim, T. H.**, Lee, H.Y., Namkoong, H., Choi, S. Y., & Yang, H. S. (2020). Effect of perceived technological innovativeness on revisit and word-of-mouth intention in augmented reality store - Focusing on curiosity and fun. *Journal of the Korean Society of Clothing and Textiles*, 44(4), 676-690. [SCOPUS]

Conferences

Peer-Reviewed Proceedings

- Jiang, Z., & **Kim, T. H.** (2025). Exploring the role of metaverse affordances in shaping users'

purchase intention toward virtual products: A conceptual framework, Poster presentation at the annual International Textile and Apparel Association conference, St. Louis, USA.

Kim, T. H., & Im, H. (2025). Strange or Engaging? Artificial Intelligence Influencers' Humanness, Eriness, and Consumer Responses, Oral presentation at American Collegiate Retailing Association Conference, Columbia, USA.

*****Winner of ACRA Conference Best Paper Award**

*****Winner of International Journal of Retail and Distribution Management Best Paper Award**

Lee, G., Huh, J., & **Kim, T. H. (2025).** Exploring the Effectiveness of Positive vs. Two-Sided AI-Generated Review Summary for Search and Experience Products, Oral presentation at American Collegiate Retailing Association Conference, Columbia, USA.

Jiang, Z., & **Kim, T. H. (2025).** Decoding consumer values and challenges in the metaverse: A text-mining analysis of IMVU mobile app reviews, Oral presentation at American Collegiate Retailing Association Conference, Columbia, USA.

Kim, T. H., Chang, B., & Kim, K. H. (2025). When to Use AI: The Impact of AI and Narrative Message on CSR Campaigns Perceptions, Oral presentation at the International Public Relations Research Conference, Orlando, USA.

Kim, T. H. (2024). The effect of hyper-realistic virtual influencers' physical and mental humanlikeness on interpersonal relationships: Focusing on self-disclosure and humanlike appearance, Oral presentation at the annual International Textile and Apparel Association conference, Long Beach, USA.

*****Winner of the Student Best Paper Awards**

Kim, T. H., Im, H., & Chen, Z. (2024). Unraveling morality: The impact of business size and family-owned businesses on trust formation, Poster presentation at the annual International Textile and Apparel Association conference, Long Beach, USA.

Im, H., **Kim, T. H., & Chen, Z. (2024).** Humanizing handmade brands: How handmade brands are perceived authentic, Poster presentation at the annual International Textile and Apparel Association conference, Long Beach, USA.

Chen, Z., Im, H., & **Kim, T. H. (2024).** Effect of face expression and interactivity on donation intention: Mediated roles of playfulness, social presence, sympathy, and perceived response efficacy, Oral presentation at Fashion and Play Symposium, Minnesota, USA.

Kim, T. H., & Im, H. (2023). My virtual influencer friend: The role of self-disclosure in consumer's trust and relationship outcomes, Oral presentation at the annual International Textile and Apparel Association conference, Baltimore, USA.

Kim, T. H., Im, H., & Ju, N. (2023). How humanized virtual influencers engage users: A comparative case study of three virtual influencers, Poster presentation at the annual International Textile and Apparel Association conference, Baltimore, USA.

Ju, N., **Kim, T. H., & Im, H. (2023).** What successful virtual influences do: An exploratory comparative study, Poster presentation at the Korean Society of Clothing and Textiles, Seoul, South Korea.

Kim, T. H., & Kim, N. L. (2022). Believing in change: The role of implicit theory on consumer's perception of the fashion brand's CSR message, Oral presentation at the annual International Textile and Apparel Association conference, Denver, USA.

Im, H., Ju, N., & **Kim, T. H. (2022).** Ready for the data-driven world? Teaching data science to retail merchandising students, Poster presentation at the annual International Textile and Apparel Association conference, Denver, USA.

Kim, T. H., & Im, H. (2022). The effect of autonomy need satisfaction and escapism motivation on consumer's variety-seeking behavior in metaverse, Oral presentation at the AIRSI 2022, Online.

Kim, T. H., & Im, H. (2022). The effect of malleable self-concept and self-discrepancy on brand relationships in augmented reality try-on service, Oral presentation at the International Conference on Clothing and Textiles, Seoul, South Korea.

*****Winner of the Graduate Student Research Competition**

Im, H., **Kim, T. H., & Ahn, Y. (2022).** The waning ethnocentrism effect on consumers' local support intention during the COVID-19 pandemic, Poster presented at the International Conference on Clothing and Textiles, Seoul, South Korea.

Kim, N. L., **Kim, T. H., & Jin, B. (2022).** The effect of ownership duration in facilitating secondhand fashion consumption: A cross-cultural study, Oral presentation at the International Conference on Clothing and Textiles, Seoul, South Korea.

Kim, T. H., & Im, H. (2021). I feel myself as more malleable: The effect of augmented reality try-on service on malleable self and self-brand connection, Oral presentation at the 2021 Global Fashion Management Conference at Seoul/ 2021 Korean Scholars of Marketing Science International Conference, Online.

Ju, N., **Kim, T. H., & Im, H. (2021).** Artificial intelligence for the fashion and retail industry: Insights from network analysis of the previous research, Poster presented at the annual International Textile and Apparel Association conference, Online.

Kim, N. R., & **Kim, T. H. (2021).** Why buy used clothing during the pandemic? Examining the impact of COVID-19 on consumers' secondhand fashion consumption motivations, Poster presented at the annual International Textile and Apparel Association conference, Online.

Kim, T. H., & Choo, H. J. (2020). Effects of augmented reality's presence and product information on fashion product evaluation, Oral presentation at the Korean Society of Clothing and Textiles, Seoul, South Korea.

*****Best Paper Presentation Award (Fashion Marketing Division)**

Kim, T. H., & Chun, J. H. (2018). A study on changes in appearance management behavior in TV media: Focusing on fashion and beauty programs since 2010, Poster presented at the Korean Society of Clothing and Textiles, Seoul, South Korea.

Lee, H.Y., **Kim, T. H.,** Namkoong, H., Choi, S. Y., & Yang, H. S. (2018). The effect of perceived technological innovativeness on revisit intention and word-of-mouth intention in augmented reality stores: Focusing on curiosity and fun, Poster presented at the Korean Society of Clothing and

Textiles, Seoul, South Korea.

*****Best Paper Presentation Award (Fashion Marketing Division)**

Kim, S. J., **Kim, T. H.**, Jung, M. K., Han, J. W., & Choo, H. J. (2016). A study on the influence of companion on apparel shopping of college women, Poster presented at the Society of Fashion & Textile Industry, Seoul, South Korea.

*****Best Paper Presentation Award (Marketing Division)**

NON-PEER REVIEWED PRESENTATIONS

Kim, T. H., & Im, H. (2023). The effect of autonomy need satisfaction and escapism motivation on consumer's variety-seeking behavior in metaverse, Presentation at 2023 Research and Creative Scholarship Showcase, College of Design, University of Minnesota.

Kim, T. H., & Im, H. (2022). I feel myself as more malleable: The effect of augmented reality try-on service on malleable self and self-brand connection, Presentation at 2022 Research and Creative Scholarship Showcase, College of Design, University of Minnesota.

Research Experiences

HRSM Innovation Fund project	2025-2026
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Project Title: Immersive Retail Innovation: Transforming Retail Education and Research with VR and Metaverse Technologies

Responsibilities: Principal Investigator

Project Type: Internal (College of Hospitality, Retail and Sport Management, University of South Carolina)

Minnesota Agricultural Experiment Station (MAES) project	2023-2023
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Project Title: Diversity, equity, and inclusion in sharing economy

Principal Investigator: Dr. Naeun (Lauren) Kim

Project Type: State

Responsibilities: Research Assistant

Minnesota Agricultural Experiment Station (MAES) project	2022-2024
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Project Title: Building customer loyalty for family-owned retail businesses in Minnesota - Brand authenticity, trust, and loyalty intentions

Principal Investigator: Dr. Hyunjoo Im

Project Type: State

Responsibilities: Research Assistant

Minnesota Agricultural Experiment Station (MAES) project	2021-2023
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Project Title: Utilization of big data analytics by Minnesota small businesses

Principal Investigator: Dr. Naeun (Lauren) Kim

Project Type: State

Responsibilities: Research Assistant

Teach Experiences

University of South Carolina

RETL 725 Customer Experience Optimization in the Retail Environment (Spring 2025)

RETL 310 Digital Retailing (Spring 2025, Fall 2025)

Instructor of Record

University of Minnesota

RM 2234 Retailing in a Digital Age (Spring 2024)

RM 4216 Retail Promotions (Fall 2023)

Teaching Assistant

University of Minnesota

RM 2234 Retailing in a Digital Age (Fall 2023)

RM 4235/APST 5235 Data Driven Retail - Big Data and Text Analysis (Spring 2023)

RM 3170 Topics in Retail Merchandising - Data Driven Retail - Big Data and Text Analysis (Spring 2022)

Invited Research Talks

Invited research seminar talk, “Empowering human-computer interaction: Key considerations and future directions”, Department of Fashion and Textiles, Seoul National University, Seoul, South Korea, January 21, 2025. 2025

Invited seminar talk, “PhD journey: How early research shaped my academic path”, Department of Retail, Hospitality, and Tourism Management, University of Tennessee, Knoxville, TN, October 11, 2024. 2024

Industry Experience

Trendlab506 (Business consulting firm), Seoul, South Korea

Sep. 2017 –

Intern, Marketing consultant

Dec. 2017

Responsibilities:

- Conducted comprehensive research on consumer behavior in the cosmetic products market and kept abreast of global trends and issues in the fashion and cosmetic industries
- Performed in-depth market research and analyzed international case studies in retailing, offering strategic recommendations to fashion, food companies, and financial institutions for the implementation of new strategies

The Good Law (National NGO), Seoul, South Korea

Jul. 2015 –

Intern, Administrative assistant

Oct. 2015

Responsibilities:

- Monitored legislative activities and the National Assembly’s annual audit while managing the volunteers who visited the National Assembly to oversee the audit
- Translated laws from different countries to create a database encompassing global laws and developed textbooks focusing on laws relevant to everyday life

Asia Today (Daily newspaper), Seoul, South Korea

Jul. 2014 –

Intern, Newspaper journalist, Social affair desk

Oct. 2014

Responsibilities:

- Produced and reported a variety of news articles covering lifestyle and essential consumer information
- Participated in regular meetings to enhance writing and reporting skills, as well as to deliberate on topics

Journal & Reviewer Activities

Conference Reviewer

2024 Global Fashion Management Conference	2024
2025 American Collegiate Retailing Association Conference	2024

Ad hoc Reviewer

International Journal of Retail and Distribution Management	2025-Present
The International Review of Retail, Distribution and Consumer Research	2025-Present
Fashion Practice	2025-Present
Journal of Global Fashion Marketing	2024-Present

Committee Service

Hospitality and Tourism Management Search Committee, University of South Carolina	2024-2025
Student Academic Responsibilities Committee, University of South Carolina	2024-2025
Hospitality and Tourism Management Search Committee, University of South Carolina	2024-2025
Graduate Student Representative, Policy & Advisory Committee, University of Minnesota	2022-2024
Women's President of the Student Body, Seoul National University Alumni Association Minnesota Section	2021-2022

Professional Affiliation

Member of the American Collegiate Retailing Association	2025-Present
Member of the International Textile and Apparel Association	2021-Present
Member of the Korean Scholars of Marketing Science	2021
Member of the Korean Society of Clothing and Textiles	2018-2023