

**RayeCarol Cavender, Ph.D.**

Assistant Professor  
Department of Retailing & Tourism  
Management  
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**EDUCATION**

Doctor of Philosophy: Apparel Business--June 2012  
Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA  
Dissertation: *The Evolution of Luxury: Brand Management of Luxury Apparel Brands, Old and New*

Master of Science in Consumer Affairs: Apparel and Textiles-- December 2007  
Minor: International Studies  
Auburn University, Auburn, AL  
Thesis: *Effects of Physical and Social Capital on Employee Satisfaction at a Beach Resort in the Southeastern United States*

Bachelor of Science: Merchandising Management (*Summa Cum Laude*) -- May 2005  
Minor: Spanish  
Virginia Polytechnic Institute and State University, Blacksburg, VA

**PROFESSIONAL EXPERIENCE**

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|---------------------------|--|
| Fall 2015-                | Assistant Professor, Tenure-Track, Retailing and Tourism Management, University of Kentucky, Lexington, KY                 |
| Fall 2013-<br>Summer 2015 | Assistant Professor, Tenure-Track, Retail Merchandising and Fashion Product Development, Ohio University, Athens, OH       |
| Fall 2012-<br>Summer 2013 | Visiting Assistant Professor, Retail Merchandising and Fashion Product Development, Ohio University, Athens, OH            |
| Spring 2012               | Adjunct Professor, Fashion Forecasting<br>Radford University, Radford, VA  |
| Fall 2008-<br>Fall 2011   | Graduate Teaching Assistant; Graduate Research Assistant<br>Virginia Tech, Blacksburg, VA                                  |
| Summer 2006-<br>Fall 2007 | Front Desk Operations Intern,<br>Sandestin Golf and Beach Resort, Destin, FL   |
| Spring 2006               | Graduate Teaching Assistant for Semester Study Abroad Program<br>CHS@AU in Ariccia, Italy; Auburn University, AL           |
| Fall 2005<br>Summer 2005  | Graduate Teaching Assistant, Auburn University, AL<br>Retail Operations Intern Sandestin Golf and Beach Resort, Destin, FL |

Summer 2004      Consumer Marketing Intern; Healthcare Division  
Ogilvy Public Relations Worldwide, New York, NY

**OTHER EXPERIENCE**

Fall 2008-      Assistant Manager, Server, Bartender,  
Summer 2012      Boudreaux's Restaurant, Blacksburg, VA

Summer 2006-      Fine Dining Server  
Summer 2008      Copper Grill Lobster and Steakhouse, Destin, FL

Fall 2002-      Server  
Spring 2005      Boudreaux's Restaurant, Blacksburg, VA

**TEACHING**

**Graduate Committees**

Fall 2014-      Committee Chair, Joseph Purpura, Ohio University

Fall 2014-      Committee Member, Kaleb Hoffer, Ohio University  
Thesis: An Ethnographic Exploration of Chinese Males' Identity through Dress

Fall 2012-      Committee Member, Connor Goddard, Ohio University  
Spring 2014      Thesis: Exploring the Efficacy of Consumer Education with Regard to Consumption of Luxury Counterfeit and Branded Merchandise

Fall 2012-      Committee Member, Katie Snider, Ohio University  
Spring 2013      Thesis: Geographic Determinants of Retail Window Displays

**Graduate Courses Taught**

Fall '12, '14      Readings in Apparel, Textiles, and Merchandising (Ohio University)  
Sp. '14

Spring '13, '15      Theories in Merchandising (Ohio University)

Spring 2013      Trend Directions and Fashion Forecasting (Ohio University)

Fall 2012-      Special Topics in Apparel, Textiles, and Merchandising (Ohio University)

**Undergraduate Honors Committee**

Fall 2012-      Committee Member, Allison Goble, Ohio University  
Spring 2013      Case Study: Investigating the Way Store Environment and Merchandise Assortment Interface to Create Effective Shopping Experiences

Fall 2015-      Committee Member, Cierra Boyd, Ohio University

### **Undergraduate Courses Taught**

Fall 2015	International Merchandising (University of Kentucky; Online)
Fall 2015-	Human Resource Management (University of Kentucky)
Fall '13-Sp. '15	Fashion and Culture (Ohio University)
Su. '13, '14, '15	Career Development for Customer Service Professions (Ohio University; Online)
Su. '13, '14, '15	Human Resources for Customer Service Professions (Ohio University; Online)
Sp. 2013-Su.'15	Retail Merchandising Internship Course (Ohio University; Online)
Fall '12, '13, '14	Product Development, Evaluation, and Distribution (Ohio University)
Fall 2012, Sp. 15	Retail Merchandising Promotional Strategy (Ohio University)
Fall 2012	Professional Career Search Strategies (Ohio University)
Spring 2012	Fashion Forecasting (Radford University)
Fall 2008, 2009	Clothing and People (Virginia Tech)
Fall 2005	Introduction to Textiles Lab (Auburn University)

### **Undergraduate Courses Taught (Graduate Teaching Assistant)**

Fall 2011	Consumer Rights (Virginia Tech)
Fall 2011	Resource Management Online Course (Virginia Tech)
Fall 2008-2011	Introduction to Textiles and Introduction to Textiles Lab (Virginia Tech)
Fall 2008, 2009	Clothing Behavior Patterns (Virginia Tech)
Spring 2006	Assisted in delivering program content for CHS@AU in Italy (Study Abroad Program in Ariccia, Italy; Auburn University)
Fall 2005	Introduction to Textiles (Auburn University)

### **Teaching- Other**

Summer 2015	Course Developer (Retailing and Product Development course) and Faculty Mentor, Hospitality and Ecotourism Program, Botho College, Gaborone, Botswana
Fall 2014- Summer 2015	Co-Director and Co-Developer of <i>De la Mode: Apparel Merchandising in Paris</i> study abroad program, Department of Human and Consumer Sciences, Ohio University, inaugural trip in spring 2016.
Spring 2014- Summer 2015	Served as the Ohio University Liaison with the West Virginia University Disegno Italia Program <a href="http://disegnoitalia.wvu.edu/">http://disegnoitalia.wvu.edu/</a> and Coordinator for OU students studying in the Program.
Spring 2013- Present	Served as the Coordinator and Industry Liaison for the semester-long internship required for Retail Merchandising and Fashion Product Development majors

### **Special Recognition**

Fall 2014	As Retail Merchandising Internship Coordinator, featured in the Patton College of Education's annual magazine, <i>Athenaeum</i> , "Internship Program Provides Patton College Seniors with Professional Experience". (Available
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online at:

<http://cdn.coverstand.com/33351/220728/ab8cc34ce2490fa1e1906960b333840c39b219c3.1.pdf>).

May 2014 Research and referred publication in *Global Fashion Brands*, cited in the Virginia Tech College of Liberal Arts and Human Sciences newsletter, *News 2 Note*, p. 9. (Available online at: <http://www.clahs.vt.edu/news2note-may-2014.pdf>).

Fall 2013 Selected by the Dean of the Patton College of Education for the "Faculty Spotlight", a section highlighting faculty accomplishments in College's online newsletter, *The Educator*, "RayeCarol Cavender Has an Eye on the Future. Not Her Future, But That of Every Student in Her Program". (Available online at: <http://www.ohio.edu/education/educator/index.cfm>).

### **Honors and Awards**

Spring 2010 Outstanding Graduate Student Teaching Award  
Department of Apparel, Housing, and Resource Management  
Virginia Tech, Blacksburg, VA

Spring 2009 Outstanding Graduate Student Teaching Award  
Department of Apparel, Housing, and Resource Management  
Virginia Tech, Blacksburg, VA

### **Workshops Taught**

Fall 2012, Sp. '13, '15 Resume and Cover Letter Workshop- Presented to Professional Retail Leaders student organization (15-25 students; Ohio University)

### **Teaching Interests**

Brand Management | Fashion Marketing | Fashion Forecasting | International Retailing | Consumer Behavior

## **RESEARCH AND CREATIVE ACTIVITIES**

### **Refereed Journal Articles**

Cavender, R. & Kincade, D. H. (2015). A luxury brand management framework built from historical review and case study analysis. *International Journal of Retail and Distribution Management: Special Issue on Luxury in the Supply Chain*, 43(10/11), pp. 29-31.

Cavender, R. & Kincade, D. H. (2014). Leveraging designer creativity for impact in luxury brand management: An in-depth case-study of designers in the Louis Vuitton M et Hennessy (LVMH) brand portfolio [Special Issue]. In J.H. Hancock, V. Manlow, G. Muratovski, & A. Peirson-Smith (Eds.), *Global Fashion Brands: Style, Luxury, and History* (pp. 199-214). Bristol, UK: Intellect Books.

Cavender, R. & Kincade, D. H. (2014). Management of a luxury brand: Dimensions and sub-variables from a case study of LVMH [Special Issue]. *Journal of Fashion Marketing and Management, Special Addition: Luxury Fashion Branding*, 18(2), pp. 231-248. DOI: [10.1108/JFMM-03-2013-0041](https://doi.org/10.1108/JFMM-03-2013-0041)

### **Refereed Articles/Case Study- In Review**

Cavender, R. Balancing growth trade-offs in luxury brand management: An omni-channel focus. *Emerald Case Shorts*.

### **Book Chapter**

Kelly, S.K., Bryant, F.K., Cavender, R., Stevenson, K., & Vanheems, R. (2012). American Cancer Society Chicago Chapter Walk and Roll Event Marketing Campaign. In J.S. Kelly & S.K. Jones (Eds.), *The IMC Handbook: Readings & Cases in Integrated Marketing Communications* (pp.230-237). Chicago: Racom.

### **Refereed Presentations**

Cavender, R. & Kincade, D.H. (March 2015). Key initiatives of successful omni-channel marketing in the luxury goods industry. *American Collegiate Retailing Association 2015 Conference*, Miami, FL.

Cavender, R. & Kincade, D.H. (April 2014). A luxury brand management framework built from historical review and case study analysis. *International Workshop on Luxury Retail Operations and Supply Chain Management*, Philadelphia, PA.

Cavender, R. & Kincade, D. H. (October 2013). Growth trade-off variables in luxury brand management, *International Textiles and Apparel Association Annual Conference*, New Orleans, LA.

Cavender, R. & Kincade, D.H. (March 2013). Leveraging designer impact in luxury brand management. *American Collegiate Retailing Association*, Nashville, TN.

### **Conference Presentations**

Cavender, R. (December 2014). Brand management in the postmodern luxury goods industry. *Gladys W. and David H. Patton College of Education Research Forum at Ohio University*, Athens, OH.

Sackett, C., Farmer, L., Hall, M., Cavender, R., & Cano, L. (2010). Impact of cohort learning on student growth. *Conference on Higher Education Pedagogy at Virginia Tech*, Blacksburg, VA.

Bryant, F., Cavender, R., & Kelly, S. (2010). A Case Study on the Illinois Division of the American Cancer Society. *Direct Marketing Educational Foundation 3<sup>rd</sup> Place Case*, San Francisco, CA.

### **In Progress**

Cavender, R. & Gannon, T. (In Progress). Engagement in large lecture classrooms through technology: Using Top Hat program to include students in the discussion.

Cavender, R., Paulins, V.A., & Hillery, J. (In Progress). Academic and fashion industry collaboration: Skill development strategies for internships and entry level careers.

### **Research Grant Proposals**

Cavender, R. & Gannon, T. (Funded October 2014). Proposal submitted to the Patton College of Education Graduate Study and Educational Research Fund Committee. Engagement in large lecture classrooms through technology: Using Top Hat program to include students in the discussion. Amount funded: \$1,119.00.

Cavender, R. (February 2014). Proposal submitted to the Ohio University Baker Fund Committee. Toward a working luxury brand management framework: An inside industry perspective. Amount requested: \$10,657.37. Not funded but the Review Committee suggested resubmission in spring 2015.

### **Other Grant Proposals**

Cavender, R. (Funded February 2015). Proposal submitted to the Ohio University Honors Tutorial College Pilot Undergraduate Research Apprenticeship Program. Funding for Undergraduate Honors Student, Cierra Boyd's, for 2015-2016 academic year. Amount requested: \$3000.00.

### **Research Workshops**

Participated in "Peer Review Workshop" Presented by the Patton College of Education; Ohio University, March 27, 2015.

Participated in the "Write Winning NSF Grant Proposals" Workshop Presented by Grant Writers' Seminars and Workshops; Ohio University, February 2, 2015.

Participated in the Patton College of Education Professional Development Workshop (STATA); July 7-11, 2014.

One of six pre-tenure faculty selected to participate in the Patton College of Education Writing and Research Retreat; May 19-21, 2014; required participation in weekly meetings in AY14-15.

### **Research Interests**

Brand Management of Luxury Fashion Goods | International Retailing and Marketing | Cross-Cultural Brand Management | Consumer Behavior with Regard to Consumption Patterns

### **Research- Other**

Cavender, R. & Kincade, D. H., AY 2013-2014, Pre-Tenure Mentorship Contract; funded by the Department of Human and Consumer Sciences, Ohio University

## **SERVICE AND OUTREACH**

### **University Service**

- Fall 2014-Sp. '15 Member, Built Environments Committee, Sustainable Ohio University Leaders (SOUL), Ohio University
- Fall 2014-Sp. '15 Adviser, TOMs Campus Club, Ohio University
- Fall 2014 Faculty Participant, Learning Community Faculty Panel Discussion  
Ohio University

### **College Service**

- Spring 2015 Member, Responsibility Centered Management (RCM) Work Group, Patton College of Education, Ohio University
- Fall 2014 Reviewer, Mini-Grants for Academic Engagement and Outreach, Patton College of Education, Ohio University
- Fall 2014-Sp. '15 Member, Patton College Graduate Leadership Group, Patton College of Education, Ohio University
- Fall 2013 Presenter, Dean's Circle of Engagement, Patton College of Education, Ohio University
- Fall 2013-Sp. '15 Member, Graduate Program Committee, Patton College of Education, Ohio University
- Fall 2013-Sp. '15 Participant, Tenure-Seeking Faculty Mentoring Conversations, Patton College of Education, Ohio University

### **Department Service**

- Spring 2015 Ohio University Faculty Representative, Global Retailing 2015 Conference, Tucson, AZ, April 22-24, 2015
- Spring 2015 Member, Search Committee for Assistant/Associate Professor of Hospitality and Tourism, tenure-track position, Department of Human and Consumer Sciences, Ohio University
- Spring 2015 Member, Search Committee for Family and Consumer Sciences Education Lecturer/Coordinator, Non-tenure track position, Department of Human and Consumer Sciences, Ohio University
- Spring 2015 Member, Search Committee Retail Merchandising and Fashion Product Development Lecturer, Non-tenure track position, Department of Human and Consumer Sciences, Ohio University

Fall 2014	Lead Facilitator, Retail Merchandising and Fashion Product Development Program Planning and Review, Department of Human and Consumer Sciences, Ohio University
Fall 2014- Sp. '15	Adviser, Edge Magazine, Department of Human and Consumer Sciences, Ohio University
Fall 2014- Sp. '15	Adviser, Professional Retail Leaders, Department of Human and Consumer Sciences, Ohio University
Fall 2013- Sp. '15	Participant, Pre-Tenure Mentoring Meetings, Department of Human and Consumer Sciences, Ohio University
Fall 2013	Lead Facilitator, FashionSchools.org 2013 Survey, Department of Human and Consumer Sciences, Ohio University.
Fall 2012- Sp. '15	Adviser, National Retail Federation Student Association Ohio University Chapter; Ohio University
Fall 2012- Sp. '15	Adviser, Fashion Associates, Department of Human and Consumer Sciences, Ohio University
Fall 2012- Sp. '15	Member, Undergraduate Honors Program Development Committee, Department of Human and Consumer Sciences, Ohio University
Fall 2012- Sp. '15	Member, Botho College (Botswana) Hospitality and Ecotourism Curriculum Development Committee, Department of Human and Consumer Sciences, Ohio University
Fall 2008- Fall 2011	Graduate Student Organization for Department of Apparel, Housing, and Resource Management; President 2009-2011, Virginia Tech
Fall 2008- Fall 2011	Department Representative, Graduate Student Assembly, Virginia Tech

**Professional Service**

Spring 2015	Bloomsbury Publishing, Book Review: Beyond Design 3 <sup>rd</sup> Ed.
Spring 2013- Present	American Collegiate Retailing Association Chair, Hedonic Retailing, 2015 Conference, Miami, FL (Spring 2015) Peer Reviewer of 2015 Doctoral Best Paper Conference (Fall 2014)
Fall 2014	International Journal of Retail and Distribution Management Peer Reviewer for Luxury in the Supply Chain Special Issue
Spring 2013- Present	International Textile and Apparel Association (ITAA) ITAA Membership Committee (Sp. '15-Present) ITAA Public Relations Committee (Fall 2013) ITAA Student Fellowship & Awards Committee (Sp. '13-Present)



Scholarship Reviewer for Marjorie Joseph, Sara Douglas, and  
Lois Dickey Scholarships (Summer 2014)  
Scholarship Reviewer, Blanch Payne Scholarship (Spring 2013, 2014)  
Scholarship Reviewer, Oris Glisson Fellowship (Fall 2013)

Fall 2013      Fashion, Style, and Popular Culture  
Peer Reviewer for Music and Fashion Special Issue

Summer 2013      American Gaming Association (AGA)  
Judge for the 13<sup>th</sup> Annual AGA Voice Communications Awards

Summer 2013      Journal of Fashion Marketing and Management  
Peer Reviewer for Luxury Fashion Branding Special Issue

### **Professional Affiliations**

- American Collegiate Retailing Association (ACRA)
- International Textile and Apparel Association (ITAA)
- National Retail Federation (NRF)
- Direct Marketing Educational Foundation (DMEF)
- Direct Marketing Association (DMA)

### **Collegiate Honor Society Membership**

- Phi Kappa Phi National Honor Society
- Pi Upsilon Omicron National Honor Society
- Kappa Omicron Nu National Honor Society
- Omicron Delta Kappa National Honor Society
- Gamma Beta Phi National Honor Society
- Golden Key National Honor Society
- Phi Sigma Theta National Honor Society
- Phi Eta Sigma National Honor Society
- National Society of Collegiate Scholars