

Jay Yoo, Ph.D.

Associate Professor of Apparel Merchandising at Baylor University

Waco, TX, US

Fashion merchandising and apparel expert specializing in appearance-related behaviors and individual social well-being.

Biography

Dr. Jay Yoo is an Associate Professor in the Department of Human Sciences and Design. His research interests are appearance-related behaviors and their implications for individual and social well-being from consumer perspectives. He has conducted research on body-tanning behaviors, including sunless tanning, and health perceptions of using appearance-related products. Serious quality-of-life concerns occur when appearance satisfaction is compounded by behaviors that may have long-term consequences. He has published in the Clothing and Textiles Research Journal, the International Journal of Fashion Design, Technology and Education, the Family and Consumer Sciences Research Journal, and Human Factors and Ergonomics in Manufacturing and Service Industries. Dr. Yoo's courses are designed to provoke students' interest and appeal to students from a variety of backgrounds. Although fashion is often understood to center on apparel choices, fashion impacts nearly every aspect of human lives. This prospect provided the opportunity to incorporate various topics of inquiry. These topics include fashion and health, social responsibility, and environmental issues involving consumptive behaviors. He earned his PhD in retail merchandising from the University of Minnesota-Twin Cities, his master's degree in apparel design from Cornell University, and his bachelor's in clothing and textiles from Seattle Pacific University.

Industry Expertise

Advertising/Marketing, Consumer Goods, Education/Learning, Research, Writing and Editing, Apparel/Accessories

Areas of Expertise

Green Consumption, Body-Tanning Behaviors, Apparel and Consumer Behavior, Fashion Merchandising, Appearance-Related Behaviors, Sunless Tanning

Education

University of Minnesota

Ph.D.

Cornell University

M.S.

Fashion Institute of Technology

A.A.S.

Seattle Pacific University
B.S.

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