

Note of Appreciation for the ITAA Rising Star Award

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I am highly honored to receive the ITAA Rising Star Award. I would like to express appreciation to my extraordinary colleagues at Texas State, including Dr. Beth Wuest and Dr. Gwendolyn Hustvedt. I am also grateful for the tremendous support of other professional mentors and friends who live across the country but are strongly connected through the ITAA community, especially Dr. Haesun Park-Poaps at Ohio University, Dr. Jenna Kuttruff and Dr. Chuanlan Liu at LSU, and Dr. Youn-Kyung Kim at the University of Tennessee.

One distinguished mentor that I extremely appreciate is Dr. Rodney Runyan, the Director of the School of Family and Consumer Sciences at Texas State. I thank Dr. Runyan not only for nominating me for this prestigious honor but also for inspiring me to uphold the highest standards of rigor and achievement in building my early career.

My overarching research has focused on sustainable decision-making by individuals as well as corporations. From a behavioral science perspective, I have designed my research programs to model a systematic mechanism that explains factors driving consumers to make socially responsible and ethical decisions, which interacts with corporations' decisions in taking and executing CSR initiatives. My research interest in sustainability guides me in my other professional roles as an educator and scholarly mentor for my undergraduate and graduate students. Importantly, I believe my research agenda aligns with those ITAA goals focusing on ethics, social responsibility, and sustainability, and thus I feel a closer bond with this professional community. I hope to make more significant contributions to ITAA and, in that way, I can someday inspire other young scholars in the ITAA community to grow and achieve greater things.