**Call for Papers**

**2012 International Conference**

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

|  |  |
| --- | --- |
| **Theme** | **“From Fiber to Consumers: Convergent Approach to Fashion Stream”** |
| **Host** | Aalto UniversitySchool of Art, Design and Architecture  |
| **Organizer** | The Korean Society for Clothing IndustryKorea Research Institute for Fashion Industry |
| **Venue** | Aalto UniversitySchool of Art, Design and Architecture |
| **Date** | Exhibition: August 15-18, 2012Conference: August 15, 2012Field Workshop and Tour: August 10-19, 2012 |
| **Registration fee**  | 200,000KWDistant 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)

(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 Industry4th Floor of Korea Research Institute for Fashion Industry1561-4 Bongmu-dong Dong-gu, Daegu City, Korea, 701-170TEL.+82-53-721-7481/Fax.+82-53-986-6356http://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**

|  |  |
| --- | --- |
| **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**

|  |
| --- |
| **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 |

*The conference schedule is tentative and subject to change*

**2012 Academic Sessions**

|  |  |
| --- | --- |
| 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 psychologyCulture 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 11) [↑](#footnote-ref-2)