

**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. (2017). Exposing Underrepresented Populations in Retailing and Tourism Management to International Cultures and Business Environments. University of Kentucky Women & Philanthropy Network Grant, \$21,282.00 unfunded

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 (unfunded).

Jackson, V.; Wesley, S.; Lee, M (2014). Creating a reciprocal relationship between rural/urban businesses, educators, and students utilizing soft skills and experiential learning environments. HES Extension Activity Awards, University of Kentucky. \$4,854.97

## **External**

Wesley, S., Lee, M., Cavender, R., Jackson, V. (2017). Focus on Soft Skills: Investing in the preparedness of diverse undergraduate and graduate student populations through concentrated curriculum opportunities in agriculture and human sciences. National Institute of Food and Agriculture. \$150,000. (unfunded).

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).

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., Caihong, L. and Feist-Price, S. (2018, in press). African American Women Facing Barriers as Leaders in Academia: The Relationship between Mentoring, Leadership Self-Efficacy and Resiliency. *Educational Management Administration & Leadership*.

Jackson, V. and Miller, J. R. (2018, in press). African-American Women Pathway to Leadership Success: Resilience to challenges built on Mentoring and Spirituality in The Human Sciences Kaleidoscope: Past, Present and Future. Omicron Nu Honor Society, East Lansing, MI.

Jackson, V. Wesley, S. (2017). Closing the Gap between faculty and industry professional's importance of student soft skill proficiency. *The Journal of American Academy of Business*, Cambridge, 23(1), 54-60.

Wesley, S, Jackson, V. & Lee, M. (2017). The Perceived Importance of Core Soft Skills

Between Retailing and Tourism Management Students, Faculty and Businesses in Employee Relations, 39 (1), 79 – 99.

Lee, M-Y, Jackson, V. Miller-Spillman, K. A. & Ferrell, E. (2015). Female consumers' intention to be involved in Fair-Trade product consumption in the U.S.: The role of previous experience, product features and perceived benefits. *Journal of Retailing and Consumer Services*. 23, 91-98

Jackson, V and Johnson, W (2017). Race and Racism: The Black Male Experience in Sports in Critical Race Theory: Black Athletic Sporting Experiences in the United States. [Billy J. Hawkins](#), [Akilah R. Carter-Francique](#), [Joseph N. Cooper](#) . Palgrave Macmillan: NY, NY. Pp. 153-170.

Jackson, V., Miller, J. (2014) Getting and staying in the mainstream: African American Women's contributions To the Human Sciences, *Family & Consumer Sciences Research Journal*, 43(1), 78-91.

\*Best Paper Award (Family and Consumer Science 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.

Graham, M., Jackson, V., Lee, M. (2014). The effect of personal scandal on celebrity athletes and shopper's purchase intentions and attitude favorability, *International Journal of Customer Behavior*, 13(4), 27- 290.

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.

\*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). (3<sup>rd</sup> ed.) New York: Fairchild.\*Graduate Student.

**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.**

### **Other Publications:**

**Book:**

Jackson, V., Holland, Jacqueline and Miller, J. R. (2018, in press). *The Human Sciences Kaleidoscope: Past, Present and Future*. Omicron Nu Honor Society, East Lansing, MI.

**Articles:**

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

Jackson, V. & Fiest-Price, S. (2016). Mentoring Frameworks and Best Practices Faculty Mentoring.

Jackson, V. & Fiest-Price, S. (2016). Diversity Recruitment Resource Guide for Faculty positions

**Refereed Published Abstracts & Presentations**

Lee, M-Y & Jackson, V. P. (2017). Organization-Centered Vs. Customer-Centered: The Effectiveness of Organizations' Orientations and Message Framing on Donation Intention to Nonprofit Organizations. Recent Advances in Retailing and Consumer Science Conference, The European Institute of Retailing and Services Studies (EIRASS), Vancouver, Canada, July 26-29.

Jackson, V., Wesley, S. & Lee, M. (2016). The Perceived Importance of Core Soft Skills between Retailing and Tourism Management Students, Faculty and Businesses, American Association of Family & Consumer Sciences Conference, Seattle Washington

Saunders, N.\*, Jackson, V., Lee, M. Y., & Spillman, K. (2015). A qualitative analysis of consumers' perceptions of retail shopping needs in a rural community. Recent Advances in Retailing and Consumer Services Science by European Institute of Retailing and Service Studies(EIRASS). Montreal, Canada. July 27-30, 2015.

Jackson, V. P., Miller-Spillman, K. A. & Miller, J. R. (2014, July). 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. Paper presented at the International Federation for Home Economics Pre-Council Symposium, London, Ontario.

Ferrell, E., Lee, M., Spillman, K., Jackson, V. & Kimbrel, C. (2014). Consumer's motivation for purchasing Fairtrade clothing, International Textiles & Apparel Association Conference, Charlotte, NC.

Jackson, V., Lee, M. (2012). Advertising as a method of communicating social responsibility by large corporations, 24<sup>th</sup> 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.

### **Teaching and Advising**

Doctoral Advisory Committee:

EDE: EPE: **McCrary, Lauren**; Beardmore, Kevin; Boone, Robert

PHD: Hargrove, Lauren: What do teachers think about educational psychology?

Developing and validating the educational psychology practitioner scale, completed fall 2017

Online Course Development:

RTM 772 Seminar in RTM (Summer 2016) (Consumer Behavior)

RTM 600 Research Methodology in RTM/HES (Fall 2016)

Courses Taught:

Co-Taught HMT 560 (fall 2016)

RTM 600 Research Methodology in RTM (fall 2017)

RTM 772 Seminar in RTM (Consumer behavior) spring 2018

### **Activities with Undergraduate Students outside the Classroom:**

- Atlanta Student Tour (2017)
- Domestic Study Tour: New York: (22 students) Spring, 2011,2014, 2015
- **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 (July, 2013)

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

### Editorships

Editor: International Textiles and Apparel Association Newsletter (January 2011-2016)

Editorial Board: Clothing and Textile Research Journal

### Reviewer service:

Journal of Retailing and Consumer Services

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. (2018). African American Entrepreneurs from Lexington and Around the World.  
Dunbar High School. Black History Month.

Jackson, V. (2017). Guest Speaker. Ubuntu Weekend, The Graduate School Office of Diversity  
and Inclusion.

Jackson, V. (2017). Graduate Students of Color Professional Development Colloquium Panel  
Discussion, University of Kentucky, Lexington Kentucky.

Jackson, V. (2016). Nurturing our Future through collaborations. Family & Consumer Sciences  
Day, Tennessee State University, Nashville, Tennessee.

Jackson, V. (March 17, 2015). What motivates a customer to buy your product or service? What  
motivates a client to do business with you instead of a competitor?. National Association  
of Women Business Owners, Lexington, KY

**Jackson, V. (Spring 2015).** Networking in a social setting with a focus on attire and etiquette,  
National Society of Black Engineers, Lexington, Kentucky.

**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 of Agriculture Food and Environment

- COA Distribution of Effort Ad Hoc Committee (2015- )
- COA Diversity Advisory Board (Fall 2012- 13)
- 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:

Sexual Misconduct Panel 2017-2018

Inclusive Excellence Grants proposal Reviewer. Office of Diversity and Inclusion 2016-present

Co-Chair the African American Faculty Advisory Committee-(2016)

Member of Honors Transition Committee (2016-2017)

Member of University Strategic Plan Implementation Team (2016-2017)

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

Retroactive Withdrawal Committee (2009-2012).

**Professional Development:**

Food Systems Leadership Institute. 2017-2019.

Lead21 (2015-2016). Leadership development program.

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.