

Wenna Han

Dept. of Textile and Apparel, Technology and Management
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EDUCATION

Expected June 2024	Ph.D.	North Carolina State University, Raleigh, NC, USA Major: <i>Textile Technology Management (GPA: 4.0)</i> Advisor: Dr. Yingjiao Xu Dissertation: "AI-involved Fashion Design: A Consumer Perspective"
2021	M.S.	Enroute Major: <i>Statistics (GPA: 4.0)</i>
	M.S.	North Carolina State University, Raleigh, NC, USA Major: <i>Textile and Apparel, Technology and Management (GPA: 4.0)</i> Advisor: Dr. Yingjiao Xu Thesis: "Investigation of Consumer Adoption Intention toward Smart Closet: A Perspective of Psychological Needs and Motivations." Minor: <i>Statistics (GPA: 4.0)</i>
2019	B.E.	Donghua University, Shanghai, China Major: <i>Textile Engineering and Textile Design</i> Advisor: Dr. Wenliang Xue Thesis: "Crochet Textile Product Design with Fancy Yarns" Minor: <i>Public Relations</i>

ACADEMIC EXPERIENCE

Graduate & Undergraduate Teaching Assistant 2020 – 2024
Wilson College of Textiles, North Carolina State University Raleigh, NC

Course Assisted: TTM585 (Market Research in Textiles) – *instructed lab session using JMP*, TTM580 (Consumer Perspectives in Fashion), FTM385 (Fashion and the Consumer), FTM382 (Brand Management in Textiles and Apparel).

Summer Program Instructor Summer 2022 & Summer 2023
2022 & 2023 Summer Textile Exploration Program, NC State University Raleigh, NC
Course Instructed: Brand Management and Marketing.

Undergraduate Student Research Program Mentor Summer 2022 & Spring 2023
2022 & 2023 GEARS Program, North Carolina State University Raleigh, NC
Mentees' Achievements: One abstract was accepted for the 2022 Fiber Society Conference, and one presentation won the Best Poster Presentation Award at the 2023 Textile Research Open House.

FIELD EXPERIENCE

Live Streaming Retail Assistant Jun 2021 – Aug 2021
Downland Bedding Company, Ltd Shanghai, China

- Monitored sales data in real-time and adjusted the retail strategy accordingly.
- Assisted live streaming host in product retailing.

Fabric Design Intern Jun, 2019 – Jul, 2019
Longyang Textile Company, Ltd. Wuxi, Jiangsu, China

- Designed knitted fabric using Adobe Photoshop and CAD software.
- Made fabric samples using flat knitting machines.

Yarn Manufacturing Intern*Xieyi Textile Company, Ltd.*

Jun, 2018 – Jul, 2018

Kuche, Xinjiang, China

- Identified problems in the spinning process.

RESEARCH INTEREST

My scholarly interest centers on **Consumer Behavior regarding Emerging Technologies and Innovations in the Fashion and Retail Industry**. Examples of research projects include:

- Impacts of innovative retail technologies (e.g., AI-powered recommendation system, live streaming retailing) on consumer experiences.
- Consumer perceptions and attitudes toward innovative products (e.g., AI-designed fashion products, digital NFT products).
- Blockchain technology in enhancing sustainability communication.
- Consumer well-being and shopping behaviors in the dynamic market environment (e.g., during the COVID-19 pandemic).

PUBLICATION & PRESENTATION**Journal Publications**

1. **Han, W., & Xu, Y.** (2023). Chinese consumers' adoption intention toward smart closet: a perspective of psychological needs and motivations. *International Journal of Fashion Design, Technology and Education*, 1-11.
2. **Han, W., Xu, Y. & Li, J.** (2023). Understanding Consumer Face Mask Consumption: A MaxDiff-based Cluster Analysis. *The Journal of Textile Institute*, 1-11.

Conference Proceedings

1. **Han, W., Xu, Y., & Li, J.** (2023, November). Understanding Consumer Face Mask Consumption: A MaxDiff-based Cluster Analysis. *Oral Presentation at the International Textile and Apparel Association (ITAA) 2023 Annual Conference, Baltimore, MD, USA.*
2. **Han, W., Lee, H., Xu, Y., & Cheng, Y.** (2023, November). Information Overload and Information Distrust: How Does Information Environment Influence Consumers' Well-being During the COVID-19 Pandemic. *Poster Presentation at the International Textile and Apparel Association (ITAA) 2023 Annual Conference, Baltimore, MD, USA.*
3. **Lee, H., Xu, Y. & Han, W.** (2023, July) Coping with the COVID-19 pandemic in the context of fashion shopping: a stimulus-organism-response (SOR) approach. *2023 Global Marketing Conference, Seoul, South Korea.*
4. **Han, W., Kim, G., & Rothenberg, L.** (2022, October). The Importance of Fashion Pop-up Store Format and Brand Type on Enhancing Consumers' Brand Interest: The Moderating Role of Fashion Leadership. *Poster Presentation at the International Textile and Apparel Association (ITAA) 2022 Annual Conference, Denver, CO, USA.*
5. **Han, W., Li, J., & Xu, Y.** (2022, October). Coping During the COVID-19 Pandemic: A Perspective of Fashion Shopping. *Poster Presentation at the International Textile and Apparel Association (ITAA) 2022 Annual Conference, Denver, CO, USA.*
6. **Hood, S., Han, W., & Leonas, K.** (2022, October). Emerging Technologies in the Global Textile Complex: Short Video Mobile Applications and their Use in Marketing. *Poster Presentation at the International Textile and Apparel Association (ITAA) 2022 Annual Conference, Denver, CO, USA.*

7. Ye, H., **Han, W.**, Xu, Y., & Lin, X. (2022, October). Why Buy Second-Hand Luxury? A Comparison Study of Post-90s and Post-80s Chinese Consumers. *Poster Presentation at the Fiber Society 2022 Conference, Raleigh, NC, USA.*
8. **Han, W.** & Xu, Y. (2021, October). Investigation of Chinese Consumers' Adoption Intention toward Smart Closet: A Perspective of Psychological Needs and Motivations. *Oral Presentation at the International Textile and Apparel Association (ITAA) 2021 Annual Virtual Conference.*

Other Presentations & Research Symposiums

1. **Han, W.**, Li, J., & Xu, Y. (2023, April). Coping During the COVID-19 Pandemic: A Perspective of Fashion Shopping. *Poster presentation at the 17th Annual NC State Graduate Research Symposium, Raleigh, NC, USA.*
2. Cao, R., **Han, W.**, & Xu, Y. (2023, April). Electronic Word-of-Mouth Effects in Pop-up Retailing: the Role of Store Location. *Poster Presentation at Textile Research Open House, Raleigh, NC, USA. [Received the Best Poster Presentation Award - 2nd Place]*
3. **Han, W.** & Xu, Y. (2022, April). Investigation of Chinese Consumers' Adoption Intention toward Smart Closet: A Perspective of Psychological Needs and Motivations. *Poster presentation at the 16th Annual NC State Graduate Research Symposium, Raleigh, NC, USA.*
4. **Han, W.** & Xu, Y. (2021, March). Investigation of Chinese Consumers' Adoption Intention toward Smart Closet: A Perspective of Psychological Needs and Motivations. *Oral Presentation at Textile Research Open House, Raleigh, NC, USA. [Received the Best Oral Presentation Award - 1st Place]*

AWARDS & HONORS

GSA Travel Assistance Award (\$500). <i>Graduate Student Association.</i>	2023
Graduate School Summer Fellowship (\$2,500). <i>NC State University.</i>	2023
Travel Support to ITMA 2023 Exhibition in Milan, Italy (\$4,000). <i>NC State University.</i>	2023
Best Poster Presentation Award-2 nd Place (\$200). <i>Textile Research Open House.</i>	2023
Provost's Doctoral Fellowship (\$20,000). <i>NC State University.</i>	2022
Best Oral Presentation Award - 1 st Place (\$500). <i>Textile Research Open House.</i>	2021
Best Marketing Campaign Award - 2 nd Place. <i>The Tuff Challenge, NC State University.</i>	2020
Outstanding Graduates of Shanghai. <i>Shanghai Education Department.</i>	2020
National Scholarship of China (\$1,000). <i>Donghua University.</i>	2019
Best Textile Fabric Design Award - 3 rd Place (\$200). <i>Chinese Society of Textiles.</i>	2019

GRANT EXPERIENCE

1. **Han, W.** & Xu, Y. (2023). AI Involvement in Fashion Design: A Consumer Perspective. VF Graduate Impacts Grant in Footwear and Apparel **(\$5,000 - Funded).**
2. **Han, W.** & Xu, Y. (2021). Groundwork toward a Productive Doctoral Study through Preliminary Data Collection and Field Experience: The Emerging Interactive Livestream Shopping. Ellen Rohde Women's Leadership Initiative Professional Development Grant (Not funded).

SKILLS

Market Analytics Software Skills:

- **Data Analysis and Visualization:** JMP, SPSS, R, SAS, AMOS, Google Analytics,

Brandwatch, VOSviewer.

- **Others:** Microsoft Office Suite (Excel/Word/PowerPoint), Adobe Photoshop.

Certifications:

- 2023-2024 Preparing the Professoriate fellow (*NC State University*).
- [Reflective Educational Design] Inclusive Teaching Certification (*NC State University*).
- SAS Certified Specialist: Base Programming Using SAS 9.4. (*SAS*).
- Certificate in Computing: Microsoft Office Suite (*Department of Education of China*).

SERVICE EXPERIENCE

Journal Reviewer:

- Journal of Retailing and Consumer Service.
- International Journal of Retail & Distribution Management.

Others:

- ***Technical Assistant***, Textiles Creative and Technology Services (TCTS) Office, North Carolina State University, 2022-2024.
- ***Graduate Program Recruitment Assistant***, Career Fair of International Textile and Apparel Association (ITAA) Annual Conference, Fall 2022 & Fall 2023.
- ***Public Relations Officer***, TAGS (Textile Association of Graduate Students), North Carolina State University, 2022-2023.
- ***Conference Coordination Volunteer***, the Fiber Society Annual Conference, Fall 2022.
- ***International Student Orientation Volunteer***, Office of International Services, North Carolina State University, Fall 2021 & Fall 2022.