# Ziyou Jiang

Department of Retailing
College of Hospitality, Retailing, and Sport Management
University of South Carolina, Columbia, SC

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## EDUCATION

|  | **Ph.D.  University of Georgia** | Athens, GA |
| --- | --- | --- |
| 2020 – 2024 | *Major:* Polymer, Fiber, and Textile Science (International Merchandising Emphasis) | |

*Certificate:* Quantitative Research Certificate; Interdisciplinary Certificate in University Teaching
*Core Curriculum:* Research Methods; Seminar in Quantitative Analysis; ANOVA; Regression; Experimental Design; Structural Equation Modeling
*Dissertation:* Exploring new perspective on understanding the realism of fashion virtual influencer advertising on social media
*GPA*: 4.00
*Advisor*: Dr. Jewon Lyu

| 2017 – 2019 | **M.S.  Parsons School of Design** | New York, NY |
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*Major:* Strategic Design and Management
*Core Curriculum*: Independent Project: Design Research; Sustainable Business Models; Integrative Studio
**Capstone Project:** Shopedia Shopping App Development
*GPA:* 3.90

| 2014 – 2016 | **M.A.  Academy of Art University** | San Francisco, CA |
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*Major:*  Fashion Merchandising
*Core Curriculum*: Retail Management and Operation; Visual Merchandising; Image & Brand; Creating Competitive Strategy; Merchandising Principles
*GPA*: 3.51

| 2010 – 2014 | **B.A.  Dalian Polytechnic University** | Dalian, Liaoning, China |
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*Major:* Apparel Design and Engineering
*Core Curriculum:* Fashion Design; Knitwear Design; Fashion Manufacturing Management; Fashion Design Management
*Graduation Project*: Song Yin Fashion Design Collection Series
*GPA*: 3.39
*Advisor*: Prof. Lin Sun

# AREAS OF RESEARCH

Consumer psychology and user experience in the context of fashion:

- Application of advanced technologies (e.g., VR, AR & AI)
- Human-Computer-Interaction
- Sustainable fashion

# ACADEMIC EXPERIENCES

| | | |
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| Aug 2024 - Present | **University of South Carolina** | Columbia, SC |

Research Assistant Professor
*Department of Retailing*

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| Aug 2020 – May 2024 | **University of Georgia** | Athens, GA |

Graduate Research Assistant, *Consumer Experience Learning Lab (C.E.L.L)*
*Department of Textiles, Merchandising and Interiors*

- Led empirical investigations to assess the influence of Virtual Reality (VR) on consumer shopping experiences and behavioral outcomes. Responsibilities encompassed the conceptualization and execution of controlled, in-lab experiments, as well as the collection of data (N = 350). Employed advanced statistical methodologies, including Structural Equation Modeling (SEM), Analysis of Variance (ANOVA), Analysis of Covariance (ANCOVA), and Regression Analysis, to extract actionable insights.
- Authored and presented four scholarly proceedings at international conferences, focusing on the impact of spatial and social crowdedness on consumer shopping experiences within Virtual Reality (VR) environments.
- Spearheaded the creation of immersive shopping environments within the metaverse, utilizing cutting-edge technologies such as Virtual Reality (VR) to investigate consumer psychology and behavior in the evolving landscape of fashion retailing.

# PUBLICATIONS

**A. Peer-Reviewed Publications**

*\* means corresponding author, P means presenter*

| | |
|---|---|
| 2024 | 1. **Jiang, Z.**\*, & Lyu, J. (2024). The role of augmented reality app attributes and customer-based brand equity on consumer behavioral responses: an SOR framework perspective. *Journal of Product and Brand Management, Vol. ahead-of-print,* No. ahead-of-print. |

2. Boyer, S., **Jiang, Z.**\*, & Lyu, J. (2024). Sustainable style without stigma: Can norms and social reassurance influence secondhand fashion recommendation behavior among Gen Z? *Journal of Global Fashion Marketing, 15*(3), 1-16.

3. Shin, S.\*, **Jiang, Z.**, Lim, R. E., & Lyu, J. (2024). Forecasting the Spread of Sustainability Movement: Computational Analysis on Social Media Messages Promoting Climate Actions. Journal of Current Issues & Research in Advertising, Vol. ahead-of-print, No. ahead-of-print, 1-19.

## B. Peer-Reviewed Publications Under Review

2024

4. **Jiang, Z.**\*, Islam, S., & Lyu, J. (Under 2nd revision). Does Mixed Teaching Pedagogy on fashion merchandising students work? Evidence from flipped- and lecture-based learning in a retail mathematics course. *International Journal of Fashion Design, Technology and Education.*

5. Shin, S.\*, Lyu., J., & **Jiang, Z.** (Under Review). Assessing the impact of sustainable fashion opinion leaders on social media: A thematic analysis of #sustainablefashion on Twitter from 2021-2022. *Journal of Business Research.*

## C. Manuscripts in Progress

2024

6. **Jiang, Z.**, Seock, Y-K., & Lyu, J. Persuasive effects of AR applications on consumer m-store engagement and usage intention. [*Ready to submit to Journal of Product and Brand Management]*

7. **Jiang, Z.**, Lyu, J. & Lim, H. The Impact of Spatial Crowdedness and Consumer Efficacy on Consumer Shopping Experiences. *[Manuscript writing stage]*

8. **Jiang, Z.**, Lyu, J., Fernandez, R., Fernandez, J., & Lee, H. The influence of spatial crowing and shopping orientation on consumer shopping experiences in VR environment. *[Manuscript writing stage]*

9. Lyu, J., Kumar, A., & **Jiang, Z**. The Role of Shopping Motivation in Shaping Generation Y's Sense of Community at Farmers' Markets. *[Manuscript writing stage]*

10. **Jiang, Z.**, Lyu, J., & Seock, Y-K. Understanding the impact of fashion AI-chatbot quality on consumer brand association: Comparison between search and experience goods brand. *[Data collection stage]*

## D. Book Chapter

2023

11. Chen, S. S., **Jiang, Z.**, Anderson, B. A., & Zhao, T. T. (2023). Promoting sport business in the metaverse. In B. Mastromartino & J. J. Zhang (Eds.), *Digital Marketing in Sports Global Perspectives,* pp. 235–251.

## E. Peer-Reviewed International Conference Presentations

*Note: All presentations are published in proceedings*

2024

12. **Jiang, Z.\*P,** Cates, M., & Lyu, J. (2024). Actualizing yourself through avatars: A preliminary study on avatar-self congruity. *2024 International Textile and Apparel Association Annual Conference*. Long Beach, CA.

13. **Jiang, Z.\*P,** Lyu, J., Liang, Y., & Lin, Y. (2024). Upcycling education: Give your clothes an unintended second life. *2024 International Textile and Apparel Association Annual Conference*. Long Beach, CA.

14. Moreno, N.P, **Jiang, Z.\***, & Lyu, J. (2024). Eco-anxiety and Gen Z: Transforming negative feelings into sustainable shopping. *2024 International Textile and Apparel Association Annual Conference*. Long Beach, CA.

15. **Jiang, Z.\*,** Lyu, J.P & Lim, H. (2024). Shopping in the VR apparel store: Investigating the impact of spatial crowdedness and consumer efficacy on consumer shopping experiences. *2024 Global Fashion Management Conference at Seoul.*

16. Lyu, J., Shin, S., **Jiang, Z.**, & Dinko, R. (2024). *2024 Global Fashion Management Conference at Seoul.*

17. Lin, Y.\*P, **Jiang, Z.**, & Lyu, J. (2024). Understanding how the signal of self-disclosure and origin identity affect consumers' perceived authenticity and attitudes in virtual influencer marketing. *2024 American Collegiate of Retail Association Conference.*

18. Lyu, J.\*P, Shin, S., **Jiang, Z.,** & Dinko, R. (2024). What factors influence consumers to have positive attitude toward fashion virtual influencer message?. *2024 Global Fashion Management Conference at Seoul.* Seoul, South Korea.

19. **Jiang, Z.\*P**, Fernandez, R., Lin, Y., Lim, H., & Lyu, J. (2024, January November). Does social presence matter in a VR apparel store? A nonlinear relationship among human crowdedness, store image, and satisfaction. In *International Textile and Apparel Association Annual Conference Proceedings* (Vol. 80, No. 1). Iowa State University Digital Press.

2023

20. Boyer, S.\*, & **Jiang, Z.**P (2023, December). Sustainable style without stigma: Can social reassurance influence recommendation behavior? In *International Textile and Apparel Association Annual Conference Proceedings (Vol. 80, No. 1).* Iowa State University Digital Press.

21. **Jiang, Z.\***, Lyu, J.P, & Shin, S. (2023, July). Who cares about sustainability issues? Effectiveness of fashion sustainable communication of the United Nation's #ActNow campaign on public engagement. In *Global Marketing Conference* (pp. 272-277)*.* Seoul, South Korea.

22. **Jiang, Z.\*P**, Fernandez, R., Lyu, J., & Lim, H. (2023, July). Does crowdedness matter in a virtual world? The influence of crowdedness on consumer emotional and behavioral responses in a virtual apparel store. In *Global Marketing Conference* (pp. 918-922). Seoul, South Korea.

23. **Jiang, Z.,** Lyu, J.[P], & Kumar, A.* (2023). The role of sense of community on intention to visit farmers markets. *2023 American Collegiate of Retail Association Conference.*

24. Chen, S. S.*, **Jiang, Z.**, Anderson, B. A., Zhao, T. T., & Johnson, L. M.[P] (2023). Promoting sports business in the metaverse: An overview. In H. H. Bo, I. Valantine, S. Seiler, D. J. F. Anderson, T. T. Zhao, C. Hogg, T. Bradbury, K. Swart-Arries, & J. J. Zhang (Eds.), *Global and local perspectives of sport management: Book of abstracts* (pp. 267-268). Kaunas, Lithuania: Lithuania Sports University.

25. **Jiang, Z.**[*P], Fernandez, R., Lyu, J., Lee, H., & Fernandez, J. (2023, January). Shopping in a Virtual World: The Influence of Spatial Crowdedness of Apparel Store on Consumer Impulsive Buying Tendency. In *International Textile and Apparel Association Annual Conference Proceedings* (Vol. 79, No. 1). Iowa State University Digital Press.

26. **Jiang, Z.**[*P], Lyu, J., & Seock, Y-K. (2022, March). Understanding the impact of fashion AI-chatbot quality on consumer brand association: Comparison between search and experience goods brand. *2022 American Collegiate of Retail Association Conference Proceedings* (pp. 211-214*)*. New Orleans, Louisiana.

27. **Jiang, Z.**[*P], Seock, Y., & Lyu, J. (2022, September). Does Augmented Reality really engage consumers? Exploring AR driven consumer engagement. In *International Textile and Apparel Association Annual Conference Proceedings* (Vol. 78, No. 1). Iowa State University Digital Press.

**Jiang, Z.**[*P], & Lyu, J. (2022, September). Virtual or real? Try before you buy: Investigating Generation Z consumers' responses to luxury brand Augmented Reality application. . In *International Textile and Apparel Association Annual Conference Proceedings* (Vol. 78, No. 1). Iowa State University Digital Press.

28. **Jiang, Z.**[*P], & Lyu, J. (2021, November). Does Augmented Reality change the luxury industry? Understanding consumer e-WOM and intention to patronize luxury brand e-stores. In *Global Fashion Management Conference at Seoul* (pp. 300-304). Seoul, South Korea.

**F. Local Conference Presentations**

29. Lin, Y. [P], **Jiang, Z.**, & Liang, Y. (2023). Upcycling education: Give your clothes an unintended second life. *University of Georgia Spring 2023 Semester in Review*. Athens, Georgia.

**G. Media Exposure**

30. Basu, T. (2023, March 7). Cartier and Tiffany are getting into AR to sell luxury to Gen Z. *MIT Technology Review*.

# GRANT ACTIVITIES

**A. Research Grant**

Jan 2023 – Jun 2023

1. Campus Sustainability Grants (Funded)

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|---|---|
| *Topic* | Upcycling education: Give your clothes an unintended second life |
| *PI* | **Ziyou Jiang** |
| *Team members* | Yinan Liang; Yujun Lin |
| *Supervisor* | Jewon Lyu |
| *Source* | Office of Sustainability of UGA |
| *Amount* | $5,000 |

Mar 2022 – Jun 2022

2. Summer Research Grants (Funded)

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|---|---|
| *Topic* | The influence of spatial crowdedness and shopping orientation on consumer shopping experiences in VR environment |
| *PI* | **Ziyou Jiang** |
| *Supervisor* | Jewon Lyu |
| *Source* | Graduate School of UGA |
| *Amount* | $1,500 |

Jan 2021 – Jun 2021

3. Campus Sustainability Grants (Unfunded)

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|---|---|
| *Topic* | I want to be recycled: Popularizing education of waste sorting/management with augmented reality technology |
| *PI* | **Ziyou Jiang** |
| *Supervisor* | Jewon Lyu |
| *Source* | Office of Sustainability of UGA |
| *Amount* | $5,000 |

# TEACHING EXPERIENCES

- **University of South Carolina**                                        Columbia, SC

Fall 2024   Instructor of *Digital Retailing*
*Department of Retailing*
- Taught RETL 310: Digital Retailing, a course designed to provide students with the skills needed for developing, marketing, and maintaining an eCommerce website. The course covers fundamentals of online store planning and design, creating a stunning website using the WiX® platform, online marketing and the use of social media, and digital spaces/innovations in retailing;

- **University of Georgia**

Spring 2023    Instructor of *Retailing Planning and Buying*
*Department of Textiles, Merchandising and Interiors*
- Taught *TXMI 3240: Retail Planning and Buying*, a course that delves into essential topics such as retail mathematics, inventory management, and strategic buying practices, thereby providing students with a holistic understanding of the retail industry, with a *4.91* teaching evaluation score (N=16, 5=high, 1=low);
- Implemented active learning strategies to enhance student engagement and foster a dynamic learning environment, including interactive in-class activities utilizing platforms such as *Kahoot* and *Quizizz*, as well as facilitated in-class group exercises that encouraged collaborative problem-solving;
- Designed a comprehensive set of teaching materials, such as formula sheets and case studies, to equip students with the practical skills for real-world applications in retail planning and buying through a final group project where students were required to create a six-month assortment and merchandising plan for a fashion company of their interest.

08/2020 – Present    Graduate Teaching Assistant
*Department of Textiles, Merchandising and Interiors*
- [*TXMI 3240: Retail Planning and Buying*]: Develop course content and teaching materials via the University of Georgia's online learning management platform. Teach Excel activities; facilitate in-class Excel practice sessions; and assess student performance through assignments, exams, and course projects. Tutor students on course content and assignments.

Fall 2022   
- [*TXMI 5240: Retailing Apparel and Textiles*]: Created and organized course materials on the University of Georgia's online learning management platform. Evaluated student performance through assignments, exams, and course projects, while offering tutoring support for overall course content.

Spring 2022 & Fall 2021   
- [*TXMI 3210: Fundamentals of Fashion Merchandising*]: Created and organized course materials on the University of Georgia's online learning management platform. Evaluated student performance through assignments, exams, and course projects, while offering tutoring support for overall course content.

Summer 2021   
- [*TXMI 4290E: History of Dress and Fashion: Nineteenth Century to the Present*]: Created and organized course materials on the University of Georgia's online learning management platform. Evaluated student performance through assignments, exams, and course projects, while offering tutoring support for overall course content.

Spring 2021   
- [*TXMI 4320: Professional Practices in Residential Design* & *TXMI 3330: Computer-Aided Residential Design*]: Prepared instructional

materials for the courses and assessed student performance through quizzes and exams.

## PROFESSIONAL EXPERIENCE

| Aug 2019 – Aug 2020 | **Blossom Kitchen & Bath Supplies** | New York, NY |

*E-commerce Specialist, Marketing Department*

- Built B2B partnerships with major online platforms such as Amazon, Wayfair, Walmart, Houzz, Overstock, eBay, etc., successfully integrating product information and digital assets to achieve a monthly revenue of $200,000 from a starting point of zero;

- Managed daily website operations, including the updating of product listings, promotions, pricing, and digital assets such as images and videos; also responsible for maintaining promotional banners and product descriptions;

- Collaborated with the marketing department to design and execute digital marketing and social media campaigns, driving brand awareness, customer acquisition, and positive customer sentiment.

| May 2018 – May 2019 | **Adam Lippes LLC.** | New York, NY |

*E-commerce Associate (part-time), Marketing Department*     May – Aug 2018
*Marketing Intern, Marketing Department*     Aug 2018 – May 2019

- Coordinated monthly website product launches using Shopify and designed email marketing calendars through Mailchimp that significantly enhanced workflow efficiency and campaign effectiveness, with click-through rates up to 12%;

- Built strategic partnerships with live-streaming companies, successfully generating an additional $10,000 in sample sales revenue each season;

- Engaged in comprehensive project management, encompassing quantitative analysis, industry research, and strategic development.

| Sep 2016 – Dec 2016 | **Cop Copine Paris** | San Francisco, CA |

*Stylist/Sales*

- Managed fashion designer outreach and inventory;

- Established constructive customer relationships with channel partners to build an effective marketing pipeline.

| Sep 2013 – Oct 2013 | **Dalian International Fashion Festival** | Dalian, Liaoning, China |

*Designer, Xinshen Group 2014-2015 Spring/Summer fashion show*

- Developed fashion concepts grounded in comprehensive trend analysis, offering a suite of original design ideas that spanned style, color, and fabric choices.
- Created and produced three distinct apparel pieces for the fashion show, later featured in an exhibition at the Dalian International Fashion Festival.

## AWARDS & FUNDINGS

**A. Awards**

- *Center for Teaching and Learning, University of Georgia*

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| 2024 | 1. | Outstanding Teaching Assistant Award |

- *College of Family and Consumer Science, University of Georgia*

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| 2023 | 2. | Jones Anderson Family Endowment Scholarship: $1,175 |
| | 3. | Virginia Wilbanks Kilgore Scholarship: $534 |
| 2022 | 4. | L. Frank and Georgia D. Rodgers Graduate Student Award: $1,930 |
| | 5. | Dean Linda Kirk Fox Scholarship for Academic Excellence: $600 |
| | 6. | Furnishing and Interiors Student Fund: $250 |
| 2021 | 7. | FACS Funds for Excellence Scholarship: $800 |
| 2020 | 8. | Virginia Wilbanks Kilgore Award: $1,750 |

- *Dalian Polytechnic University, Dalian, China*

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| 2014 | 9. | Outstanding Graduates of Dalian |
| 2014 | 10. | Outstanding Undergraduate Graduates |
| 2013 & 2010 | 11. | First Prize of Hospital-sponsor Scholarship: $645 |
| 2012 & 2011 | 12. | Second Prize of Hospital-sponsor Scholarship: $280 |
| 2012 & 2010 | 13. | Outstanding League Cadres |
| 2011 | 14. | Silver Awards of "Fuyuan Cup" Fashion Design Competition |

- *Liaoning Province, China*

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| 2012 | 15. | Third Prize of Liaoning Province's "The 11th Five Year Plan" Pollution Discharge Achievement Theme Stature Creation Exhibition |

- *China*

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| 2017 & 2013 | 16. | Nominee Awards, "DaLang" knitwear design online competition |

**B. Fundings**

- *Graduate School, University of Georgia*

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| 2023 | Domestic Travel Grants: $750 |
| 2022 | Domestic Travel Grants: $700 |
| 2021 | Domestic Travel Grants: $145 |

- *Department of Textiles, Merchandising and Interiors*

2023          Travel Funding: $350

2022          Travel Funding: $900

2020          Travel Funding: $550


# UNIVERSITY AND PROFESSIONAL SERVICES

### A. University Level

Aug 2022 –     International Student Interests Committee
July 2023      *Member, University of Georgia*

- Assessed and identified unique challenges and needs faced by international students and communicated results to the university's Graduate Student Association to inform policy making and program development.
- Collaborated with the university's Graduate Student Association to enhance the overall experience of international students.


### B. Department Level

Jan 2022 –     TMI Graduate Student Association
July 2023      *President, Department of Textiles, Merchandising and Interiors, College of Family and Consumer Science, University of Georgia*

- Represented the interests and concerns of graduate students within the department at institutional meetings and forums, serving as a liaison between students and university administration.
- Organized and facilitated development events aimed at enriching the experience of graduate students, faculty, and staff within the department.


### C. Professional Level

Aug 2023 –     American Collegiate Retailing Association
Present        *Graduate Social Media Coordinator*

- Generated, managed, and disseminated high-quality content on LinkedIn aimed at engaging members of the American Collegiate Retailing Association.

### D. Reviewer for Journal Manuscripts

Aug 2024 –     Journal of Consumer Behavior
Present

May 2024 –     International Journal of Sports Marketing and Sponsorship
Present

May 2024 –     Journal of Global Fashion Marketing
Present

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| April 2024 – Present | Journal of Infrastructure, Policy and Development |
| Nov 2023 – Present | Journal of Research in Interactive Marketing |

## SKILLS

- Highly proficient in data analysis software: e.g., SPSS, R, AMOS, MPlus, and SmartPLS
- Highly proficient in content analysis software: e.g., RapidMiner
- Highly proficient in design software, e.g., Photoshop, Illustrator, InDesign, etc.
- Intermediate proficiency in programming languages: e.g., HTML, CSS, Python
- Skilled in fashion design techniques: e.g., sewing, draping, and sketching