

XIAO TONG

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EDUCATION

Ph. D in Textile & Apparel Management (2006)

Certificate: The Center for the Digital Globe

University of Missouri, Columbia, MO

M. A. in Culture of Apparel & Accessories (2001)

B. S. in International Trade (1998)

Beijing Institute of Clothing Technology, Beijing, China

ACADEMIC EXPERIENCE

The University of Alabama - Tuscaloosa, AL

Assistant Professor

8/2008 to 8/2015

Associate Professor

8/2015 to Present

- Teach courses: Textile & Apparel in International Trade, Fashion Marketing, Fashion Retailing, and China Retail Study Tour
- Engage in research in sustainability, international marketing, international retailing, brand management, electronic commerce, and social media
- Advise graduate and undergraduate students

University of Missouri - Columbia, MO

8/2004 to 5/2006

Teaching & Research Assistant

- Assisted courses: Introduction to the Textile and Apparel Industry Apparel, Global Sourcing, the Clothing/Textile consumer, Fundamentals of E-Commerce, Softgoods Brand Management
- Performed a variety of research support functions for faculty members. Conducted in-depth statistical research on consumer textile and apparel consumption, delivering quantitative and qualitative data

INDUSTRY EXPERIENCE

INVISTA – Wilmington, DE

8/2006 to 8/2008

Commercial Development Analyst

Provided international trade analysis, market and economic analysis, and strategic recommendations for Americas region's apparel business and coordinated with other regions to develop a global view of the apparel market.

- Developed retail and garment Point-of-View to predict market demand for fiber, fabric, and garment in American region.
- Analyzed garment source planning to understand trade flow and predict shifts in fiber and garment sourcing to improve business decision-making.
- Conducted market and competitive analysis to improve marketing, sales and promotion effectiveness.

PUBLICATIONS

- **Tong, X.** and Hawley, J. M. (2009). Measuring Customer Based Brand Equity: Empirical Evidence from the Sportswear Market in China. *Journal of Product and Brand Management*, 18(4), 262-271.

- **Tong, X.** and Hawley, J. M. (2009). Creation Brand Equity in the Chinese Clothing Market. *Journal of Fashion Marketing and Management*, 13(4), 566-581.
- **Tong, X.** (2010). A Cross-national Investigation of an Extended Technology Acceptance Model in the Online Shopping Context. *International Journal of Retail & Distribution Management*, 38(10), 742-759.
- **Tong, X.** (2011). Effect of Manufacturer Reputation, Retailer Reputation and Seller Reputation in China's Online Shopping Market. *MIS Review: An International Journal*, 17(1), 1-17.
- **Tong, X.** and Li, C. (2013). Impact of Brand Personality and Consumer Ethnocentrism in China's Sportswear Market. *Asia Pacific Journal of Marketing and Logistics*, 25(3), 491-509.
- **Tong, X.** and Su, J. (2014). Exploring the Personality of Sportswear Brands. *Sport, Business, Management: an International Journal*, 4(2), 178-192.
- **Tong, X.** (2014). Factors Affecting Purchase Intention of University-Licensed Apparel. *Family & Consumer Sciences Research Journal*, 43(2), 160-172.
- Su, J. and **Tong, X.** (2015). Brand Personality and Brand Equity: Evidence from the Sportswear Industry. *Journal of Product and Brand Management*, 24(2), 124-133.
- Thompson, A. and **Tong, X.** (2016). Factors Influencing Consumers' Adoption Intention of Bamboo Textile and Clothing Products. *International Journal of Fashion Design, Technology and Education*, 9(1), 62-70.
- Su, J. and **Tong, X.** (2016). Brand Personality, Consumer Satisfaction and Loyalty: A Perspective from Denim Jeans. *Family & Consumer Sciences Research Journal*, 44(4), 427-446.
- **Tong, X.**, Su, J. & Xu, Y. (forthcoming, 2016). Exploring the Personality of Luxury Fashion Brands. In Choi & Shen (Eds.), *Luxury fashion retailing management*, Springer.

PRESENTATIONS AND CONFERENCES

- "The Effect of Marketing Activities on Brand Equity in the Chinese Clothing Market", *International Textile and Apparel Association Annual Conference*, San Antonio, TX, November, 2006.
- "Applying the Technology Acceptance Model to Online Apparel Purchasing", *International Textile and Apparel Association Annual Conference*, Seattle, WA, November, 2009.
- "Impact of Brand Personality and Consumer Ethnocentrism in China's Sportswear Market", *International Textile and Apparel Association Annual Conference*, Philadelphia, PA, November, 2011.
- "Student Designer's Perceptions of Recycling and Other Green Trends", *Trans/national Clothing: Production and Consumption Conference*, Bath, UK, September, 2011.
- "Exploring the Personality of Sportswear Brands", *International Textile and Apparel Association Annual Conference*, Honolulu, HA, November, 2012.
- "Factors Affecting the Purchase of University Licensed Apparel", *International Textile and Apparel Association Annual Conference*, New Orleans, LA, October, 2013.
- "Exploring the Personality of Luxury Fashion Brands", *International Textile and Apparel Association Annual Conference*, New Orleans, LA, October, 2013.
- "A Study on Denim Jeans Brand Personality", *International Textile and Apparel Association Annual Conference*, Charlotte, NC, November, 2014.
- "An Investigation into Consumers' Evaluation and Adoption Intention of Bamboo Textile and Clothing Products", *International Textile and Apparel Association Annual Conference*, Charlotte, NC, November, 2014.

- “Brand Personality, Consumer Satisfaction and Loyalty: A Perspective from Denim Jeans”, *International Textile and Apparel Association Annual Conference*, Santa Fe, NM, November, 2015.
- “A Review of Sportswear Brand Personality and Brand Equity”, *2016 Pennsylvania Sports Business Conference*, Indiana, PA, April, 2016.
- “Exploring Young Consumers’ Trust and Purchase Intention of Organic Cotton Apparel”, *International Textile and Apparel Association Annual Conference*, Vancouver, British Columbia, Canada, November, 2016.
- “Exploring the Personality of Southern lifestyle Brands”, *International Textile and Apparel Association Annual Conference*, Vancouver, British Columbia, Canada, November, 2016.
- “How Chinese College Students Perceive Fast Fashion Brands: A Brand Personality Approach”, *International Textile and Apparel Association Annual Conference*, Vancouver, British Columbia, Canada, November, 2016.

GRANTS AND SCHOLARSHIPS

- Seed Fund for Pilot Research, Human Environmental Sciences College - The University of Alabama, June 2014.
- Service-Learning Enhancement Grant, Center for Ethics & Social Responsibility - The University of Alabama, June 2013.
- Institutional Effectiveness Mini-Grant, Office of Institutional Effectiveness - The University of Alabama, January 2012.
- Mary A. Crenshaw Research Grant, Human Environmental Sciences College - The University of Alabama, February 2009.
- Active & Collaborative Learning Grant, Office of Institutional Effectiveness - The University of Alabama, February 2009.

MEMBERSHIP AND ACTIVITIES

- Member of International Textile and Apparel Association (ITAA), 2003 to present.