

# Muzhen Li, Ph.D.

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College of Agriculture, Food and Environment  
School of Human Environmental Sciences  
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## EDUCATION

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**Ph.D., Human Environmental Sciences**, Emphasis in Textile and Apparel Management  
University of Missouri-Columbia July 2022  
**Dissertation:** Understand Omnichannel Customer Value and the Human-Machine User  
Experience When Using Mobile Application

**M.A., Statistics (Applied-Track)**, University of Missouri-Columbia May 2018

**M.S., Chemical Engineering**, University of Missouri-Columbia Dec 2016

**B.Eng., Bioengineering**, Zhejiang University, Hangzhou, China Jun 2013

## PROFESSIONAL EXPERIENCE

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2022-Present      **Assistant Professor**  
University of Kentucky, Retailing and Tourism Management of  
Human Environmental Sciences, College of Agriculture, Lexington,  
KY.

2018-2022      **Graduate Research Assistant**  
University of Missouri, Textile and Apparel Management, College  
of Art and Science, Columbia, MO

2018-2021      **Graduate Teaching Assistant**  
University of Missouri, Textile and Apparel Management, College  
of Art and Science, Columbia, MO

## RESEARCH ACHIEVEMENTS

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### PEER REVIEWED PUBLICATIONS

[1] Zhao, L., Lee, S. H., Li, M., & Sun, P. (2022). The Use of Social Media to Promote Sustainable Fashion and Benefit Communications: A Data-Mining Approach. *Sustainability*, 14(3), 1178. [SSCI Indexed].

[2] **Li, M.**, & Zhao, L. (2021). Exploring Global Fashion Sustainability Practices through Dictionary-Based Text Mining. *Clothing and Textiles Research Journal*. [SSCI Indexed].

[3] Zhao, L., **Li, M.**, & Sun, P. (2021). Neo-Fashion: A Data-Driven Fashion Trend Forecasting System Using Machine Learning through Catwalk Analysis. *Clothing and Textiles Research Journal*. [SSCI Indexed].

[4] Lang, C., **Li, M.**, & Zhao, L. (2020). Understanding consumers' online fashion renting experiences: A text-mining approach. *Sustainable Production and Consumption*. 21, 132-144. [SSCI Indexed].

[5] Li, G., & **Li, M.** (2018). Sampling theorem and efficiency comparison of three local minimum variance unbiased estimators of the mean and variance of the exponential distribution. *Cogent Mathematics & Statistics*, 5(1) [ESCI Indexed].

## **PEER REVIEWED CONFERENCE PRESENTATIONS**

[1] **Li, M.**, Zhao, L. & Srinivas, S. (2021). "It's about Inclusion! Mining Online Reviews to Understand the Needs of Adaptive Clothing Consumers", *International Textile and Apparel Association Annual Conference*, Virtual Conference.

[2] **Li, M.**, & Zhao, L. (2021). "Competing in the Digital Age: Understanding the Customer Experience of Department Stores through Mobile App Reviews", *International Textile and Apparel Association Annual Conference*, Virtual Conference.

[3] Zhao, L., Sun, P., & **Li, M.** (2020). "Neo-Fashion: A Data-Driven Fashion Trend Forecasting System Using Machine Learning through Catwalk Analysis", *International Textile and Apparel Association Annual Conference*, Virtual Conference.

[4] **Li, M.**, & Zhao, L. (2020). "Online Adaptive Clothing Shopping Experience: Text-Mining of Product Titles and Consumer Reviews", *International Textile and Apparel Association Annual Conference*, Virtual Conference.

[5] **Li, M.**, Lang, C., & Zhao, L. (2019) "Understanding Consumers' Online Fashion Renting Experiences: A Data-Mining Approach", *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.

[6] **Li, M.**, Rana, M., & Zhao, L. (2019) "A Study of Sustainability Practices of US Fashion Brands Through Dictionary-Based Text Analysis", *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.

[7] Rana, M., Li, M., Zhao, L., & Ha-Brookshire, J. (2019) "U.S. Fashion Brands Endeavors Toward Sustainability from the Kaizen Perspective: A Data-mining Based Lexical Analysis", *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.

[8] Zhao, L., Sun, P., & Li, M. (2019) "The Effect of Sustainable Fashion Brands' Posts on Customers' Emotions in Social Media", *International Textile and Apparel Association Annual Conference*, Las Vegas, NV.

## GRANTS

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### Funded Internal Grants

2022-Present	Faculty Start-up Fund, University of Kentucky, \$5,000
2018- 2021	Research Grant from Graduate Student Association- Textile and Apparel Management, University of Missouri, \$1,500
2018- 2021	Travel Grant from Graduate Student Association- Textile and Apparel Management, University of Missouri, \$2,000
2019-2020	Professional Development Travel Grant from Graduate Professional Council, University of Missouri, \$300

## TEACHING EXPERIENCE

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### At the University of Kentucky

RTM 425 – Human Resource Management

Demonstrate knowledge of human resource management and its role in retail business including employment, training, performance management, compensation, and providing a safe, ethical and fair environment.

### At the University of Missouri

TAM 4400 - Clothing/Textile Consumer: Research and Analysis

TAM 3700 - Omnichannel in the Digital

TAM 2500W - Social Appearance in Time and Space-Writing Intensive

TAM 4110 - Global Sourcing

TAM 4300 - Softgoods Brand Management and Promotion

TAM 2300 - Retail Finance and Merchandise Control

TAM 3300 - Retail and Merchandising Analysis

## **HONORS & AWARDS**

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- 2021 Clothing and Textiles Research Journal Top Altmetric Score Paper Award.
- 2020 Paper of Distinction, Textile and Apparel Industries Track, International Textile and Apparel Association Annual Conference
- 2020 Kitty G Dickerson Graduate Fellowship for Excellence Award, College of Human Environmental Sciences, University of Missouri
- 2020 Martin-Quilling Graduate Fellowship, College of Human Environmental Sciences, University of Missouri
- 2019 Maxine Hobbs Patrick and Homer Patrick Graduate Fellowship, Department of Textile and Apparel Management, University of Missouri
- 2018 Marion K. and Vernon W. Piper Distinguished Doctoral Fellowships, College of Human Environmental Science, University of Missouri
- 2016 Curator's Grant-in-Aid Scholarship, University of Missouri

## **PROFESSIONAL DEVELOPMENT AND AFFILIATIONS**

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### **Professional Memberships**

- 2018-Present International Textile and Apparel Association

### **Professional Development for Research and Scholarship**

- 2021 Writing a Diversity Statement, University of Missouri
- 2021 Inclusive Assessment: How to Support and Include all Students with Conscious Assessment, University of Missouri
- 2020 Online Teaching Certification Seminar, University of Missouri
- 2020 Visible Thinking for a Data-Driven Experiential Ecosystem, ITAA conference workshop
- 2019 Grant Writing Workshop, University of Missouri

### **Certifications**

- Online Teaching Certification, University of Missouri

- Intro to Cloud Computing with R in Google Cloud and Amazon Web Service short course, University of Missouri
- An Introduction to Interactive Programming in Python, Coursera Verified Certificates
- The Power of Microeconomics: Economic Principles in the Real World, Coursera Verified Certificates
- Finance for Non-Financial Professionals, Coursera Verified Certificates

## **SERVICE**

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2019-2020	President, Graduate Students Association, Textile and Apparel Management, University of Missouri
2018-2019	Workshop Presenter, Missouri Youth 4-H Fashion Revue, University of Missouri
2019-2021	Graduate Student Mentor, Textile and Apparel Management, University of Missouri

## **SKILL CAPABILITIES**

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[Statistical Analysis] SPSS, Stata, JMP, SAS, R programming, Python,

[Data Visualization] Tableau, Matlab, Gephi