

SCARLETT WESLEY, Ph.D.
Curriculum Vitae

College of Agriculture
School of Human Environmental Sciences
Department of Merchandising, Apparel, and Textiles
University of Kentucky
315 Erikson Hall • Lexington, KY 40506
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EDUCATION

- Ph.D. **University of Tennessee**, December 1996
Major: Retailing and Consumer Sciences
Dissertation Title: "Retail Service Quality: A Measurement Assessment and Exploration of Customer and Sales Personnel Perceptions"
- M.S. **University of Tennessee**, May 1994
Major: Retail and Consumer Sciences
Thesis Title: "The Importance Retailers Ascribe to the Child Market Segment"
- B.S. **Tennessee Technological University**, December 1991
Major: Marketing
Minor: Fashion Merchandising

PROFESSIONAL EXPERIENCE

- 2006 - present **Assistant Professor & Graduate Faculty**
Department of Merchandising, Apparel, and Textiles
School of Human Environmental Sciences
College of Agriculture
University of Kentucky (UK), Lexington, Kentucky
- 2000 - 2005 **Assistant Professor & Graduate Faculty**
Department of Retailing
College of Hospitality, Retailing, and Sport Management
University of South Carolina (USC), Columbia, South Carolina
- 1992 - 1996 **Graduate Teaching Assistant**
Department of Retailing and Consumer Science
College of Human Ecology
University of Tennessee (UT), Knoxville, Tennessee

INDUSTRY EXPERIENCE

- 1998 - 2000 **Sales and Trend Analyst**
 LEGO Systems, Inc.
 Sales and Information Analysis – North American Corporate Headquarters
 Enfield, Connecticut
- 1997 - 1998 **Allocation and Planning Analyst**
 Ames Discount Stores Corporate Headquarters - Toy Department
 Rocky Hill, Connecticut
- 1989 - 1992 **Sales Associate**
 JC Penney - Fine Jewelry and Intimate Apparel Departments
 Cookeville, Tennessee

RESEARCH – 37.68% Distribution of Effort 5-year Average

GRANTS

Funded External Grants

- Dasgupta, S. [PI], **Wesley, S.** [Project Leader], & Caudill, T. [Project Leader] (2009, September). *Marketing potential of fresh food products to Hispanic consumers: Exploring a new market opportunity*. USDA FSMIP (Federal-State Marketing Improvement Program). **\$55,780.**
- Fowler, D. C. [Co-PI], **Wesley, S.** [Co-PI], & Vazquez, M. E. (2004). *How may retailers respond to the Hispanic/Latino immigration and ethnicity trends in non-traditional areas?* International Council of Shopping Centers Educational Foundation. **\$14,483.**
- Wesley, S.** [PI] & LeHew, M. [Co-PI] (2001). *Tourist-Oriented shopping centers: Investigating customers' evaluation of attribute importance*. International Council of Shopping Centers Educational Foundation. **\$11,429.**

Funded Internal Grants

- Wesley, S.** (2009). *Assessment of Kentuckian's sustainability knowledge: An exploration of current consumption behavior*. Research Activity Award College of Agriculture, University of Kentucky. **\$4,000.**
- Wesley, S.** (2008). *Chefs and sustainability: An assessment of current practices & motivation of the influential trend setters in the food industry*. Research Activity Award College of Agriculture, University of Kentucky. **\$4,964.**
- Wesley, S.** (2007). *Politics of consumption – Identifying and understanding adopters of sustainability practices*. Research Activity Award College of Agriculture, University of Kentucky. **\$3,976.**

Fowler, D. C. [Co-PI] & **Wesley, S.** [Co-PI] (2001). *Assessment of teen's attitudes about retailers and merchandise*. College of Hospitality, Retail and Sport Management Research Grant, University of South Carolina. **\$700.**

Wesley, S. [Co-PI] & Fowler, D. C. [Co-PI] (2001). *Comparison of quality, pricing and adherence to fashion trends of "tween" clothing*. College of Hospitality, Retail & Sport Management Research Grant, University of South Carolina. **\$800.**

Wesley, S. (2001). *JDA user's conference and vendor expo*. University of South Carolina Provost's Teaching Development Grant. **\$1,000.**

Unfunded External Grants

Wesley, S. [PI] & Lee, M. Y. [Co-PI] (2008). *Innovative farm entrepreneurs: Developing direct farm marketing programs for KY farmers*. Southern SARE (The Southern Region Sustainable Agriculture Research and Education Program)/SRDC (The Southern Rural Development Center) Sustainable Community Innovation Grant. **\$10,300.**

Jackson, V. [PI], **Wesley, S.** [Co-PI], & Ham, S. [Co-PI] (2007). *Building educational competence in the food and agricultural sciences through a coordinated development of service learning courses at the master's level*. USDA Higher Education Challenge Grant. **\$139,000.**

Fowler, D. C. [PI], **Wesley, S.** [Co-PI] & Vazquez, M. E. (2005). *Attitudes about retailing and shopping centers: A comparison and classification of shopping behaviors and preferences*. International Council of Shopping Centers Educational Foundation. **\$14,500.**

Unfunded Internal Grants

Wesley, S. [PI] (2007). *Politics of consumption – Identifying and understanding sustainability practices of consumer in Kentucky and Kansas in regards to a merchandising, apparel, and textiles industry focus*. University of Kentucky Summer Faculty Fellowship. **\$6,000.**

Wesley, S. [PI] & Fowler, D. C. (2004). *An investigation of the impact of retailing on tourism in South Carolina*. University of South Carolina Sponsored Programs Research Grant. **\$5,550.**

PUBLICATIONS

Peer-Reviewed Journal Articles Accepted, In Press or Published

Lee, M.Y. & **Wesley, S.** (2012, October-December). Drivers of socially responsible purchasing behavior: A cross-cultural investigation. *International Journal of Applied Behavioral Economics*, 1(4), 41-52.

Wesley, S., Lee, M. Y., & Kim, E. Y. (2012). The role of perceived consumer effectiveness and motivational attitude on socially responsible purchasing behavior in South Korea. *Journal of Global Marketing*. 25, 29-44.

- Dasgupta, S., Probst, K. R., & **Wesley, S.** (2011, April). Hispanic consumers' willingness to purchase aquaculture product directly from farmers: Results from a recent survey. *Journal of Extension, 49*(2), Article No. 2RIB4.
- Wesley, S.**, Lee, M. Y., & Kim, E. Y. (2011, Fall). The role of perceived consumer effectiveness and motivational attitude on socially responsible purchasing behavior in South Korea. *Journal of Global Marketing*. (In press).
- Dasgupta, S., Probst, K. R., & **Wesley, S.** (2011, April). Hispanic consumers' willingness to purchase aquaculture product directly from farmers: Results from a recent survey. *Journal of Extension, 49*(2), Article No. 2RIB4.
- Dasgupta, S., **Wesley, S.**, & Probst, K. R. (2010). Hispanic consumer perceptions of Kentucky-grown pigs. *Journal of the Kentucky Academy of Science, 70*(1-2), 54-58.
- Lee, M. Y. & **Wesley, S.** (2009). Shopping smart: The moderating influence of time pressure and shopping enjoyment. *Journal of Distribution Research, 14*(4), 49-62.
- Lee, M. Y., Fairhurst, A., & **Wesley, S.** (2009). Corporate social responsibility: A review of the top 100 retailers. *Corporate Reputation Review, 12*(2), 140-158.
- Fowler, D. C., **Wesley, S.**, & Vazquez, M. E. (2007). Simpatico in store retailing: How immigrant Hispanic emic interpret U.S store atmospherics and interactions with sales associates. *Journal of Business Research, 60*(1), 50-59.
- LeHew, M. A. & **Wesley, S.** (2007). Tourist shoppers' satisfaction with regional shopping mall experiences. *Journal of Culture, Tourism and Hospitality Research, 1*(1), 82-96.
- Fowler, D. C., **Wesley, S.**, & Vazquez, M. E. (2006). How may retailers respond to the Hispanic immigration and ethnicity trends in non-traditional growth areas? *The Journal of Shopping Center Research, 12*(2), 133-152.
- Wesley, S.**, Fowler, D. C., & Vazquez, M. E. (2006). Retail personality and the Hispanic consumer: Attitudes about American retailers. *Managing Service Quality, 16*(2), 167-184.
- Wesley, S.**, LeHew, M. A., & Woodside, A. (2006). Consumer decision- making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method. *Journal of Business Research, 59*(5), 535-548.
- Wesley, S.** & Bickle, M. C. (2005, December). Examination of a paradigm for preparing undergraduates for a career in the retailing industries: Mentors, curriculum, and an internship. *College Student Journal, 39*(4), 680-691.

Wesley, S. & LeHew, M. A. (2002). Tourist-Oriented shopping centers: Investigating customers' evaluation of attribute importance. *Journal of Shopping Center Research*, 9(2), 31-52.

LeHew, M. A., Burgess, B., & **Wesley, S.** (2002). Expanding the loyalty concept to include customer preference for a shopping mall. *International Review of Retail, Distribution and Consumer Research*, 12(3), 225-236.

Books and Peer-Reviewed Book Chapters

Wesley, S., Fowler, D. C., & Vazquez, M. E. (2010). Retail personality and the Hispanic consumer: Attitudes about American retailers. In L. Schiffman & L. Kanuk (Authors), *Consumer Behavior* (10th ed.). New York, NY: Prentice Hall.

Other Publications

Dasgupta, S., Probst, K. R., & **Wesley, S.** (2011). Direct marketing aquaculture products to Hispanic consumers. *Kentucky Aquatic Farming*, 24(1), 2-4.

PEER-REVIEWED RESEARCH CONFERENCE PAPERS & PRESENTATIONS

Peer-Reviewed Papers Presented at a Conference and Published in Conference Proceedings

Chatelain, A. & **Wesley, S.** (2010). It's a jungle out there! Exploring entertailing and the generation y consumer. *Proceedings of the American Collegiate Retailing Association (ACRA) Winter Conference*. New York, NY. 11-23.

Hutchens, T., Calix, N., Andries, K., **Wesley, S.**, Myers, L., & Rentfrow, G. (2010). Knowledge gained from marketing goat meat through six central Kentucky Hispanic grocery stores. *Proceedings of the National Goat Conference – "Strengthening the Goat Industry"*. Tallahassee, FL.

LeHew, M. A. & **Wesley, S.** (2009). The importance of awareness and knowledge as antecedents for sustainable apparel consumption. *American Association of Family & Consumer Sciences 100th Annual Conference*. Knoxville, TN.

Fowler, D. C., **Wesley, S.**, & Vazquez, M. E. (2008). Shopping behavior of Hispanic men and women: An emic account of gender differences. *Proceedings of the American Collegiate Retailing Association (ACRA) Spring Conference*. Durango, CO.

Wesley, S. & LeHew, M. A. (2005). An identification of shopping center attributes important to tourist shoppers. *Proceedings of the Society for Marketing Advances Conference*. San Antonio, TX. 254-257.

Fowler, D. C. & **Wesley, S.** (2005). How may retailers respond to the Hispanic immigration and ethnicity trends in non-traditional growth areas? *Proceedings of the Society for Marketing Advances Conference*. San Antonio, TX. 252-253.

- Wesley, S., Fowler, D. C., & Vazquez, M. E.** (2005). Retail personality and the Hispanic consumer: Attitudes about American retailers. *Proceedings of the 12th International Conference of the European Institute of Retailing and Services Studies (EIRASS)*. Orlando, FL.
- Wesley, S., Fowler, D. C., & LeHew, M. A.** (2005). Tourist shoppers' consumer-decision making styles. *Proceedings of the 12th International Conference of the European Institute of Retailing and Services Studies (EIRASS)*. Orlando, FL.
- Wesley, S. & Fowler, D. C.** (2004). A quality and price analysis of blue jeans: An assessment of women's and men's specialty store, private label, and designer brands. *Proceedings of the Society for Marketing Advances Conference*. St. Petersburg, FL. 162-165.
- Wesley, S. & Fowler, D. C.** (2003). Tourist shoppers: Where are they shopping and what are they buying? *Proceedings of the Seventh Triennial Academy of Marketing Science (AMS)/American Collegiate Retailing Association (ACRA) Retailing Conference, RETAILING 2003: Strategic Planning in Uncertain Times*. Columbus, OH. 87-90.
- Wesley, S. & LeHew, M. A.** (2003). The retail service quality scale: A replication and validation for consumer and sales personnel measurement of customer service. *Proceedings of the Association of Marketing Theory and Practice Conference*. Hilton Head, SC. 8.2-11 – 8.2-16.
- Wesley, S.** (2002). Retail customer service: An exploration of customer and sales personnel perceptions. *Proceedings of the Association of Marketing Theory and Practice Conference*. Savannah, GA. 1.2.1 - 1.2.7.
- Burgess, B., Wesley, S., & LeHew, M. A.** (2001). Segmentation of commuter shoppers who rely on mass transit. *Proceedings of the 11th International Conference on Research in the Distributive Trades*. The Netherlands. A3.1-A3.13.
- Fowler, D. C. & Wesley, S.** (2001). Shopping expenditures of tourists: What are they buying? *Proceedings of the Council of Hotel, Restaurant, and Institutional Education (CHRIE) Southeast Chapter Conference*. Charleston, SC. 90-93.
- LeHew, M. A., Burgess, B., & Wesley, S.** (2001). Expanding the loyalty concept to include customer preference for a shopping mall. *Proceedings of the 11th International Conference on Research in the Distributive Trades*. The Netherlands. C1.1-C1.15.
- Wesley, S. & Fowler, D. C.** (2001). Tourist shopping: Outlet centers are the choice venue. *Proceedings of the Council of Hotel, Restaurant, and Institutional Education (CHRIE) Southeast Chapter Conference* Charleston, SC. 28-30.
- Wesley, S., LeHew, M. A., & Burgess, B.** (2001). The importance of customer service: Differences between customer and sales personnel's evaluation. *Proceedings of the*

Seventeenth Annual Atlantic Marketing Association Annual Conference. Portland, ME 28-38.

Wesley, S. & Fairhurst, A. (2000). Evaluating the retail store environment: Differences between customer and sales personnel perspective. *Proceedings of the Sixth Triennial Academy of Marketing Science (AMS)/American Collegiate Retailing Association (ACRA) Retailing Conference, RETAILING 2000: Launching the New Millennium*. Columbus, OH. 119-123.

Fairhurst, A., Good, L., & **Wesley, S.** (1995). The role of information satisfaction. *Proceedings of the Eighth World Conference on Research in the Distributive Trades*. Milan, Italy. A5.17-A5.21.

Wesley, S. & Dillard, S. (1994). The importance retailers ascribe the child market segment. *Proceedings of the Fourth Triennial Academy of Marketing Science (AMS)/American Collegiate Retailing Association (ACRA) Retailing Conference, RETAILING: Theories and Practices for Today and Tomorrow*. Richmond, VA. 26-28.

Peer-Reviewed Abstracts Presented at a Conference and Published in Conference Proceedings

LeHew, M. A., **Wesley, S.**, & Jager, A. (2010). Importance of environmental apparel consumption on consumers' environmental apparel knowledge: Should retailers and producers serve as sustainability educators? *Proceedings of Global Marketing Conference at Tokyo – "Marketing in a Turbulent Environment"*. Tokyo, Japan.

Lee, M. Y., Fairhurst, A., **Wesley, S.**, & Kessinger, M. (2008). Corporate social responsibility: A review of the top apparel/home furnishing retailers. *Proceedings of the International Textiles and Apparel Association Annual Conference*. Schaumburg, IL.

Rutherford, N., **Wesley, S.**, Burns, L., & Hawley, J. (2008). Evolving Patterns: The evolving story of signature fabrics. *Proceedings of the International Textiles and Apparel Association Annual Conference*. Schaumburg, IL.

Fowler, D. C. & **Wesley, S.** (2006). An emic account of Hispanics' shopping behaviors. *Proceedings of the International Textiles and Apparel Association Annual Conference*. San Antonio, TX.

Wesley, S. & Fowler, D. C. (2006). An exploration of American discount stores from a Hispanic shopping perspective. *Proceedings of the International Textiles and Apparel Association Annual Conference*. San Antonio, TX.

Wesley, S. & Fairhurst, A. (1999). Apparel customer service: Differences between consumer and sales person perceptions. *Proceedings of the International Textiles and Apparel Association Annual Conference*. Santa Fe, NM. 112.

Burgess, B. & **Wesley, S.** (1996). The relationship of product information and consumer expectations of product performance. *Proceedings of the International Textiles and Apparel Association Annual Conference*. Banff, Alberta, Canada, 77.

Wesley, S., LeHew, M. A., & Reardon, J. (1996). An actionable measure of store image. *Proceedings of the International Textiles and Apparel Association Annual Conference*. Banff, Alberta, Canada. 96.

INVITED PRESENTATIONS

Dasgupta, S., Probst, K. R., & **Wesley, S.** (2010, July). Marketing livestock to Hispanic consumers in Kentucky. KY State University Farm Field Day. Frankfort, KY.

Dasgupta, S., Probst, K. R., & **Wesley, S.** (2010, July). Marketing seafood products to Hispanic consumers in Kentucky, KY State University Farm Field Day. Frankfort, KY.

Wesley, S. (2010, September). The Kentucky plaid project: An overview. Kentucky Association for State Extension Professionals. Lexington, KY.

Wesley, S. (2010, August). What is going on with the Kentucky plaid project. HES Fall 2010 Retreat – “Our Iceberg is Melting”. Lexington, KY.

Wesley, S. & Smart, R. (2009, December). The UK plaid project. HES All School Conference – “Aspiring to Excellence”. Lexington, KY.

Wesley, S. (2009, November). Assessment of Kentuckian’s sustainability knowledge: An exploration of current consumption behavior. HES Research Lunch. Lexington, KY.

Wesley, S. (2009, November). History of UK plaid. Bluegrass Homemaker’s. Lexington, KY.

Wesley, S. (2009, September). UK plaid project: Everything you need to know. UK Alumni Association Board of Directors Meeting. Lexington, KY.

Wesley, S. (2009, May). Sustainable textiles. FCS Statewide In-Service. Lexington, KY.

Wesley, S. (2009, April). The UK plaid journey. Phi Upsilon Omicron Alumni Meeting. Lexington, KY.

Wesley, S. (2008, January). The Kentucky plaid. Ag/HES Alumni Association Winter Event for Students. Lexington, KY.

Wesley, S. & Smart, R. (2007, December). The Kentucky plaid project. HES All School Conference: Positioning for the Future. Lexington, KY.

Wesley, S. & Michelman, S. (2007, February). Handbag history and the MAT costume collection. Bluegrass Home Economists, Lexington, KY.

TEACHING – 62.32% Distribution of Effort 5-year Average**Summary of Student Evaluations and Course Enrollment**

Course	Semester Taught	Enrollment	Overall Quality of Teaching	College of AG Mean
MAT 114 <i>Introduction to Merchandising</i>	Fall 2010	70	3.5	3.5
MAT 414 <i>Merchandising Strategy Analysis</i>	Fall 2010	20	3.7	3.5
MAT 414 <i>Merchandising Strategy Analysis</i>	Spring 2010	55	3.4	3.4
MAT 559 <i>Brand Management</i>	Spring 2010	29	3.4	3.4
MAT 114 <i>Introduction to Merchandising</i>	Fall 2009	67	3.5	3.4
MAT 772 <i>Seminar in MAT: Sustainability in Merchandising</i>	Fall 2009	5	4.0	3.4
MAT 414 <i>Merchandising Strategy Analysis</i>	Spring 2009	55	3.4	3.4
MAT 559 <i>Brand Management</i>	Spring 2009	29	3.4	3.4
MAT 414 <i>Merchandising Strategy Analysis</i>	Fall 2008	23	3.5	3.4
MAT 559 <i>Brand Management</i>	Fall 2008	23	3.6	3.4
MAT 114 001 <i>Introduction to Merchandising</i>	Spring 2008	29	3.3	3.3
MAT 114 002 <i>Introduction to Merchandising</i>	Spring 2008	35	3.5	3.3
MAT 559 <i>Customer Relationship Management</i>	Spring 2008	29	3.4	3.3
MAT 114 <i>Introduction to Merchandising</i>	Fall 2007	84	3.1	3.4
MAT 414 <i>Merchandising Strategy Analysis</i>	Fall 2007	69	2.7	3.4
MAT 114 <i>Introduction to Merchandising</i>	Spring 2007	61	2.6	3.4
MAT 425 <i>Economics of Merchandise Sourcing</i>	Spring 2007	71	2.8	3.4
MAT 559 <i>Customer Relationship Management</i>	Fall 2006	45	3.6	3.4
MAT 350	Spring	71	3.3	3.4

<i>Problem Solving in Merchandising</i>	2006			
MAT 425	Spring			
<i>Economics of Merchandise Sourcing</i>	2006	72	3.1	3.4

Note. Course evaluations based on a **4-point** scale: 4 = excellent, 3 = good, 2 = fair and 1 = poor
Activities with Students Outside the Classroom – University of Kentucky

- Kentucky Plaid Project – serving as faculty liaison in the implementation of HES/MAT student project. Faculty coordinator for the involvement of MAT classes for this project, 2007-present
- MAT Denim Drive - Co-organized with Elizabeth Easter: Cotton. From Blue to Green in association with Cotton Incorporated, 2008-present
- Atlanta Apparel Market – Organized and accompanied student club on field trip to Atlanta, GA. Attended the Women’s and Children’s fall apparel market and a professional fashion show, 2002-2009; 2011
- Big Blue Goes Green: A Sustainability Showcase University of Kentucky, co-organized with Elizabeth Easter the MAT booth, 2007-2009

Independent Studies Supervised – University of Kentucky

Course	Topic	Semester	Enrollment
MAT 395	Cotton. From Blue to Green	F10	Ashley Reeves
		F10	Lee Ann Williams
	Merchandising the UK Plaid Kentucky Plaid Project	Sp10	Shelia Williams
		F09	Jenna Smialek
	Professional Extension Experience Sustainable Trends in Retailing	Sp08	Ashley Reeves
		Su09	Anna Reed
		Su08	Brittany Blandford
		Su08	Myles Harris
EXP 396	Experiential Learning: UK Admissions Office	Sp08	Jenni Von Deylen
MAT 595	Sustainability in Merchandising	F09	Allison Gill
	Research Methods using Hispanic Project	Sp09	Aquia Brantley
	Kentucky Plaid Project	Sp08	Rebecca Fields
	Sustainable Trends in Kentucky	Sp07	Rebecca Fields
	Fair Trade Overview and Analysis	Sp07	Allison Sarucci
MAT 795	Using a Blog: Sharing Merchandising Trend Info	F10	Carly Lucas

ADVISING AND GRADUATE COMMITTEE SERVICE

Graduate Student Advising- Merchandising, Apparel and Textiles, University of Kentucky

Master’s Thesis Advisor

Year	Thesis Defense Status	MAT Master’s Student
2012	Defending - Spring	Kelly Murphy
2012	Defending - Spring	Nattanit (Kiwi) Piyakran

2011	Defending - Spring	Carly Lucas
2010	Defended - Summer	Laura Evans
2008	Defended - Summer	Amber Chatelain
2008	Defended - Summer	Rebecca Fields

Master's Thesis Committees

Year	Thesis Defense Status	MAT Master's Student
2012	Defending - Spring	Chelsea Blackwell
2011	Defending - Spring	Erika Ferrell
2011	Defending - Spring	Stacy Trenkamp
2010	Defended - Summer	Anna Solka
2010	Defended - Summer	Jennifer Maloney
2009	Defended - Fall	Deena Cotterill
2009	Defended - Summer	Megha Gupta
2009	Defended - Spring	Amanda Mussetter
2008	Defended - Summer	Jodie Belcher
2008	Defended - Summer	Alison Sarucci
2007	Defended – Fall	Jennifer Downey
2007	Defended – Summer	Kasey Doty
2007	Defended – Spring	Nicole Huffman

Undergraduate Student Advising- Merchandising, Apparel and Textiles, University of Kentucky

Year	Number of Advisees Fall Semester	Number of Advisees Spring Semester
2010	35	31
2009	30	38
2008	37	48
2007	46	52
2006	52	33

AWARDS AND HONORS

Teaching Awards

- Faculty Honoree at UK Gymnastic EXCITE Night, 2007
- Recognized by Vice President for Student Affairs for Excellence in Teaching, University of South Carolina, 2003 & 2005
- Ada B. Thomas Outstanding Faculty Advisor Nominee, University of South Carolina, 2002
- Outstanding Graduate Student – Service, University of Tennessee, 1996

Research Awards

- Highly Commended Paper Award from the Emerald Publishing Literati Network Awards for Excellence for Tourist shoppers' satisfaction with regional shopping mall experiences, *International Journal of Culture, Tourism, and Hospitality Research*, 2008
- Highly Commended Paper Award presented by the Journal of Managing Service Quality, Retail Personality and the Hispanic consumer: Attitudes about American retailers, European Institute of Retailing and Services Studies Conference Proceedings, 2005

Professional Recognition

- Inducted into Gamma Sigma Delta (ΓΣΔ) Agriculture Honor Society, University of Kentucky, 2010
- Centennial Future 100 Award presented by School of Human Environmental Sciences, University of Kentucky, 2007
- Inducted into Phi Kappa Phi (ΦΚΦ) Honor Society, University of Tennessee, 1995
- Promising Young Professional in Human Ecology, University of Tennessee, 1995
- Inducted into Kappa Omicron Nu (KON) Home Economics Honor Society, University of Tennessee, 1992

SERVICE AND OUTREACH

Outreach

- Fabric Design: Playing with Plaid Workshop (2008, June). Kentucky State 4-H Teen Conference.
- Kentucky Make It Yourself with Wool Competition (2006, October). Served as judge for Kentucky state-wide competition.
- T-shirt Design Workshop (2006, June). State 4-H Fashion Revue Education Program.
- Fashion Camp Director (2005, June). Department of Retailing sponsored overnight camp for 6th – 12th graders, two week-long sessions, University of South Carolina.
- History of the T-Shirt Workshop (2004, June). Presented at Fashion Camp, Department of Retailing sponsored overnight camp for 6th – 12th graders, three week-long sessions, University of South Carolina.
- Analysis and History of Blue Jeans Workshop (2003, June). Presented at Fashion Camp, Department of Retailing sponsored overnight camp for 6th – 12th graders, three week-long sessions, University of South Carolina.

Editorships

- Editor of Book Essays, *Journal of Business Research*, 2005-present

Book Reviews

- *Fashion Retailing: A Multidisciplinary Perspective*, Fairchild Publications, 2009
- *Apparel Retailing in Emerging Markets*, Fairchild Publications, 2009
- *Merchandising: Theory, Principles and Practice*, Fairchild Publications, 2007
- *Retail Category Management*, Prentice Hall, 2007
- *How Fashion Works: Couture, Ready-to-Wear, and Mass Production*, Blackwell Science, Ltd, 2005

- *Customer Equity Management: Marketing Strategy for Profitable Customer Relationships*, Prentice Hall, 2004
- *Preparation for Retailing and Apparel Merchandising*, Fairchild Publications, 2003
- *Retail Accountability: Advanced Retail Profitability Analysis*, Fairchild Publications, 2003
- *Accounting for Marketing Managers*, Fairchild Publications, 2002

Ad-Hoc Journal Reviews

- *Clothing and Textiles Research Journal*, 2008, 2010
- *International Journal of Culture, Tourism and Hospitality Research*, 2010
- *International Journal of Retail and Distribution Management*, 2004
- *International Review of Retail, Distribution and Consumer Research*, 2009
- *Journal of Retailing and Consumer Services*, 2004, 2009
- *Managing Service Quality*, 2007

National and Regional Service

- American Collegiate Retailing Association (ACRA)
 - Membership Chairperson 2008 – present
 - Research Conference Service
 - Conference Paper Reviewer, 2009 – 2010 (2 articles per year)
- Association for Marketing Theory and Practice
 - Research Conference Service
 - Session Chair, 2001, 2002
 - Conference Paper Reviewer, 2001-2006 (1 article per year)
- Atlantic Marketing Association
 - Research Conference Service
 - Session Chair/Discussant, 2001
 - Conference Paper Reviewer, 2001-2002, 2004 (1 article per year)
- International Textiles and Apparel Association (ITAA)
 - Faculty Scholarships and Awards Committee, 2001-2009
 - Membership Committee, 2002-2009
- NCCC-65: Indicators of Social Change in the Marketplace: Producers, Retailers and Consumers
 - Member of North Central Multistate Planning Committee, North Central Regional Association of State Agricultural Experiment Directors, 2008-present

College, School and Departmental Service

- University of Kentucky College of Agriculture
 - Member, Gamma Sigma Delta Committee for the George E. Mitchell Outstanding Service to Graduate Students Award, 2010-2012
 - Member, Community and Economic Development Initiative Committee, 2010-present
 - Member, Teaching and Learning Advisory Committee, 2009-present
 - Member, Ad Hoc Committee on Teaching Evaluations, 2009-2010
 - Member, Local Foods Committee, 2006-2008

- University of Kentucky School of Human Environmental Sciences
 - Member, FCS Editorial Review Board Member, 2009-2011
 - Member, Charting Our Course: Defining Our Identity Committee, 2006-2007
 - Member, UK Plaid Advisory Board & Faculty Coordinator, 2007-present
 - Member, Hall of Fame Committee, 2006-2009
- University of Kentucky Department of Merchandising, Apparel and Textiles (MAT)
 - Member, HMT/MAT Faculty Search Committee, 2010
 - Member, HMT Instructor Search Committee, 2007
 - Member, MAT Search Committee, 2006-2007
- University of South Carolina College of Hospitality, Retail and Sport Management
 - Member, Admissions & Student Recruitment Committee, 2003-2004
 - Member, Computer Committee, 2002-2003
 - Member, Human Subjects Research Review Committee, 2002
 - Member, Scholastic Standards and Petitions Committee, 2004-2005
- University of South Carolina Department of Retailing
 - Fashion Board Student Club Advisor, 2002-2005
 - Member, Curriculum Committee, 2001-2005
 - Member, Scholarship Committee, 2001-2002
 - Member, Search Committee, 2002-2005

PROFESSIONAL ORGANIZATIONS

- American Collegiate Retailing Association (ACRA), 1992-1996, 2000-present
- Educators for Socially Responsible Business (ESRAB), 2007-present
- Gamma Sigma Delta, UK Chapter, 2010-present
- International Textiles and Apparel Association (ITAA), 1992-present
- North American Colleges and Teachers of Agriculture (NACTA), 2008-2010

PROFESSIONAL DEVELOPMENT

Teaching and Learning related

- Member of the Academy of Teaching and Learning Scholars for the College of Agriculture, 2007-2009
- Summer Institute for Teaching & Learning (2010). University of Kentucky, Lexington, KY.
- College of Agriculture Spring Teaching Workshop – “A Focus on Active Learning” (2010). University of Kentucky, Lexington, KY.
- National Retail Federation Conference (2010). New York, NY.
- *Solid Foundations, Emerging Knowledge, Shared Futures* (2009). International Society for the Scholarship of Teaching and Learning Annual Conference, Bloomington, IN.
- College of Agriculture Fall Teaching Workshop (2009). University of Kentucky, Lexington, KY.

- College of Agriculture Spring Teaching Workshop (2009). University of Kentucky, Lexington, KY.
- Large Enrollment Classes 2-Day Teaching Workshop (2009). Department of Earth and Environmental Sciences, University of Kentucky, Lexington, KY.
- Mind Matters Teaching Luncheon (2009), University of Kentucky, Lexington, KY.
- CETL Seminar – *Wikipedia Contributions by Soil Use and Management Students* (2008). University of Kentucky, Lexington, KY.
- College of Agriculture Fall Teaching Workshop (2008). University of Kentucky, Lexington, KY.
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- TASC Teaching Portfolio Workshop (2006). University of Kentucky, Lexington, KY.
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- Provost's Women's Leadership Institute (2005). University of South Carolina, Columbia, SC.
- Research and Productive Scholarship Program Workshop (2004). University of South Carolina, Columbia, SC.
- Distance Education Training (2002). University of South Carolina, Columbia, SC.
- Attended National Retail Federation Conference (2001). New York, NY
- Incorporating Basic Student Learning Styles in Your Classes (2001). University of South Carolina, Columbia, SC.

Research related

- JUST THE FAQs: Who and What you Should Know to Jump Start your Research at UK (2007). University of Kentucky, Lexington, KY.
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