

Vanessa P. Jackson, Professor & Chair

Department of Retailing & Tourism Management

College of Agriculture

School of Human Environmental Sciences

University of Kentucky

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Education:

Ph.D., Human Environment and Design Management, Michigan State University, August, 1998.

Master of Science in Human Environment and Design, Michigan State University, East Lansing, MI, August, 1993.

Bachelor of Science in Clothing and Textiles, Southern University, Baton Rouge, Louisiana, August, 1977.

Professional Experience:

July 2013 Chair: Department of Retailing & Tourism Management, College of Agriculture: School of Human Environmental Sciences

May 2012 Full Professor: College of Agriculture: School of Human Environmental Sciences: Department of Merchandising, Apparel and Textiles, University of Kentucky, Lexington, Kentucky.

May 2004- **Associate Professor:** College of Agriculture: School of Human Environmental Sciences: Department of Merchandising, Apparel and Textiles, University of Kentucky, Lexington, Kentucky.

1998 – 2004 **Assistant Professor:** College of Agriculture: School of Human Environmental Sciences: Department of Merchandising, Apparel and Textiles, University of Kentucky, Lexington, Kentucky.

RESEARCH

Grant Projects:

Internal

Jackson, V., Wesley, S., Swanson, J., Spillman, K., Easter, E., Pryor, M. (2014). Online Master's Degree. eLearning Grant, University of Kentucky. \$133,000.00 (pending).

Wesley, S., Lee, M., **Swanson, J.R.**, Lu, Y., Jackson, V. (2014). *Developing student soft skills through experiential learning environments created with Rural /Urban Businesses and Educators*. National Institute of Food and Agriculture. \$300,000. (Not funded).

External

Stoel, L., Neihm, L. Frazier, B., Jackson, V. (2013). Sense of Community, Shared Vision and Resilience Capacity: Links to Small Business Attraction and Retention and Regional Cooperation, NFRI Grant, \$500,000.00. Not funded.

Jackson, V. (2012). (3,000.00). RAA Rural Retail development Data Collection. Danville Kentucky.

Jackson, V. (2011) (14,000.00). Teaching Innovation and Incentive Funds, Developing Rural Retail Development Class Online. College of Agriculture, University of Kentucky.

PUBLICATIONS

Refereed Journal Articles:

Jackson, V., Miller, J. (In press, 2014) Getting and staying in the mainstream: African American women's contributions To the Human Sciences, Family & Consumer Sciences Research Journal.

Maloney, J., Lee, M., Jackson, V., Spillman, K. (2014). Consumer Willingness to Purchase Organic Products: Application of the Theory of Planned Behavior. *Journal of Global Fashion Marketing*, published online June 18, 2014.

Jackson, V.P., Wesley, S. (2013). Creating a reciprocal learning environment between rural retailers and graduate students, *Journal of Family and Consumer Sciences*, 105(2), 17-20.

Graham, M., Jackson, V., Lee, M. (In press, 2014). The effect of personal scandal on celebrity athletes and shopper's purchase intentions and attitude favorability, *International Journal of retail & Distribution Management*,

Jackson, V., Stoel, L. (2011) A Qualitative Examination of Decoupling, Recoupling and Organizational Survival of Rural Retailers, *Qualitative Market Research: An International Journal*, 14(4), 1352-2752.

*Solka, A., **Jackson, V.**, Lee, M. (2011). The Influence of Gender and Culture on Generation Y Consumer Decision Making Styles, *The International Review of Retail, Distribution and Consumer Research* 21(4), 391-409. *Graduate student work

Jackson, V., Stoel, L. (2011). At the Mall: Shopping Value by Gender and Generation Cohorts, *Journal of Retailing and Consumer Service* 18(1), 1-9.

Brantley, A. S., **Jackson, V.**, Lee, M. (2012) A Quantitative Study of Females: Ethnicity and its Influence on Body Image, Thin Internalization and Social Comparison, in *The Meaning of Dress* by Miller-Spillman, K. A., Reilly, A. H. & Hunt-Hurst, P. (Eds.). (2013). (3rd ed.) New York: Fairchild.

Other Publications:

Jackson, V. (July 2012). Using qualitative methods for small business development and sustainability, American Evaluation Association, Blog posting.
<http://aea365.org/blog/?p=6700>

Refereed Published Abstracts (full papers written for ACRA):

Ferrell, E., Lee, M., Spillman, K., Jackson, V. & Kimbrel, C. consumer's motivation for purchasing Fairtrade clothing, International Textiles & Apparel Association Conference, Charlotte NC.

Jackson, V. Spillman, K., Miller, J. (July, 2014). African American Women in the Human Sciences: A Review of Research and Leadership Contributions to the Well-Being of African American Individuals, Families and Communities, International Federation of Home Economics Conference, London Ontario.

Jackson, V., Lee, M. (2012). Advertising as a method of communicating social responsibility by large corporations, 24th Annual Ethnographic & Qualitative Research Conference, Cedarville, College, Cedarville, Ohio.

Miller, J., Jackson, V., Vaugh, G. (September, 2012). A qualitative analysis of African American women: Contributions to the Human sciences, 97th Annual Conference of the Association for the study of African American Life and History, Pittsburg Pennsylvania.

Jackson, V. P., Miller, J., Vaugh, G. (June, 2013) Fifty Years of African American women's Contributions to the Human Sciences: Getting and Staying the Main Stream. 98th Annual Conference of the Association for the study of African American Life and History, Jacksonville, Florida.

Jackson, V., Stoel, L., Niehm, L., Frazier, B. (2011). Effects of Decoupling, Recoupling and Community Norms of Openness on Organizational Legitimacy of Rural Retailers, American Collegiate Retailing Association, Boston, MA.

Lee, M., **Jackson, V.**, Spillman, K., Ferrell, E. (2012). Intention to be involved in fair-trade product consumption: The role of previous experience, product features, and perceived benefits, 2012 Global Marketing Conference at Seoul Korea.

Maloney, J*, **Lee, Min-Young**, & Jackson, V. (2012). Consumer willingness to purchase

organic products: Application of the Theory of Planned Behavior. *Academy of Marketing Association/ American Collegiate Retailing Association Retailing Conference 2012 Triennial Conference* on April 18-21, 2012, Seattle, WA.

Activities with Undergraduate Students outside the Classroom:

- Domestic Study Tour: New York: (22 students) Spring 2011 & Spring 2014
- **Study Abroad Program:**
 - Paris Study Tour (31 students) May 2011
 - Study Abroad Italy (March 8 – March 17) 2013
- **Club Advisor:**
 - MAT Club (Fall 2013)
 - HMA club (Fall 2013 & Spring/Fall 2014)

SERVICE AND RECOGNITION

Administrative Assignments:

Chair: Retailing & Tourism Management

Director of Undergraduate Studies: Department of Merchandising, Apparel & Textiles-presently (2009- 2013)

Editorships

Editor: International Textiles and Apparel Association Newsletter (January 2011-December- 2014)

Editorial Board: Clothing and Textile Research Journal

Reviewer service:

Sage Books

Journal of Global Fashion Marketing

Journal of Fashion Management and Marketing

African Journal of Marketing Management

Clothing and Textile Research Journal

Journal of Fashion, Style and Popular Culture

Conference Reviewer:

International Apparel and Textiles Association Conference papers

American Collegiate Retailing Association

Grant Proposal Reviewer:

USDA Challenge Grant Ad Hoc Reviewer (Spring 2011 & 2012)

Editorial Board: Clothing and Textile Research Journal (Fall 2010 - Present)

Invited lectures, speeches:

Jackson, V. (Fall, 2014). Dress for Success. Health Science Students, Public Health Building, University of Kentucky.

Jackson, V., Austin, M. (2014). Tenure & Promotion: A Journey worth taking. Kentucky Association of Blacks in Higher Education, DoubleTree, Lexington, KY.

Jackson, V. (2013) Where am I wearing. Phi U Monthly Meeting, Lexington, KY.

Jackson, V. (2012). Dress for Success. Health Science Students, Public Health Building, University of Kentucky.

Jackson, V. (April, 2011). E-Commerce, Kentucky Tennessee Institute for Sustainable Community Development, Southern Rural Retail Development, Pine Mountain State Resort Park, Pineville, KY 40977-0610.

Jackson, V. (May, 2011). Ecommerce & the Web 2.0 Era, Equity Foundation Grant Module, Paintsville, Kentucky Extension Facility.

Committees, Elected Positions, Offices Held:

College:

COA Diversity Advisory Board (Fall 2012-)

College of Agriculture Curriculum Committee (Fall 2010 - 2013)

Co-Chair HMT/MAT Merger Committee (Fall 2010-2012)

Chair, HES (HMT/MAT) Information Merger Committee (Fall 2010)

College of Agriculture Faculty Council (2010-2011)

University:

Retroactive Withdrawal Committee (2009-2012).

UK Honors Program Faculty of Record Committee (Spring 2012 - present)

Professional Development:

Higher Education Resource Services (2008 - 2009) Leadership development graduate: Wellesley College Boston, MA.

Presidents Commission on Women, Circle of Power Leadership Development Program, University of Kentucky 2008.

Pathways to Leadership Workshop: Emerging and New Administrators in Family and Consumer Sciences/Human Science, Omicron Nu (July 30- August 4, 2006), Nashville, Tennessee.

Membership in Professional Organizations:

International Textiles Apparel Association