

Post-research trip report

Written by Jennifer K. Lee

To conduct my research on "Antecedents of successful RFID adoption for mobile commerce in the global fashion industry", I made a trip to Seoul, South Korea where research collaborators and participants are located to collect quantitative and qualitative data from January 2 - 22, 2019. The purpose of this study was to identify what conditions must be met by fashion companies to increase RFID adoption into mobile commerce, which require immediate order fulfillment after consumers' order placement. FDGA grant allowed me such a great opportunities to meet my research collaborators including fashion ERP (Enterprise Resource Planning) system analysts and engineers in one of the largest fashion companies in Korea and survey & interview participants from the fashion industry. From this trip, I had successfully collected the survey and interview data from 17 research participants for my research. The findings from the analysis using these data are critical components of this study.

According to the results of the current research, the future directions of RFID adoption was suggested for global fashion companies. This research also recommended that the future research directions on RFID utilization for mobile commerce in the global fashion industry. This study is important to provide benefit fashion companies, consumers, and supply chains in terms of facilitating mobile commerce by using RFID for immediate order fulfillment at lower prices with better quality offered in the market. The current research is also necessary for academics preparing students to use RFID technology in the industries. The research manuscripts were written submitted to one of academic publications and currently under review to be published in fall, 2019.

I conducted meetings with Elaine Maldonado and Celia Baez in the CET when I was preparing my FDGA application. I really appreciate their help and detailed explanations and suggestions for my project. In addition, before the trip, I reviewed previous FDGA projects posted on the CET website to make sure I understood the requirements and expectations on my project from FDGA. The CET website is very well organized to overview all previous FDGA projects with interesting research topic areas. From all support from the CET and website information, I received a great insight making my project more intriguing and unique. I highly recommend all faculty at FIT to apply for FDGA, as I've learned much about academic research conducted by FIT faculty and found how to enhance my research capabilities towards a multi-disciplinary approach.