Dr. Yuli Liang

Texas State University
College of Applied Arts
School of Family & Consumer Sciences
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Institutions of Higher Education Attended

PHD, Louisiana State Univ A&M College.

MED, South China Normal University.

BS, South China Normal University.

Previous Teaching Positions

Associate Professor, Texas State University. (September 1, 2026 - Present).

Assistant Professor, Texas State University. (September 1, 2020 - August 31, 2026).

Lecturer, Texas State University. (June 1, 2020 - August 10, 2020).

Lecturer, Southern Illinois University. (August 15, 2017 - May 15, 2020).

Lecturer, State University of New York College at Oneonta. (February 13, 2017 - May 15, 2017).

Graduate Teaching Assistant, Louisiana State University. (January 15, 2013 - December 16, 2016).

Significant Professional Works

Conference Proceedings

Avila, E. C., Liang, Y. (2025). College students' awareness and concerns about data collection on fashion social Commerce. Paper presented at 2025 International Textile and Apparel Association Annual Conference, St. Louis, MO, November 19, 2025 - November 22, 2025.

Refereed Journal Articles

Kiper, E., Liang, Y. (2025). Do AI-generated fashion ads work as effectively as real fashion ads? An eye-tracking comparison of consumers' visual attention. *Journal of Global Fashion Marketing*.