#### References

20s in department stores [On-Line]. (2001, July 11). Available: http://www.dongin.net

Agergaard, E., Olsen, P. A., & Allpass, J. (1970). The interaction between retailing and the urban center structure: A theory of spiral movement. *Environment and Planning*, *2*, 55-71.

Alderson, W. (1957). *Marketing behavior and executive action*. Homewood, IL: Richard D. Irwin.

Arnold, S., Handelman, J., & Tigert, D. (1998). The impact of a market spoiler on consumer preference structures (or, what happen when Wal-Mart comes to town). *Journal of Retailing and Consumer Services*, *5*(1), 1-13.

Atkinson, P., & Hammersley, M. (1994). Ethnography and participant observation. In N. K. Denzin & Y. S. Lincoln (Eds.), *Handbook of qualitative research* (pp. 248-261). Thousand Oaks: SAGE.

Average monthly salary [On-line]. (2003). Available: http://www.nso.go.kr

Babbie, E. (1999). *The basics of social research*. Belmont, CA: Wadsworth Publishing Company.

Bain, J. S. (1968). *Industrial organization*. New York: John Wiley and Sons.

Bartels, R. (1981). Criteria for theory in retailing. In W. R. Stamptl & C. E. Hirschman (Eds.), *Theory in retailing: Traditional and nontraditional sources*. Chicago, IL: American Marketing Association.

Beach, J. L. (1999). A grounded theory study of systems theory and clothing and textiles theories for the development of a dynamic, complex human systems theory. Unpublished doctoral dissertation, Virginia Tech, Blacksburg, VA.

Bennett, C. R., & Cooper, G. R. (1984). The product life cycle trap. *Business Horizons*, 27(5), 107-116.

Bennett, P. D. (Ed.). (1995). *Dictionary of marketing terms* (2<sup>nd</sup> ed.). Chicago, IL: American Marketing Association.

Berens, J. S. (1980). Capital requirements and retail institutional innovation – Theoretical observation. In C. W. Lamb & P. M. Dunne (Eds.), *Theoretical developments in marketing*. Chicago, IL: American Marketing Association.

Blake, J. W. (1939). *Elements of Marxian economic theory and its criticisms*. New York: Garden Company.

Bliss, P. (1967). Schumpeter, the big disturbance and retailing. In R. R. Gist (Ed.), *Management perspectives in retailing*. New York: John Wiley.

Blizzard, R. T. (1976). *The competitive evolution of selected retail institutions in the United States and Australia: A culture ecological analysis*. Unpublished doctoral dissertation, University of Colorado, Colorado.

Boyd, H. W., Walker, O. C., & Larreche, J. (1998). *Marketing management*. Boston: Irwin McGraw-Hill.

Brown, S. (1987). Institutional change in retailing: A review and synthesis. *European Journal of Marketing*, *21*(6), 5-36.

Brown, S. (1988). The wheel of the wheel of retailing. *International Journal of Retailing*, *3*(1), 16-37.

Brown, S. (1990). Innovation and evolution in UK retailing: The retail warehouse. *European Journal of Marketing*, *24*(9), 39-54.

Bucklin, L. P. (1972). *Competition and evolution in the distributive trades*. Englewood Cliffs: Prentice Hall.

Carpenter., G., & Nakamoto, K. (1989). Consumer preference formation and pioneering advantage. *Journal of Marketing Research*, *16*, 285-298.

Carson, K. (1967). *International marketing: A comparative systems approach*. New York: John Wiley and Sons.

Cauwe, M. (1979). The life cycle of the retail business. *Retail and Distribution Management*, 7(4), 48-51.

Cha, W. (1998). *A study of competitive strategy under IMF control*. Unpublished master's thesis, Joong Ang University, Seoul, South Korea.

Chen-Yu, H., Williams, G., & Kincade, D. (1999). Determinants of consumer satisfaction/dissatisfaction with the performance of apparel products. *Family and Consumer Sciences Research Journal*, *28*, 167-192.

Choi, S. (2001, July 10). Unstable Dong Dae Moon market [On-Line]. *Korean Daily*. Available: http://kdaily.com

Coles, T. (1999). Department stores as innovations in retail marketing: Some observations on marketing practice and perception in Wilhelmine, Germany. *Journal of Macromarketing*, *19*(1), 34-47.

Conrad, C. F. (1978). A grounded theory of academic change. *Sociology of Education*, *51*, 101-112.

Cox, R. (1958). Discussions. In A. B. Smith (Ed.), *Competitive distribution in a free high level economy and its implications for the university* (pp. 48-60). Pittsburg: University of Pittsburg Press.

*CPI calculation* [On-line]. (2003, April 22). Available: http://www.k-invest.com/ CPI.htm

Creswell, J. M. (1998). *Qualitative inquiry and research design: Choosing among five traditions*. Thousand Oaks, CA: SAGE.

Cundiff, E. W. (1965). Concepts in comparative retailing. *Journal of Marketing, 29*, 143-162.

Dalrymple, D. J., & Thompson, D. L. (1969). *Retailing: An economic view*. New York: The Free Press.

Davidson, R. W. (1970). Changes in distributive institutions. *Journal of Marketing, 34*, 7-10.

Davidson, R. W., Bates, A. D., & Bass, S. J. (1976). The retail life cycle. *Harvard Business Review*, *54*, 89-96.

Deiderick, T. E., & Dodge, H. R. (1983). The wheel of retailing rotates and moves. In J. Summey et al. (Eds.), *Marketing: Theories and concepts for an era of change*. Carbondale: Southern Marketing Association.

Discount stores become one of the major retailing sectors. (1997). *Discount Merchandiser*, 2(8), 66-69.

Dong Dae Moon exclusive [On-Line]. (2001, May 13). Available: http://ktnews.com

Doo-San Tower, declare department store management [On-Line]. (2001, July 10). *Daily Economy*. Available: http://www.mk.co.kr

Doody, F. A., & Davidson, R. W. (1964). Growing strength in small retailing. *Harvard Business Review*, *42*, 72-73.

Dreesmann, A. C. R. (1968). Patterns of evolution in retailing. *Journal of Retailing, 44,* 64-81.

Edwards, C. M. (1958). Discussions. In A. B. Smith (Ed.), *Competitive distribution in a free, high level economy and its implications for the University*, Pittsburg: University of Pittsburg.

Engel, F. J., Blackwell, D. R., & Miniard, W. P. (1995). *Consumer behavior*. Forth Worth, TX: Dryden Press.

Famous tourism areas, Nam Dae Moon and Dong Dae Moon markets. (2002, March 5), *Daily Economics*, p. N/A

Financial report. (2003). *Company Information* [On-line]. Available: http://www.korchambiz.net

Gil, Y. (1996). *A study on the present condition and prospect of the new type of distribution in Korea*. Unpublished master's thesis, Soung Sil University, Seoul, South Korea.

Gist, R. R. (1968). Retailing: Concepts and decisions. New York: John Wiley and Sons

Gong, Y. (1999). *Consumer satisfaction in discount stores*. Unpublished master's thesis, Dong Guk University, Seoul, South Korea.

Greenwood, K. W., & Murphy, M. F. (1978). *Fashion innovation and marketing*. New York: Macmillan Publishing Co., Inc.

Gu, J. (1998). Price satisfaction score is 70. Discount Merchandiser, 3(1), 34-37.

Guiltinan, P. (1974). Planned and evolutionary changes in distribution channels. *Journal* of *Retailing*, *50*(2), 79-91, 103.

Ha, T. (2001, July 7). Increasing number of 20s consumers who have high purchasing power [On-Line]. *Korean Textiles News*. Available: http://ktnews.com

Hall, M., Knapp, J., & Winsten, C. (1961). *Distribution in Great Britain and North America: A study in structure and productivity*. London, England: Oxford University Press.

Han, D. (1997). Decade of department stores is gone. *Discount Merchandiser, 2*(11), 72-75.

Hirschman, E. C. (1979). Retail competitive structure: Present and potential. In N. Beckwith, et al. (Eds.), *Educators Conference*. Chicago: American Marketing Association.

Hollander, C. S. (1960). The wheel of retailing. Journal of Marketing, 24, 37-42.

Hollander, C. S. (1966). Notes on the retail accordion. Journal of Retailing. 42, 29-40.

Hollander, C. S. (1981). Retailing theory: Some criticism and some admiration. In W. R. Stamptl & C. E. Hirschman (Eds.), *Theory in retailing: Traditional and nontraditional sources*. Chicago, IL: American Marketing Association.

Hoshmand, L. L. S. T. (1989). Alternative research paradigms: A review and teaching proposal. *The Counseling Psychologist, 17*(1), 3-79.

Hunt, S. D. (1976). *Marketing theory: Conceptual foundations of research in marketing*. Columbus: Grid.

Hwang, S., & Jung, C. (1993). An exploratory study on apparel distribution system and its countermeasure in the view of market liberalization. *Journal of Korean Society of Clothing and Textiles*, *17*(2), 265-279.

Im, H., & Pak, H. (2001). Clothing buying behavior of new traditional market customer groups according to shopping orientation. *Journal of Korean Society of Clothing Industry*, *3*(2), 148-155.

Im, W. (2000). *A study on counter-strategy of department store for distribution market opening*. Unpublished master's thesis, Han Sung University, Seoul, South Korea.

Ingene, C. A. (1983). Intertype competition: Restaurants versus grocery stores. *Journal* of *Retailing*, *59*(3), 49-75.

Ingene, C. A., & Lush, R. (1981). A model of retail structure. *Research in Marketing*, *5*, 101-164.

Izraeli, D. (1973). The three wheel of retailing: A theoretical note. *European Journal of Marketing*, *7*(1), 70-74.

Jang, S. (2000). *The comparison between high school girls' in Dong Dae Moon and Ap Gu Jeong Dong in terms of their shopping behavior and preferred store image.* Unpublished master's thesis, Ewha University, Seoul, South Korea.

Jarnow, J. A., Guerreiro, M., & Judelle, B. (1981). *Inside the fashion business*. New York: Macmillan Publishing Company.

Jeffreys, J. B. (1954). *Retail trading in Britain 1850-1950*. Cambridge: Cambridge University Press.

Jeong, B., & Park, E. (1993). Study on clothing store selection and relevant factors. Journal of the Korean Society of Clothing and Textiles, 17(2), 207-217.

Jeong, S. (2000). *A study of development strategy on distribution industry in Korea*. Unpublished master's thesis, Dan Guk University, Seoul, South Korea.

Jeong, Y. (2001). New retail renovation and correspondence [On-Line]. *Sam Sung Research Laboratory*. Available: http://seri.org

Ji, J. (1995). *A study on the development of the new type of distribution in Korea*. Unpublished master's thesis, Gun Guk University, Seoul, South Korea.

Jin, B. (1998). Consumer's perception of clothing price. *Journal of the Korean Society of Clothing and Textiles*, *22*(3), 417-427.

Jo, J. (2001, Jun 11). If Dong Dae Moon wants to restart [On-Line]. *Seoul Economy*. Available: http://www.hankooki.com/sed.htm

Kaynak, E. (1979). A refined approach to the wheel of retailing. *European Journal of Marketing*, *13*(7), 237-245.

Kim, B. (2000). *Studies of consumer reaction to the Don Dae Moon market shops*. Unpublished master's thesis, Gook Min University, Seoul, South Korea.

Kim, B., & Kim, M. (2001). Clothing purchase behaviors of patrons of Dong Dae Moon market. *Journal of the Korean Society of Clothing and Textiles*, *25*(3), 638-649.

Kim, D. (1999). *A study of consumers' store selection behavior*. Unpublished master's thesis, Seoul Ci Lip University, Seoul, South Korea.

Kim, D. L. (2000). A study for competitiveness of Ul San retailing as a new retail*institution appeared*. Unpublished master's thesis, Ul San University, Ul San, South Korea.Kim, H. (2001, July 12). Seoul Economy [On-Line]. Available: http://sed.co.kr

Kim, H., & Kim, M. (1995). An empirical study on apparel store choice. *Journal of Korean Society of Clothing and Textiles, 19*(5), 774-789.

Kim, J. (1999). A study on counter-strategy of domestic department store for the change of distributional environment. Unpublished master's thesis, Won Kwang University, Jun Buk, South Korea.

Kim, M. (1998). *A study on the customer satisfaction with new distribution firms*. Unpublished master's thesis, Catholic University of Dae Gu Hyo Seong, Dae Gu, South Korea.

Kim, S. (1999). *Analysis for sales change of department store*. Unpublished master's thesis, Joong Ang University, Seoul, South Korea.

Kim, S., & Chen-Yu, J. (2003). *A comparison of consumers' store patronage between South Korea and the United states: Suggestions for the marketing strategy of the South Korean discount stores.* Manuscript submitted for publication.

Kim, S., Choi, Y., Song, J., & Jeon, Y. (2000). *Now we are going to a booming market*. Seoul: Choung Nyeon Sa.

Kim, S., & Lee, E. (1994). A study on clothing shopping orientations of consumers. *Journal of the Korean Society of Clothing and Textiles*, *18*(3), 429-439.

Kim, Y. (1998). A study on counter-strategy of domestic distribution companies for entrance of foreign distribution companies. Unpublished master's thesis, Syo Kang University, Seoul, South Korea.

Kim, Y., & Shin, Y. (2000). *From a traditional market to a fashion network*. Seoul, South Korea: Sam Sung Economy Research Laboratory.

Kincade, D. H., Gibson, F., & Woodard, G. (2004). *Merchandising math: A managerial approach*. Upper Saddle River, NJ: Prentice-Hall.

Koh, A., Park, K., & Lee, Y. (1997). Apparel store patronage behavior of female consumers in satellite cities. *Journal of the Korea Society of Clothing and Textiles*, *5*(3), 77-88.

Korea Chain Store Association. (1996~2002). *The yearbook of distribution industry*. Seoul, South Korea: Korea Chain Store Association Publication.

Korea National Statistical Office. (1998). *Changes of Korean society and economy in 50 year* (Publication No. 109-03). Dae-Jun, South Korea: South Korean Government Printing Office.

Korea National Statistical Office. (2000). *Korea seen by statistics*. Dae-Jun, South Korea: South Korean Government Printing Office.

Korea National Statistical Office. (2002). *Monthly statistics of Korea*. Dae-Jun, South Korea: Korean Government Printing Office.

Lee, G. (2000). *A study on the buying behavior of customer in the department store*. Unpublished master's thesis, Joong Ang University, Seoul, South Korea.

Lee, H. (1996). Fashion retailing industry. Seoul, South Korea: Guo Hak Sa

Lee, J. E. (1997). Consumer expectation for service at apparel retail outlets. *Journal of Family and Consumer Science*, *89*, 26-30.

Lee, U. (1997). *A study for consumers' perception of discount stores*. Unpublished master's thesis, Syo Kang University, Seoul, South Korea.

Lee, Y. (2000). *Money, money, a clothing business is the best*. Seoul, South Korea: Dae Kwang Mun Wha.

Lee, Y. (2001, July 6). Analysis of 2001 competitiveness of Dong Dae Moon and Nam Dae Moon retail market [On-Line]. *Dong Ta Column*. Available: http://www.dongta.com/report/20010705/report.html

Lee, Y. I. (2000). *The strategy competition of Korean store against to come inside enormous cosmopolitan discount store in the interior of a country*. Unpublished master's thesis, Han Lim University, Seoul, South Korea.

Levy, M., & Weits, B. (2001). *Retailing management*. New York, NY: McGraw-Hill Irwin.

Lieber, R. M., & Stiegal, M. D. (1979). *Personality: Strategies and issues*. Pacific Grove, CA: Books/Cole.

Lieber, R. M., & Stiegal, M. D. (1990). *Personality: Strategies and issues* (6<sup>th</sup> ed.). Pacific Grove, CA: Books/Cole.

Lumpkin, J. R., & Burnett, J. J. (1991). Identifying determinants of store type choice of the mature consumer. *Journal of Applied Business Research*, 8(1), 89-102.

Mammarella, J. (1997a). International's grade at year 6:B+; A country-b-country assessment of how Wal-Mart is doing globally. *Discount Store News*, *36*(5), 60-62.

Mammarella, J. (1997b). Wal-Mart International reshapes the world retailing order. *Discount Store News*, *36*(2), 21.

Maronick, T. J., & Walker, B. J. (1975). The dialectic evolution of retailing. In B. Greenburg (Ed.), *Southern Marketing Association*. Atlanta: Georgia Sate University.

Marshall, C., & Rossman, G. B. (1995). *Designing qualitative research*. Thousand Oaks: SAGE.

Martenson, R. (1981). *Innovations in multinational retailing*. *IKEA on the Swedish, Swiss, German and Austrian furniture markets*. Gothenburg, Sweden: University of Gothenburg Press.

McCammon, B. J. (1964). *Alternative explanations of institutional change and channel evolution*. Chicago: American Marketing Association.

McNair, P. M. (1958). Significant trends and developments in the post war periods. In A. B. Smith (Ed.), *Competitive distribution in a free high level economy and its implications for the university*. Pittsburg: University of Pittsburg Press.

McNair, P. M., & May, G. E. (1978). The next revolution of the retailing wheel. *Harvard Business Review*. *56*(5), 81-91.

Merriam, S. B. (1988). *Case study research in education: A qualitative approach*. San Francisco: Jossey-Bass.

Monroe, K. B., & Guiltinan, J. P. (1975). A path-analytic exploration of retail patronage influence. *Journal of Consumer Research*, *2*, 19-28.

Moon, S. (1999). *Strategy for Korean style discount stores*. Unpublished master's thesis, Han Nam University, Seoul, South Korea.

Morse, J. M. (1991). Approaches to qualitative-quantitative methodological triangulation. *Nursing Research*, *40*(1), 120-123.

Moye, L., & Kincade, H. D. (2002). Influence of usage situations and consumer shopping orientations on the importance of the retail store environment. *International Review of Retail, Distribution and Consumer Research*, *12*(1), 59-79.

Nason, R. W. (1968). *Urban market process in Recife, Brazil*. Unpublished doctoral dissertation, Michigan State University, Michigan.

Net Sales growth rate by 62.1 percent. (1997). Discount Merchandiser, 2(11), 76-78.

Ok, S., & Kim, U. (1997). Retail theory. Seoul, South Korea: Hyoung Sul.

Oren, C. (1989). The dialectic of the retail evolution. *Journal of Direct Marketing*, *3*(1). 15-29.

Oxenfeldt, A. R. (1960). The retailing revolution: Why and whither. *Journal of Retailing*, *36*, 157-162.

Pak, D. (1998). *Impact of a new retail type on domestic retailing and correspondence*. Unpublished master's thesis, Gyung Hee University, Seoul, South Korea.

Pak, Y. (2000). *A study of promotion strategy for Dong Dae Mon Market*. Unpublished master's thesis, Gyung Gi University, Seoul, South Korea.

Park, S., & Im, S. (1996). A study on clothing shopping motivations and store. *Journal* of the Korean Society of Clothing and Textiles, 20(3), 414-428.

Pelton, L., Strutton, D., & Lumpkin, J. (1997). *Marketing channels: A relationship management approach*. Boston, Massachusetts: Irwin McGraw-Hill.

Regan, C. L., Kincade, D. H., & Sheldon, G. (1998). Applicability of the engineering design process theory in the apparel design process. *Clothing and Textiles Research Journal, 16*(1), 36-40.

Regan, W. J. (1964). The stages of retail development. In R. Cox, W. Alderson & S. J. Shapiro (Eds.), *Theory in marketing*. Homewood, IL: Richard D. Irwin.

Rubin, H. J., & Rubin, I. S. (1995). *Qualitative interviewing: The art of hearing data*. Thousand Oaks, CA: SAGE.

Schumpeter, J. A. (1947). *Capitalism, socialism and democracy*. London: Gorge Allen and Unwin.

Sethi, S. P. (1971). Comparative Cluster analysis for world markets. *Journal of Marketing Research*, *8*, 348-354.

Shaw, G. (1978). Processes and patterns in the geography of retail change. *Geography*, 24.

Sheth, J. (1983). An integrative theory of patronage preference and behavior. In W. Darden & R. Lusch (Eds.), *Patronage behavior and retail management*. New York: North-Holland.

Shim, S., & Kotsiopulos, A. (1992). Patronage behavior of apparel shopping: Part I. Shopping orientations, store attributes, information sources, and personal characteristics. *Clothing and Textiles Research Journal*, *10*(2), 48-57.

Shin, H. (2002). *A study on the strategy for modernization of marketing channel in Korea*. Unpublished master's thesis, Jo Sun University, Kwang-Ju, South Korea.

Shin, Y. (2001, July 10). Dong Dae Moon market, a way of 10 billion dollar export [On-Line]. *Seoul Economy*. Available: http://www.hk.co.kr

Shopping mall, active benchmarking [On-Line]. (2001, Jun 24). Available: http://www.dongin.net

South Korea. (1995). *Retail trade international 1995*. (8<sup>th</sup> ed.), 4, 1031-1050. Chicago, IL: Euromonitor International Inc.

Stern, L. W., & El-Ansary, A. I. (1977). Marketing channels. New Jersey: Prentice Hall.

Stevens, R. E. (1975). Retail innovations: A technological model of change in retailing. *Marquette Business Review*, *19*(4), 164-168.

Stone, E. (1999). The dynamics of fashion. New York: Fairchild Publication.

Strauss, A. L., & Corbin, J. (1990). *Basics of qualitative research: Ground theory procedures and techniques*. Newbuy Park, CA: SAGE.

Sul, D. (2000). *A study of consumers' value and purchase behavior in discount stores.* Unpublished master's thesis, Yeon Sei University, Seoul, South Korea.

Takeuchi, H., & Bucklin, L. (1977). Productivity in retailing: Retail structure and public policy. *Journal of Retailing*, *53*, 35-46.

The fifth fashion retail renovation [On-Line]. (2001, Jun 7). Available: http://knews.com

The Korea Chamber of Commerce and Industry. (1970~2001). *The report for retail operation and trend*. Seoul, South Korea: South Korean Government Printing Office.

Thomas, R. E. (1970). Change in the distribution systems of Western industrialized economies. *British Journal of Marketing*, *4*, 62-69.

Thomas, S., Anderson, R., & Jolson, M. (1973). The wheel of retailing and non-store evolution: An alternative hypothesis. *International Journal of Retailing*, *1*, 18-29.

Um, J. (1998). A study on the differences in customer expectations of department store by demographic characteristics. Unpublished master's thesis, A-Ju University, Seoul, South Korea.

Will, R. T., & Hasty, R. W. (1977). Retailing. San Francisco: Canfield Press.

### APPENDIX A.

*Consumer Price Index: Apparel department* [On-Line]. (2003, April 23). Available: http://www.nso.go.kr/cgi-bin/sws\_999.cgi

Korea International Trade Association. (2002). *Main trade indicators*. South Korea: South Korean Government Printing Office.

Korea National Statistical Office. (2002). *Monthly report on the wholesale and retail sales index*. Dae-Jun, South Korea: South Korean Government Printing Office.

Korea National Statistical Office. (2002). *Monthly statistics of Korea*. Dae-Jun, South Korea: South Korean Government Printing Office.

The Korea Chamber of Commerce and Industry (1993~1997). *The statistic resource of distribution industry*. Seoul, South Korea: South Korean Government Printing Office.

The Korea Chamber of Commerce and Industry (2003, June 23). *Company information* [On-line]. Available: http://www.korchambiz.net

## VITA

# Name: Sook-Hyun Kim Date of Birth: May 29, 1973 Major: Clothing and Textiles Degree and Date Conferred: Doctor of Philosophy, July, 2003

Educational Institutions:	Date	Degree & Date
<ul> <li>Sook-Myung Women's University</li> </ul>	3/92-2/97	B. S., 1997
<ul> <li>Virginia Polytechnic Institute</li> </ul>		
and State University	8/98-5/00	M. S., 2000
<ul> <li>Virginia Polytechnic Institute</li> </ul>		
and State University	8/00-7/03	Ph. D., 2003

# **Experience:**

Teaching/Research Experience		
Aug. 2002-Dec. 2002: Department of Near Environments, Virginia Tech,		
Blacksburg, VA: Part Time Instructor		
Jan. 2002 – May 2002: Department of Near Environments, Virginia Tech,		
Blacksburg, VA: Instructor		
Jul. 1998 – Aug. 1998: Hyundai Motor Company, Jun-Ju, Korea: TOEIC Instructor		
Merchandising Experience		
Sep. 1996 – Mar. 1997: Woolworth Overseas Co., Seoul, Korea:		
Merchandiser in Clothing and Textile department		
Sales Experience		
Sep. 1995 – Dec. 1995: LG Fashion, Seoul, Korea: Fashion Advisor		
Aug. 1995 – Sep. 1995: Shin-Won Evenesel, Seoul, Korea: Telemarketer		
Jul. 1995 – Aug. 1995: Su-Kwang Mode, Seoul, Korea: Telemarketer		
Scholarships/Awards:		
Spring, 2003 : Graduate Research Development Program Fund, Virginia Tech,		

	Blacksburg, VA.
Fall, 2001	: Travel Fund of Graduate Student Assembly, Virginia Tech,
	Blacksburg, VA.

Nov. 8-Nov.12, 2001: Winner of Gradu	ate Student Competition (Master's category),
International Textile a	nd Apparel Association, Annual Conference,
Kansas City, MO	

- Jun. 30-Jul. 3, 2001: Winner of Apparel and Textiles Division Graduate Student Paper Competition, American Association of Family and Consumer Sciences, 92<sup>nd</sup> Annual Meeting and Exposition, Providence, RI.
  - Fall, 2000 : Travel Fund of Graduate Student Assembly, Virginia Tech, Blacksburg, VA.
- April, 2000 : Lois Gurel Scholarship, College of Human Resources and Education, Virginia Tech, Blacksburg, VA.
  - Fall, 1996: Academic Scholarships, Department of English Education,<br/>Sook Myung Women's University

### Services:

- Nov. 10, 2001 : Convener of Graduate Student Networking Opportunity Meeting, International Textile and Apparel Association, Annual Conference, Kansas City, MO.
- Fall, 2000-Spring, 2001: Graduate Student Representative to the Clothing and Textiles Advisory Board, Virginia Tech
- Fall, 1999-Spring, 2001: Treasurer of Near Environments Graduate Student Organization, Virginia Tech
- Fall, 2000 : Orientation leader of International Student Orientation, Virginia Tech