# PUBLICATIONS IN PEER REVIEWED JOURNALS

**Sina, A. S.,** Wu, J., Naderi, E. (2022). An experimental investing the effects of retail

greenery and lighting temperature in virtual reality fashion apparel stores. *International*

*Journal of Review, Retail & Consumer Research*

**Sina, A. S.**, & Wu, J. (2019). Effects of 3D vs 2D interfaces and product-coordination methods.

*International Journal of Retail & Distribution Management*, *47*(8), 855-871.

**Sina, A. S**., & Kim, H. Y. (2019).Enhancing consumer satisfaction and retail patronage through brand experience, cognitive pleasure, and shopping enjoyment: A comparison between lifestyle and product-centric displays. *Journal of Global Fashion Marketing*, *10*(2), 129- 144.

Wu, J., Joo, B. R., **Sina, A. S.,** Song, S., & Whang, C. H. (2021). Personalizing 3D virtual fashion

stores: an action research approach to modularity development. *International Journal of*

*Retail & Distribution Management*

# PRESENTATIONS WITH ABSTRACTS

**Sina, A.S**., & Wu, J. (2019). Investigating the effects of color coordinated product presentation on consumer impulsive buying behavior in both 3D and 2D interfaces. *Proceeding of the International Textiles and Apparel Association Annual Conference, 2019*, Nevada, Las Vegas.

**Sina, A.S**., & Wu, J. (2018). The effect of online visual merchandising cues on consumers’ flow experience, satisfaction, and approach/avoidance behavior. *Proceeding of*

*the International Textiles and Apparel Association Annual Conference, 2018*, Cleveland, Ohio.

Wu, J., Joo, B. R., & **Sina, A. S.** (2018). Personalizing 3D Virtual Fashion Stores: Module Development Based on Consumer Input. *Back to the Future: Revisiting the Foundations of Marketing*, 296, West Palm Beach, Florida.

**Sina, A.S.**, & Wu, J. (2018). An experiment with Mockshop investigating the effects of 3D/2D interfaces and product coordination methods based on color, discount, and brand. *100 years of Design Graduate Education,* Saint Paul, Minnesota.

**Sina, A.S.,** & Wu, J. (2019). Effects of background color and product coordination display methods on younger and aging consumers’ perceptions and responses. *Fashion and Active Aging Symposium,* Saint Paul, Minnesota.

**Sina, A.S**., & Kim, H.Y. (2018). Enhancing consumer satisfaction and retail patronage through brand experience, cognitive pleasure, and shopping enjoyment: A comparison between lifestyle and product-centric displays. *Global Marketing Conference Proceeding*, 2018, Tokyo, Japan.

**Sina, A.S**., & Wu, J. (2019). The effect of online visual merchandising cues on consumers’ engagement and attitude change. *2019 American Collegiate Retailing Association proceeding,* 2019, Tucson, Arizona.

# AWARDS, HONORS, AND GRANTS:

` Design Graduate Program Research and Creative Scholarship Grant in Spring 2019. $450 Design Graduate program travel award, 2019, University of Minnesota, $1000

Design Graduate Program travel award, 2018, University of Minnesota, $1000 Student Academic Excellence award, 2018, University of Minnesota Buckman fellowship, University of Minnesota, $2000