**Call for Papers**

**2012 International Conference**

**on Fashion Design and Apparel Industry (FDAI) in Helsinki**

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| **Theme** | **“From Fiber to Consumers: Convergent Approach to Fashion Stream”** |
| **Host** | Aalto University School of Art, Design and Architecture |
| **Organizer** | The Korean Society for Clothing Industry  Korea Research Institute for Fashion Industry |
| **Venue** | Aalto University School of Art, Design and Architecture |
| **Date** | Exhibition: August 15-18, 2012  Conference: August 15, 2012  Field Workshop and Tour: August 10-19, 2012 |
| **Registration fee** | 200,000KW  Distant poster presentation rate is 300,000 KW  No need for registration for invited participants |
| **Submission** | Application form deadline : **June 01(dead line)**   * An abstract should be submitted with the application form by e-mail ([ksci98@gmail.com](mailto:ksci98@gmail.com))   (Page 1: title, name, and affiliation, Page 2: Start abstract with title but no name and affiliation.)   * Registration fee should be wire-transferred to the committee account at Kukmin bank   국민 675001-04-130201 예금주:(사)한국의류산업학회  The revised version of accepted papers should be uploaded by **June** **24** at Webhard (ID- yoost5656p; password- 4543; S no- 7481; folder name- KSCI).  ***For more information:***  The Korean Society for Clothing Industry  4th Floor of Korea Research Institute for Fashion Industry  1561-4 Bongmu-dong Dong-gu, Daegu City, Korea, 701-170  TEL.+82-53-721-7481/Fax.+82-53-986-6356  http://www.clothing.or.kr |
| **Guideline** | Abstract will be limited to 1~4 page in length as a file of MS word. |

* *The conference schedule is tentative and subject to change*

**Organizing Committee**

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| **President** | Yun Ja Nam (Seoul National Univ. , Korea) |
| **Vice President** | Byung Oh Choi (Fashion Group Hyungji Co. Ltd, Korea)  Chil Soon Kim (Kyung Hee Univ. , Korea)  Eun Ju Park (Dongah Univ. , Korea)  Jeong Koo Woo (Korea Research Institute for Fashion Industry, Korea)  Sang Yool Kim (Mokpo National Univ. , Korea)  Suk Hyang Yang (Sunchun Univ. , Korea)  Yang Suk Ku (Kyungpook National Univ. , Korea) |
| **Conference Chair**  **Exhibition Chair**  **Field Trip Chair** | Chil Soon Kim (Kyung Hee Univ. , Korea)  Pirjo Hirvonen (Aalto Univ., Finland)  Sung Hye Jung (Inha Univ.)  Pirjo Kääriäinen ( Aalto Univ., Finland)  Sang Yool Kim (Mokpo National Univ.) |
| **Program Committee** | Cha Huyn Kim ( Kyung Hee Univ., Korea)  Changgyu Bak (Konkuk Univ., Korea)  Cui Ming Hai (Beijing Institute of Fashion Technology, China)  Dae Geun Jun (Andong Univ. , Korea)  Han Yol Cho (College of Yongin Songdam, Korea)  Pirjo Hirvonen (Aalto Univ.,Finland)  Ho Jung Choo (Seoul National Univ. , Korea)  Hye Kyung Kim (Wonkwang Univ. , Korea)  Hsueh Chin Ko( National Pintung Univ. of Science and  Technology, Taiwan)  Jeong Sook Lee (Gyeongsang National Univ. , Korea)  Joo Joo oung Shin (Hong Kong Polytech, Hong Kong)  Ki Yeu Jo (Gyeongnam Provincial Geochang College, Korea)  Gil Soo Cho (Yonsei University, Korea)  Pirjo Kääriäinen ( Aalto Univ., Finland)  Kaisa Kivelä (Aalto Univ., Finland)  Kueng mi Choi (Dong Seoul College, Korea)  Young Ah Kwon (Silla Univ., Korea)  Kyung Hee Lee (Kemoh National Institute of Technology)  Kyung Wha Oh (Chung-Ang Univ., Korea)  Jin Mie Chae (Hansung Univ., Korea)  Eija Salmi (Aalto Univ., Finland)  Shinhee Lee (Kyungpook Univ. , Korea)  Suk Hyang Yang (Sunchun Univ. , Korea)  Sun A O (Raffles Design Institute, Singapore)  Taeko Hirokawa (Bunka Women’s Univ., Japan)  Tae Gue Choo (Kyungpook National Univ., Korea)  Yang Suk Ku (Kyungpook National Univ. , Korea)  Young Moo Ahn (Hansung Univ. , Korea)  Young Sam Kim (Chung-Ang Univ. , Korea)  Yoshiko Takahshi (Bunka Women’s Univ. Junior College,  Japan)  Young Soo Chang (German Archaeological Institute, Germany) |
| **Executive director** | Soon Jee Park (Yeungnam Univ. , Korea)  Tae Gyou Kim (Daegu Art University, Korea) |
| **Secretary** | Na Gyeol Jang |

**Program Schedules**

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| **August 15** | |
| 09:00~10:00 | Fashion Exhibition Setup |
| 09:30~10:00 | Registration |
| 10:00~12:30 | Opening Ceremony (exhibition and conference)  *Welcoming Speech*:   * Yun Ja Nam (Seoul National Univ.), President of KSCI * Tuula Teeri (Aalto Univ., Finland), President of Aalto Univ. * Pirjo Hirvonen (Aalto Univ., Finland), Head of Fashion and Textile   *Plenary Speech*:   * “Total Image Management”, Dong Sung Cho,   Professor, Seoul National University   * “ European Fashion Trend and New Direction”, Helena Hyvönen ,   Professor, Dean of Aalto University   * “Korean Traditional Dyeing & Culture”, Jeong Sook LEE,   Professor, GNU, Former President of KSCI. |
| 12:30~14:00 | Lunch |
| 14:00~15:00 | Exhibition Presentation |
| 15:00~16:40 | Academic Sessions |
| 16:40~17:00 | Coffee Break |
| 17:00~18:00 | Poster Session |
| 18:00~20:00 | Reception |
| **August 11~19** | |
|  | Conference, Exhibition, Cultural Field Trip, Industry Field Trip |

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**2012 Academic Sessions**

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| Session | | Chair |
| Session 1 | Textile material, Textile care and management | Professor, Jong Jun Kim  (Ewha Womans Univ. Korea)  Professor, Jeong Dae Jang  (Pusan National Univ., Korea) |
| Session 2 | Aesthetic/Fashion design, Textile design | Professor, Pirjo Kääriäinen (Aalto Univ., Finland) |
| Session 3 | Clothing construction,  Apparel production | Professor, Soon Jee Park(Yeungnam Univ., Korea)  Professor, Jung A Song(Kyungpook National Univ., Korea) |
| Session 4 | Fashion marketing | Professor, Yang Suk Ku  (Kyungpook National Univ., Korea) |
| Session 5 | Convergence Area & History/Folk costume, Clothing social psychology  Culture management, Design management | Professor, Hsueh-Chin Ko  (NPUST, Taiwan)  Professor, Dae Geun Jun  (Andong National Univ.) |
| Session 6 | Technical Discussion: Business talks | Professor, Gil Soo Cho (Yonsei University, Korea) |

**Guide Line**

**Format (Proceeding abstract):**

The Effects of Re-branding Large UK Charities

on Staff Knowledge and Attitudes(Title: Arial 15pt)

Philippa Kim \***․** Wendy Park\*\*[[1]](#footnote-2) **(Author Name: Arial 12pt)**

\*Department of Clothing, Hanguk University, Korea**(Affiliation:** **Arial 11)**

\*\*Department of Textile, Seoul National University, Korea

.(**Times New Roman 11pt).**

Despite the costs of charity re-branding, there is little research in the public domain of its effect on staff. This study addresses that gap in knowledge by evaluating the effects of re-branding large UK charities on staff knowledge, attitudes and behaviour. A quantitative survey of 465 charity staff was carried out in 10 large UK charities. The study shows that knowledge has benefited most from re-branding although unevenly across different levels of seniority. Length of service has no effect on levels of knowledge but level of support was positively correlated. The impact of re-branding on attitude approved positive with staff at all levels feeling more motivated, involved and valued as a consequence. However, the study also demonstrates that not all staff feel engaged with the re-branding process for the organization to capitalize fully on enhanced staff performance. Behaviour was less affected by re-branding with the exception of a very positive impact on staff retention. The report discusses the practical implications for charity manager.

**Poster Size(Presentation)**

For the easy carry, **A3 size 6 pieces** with page numbering is recommended. If other size, possible size to mount within **80cm(horizontal) x 120cm(Vertical) dimension**.

1. [wp@hk.ac.kr (Arial](mailto:wp@hk.ac.kr%20(Arial) 11) [↑](#footnote-ref-2)