

## Lee, Yuri



- Born Oct. 12, 1970
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## Education

- 1989.3 - 1993.2 Seoul National University, Dept. of Clothing and Textiles (Bachelor)
- 1993.3 - 1995.2 Seoul National University, Dept. of Clothing and Textiles (Master)
- 1996.8 - 2000.5 Virginia Tech, Clothing and Textiles, USA (Ph.D.)
  - **Doctoral Dissertation:** *Study of Relationships between Apparel Manufacturers' Supply Chain Management, Company Characteristics, and Inventory Performance.* Dissertation. Virginia Polytechnic Institute & State University.
  - **Master Thesis:** *Brand orientation toward apparel products,* Seoul National University

## Professional Career

- Dean, College of Human Ecology, Seoul National University (Aug. 2023 – present)
- Professor, Department of Fashion and Textiles, College of Human Ecology, Seoul National University (July 2001-Present)
- Head of the Department of Clothing and Textiles, Seoul National University (September 2009-August 2011, February 2014–February 2016)
- Senior Researcher at Research International Korea (January 2000–July 2001) – Conducted market research and handled in-house training
- Employed at Daehyun Co., Ltd., Planning and Coordination Office (February 1995–December 1995) – Supported market research and strategy development to enhance brand competitiveness

### Service for University

- Advisory Professor at Omnious (August 2021–July 2022) - Collaborated on AI projects and executed mutual cooperative tasks
- Independent Director at W Concept Korea (September 2018–August 2020)
- Vice Dean of Student Affairs, Seoul National University (July 2016–February 2019)
- Lead Professor for the Advanced Program for Fashion CEOs (March 2020– Feb. 2023)
- Member of the Personnel Committee, Seoul National University (June 2019–May 2020, September 2022–Present)

### Service for Academic Societies

- Vice President, Korean Distribution Science Association (March 2007 – February 2008, Apr. 2023–present)
- Vice President, Korean Consumer Association (May 2011 – April 2013, May 2019 – Present)
- Editor-in-Chief, *Journal of the Korean Society of Clothing and Textiles* (SCOPUS) (May 2021 – Apr. 2023)
- Vice President, Korean Society of Clothing and Textiles (May 2019 – April 2021)
- Executive Director of General Affairs, Korean Society of Clothing and Textiles (May 2017 – April 2019)
- Managing Editor, Fashion and Textiles (Indexed in SCIE from 2018) (May 2013 – April 2019)
- Editor-in-Chief, *International Journal of Costume and Fashion*, The Korean Society of Costume (May 2009 – April 2012)
- Editorial Board Member, *Journal of the Korean Society of Costume* (KCI), *Fashion and Textiles* (SCIE), *Family and Consumer Sciences Research Journal* (SCOPUS)

### Books (Translation, Chapter writing)

- E-commerce: Evolving through Disruptive Innovation”, co-authored with Lee Dong-il and nine others (Chapter 8 by Lee Yuri/Park Jisoo), Startup Alliance, 2020
- “i-fashion”, Yunja Nam et. Al. (co-author: Yuri Lee out of 15 authors), Seoul, Kyomoonsa Publishing company, 2013 (listed in the “Sejong Excellent Academic Books of 2014” by The Ministry of Culture, Sports, and Tourism, Korea)
- "Ethics in Fashion Industry ", Yuri Lee et. al., Seoul, Kyomoonsa Publishing Company, 2009 (listed in the “Excellent Books of Basic Sciences of 2010” by The National Academy of Sciences, Korea)

- "Understanding of Fashion Industry ", Youngja Baek and **Yuri Lee**, Korea Open University Press, 2009

### Teaching Courses

- **undergraduate**: Fashion Retailing, Fashion Merchandising, Socio-psychology of Fashion, Fashion and Modern Society
- **graduate**: Advanced Fashion Retailing, Dress and Human Behavior, Issues in Fashion Industry

### Major Research Grants (Selected in Recent Five Years): \$100,000 higher

- Apr. 2021 – Dec. 2022 : "AI Fashion Designer - Working on AI Fashion Designer solutions utilizing mega-trend and merchandising knowledge." (PI), funded by Ministry of Science and ICT, South Korea
- Aug. 2020 – Dec. 2022: "Fashion Domain Design for Intelligent Platform for Small Business Owners in Fashion" (PI), Funded by Im Cloud
- Jun. 2022 - May 2023: "Consumer/User Metric Deploy Methodology" (Co-researcher), Funded by Samsung Electronics
- Sep. 2016 – Aug. 2019: "International Research on IT-Retail Convergence for Sustainable Lifestyles" (PI), funded by Korea National Research Foundation

### Research Publication (Selected in Recent Five Years)

Full List of Publications (46 in International Journals and 94 in domestic journals) can be found at [www.snufashionmd.com](http://www.snufashionmd.com)

- Songmee Kim, Seyoon Jang, Woojin Choi, Chorong Youn\*, Yuri Lee (2022). Contactless service encounters among Millennials and Generation Z: the effects of Millennials and Gen Z characteristics on technology self-efficacy and preference for contactless service. **Journal of Research in Interactive Marketing, Vol. 16** No. 1, pp. 82-100. <https://doi.org/10.1108/JRIM-01-2021-0020>. SSCI
- Jinsu Park, Yuri Lee\* (2021). Luxury haul video creator's nonverbal communication and viewer intention to subscribe on YouTube. **Social Behavior and Personality**, doi: 10.2224/sbp.10119. 49(6), e10119. SSCI
- Jiyeon Lee, Yuri Lee, Sunwoo Kim\* (2021). The effects of consumers' in-store technology experience on perceived interactivity, retail brand commitment, and

revisit intention in a Korean beauty store. ***International Journal of Human-Computer Interaction***. **37**(6), 534-546.

doi.org/10.1080/10447318.2020.1834730. SSCI

- Ha Youn Kim, Yuri Lee\* , Erin Chon, Yeo JIn Jung (2020). Digital atmosphere of fashion retail stores. ***Fashion and Textiles***. **7**:30, Sep. 25, 2020, doi.org/10.1186/s40691-020-00217-6, SCIE
- Raffaele Donvito\* et al. (Yuri Lee, co-author out of 17 authors)(2020). Does congruence explain luxury brand attachment? The results of an international research study. ***Journal of Business Research***, **120**, 462-472. doi.org/10.1016/j.jbusres.2020.06.047. SSCI
- Yunjeong Kim, Yuri Lee\* (2020). Cross-Channel Spillover Effect of Price Promotion in Fashion. ***International Journal of Retail and Distribution Management***, **48**(10) 1139-1154. DOI: 10.1108/IJRDM-12-2019-0393. SSCI
- Ha Youn Kim, Yuri Lee\*(2020). The effect of online customization on consumers' happiness and purchase intention and the mediating roles of autonomy, competence, and pride of authorship. ***International Journal of Human-Computer Interaction***. **36**(5) 403-413 DOI: 10.1080/10447318.2019.1658375. SSCI
- Su Jin Yang, Yuri Lee\*(2019). Mid-to low-end fashion brand personality affects consumers' perceived quality, commitment , and loyalty. ***Social Behavior and Personality***, **47**(7), e7680. https://doi.org/10.2224/sbp.7680. SSCI
- Jihyun Lee\*, Yuri Lee (2019). Does online shopping make consumers feel better? Exploring online retail therapy effects on consumers' attitudes towards online shopping malls. ***Asia Pacific Journal of Marketing and Logistics***. **31**(2) 464-479. https://doi.org/10.1108/APJML-06-2018-0210, SSCI
- Woojin Choi, Yuri Lee (2019). Effects of fashion vlogger attributes on product attitude and content sharing. ***Fashion and Textiles*** **6**(6), 1-18. doi.org/10.1186/s40691-018-0161-1. SCIE
- Soozin Park, Yun Jung Choi\*, Yuri Lee (2019). Understanding fashion communication between Korean middle-aged mothers and daughters. ***International Journal of Consumer Studies***, **43**, 58-67, doi.org/10.1111/ijcs.12483. SSCI
- Sunwoo Kim, Yuri Lee (2018). Why do women want to be beautiful? A qualitative study proposing a new "human beauty values" concept, ***Plos ONE***, **13**(8), e0201347. doi.org/10.1371/journal.pone.0201347. SCIE
- Jihyun Lee, Yuri Lee, (2018). Effects of multi-brand company's CSR activities on

purchase intention through a mediating role of corporate image and brand image", *Journal of Fashion Marketing and Management: An International Journal*, **22**(3), 387-403, <https://doi.org/10.1108/JFMM-08-2017-0087>. SSCI

#### **Books (Translation, Chapter writing)**

- E-commerce: Evolving through Disruptive Innovation", co-authored with Lee Dong-il and nine others (Chapter 8 by Lee Yuri/Park Jisoo), Startup Alliance, 2020
- "i-fashion", Yunja Nam et. Al. (co-author: Yuri Lee out of 15 authors), Seoul, Kyomoonsa Publishing company, 2013 (listed in the "Sejong Excellent Academic Books of 2014" by The Ministry of Culture, Sports, and Tourism, Korea)
- "Ethics in Fashion Industry ", Yuri Lee et. al., Seoul, Kyomoonsa Publishing Company, 2009 (listed in the "Excellent Books of Basic Sciences of 2010" by The National Academy of Sciences, Korea)
- "Understanding of Fashion Industry ", Youngja Baek and **Yuri Lee**, Korea Open University Press, 2009

#### **Graduate Advising**

- Advised 24 Doctors and 59 Masters
- As of September, 2014, 4 doctoral course students and 7 master course students are enrolled as my graduate advisee