

Jaeha Lee – Profile

Associate Professor/Apparel, Retail Merchandising and Design Program Coordinator

Education

- Doctor of Philosophy in Design, Housing, and Apparel, 2008
University of Minnesota, Saint Paul, Minnesota
- Master of Science in Design, Housing, and Apparel, 2006
University of Minnesota, Saint Paul, Minnesota
- Bachelor of Science in Retail Merchandising, 2004
University of Minnesota, Saint Paul, Minnesota
- Bachelor of Science in Clothing & Textiles, 2000
Ewha Woman's University, Seoul, Korea

Courses Taught

- ADHM 372 Global Retailing
- ADHM 385 Global Fashion Economics
- ADHM 470 Retail Financial Management and Control
- ADHM 481 Apparel/Textile Capstone Experience
- ADHM 710 Consumer Behavior in Merchandising

Research Emphasis

- Small retailers and Consumer ethics

Research and Scholarship (Selected)

- *Manikowske, L, Lee, J., & Park, K. (2019). Use of social media by small fashion retailers and their customer engagement. International Journal of Costume and Fashion, 19(1), 51-68.*
- *Lee, J. & Park, K. (2018). Antecedents of intent to purchase a brand extension: A University-licensed merchandise case. Journal of Fashion Business, 22(3), 1-15.*
- *Lennon, S., Kim, M, Lee, J., & Johnson, K. K. P. (2018). Consumer emotions on Black Friday: Antecedents and consequence. Journal of Research for Consumers, 32, 70-109.*
- *Lee, J. & Park, K. (2017). Determinants of the downtown image and retail patronage: A case of Fargo, ND. Journal of Extension, 55(2).*
- *Lee, J. & Nguyen, J. M. (2017). Product attributes and preference for foreign brands among Vietnamese consumers. Journal of Retailing and Consumer Services, 35,76-83.*

Award, Recognitions, Grants, and Competitions (Selected)

- **James Lebedeff Endowed Professorship**, College of Human Sciences and Education, North Dakota State University, 2020
- **Challey Institute Faculty Fellowship**. Sheila and Robert Challey Institute for Global Innovation & Growth, 2019
- **Clothing and Textile Research Journal Award: Top Altmetric Score**, 2018
- **The Journal of Global Fashion Marketing Achievement Certificate for High Scholarly Impact**, 2018
- **Journal of Global Fashion Marketing Best Paper Award**, 2017