

# ZUI CHIH (RICK) LEE, PH.D.

1.20.22

**Associate Professor of Marketing**

**School of Business**

**New Jersey City University**

160 Harborside, Plaza 2 Room 206, Jersey City

NJ 07311, USA

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## **ACADEMIC EMPLOYMENT**

### **Associate Professor of Marketing**

Marketing department, School of Business

Fall 2016

#### **Honors/Awards**

Teaching Excellence Award (Accreditation Council for Business Schools and Programs, ACBSP)

June 2018

Associate Editor (International Journal of Electronic Customer Relationship Management-UK)

September 2021

### **Associate Professor of Marketing - Tenured**

Department of Management, Sigmund Weis School of Business (SWSB)

Susquehanna University (AACSB, Best National Liberal Arts Colleges, 120, 2015)

Selinsgrove, PA.

Fall 2010 - May 2016

#### **Honors/Awards**

Outstanding Research and Service Faculty-SWSB (2015)

Teaching Innovation and Excellence Award-Susquehanna University (2016)

## **EDUCATION**

### **Consumer, Retail Program, The University of North Carolina at Greensboro (UNCG)**

Ph.D. in Consumer Behavior & Retailing, Bryan School of Business and Economics

Greensboro, NC

**Cognate field:** Ecommerce, marketing analytics, channel, and international marketing

May 2010

Dissertation: An investigation of antecedents and consequences of consumers' attitudes toward apparel websites

### **The Graduate School of Business, The University of North Carolina at Greensboro**

Master in Business Management Administration

Greensboro, NC

Minor: Marketing in Customer Relationship Management

June 2006

### **The Graduate School of Business, National Dong Hwa University**

Master in Business Administration in International Business Management

Hualien, Taiwan

Thesis: A Study of the Correlated Factors Affecting Strategic Partners' Future

May 2001

Cooperative Commitments--Taiwan Information and Electronics Industry

### **Tamkang University**

Bachelor of Business Administration in Transportation Management and Logistic Science

Taipei, Taiwan

May 1999

## **RESEARCH**

### **RESEARCH INTERESTS**

Digital marketing, Retail merchandising & marketing strategies online and offline, B&B marketing, consumer behavior, sustainability marketing, multichannel retailing, customer relationship marketing, e-commerce, international business, supply chain management, entrepreneurship.

### **PUBLICATIONS AND CONFERENCE PRESENTATIONS**

#### **Book Chapter**

Tesfayohannes, M., & **Lee, Z. C.** (2019). *Promoting grassroots entrepreneurship for developmental capacity building in the horn of Africa*. In E. Chrysostome (Ed.), *Capacity Building in Developing and Emerging Countries: From Mindset Transformation to Promoting Entrepreneurship and Diaspora Involvement* (pp. 121-150). Springer Publishing. ISSN 1431-1941

Lewrick, M., Omar, M., Williams, R., Tjandra, N. C., & **Lee, Z.C.** (2015). *Radical and incremental innovation effectiveness in relation to market orientation in the retail industry-triggers, drivers and supporters*. Chapter 11 in Pantano, E. (editor), *Successful Technological Integration for Competitive Advantage in Retail Settings*, IGI Global, DOI: 10.4018/978-1-4666-8297-9.

#### **Referred Journal Articles**

Wang, C. H. Chang, C. H., & **Lee, Z. C.** (2022). Business-to-business platform ecosystem practices and their impacts on firm performance: Evidence from high-tech manufacturing firms. *Journal of Manufacturing Technology Management*. (Forthcoming, SSCI, Impact factor: 7.547)

**Lee, Z.C.**, & Tesfayohannes, M. & Kuo, M. J. (2020). The study of the consumer-company identification on apparel app's mobile attributes and purchase intention. *Advances in Business Research*. 10 (1), 36-54.  
<https://journals.sfu.ca/abr/index.php/abr/article/viewFile/279/173>

Hsieh, Y.J., **Lee, Z. C.**, & Ying, P. (2019). Wine attractions at hotels: Study of online reviews. *International Journal of Wine Business Research*, 31 (1), 89-108.

Zhu, D.S., **Lee, Z.C.**, & Chung, C. W. (2016). Exploring the negative side of social networking sites: The role of privacy risk and trustworthiness. *International Journal of Management and Applied Science*, 2(8), 113-118.

**Lee, Z.C.**, Hodges, N., & Watchravesringkan, K. (2015). An investigation of antecedents and consequences of consumers' attitudes toward an apparel website. *International Journal of Electronic Customer Relationship Management*, 9(2/3), 138-157.

Zhu, D.S., **Lee, Z.C.**, Ho, C.T., Hong, C. H., & Lin, Y.J. (2014). Will you share? A study of motives and consequences of supply chain partners' information integration. *Supply Chain Forum An International Journal*, 15(2), 4-18.

Heuer, M., & **Lee, Z.C.** (2014). Marcellus shale development and the Susquehanna river: An exploratory analysis of cross-sector attitudes on natural gas hydraulic fracturing, *Organization and Environment*, 27(1), 25-42. (SSCI, Impact factor: 1.21)

**Lee, Z.C.**, Zhu, D.S., Heuer, M., & Liu, S.Y. (2013). A study of multiple reference effects in brand commitment. *The Business Review, Cambridge*, 21(2), 60-66.

Zhu, D.S., **Lee, Z.C.**, O'Neal, G.S., & Chen, Y.H. (2011). Mr. Risk! Please trust me: Trust antecedents that increase online consumer purchase intention. *Journal of Internet Banking and Commerce*, 16(3), 1-23.

**Lee, Z.C.**, & Yurchisin, J. (2011). The impact of website attractiveness, consumer-website identification, and website trustworthiness on purchase intention. *International Journal of Electronic Customer Relationship Management*, 5(3/4), 272-287.

## Under Review

Tesfayohannes, M., & Lee, Z. C. (2021). Promoting Grassroots entrepreneurship for developmental capacity building in the horn of Africa. *Journal of Global Entrepreneurship Research*.

Lee, Z.C. (2021) Unmasking online learning: Deep dive into the impact of interaction types and self-learning characteristics. *Journal of Education for Business*. (**Under Review**).

## Journal Articles in Progress

Lee, Z.C. Advergame on Communication: The moderating roles of brand awareness, game experience and persuasion knowledge.

Lee, Z.C. The effect of negative online consumer reviews on purchase intention: A purchase process view. (Manuscript target to *Cyberpsychology, Behavior, and Social Networking*, **SSCI, Impact factor: 2.18**)

Lee, Z.C., Zhu, D.S., Nguyen V. V. The impact of eWord of mouth in online fashion purchase. (Manuscript target to *Journal of Interactive Marketing*, **SSCI, Impact factor: 2.7**)

## Papers Published in Proceedings and Symposium Publications

Shen, G. C., & Lee, Z. C. (2019). Is the game fit the brand? Influence of brand awareness and advertising literacy. Proceedings of American Marketing Association Summer Conference, 2019 Annual Meeting, Chicago, IL., US.

Shen, G. C., Tsai, C. H., Lee, Z. C., Lai, C. A. (2018, July). Investigating the impact of product placement on brand attitude: A case study of marvel movies. Proceedings of Global Marketing Conference, 2018 Annual Meeting, Tokyo, Japan.

(The Global Marketing Conference (GMC) is the annually conference hosted by America Marketing Association, European Marketing Academy, Australian & New Zealand Marketing Academy, Japan Society of Marketing & Distribution, and Korean Scholars of Marketing Sciences, **64 Tracks, 129 Sessions, 698 Accepted Papers, 57 Participating Countries, and 1676 participants**).

Lee, Z. C. (2018). The effect of negative online consumer reviews and risk perception on purchase intention: An information process view. Proceedings of American Marketing Association Summer Conference, 2018 Annual Meeting, Boston, MA., US.

Shen, G. C., Tsai, C. H., & Lee, Z. C. (2017). Message Sidedness and Sponsorship: Examining the Effects of Source Expertise on Communication Effectiveness. Proceedings of American Marketing Association Summer Conference, 2017 Annual Meeting, San Francisco, CA., US.

Shen, G. C., Hsiao, C. H., & Lee, Z. C. (2017). Understanding flight attendants' job satisfaction and service behavior: Moderating role of consumer orientation. Proceedings of Frontiers in Service Conference, 2017 Annual Meeting, New York, NY., US.

Lee, Z. C. (2016, August). Advergame on communication: The moderating roles of brand awareness, game experience, and persuasion knowledge. Proceedings of American Marketing Association Summer Conference, 2016 Annual Meeting, Atlanta, GA., US.

Lee, Z. C. (2016, August). How product, website, and personal traits affect consumers' choice of multichannel shopping. Proceedings of American Marketing Association Summer Conference, 2016 Annual Meeting, Atlanta, GA., US.

Zhu, D. S., Lee, Z.C., Kuo, M.J., & Tumurtushaa, T. (2016, July). Factors affecting Mongolian online game players' satisfaction and loyalty. Proceedings of International Conference on Computer and Information Science (IEEE BMOT-SS1), 7th International Conference on E-Service and Knowledge Management, ESKM 2016 Annual meeting, Kumamoto, Japan.

**Lee, Z.C.**, Trang, T. K., & Khulan Ishdorj. (2016, July). Factors that affect public intention to share social justice report using mobile phone in Mongolian. Proceedings of International Conference on Computer and Information Science (IEEE BMOT-SS1), 7th International Conference on E-Service and Knowledge Management, ESKM 2016 Annual meeting, Kumamoto, Japan.

**Lee, Z.C.**, & Tesfayohannes, M. (2015, August). Self really matter? Perspectives on course design, course interaction and self-efficacy. Proceedings of American Marketing Association Summer Conference, 2015 Annual Meeting, Chicago, IL., US.

Zhu, D.S., **Lee, Z.C.**, & Nguyen V. V. (2014, August). The impact of customer satisfaction on positive word of mouth-the case of Vietnamese online fashion retailing. Proceedings of International Conference on Business, Information, and Cultural Creative Industry (ICBIC) 2014 Annual meeting, Taipei, Taiwan.

Zhu, D.S., **Lee, Z.C.**, Kuo, M.J., & Lin, T.S. (2013, June). A study on the continuous using intention of traveling website. Proceedings of International Conference on Computer and Information Science (IEEE ICIS-13) 2012 Annual meeting, Niigata, Japan. 【CD-ROM, p.255-261】

**Lee, Z.C.**, Zhu, D.S., Heuer, M., & Liu, S.Y. (2013, June). A study of multiple reference effects in brand commitment. Proceedings of The Economics, Finance, Accounting & Management Research Conference, Honolulu, HI.

Heuer, M., & **Lee, Z.C.** (2012, October). Exploring stakeholder connectedness: The Susquehanna river and marcellus shale hydraulic fracturing. Proceedings of Association for the Advancement Sustainability of Higher Education (AASHE) 2012 Annual Conference, Los Angeles, CA.

**Lee, Z.C.**, & Dion, P. (2012, August). TAM's application: e-service quality study in online apparel store. Proceedings of International Conference on Computer and Information Science (IEEE ACIS-12) 2012 Annual meeting, Kyoto, Japan.

**Lee, Z.C.**, & Hodges, N. (2012, January). An investigation of antecedents and consequences of consumer attitudes toward an apparel website. Proceedings of Global Conference on Business and Finance (GCBF) 2012 Annual Meeting, Honolulu, HI. (Outstanding Research Award, and Best Presenter in Session Award)

**Lee, Z.C.**, Yurchisin, J., & Lin, C.T. (2010, August). The impact of website attractiveness, consumer-website identification, and website trustworthiness on purchase intention. Proceedings of International Conference on Computer and Information Science (IEEE ACIS-10) 2010 Annual meeting, Yamagata, Japan.

Yurchisin, J., & **Lee, Z.C.** (2009, September). The effect of organizational attractiveness, person-organization fit, and employee organization identification on job performance among salespeople in apparel retail stores. Proceedings of the America Collegiate Retailing Association (ACRA) 2009 Annual Meeting, New Orleans, LA.

Zhu, D.S., O'Neal, G.S., **Lee, Z.C.**, & Chen, Y.H. (2009, August). The effect of trust and perceived risk on consumers' online purchase intention: Perspective of TAM. Proceedings of the Institute of Electrical and Electronics Engineers Conference on Social Computing (IEEE SocialCom-09) 2009 Annual meeting, Vancouver, Canada. 【CD-ROM, p.771-776】

Zhu, D.S., **Lee, Z.C.**, Ho, C.T., Hong, C. H., & Lin, Y.J. (2009, July). A study on the relationships among information integration capability, logistics capability, partnership closeness, supply chain performance, competitive advantage and financial performance in Taiwan's high-tech manufacturing firms. Proceedings of the Global Business & International Management Conference (GBIM) 2009 Annual Meeting, Seattle, WA 【CD-ROM, p.77-89】

Zhu, D.S., Lu, C.T. & **Lee, Z.C.** (2008, July). The effects of the interactive use of management control systems on marketing department performance and knowledge management performance. Proceedings of the 5<sup>th</sup> Business and Information World conference (BAI World Conference) 2008 Annual meeting, Seoul, South

Korea.

**Lee, Z.C.** Zhu, D.S., & Lu, C.T. (2007, April). A study of the correlated factors affecting strategic partners' future cooperative commitments-Taiwan information and electronics industry. Proceedings of the America Collegiate Retailing Association (ACRA) 2007 Annual Meeting, Chicago, IL. 【CD-ROM, #10】

**Lee, Z.C.** (2002, August). The correlated factors affecting alliance commitment of strategic partner-case study of Taiwan information technology industry. Presented in the National Management Master Thesis Conference (NMMTC), Taipei, Taiwan.

## **Abstract**

**Lee, Z.C.,** Zhu, D.S., & Liu, S.Y. (2013, January). Evaluating multiple reference effects in casual shoe brand commitment. Proceedings of Clute Institute International Academic Conference, 2013 Annual Meeting, Maui, HI., US.

**Lee, Z.C.,** & Dion, P. (2012, January). Customer perceptions of e-service quality in online apparel shopping. Proceedings of Global Conference on Business and Finance (GCBF) 2012 Annual Meeting, Honolulu, HI., US.

## **Non-Peer Reviewed Research Presentations**

**Lee, Z.C.** (2010, March). An Investigation of Antecedents and Consequences of Consumers Attitudes Toward An Apparel Website, Southeast Graduate Consortium, University of Georgia, Athens, GA.

**Lee, Z.C.** (2009, March). Apparel store identification, consumer search and purchase intention: Antecedents and consequences of multi-channel apparel retailing, Southeast Graduate Consortium, Auburn University, Auburn, AL.

**Lee, Z.C.** (2008, April). A study of website identification and consumer shopping intentions. Southeast Graduate Consortium, University of North Carolina at Greensboro, Greensboro, NC.

**Lee, Z.C.** (2007, April). A study of the correlated factors affecting strategic partners' future cooperative commitments. Southeast Graduate Consortium, University of Kentucky, Lexington, KY.

## **Invited Presentations**

**Lee, Z.C.** (2014, February). Chinese new year 2014: A celebration of Taiwan's new year, Asia Studies, Susquehanna University, Pennsylvania, 200 people.

**Lee, Z.C.** (2011, November). An introduction of international business environment. Susquehanna University Global Business Perspectives (MGMT 102), undergraduate course, 131 people.

**Lee, Z.C.,** & Dion, P. (2011, October). An introduction of marketing principle. Susquehanna University Global Business Perspectives (MGMT 102), undergraduate course, 131 people.

**Lee, Z.C.** (2010, March). Significance of Chinese new year. A celebration of our sister city of Dashi, Taiwan's Chinese new year, Kernersvill's Sister City Association, North Carolina, 100 people.

**Lee, Z.C.** (2009, March). The influence of culture on business in Taiwan's current retailing. UNCG Global Sourcing of Apparel & Related Consumer Products (CRS 463), undergraduate course, 25 people.

**Lee, Z.C.** (2007, November; 2008, December). Global panel discussion. UNCG Multi-channel and Multicultural Retailing (CRS 464), undergraduate course, 23 people.

**Lee, Z.C.** (2008, September; 2009, October). Autumn Moon Festival: Introduction to the Moon Festival in Taiwan. UNCG International and Global Studies Program with funding from U.S. Department of Education,

Title VI, 350 people.

## **TEACHING EXPERIENCE**

### **TEACHING INTERESTS**

Retailing and merchandising management, marketing analytics, advertising & social media, digital marketing, multi-channel retailing, consumer behavior, international retailing, supply chain management, e-commerce, entrepreneurship, Global business, marketing strategy, international trade, marketing principle.

#### **New Jersey City University, USA**

Fall 2016-Present

**Associate Professor**, Marketing Department

##### **Graduate Courses:**

Contemporary Marketing (MKTG 615); Service Marketing (MKTG 734);  
Interdisciplinary Capstone Project (BUSI 799)  
Digital Marketing Strategy (MKTG 732)  
Global Marketing Strategy (MKTG 733)

##### **Undergraduate Courses:**

###### **Senior level:**

Marketing Capstone (MKTG 493)  
Marketing Management (MKTG 433)  
Marketing Research & Analytics (MKTG 432)  
Global Marketing (MKTG 363)

###### **Sophomore level:**

E-Commerce (MKTG 422)  
Social Media Marketing (MKTG 350)  
Digital Marketing (MKTG 333)  
Principle of Marketing (MKTG 231)

#### **Susquehanna University, USA**

Fall 2010-May 2016

**Associate Professor**, Department of Business Administration

##### **Undergraduate Courses:**

###### **Senior level:** (Overall Teaching Evaluation 4.3/5)

Social marketing (MGMT 503), Internship (MGMT 503)  
Retailing (MGMT 384), Global Buying Management (MGMT 384)  
Marketing Research (MGMT 381), International Marketing (MGMT 384)  
Marketing Strategy (MGMT 385)

###### **Sophomore and Freshmen level:** (Overall Teaching Evaluation 4.0/5)

Marketing (MGMT 280)  
Global Business Perspective (MGMT 102)

#### **The University of North Carolina at Greensboro, USA**

Spring 2009

**Instructor**, Department of Student Academic Service

Spring 2009

SAS 100 Strategies for Academic Success, 1 credit class, 20 students/ 8 weeks

**Instructor**, Department of Consumer, Apparel, and Retailing Studies

Fall 2008

Teaching Practicum, CRS 464 Multi-channel and Multicultural Retailing, 3 credits, 23 students

**Teaching Assistant**, Department of Consumer, Apparel, and Retail Studies

Fall 2006, 2007

CRS 464 Multi-channel and Multicultural Retailing, 3 credits, 23 students

**Teaching Assistant**, Department of Consumer, Apparel, and Retail Studies

CRS 562 Behavior of Soft Lines Consumer and Merchandising Math, 3 credits, 25 student

Spring 2007, 2008

#### **National Dong-Hwa University, Taiwan, Republic of China (ROC)**

Fall 2000-2001

**Teaching Assistant**, Institute of International Business

MGT 600 Management Accounting, 3 credits, 60 students

## **SERVICE AND MEMBERSHIP**

### **ACADEMIC SERVICE**

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#### **New Jersey City University, USA**

##### **University level**

University Senate

Senate Task Force Committee – Accelerated graduate  
program policy

Senate Task Force Committee: Strategic Planning – Diversity and Globalization

##### **School level-School of Business (SOB)**

Chair, SOB Curriculum and Assessment

Member, Economics & Business Research.

Member, SOB Business Honors Committee

Member, Strategic Planning Implementation Committee

Member, Marketing Department Curriculum Committee

Responsible for Marketing graduate/undergraduate program revision

Revised and upgraded Global Marketing (MKTG-363)

Revised and upgraded E-commerce (MKTG-422)

Advisor to MBA capstone project

Revised and upgraded Marketing Research & Analytics (MKTG-432)

Revised and upgraded Marketing Management (MKTG-433)

Upgraded MBA-Service marketing (MKTG-734)

Revised Student Business Research Showcase Rubric

Upgraded MBA-Global marketing (MKTG-733)

Revised Social Media Marketing (MKTG-350)

Developed (1) Digital marketing minor

Revised (1) Marketing analytics (2) Digital marketing focus areas

Worked on Marketing Program Review in Scholarly contribution

Proposal for undergraduate “MBA-Bridge” program

Retitle MBA-E-Marketing (MKTG-732)

Retitle MBA-Global Marketing (MKTG-733)

Spring 2017-Present

Fall 2019-Fall 2020

Spring 2021-Summer 2021

Spring 2019-Fall 2019

Fall 2017

Fall 2017

Spring 2017-Spring 2018

Fall 2016-Present

Fall 2016-Present

Spring 2017

Spring 2017

Spring 2017, Fall 2020

Spring 2017

Fall 2017

Fall 2017

Fall 2017

Spring 2018

Spring 2018

Spring 2019

Spring 2018

Summer 2018

Spring 2019

Fall 2019

Fall 2019

Fall 2019



## **Susquehanna University, USA**

### **University level**

Advisory Committee on Academic Technology	Fall 2015 - Spring 2016
University Theme Selection Committee	Fall 2014 - Spring 2016
Post-Graduate Opportunities Advisory Group	Spring 2014 - Spring 2015
Faculty Meeting Recording Secretary	Fall 2012 - Spring 2013
Faculty Mentor, Macau University Chinese Student Group	Fall 2011 - Present
Faculty of Residence and student life	Fall 2013 - Summer 2015

### **School level**

Chair, Curriculum Committee, NJCU School of Business	Fall 2015 - Spring 2016
Member, Curriculum Committee, Sigmund Weis School of Business (S.W.S.B.)	Spring 2015
Member, Scholarship and Teaching Excellence Committee	Spring 2015
Member, Student Success and Engagement Committee	Fall 2014 - Spring 2015
Member, Marketing Committee	Fall 2011 - Spring 2013
Member, Assessment Committee, (S.W.S.B.)	Fall 2013 - Spring 2014
Member, Retention/Transfer/4-Year Committee	2011-Present
Faculty Advisor, Department of Business Administration (29 people)	

### **The University of North Carolina at Greensboro, NC, USA**

• Member, Department of Consumer, Apparel, Retail Studies Graduate Student Association	2006-2009
• Senior consulting volunteer for Taiwan Student Association (T.S.A.)	2004-2006
• Presenter, Taiwan Autumn Moon Festival Lectures	2008-2009

### **National Dong-Hwa University, at Hualien, Taiwan, ROC**

• Class Leader, International Business Institute	Fall 2000
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### **PROFESSIONAL SERVICE**

<b>Associate Editor</b> - International Journal of Electronic Customer Relationship Management	September 2021
<b>International Committee Member</b> International Conference on Business, Information, and Service Science, ICBIS, Taipei, Taiwan	August 2015
<b>Community, USA</b> Professional Assistant to Taipei Economic and Cultural Office. Asia-Pacific Natural Hazard Conference (June 2012) Honolulu, HI, USA	2014
Volunteer to Honolulu Police Department. "green" clean up in the Ala Moana Beach Park, (June 2012) Honolulu, HI, USA	



## **GRADUATE STUDENT RESEARCH ADVISEMENT**

Helen Lin (M.S., National Dong Hwa University, Co-advisor) 2013-2014  
Thesis title: “A study on the impact of electronic word of mouth and quality on bed and breakfast purchase intention”.

Nguyen Van Vu (M.S., National Dong Hwa University, Co-advisor) 2013-2014  
Thesis title: “The Impact of Customer Satisfaction on Positive Word of Mouth: The Case of Vietnamese Online Fashion Retailing”.

## **PROFESSIONAL AFFILIATIONS**

- American Marketing Association (AMA)
- International Textile and Apparel Association (ITAA)
- American Collegiate Retailing Association (ACRA)
- Global Information Technology Management Association (GITMA)
- Global Business & International Management Conference (GBIM)
- Institute of Electrical and Electronics Engineers Association (IEEE)

## **PROFESSIONAL TRAINING CERTIFICATION**

- Master Teacher Program (May 8-10, 2013). Mack J. Robinson College of Business, Georgia State University, Atlanta, GA
- Quality Matters-QM Independent Improving Your Online Course Certification (IYOC): Statewide Systems (August 6, 2018).
- Google Advertise Certificates (2019).

## **HONORS AND AWARDS**

- Teaching Excellence Award-(Accreditation Council for Business Schools and Programs (ACBSP), June, 2018)
- Best faculty Mentor, the 1st Business Student Research Showcase-New Jersey City University (2017)
- Teaching Innovation and Excellence Award-Susquehanna University (2016)
- Outstanding Research and Service Faculty-Sigmund Weis School of Business (2015)
- Lee Z.C. Management Scholar’s Research Grant, \$3500/year, Sigmund Weis School of Business (Funded, 2010, 2011, 2012, 2013, 2014, 2015, 2016)
- Global Conference on Business and Finance (GCBF) Annual Meeting, Honolulu, HI. Outstanding Research Award, and Best Presenter in Session Award (2012)
- School of Human Environmental Science Travel Award, UNCG (2007, 2008)
- Department of Consumer, Apparel, and Retailing Studies Travel Award, UNCG (2007)
- John C. Lockhart Scholarship, UNCG (2007-2008)