

NANCY (NELSON) HODGES, PH.D.

Department of Consumer, Apparel, and Retail Studies
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EDUCATION

- Ph.D.** 1998 Design, Housing, and Apparel; University of Minnesota
Major: Clothing and Textiles
Minor: Feminist Studies
Dissertation: *Women Textile Artists in Ireland: An Exploration of Experience, Expression, and the Everyday*
- M.A.** 1996 Design, Housing, and Apparel; University of Minnesota
Major: Clothing and Textiles
Minor: Museum Studies
Thesis: *Dress, Domains, and Dialectic: The Writings of Jane Cunningham Croly*
- B.F.A.** 1992 Minneapolis College of Art and Design
Major: Design

EMPLOYMENT HISTORY

- 2011-present Professor and Co-Director of Graduate Studies, Department of Consumer, Apparel, and Retail Studies; University of North Carolina at Greensboro
- 2004-2010 Associate Professor and Director of Graduate Studies, Department of Consumer, Apparel, and Retail Studies; University of North Carolina at Greensboro
- 2004-2005 Interim Department Chair, Department of Textile Products Design and Marketing/Consumer, Apparel, and Retail Studies; University of North Carolina at Greensboro
- 1998-2003 Assistant Professor, Textile Products Design and Marketing; University of North Carolina at Greensboro
- 1993-1998 Graduate Research and Teaching Assistant; University of Minnesota
- 1993-1996 Curatorial Assistant; The Goldstein Design Museum, University of Minnesota
- 1988-1993 Visual Merchandiser; Sears, Roebuck & Co., Minneapolis, MN

AWARDS AND NOMINATIONS

- Award Emerald Literati Network, Outstanding Paper Award, *Journal of Fashion Marketing and Management*, 2011
- Award Outstanding Advisor Award, School of Human Environmental Sciences, University of North Carolina, Greensboro, 2010-2011
- Award University of North Carolina Board of Governors Award for Teaching Excellence, University of North Carolina at Greensboro Awardee for 2010
- Nomination Professor of the Year, Council for Advancement and Support of Education (CASE), Washington, DC, University of North Carolina at Greensboro Nominee for 2010
- Award Paper of Distinction Award, Industry/Global Track, International Textile and Apparel Association, 2010
- Award Outstanding Teaching Award, School of Human Environmental Sciences, University of North Carolina, Greensboro, 2008-2009
- Award Best Paper Award, Industry/Global Track, International Textile and Apparel Association, 2008
- Nomination Outstanding Advisor Award, School of Human Environmental Sciences, University of North Carolina, Greensboro, 2007-2008 and 2008-2009
- Award Research Assignment Leave, University of North Carolina, Greensboro, Spring 2007 and Fall 2011
- Award Best Paper Award, Professional and General Track, International Textile and Apparel Association, 2006
- Award Mary Francis Stone Outstanding Teaching Award, School of Human Environmental Sciences, University of North Carolina, Greensboro, 2002-2003
- Nomination Mary Francis Stone Outstanding Teaching Award, School of Human Environmental Sciences, University of North Carolina, Greensboro, 2001-2002
- Nomination University Excellence in Research Award, University of North Carolina, Greensboro; 2001-2002

RESEARCH

My program of scholarship has evolved to include three primary facets. One facet consists of the human behavioral aspects of dress and consumer behavior as related to my areas of teaching and graduate student mentoring. The second encompasses education and employment relative to the US and North Carolina textile, apparel, and retail industries. This area includes several “mini-streams” such as higher education and women’s professional development (both nationally and internationally), the experience of unemployment, retraining, and reemployment, and the impact of industry employment dynamics on local communities. Two externally funded projects further address the ties between industry and higher education and serve to synthesize my research and teaching. The third facet addresses issues of relevance to the profession. I have generated more than **\$1M** in combined external, internal, and North Carolina Agricultural Research Service (NCARS) funds in support of my overall scholarship program.

Funding Received and Proposed in Support of Scholarship Program

External (Total amount: \$793,438):

\$466,052, USDA Higher Education Challenge Grant. Project Title: *Enhancing students’ small business knowledge and entrepreneurial competencies: Collaborative curriculum design and assessment*. Applied for \$499,976. Funded 9/2010 in the amount of \$466,052. Project Director and Co-Principal Investigator. With Kittichai Watchravesringkan, Jennifer Yurchisin, Jane Hegland (South Dakota State University), Elena Karpova and Sara Marcketti (Iowa State University), and Ruoh-Nan Yan (Colorado State University).

\$327,386, USDA Higher Education Challenge Grant. Project Title: *Collaborative development of global fiber, fabric, and related products industry based problem-solving modules for undergraduate curricula*. Applied for \$351,577. Funded 7/2007 in the amount of \$327,386. Project Director and Co-Principal Investigator. With Gwen O’Neal, Jane Hegland (South Dakota State University), and Elena Karpova and Sara Kadolph (Iowa State University).

North Carolina Agricultural Research Service (NCARS) (Total amount: \$268,500):

\$102,000, North Carolina Agricultural Research Service Funding (USDA Approved). Project Title: *Employment changes in North Carolina’s textile and apparel industries: Implications for individuals and communities*. Funded October 1, 2007 through September 30, 2012.

\$166,500, North Carolina Agricultural Research Service Funding (USDA Approved). Project Title: *The North Carolina textile and apparel industries: Implications for education and employment*. Funded November 1, 2002 through September 30, 2007.

Internal Funding (Total amount: \$11,386):

\$3,318, Regular Faculty Grant, University of North Carolina at Greensboro. Project Title: *Women and work in contemporary Russia: Higher education and employment in the apparel industry*. Funded January 2005.

\$1,000, Kohler Fund for International Research, University of North Carolina at Greensboro. Project Title: *Women and work in contemporary Russia: Higher education and employment in the apparel industry*. Funded January 2005.

\$4,000, Summer Research Award, University of North Carolina at Greensboro. Project Title: *Women and work in the North Carolina textile and apparel industries: Education, opportunity, and employment*. Funded 1999.

\$2,318, New Faculty Grant, University of North Carolina at Greensboro. Project Title: *Situating women in the North Carolina textile and apparel industries: Education, opportunity, and employment*. Funded 1998-1999.

\$750, School of Human Environmental Sciences Foundation Grant, University of North Carolina at Greensboro. Project Title: *Employment in the North Carolina textile and apparel industries*. Funded 1998-1999.

Proposed (not funded):

\$291,286, National Endowment for the Humanities Collaborative Research Grant. Project Title: *Celebrating Mardi Gras: Representations of gender, sexuality and tradition in dress*. Applied November 1, 2004. Not Funded.

\$334,837, National Endowment for the Humanities Collaborative Research Grant. Project Title: *Celebrating Mardi Gras: Exploring the intersections of tradition, culture, and sexuality through cross-dressing*. Applied September 1, 2002. Not Funded.

Other Funding Received

\$2,350, VF Faculty Professional Development Fund. Department of Consumer, Apparel, and Retail Studies, University of North Carolina, Greensboro. Funded June 2010. In support of travel to Istanbul, Turkey for conference presentation and historic costume research.

\$500, International Travel Fund. Office of International Programs, University of North Carolina, Greensboro. Funded April 2007 and April 2010. In support of travel to Istanbul, Turkey and Oslo, Norway for conference presentations and historic costume research.

\$2,700, VF Faculty Professional Development Fund. Department of Consumer, Apparel, and Retail Studies, University of North Carolina, Greensboro. Funded April 2007. In support of travel to Oslo, Norway for conference presentation and historic costume research.

\$350/500, Scholars Travel Fund. University of North Carolina, Greensboro; Funded, 2000, 2005, 2006, 2007, 2009, 2010 (\$500) and 2011 (\$500). In support of travel to present research at national conferences.

\$1,500, Phi Upsilon Omicron National Founders Fellowship (University of Minnesota); 1997-1998

\$1,000, Fashion Group International Scholarship (University of Minnesota); 1997-1998

\$2,300, Dora A. Waller Graduate Student Grant for International Research. College of Human Ecology, University of Minnesota; Funded, 1995-1996.

\$750, Fellowship Monies; Goldstein Gallery, Department of Design, Housing, and Apparel, University of Minnesota; Funded, 1995.

\$200, Professional Development Travel Grants; Department of Design, Housing, and Apparel, University of Minnesota; Funded 1995, 1996, & 1997.

PUBLICATIONS

Articles in Refereed Journals (* based on graduate student research; **co-authored)

Hodges, Nancy. (In press). *What do I do now? Exploring women's experiences with textile manufacturing job loss and community college retraining.* Accepted for publication in the *Community College Journal of Research and Practice.*

Hodges, Nancy. (In press). Qualitative research: A discussion of frequently articulated qualms (FAQs). Accepted for publication in the *Family and Consumer Sciences Research Journal.*

Singh, Kamlesh & **Hodges, Nancy.** (In press). *Buyer-supplier Partnerships in the global apparel industry: A study of US buyers and Indian suppliers.* Accepted for publication in *Fashion Practice.**

Hale, Rosanna, & **Hodges, Nancy.** (In press). *Men's branded underwear: An investigation of factors important to product choice.* Accepted for publication in *Qualitative Market Research—An International Journal.**

- Hodges, Nancy**, Watchravesringkan, Kittichai, O'Neal, Gwen, Hegland, Jane, Karpova, Elena, & Kadolph, Sara. (2011). Collaborative development of textile and apparel curriculum designed to foster students' global competence. *Family and Consumer Sciences Research Journal*, 39(4), 325-338.
- Eason, Kathryn, & **Hodges, Nancy**. (2011). I'll give you your body and you'll give me mine: Reading contemporary female body modification as a site of Cixous' *L'écriture Feminine*. *Fashion Theory*, 15(3), 323-344.*
- Hodges, Nancy**, Karpova, Elena, & Lentz, Holly (2010). An investigation of women's career development in the textile and apparel industries. *Family and Consumer Sciences Research Journal*, 39(1), 75-89.
- Watchravesringkan, Kittichai, Karpova, Elena, **Hodges, Nancy**, & Copeland, Raedene. (2010). Understanding competitive advantage in Thailand's apparel industry: Opportunities and challenges of globalization. *Journal of Fashion Marketing and Management*, 14(4), 576-597.
- Hodges, Nancy** & Karpova, Elena (2010). Majoring in Fashion: A theoretical framework for understanding the decision-making process. *International Journal of Fashion Design, Technology and Education*, 3(2), 67-76.
- Hodges, Nancy** & Lentz, Holly. (2010). U.S. textile sector job loss: Implications for individuals, communities and industry. *Journal of Fashion Marketing and Management*, 14(1), 21-38. **Awarded Outstanding Paper for 2011, Journal of Fashion Marketing and Management, Emerald Publishers.**
- Watchravesringkan, Kittichai, **Hodges, Nancy**, & Kim, Yunhee. (2010). Exploring consumers' adoption of highly technological fashion products: The role of extrinsic and intrinsic motivational factors. *Journal of Fashion Marketing and Management*, 14(2), 263-281.
- Hodges, Nancy N.**, & Karpova, Elena. (2009). Women and higher education in Russia: Preparation for careers in the apparel industry. *Clothing and Textiles Research Journal*, 27(2), 124-142.
- Ha-Brookshire, Jung, & **Hodges, Nancy**. (2009). Socially responsible consumer behavior? Exploring used clothing donation behavior. *Clothing and Textiles Research Journal*, 27(3), 179-196.*
- Hodges, Nancy** & Karpova, Elena. (2009). Making a major decision: An exploration of why students enroll in fashion programs. *International Journal of Fashion Design, Technology and Education*, 2(2), 47-57.
- Nelson Hodges, Nancy** & Karpova, Elena. (2008). A tale of two industries: An interpretive analysis of media reports on textiles and apparel in North Carolina. *Clothing and Textiles Research Journal*, 26(3), 253-272.

- Nelson Hodges, Nancy** & Damhorst, Mary Lynn. (2008). Focused issue on the future: Introduction to Part II. *Clothing and Textiles Research Journal*, 26(2), 99-102. (Co-editor for Special Issue). (not peer reviewed).
- Zurcher Wray, Anja & **Nelson Hodges, Nancy**. (2008). Response to activewear apparel advertisements by US Baby Boomers: An exploration of cognitive versus chronological age factors. *Journal of Fashion Marketing and Management*, 12(1), 8-23.*
- Nelson Hodges, Nancy**, DeLong, Marilyn, Hegland, Jane, Thompson, Mary, & Williams, Gloria. (2007). Constructing knowledge for the future: Exploring alternative modes of inquiry from a philosophical perspective. *Clothing and Textiles Research Journal*, 25(4), 323-348.
- Damhorst, Mary Lynn, & **Nelson Hodges, Nancy**. (2007). Focused issue on the future: Introduction to Part I. *Clothing and Textiles Research Journal*, 25(4), 279-282. (Co-editor for Special Issue). (not peer reviewed)
- Karpova, Elena, **Nelson Hodges, Nancy**, & Tullar, William. (2007). Making sense of the market: An exploration of apparel consumption practices of the Russian consumer. *Journal of Fashion Marketing and Management*, 11(1), 106-121.*
- Nelson Hodges, Nancy**, & Karpova, Elena. (2006). Employment in the U.S. textile and apparel industries: A comparative analysis of regional vs. national trends. *Journal of Fashion Marketing and Management*, 10(2), 209-226.
- Nelson, Nancy**, LaBat, Karen, & Williams, Gloria. (2005). More than just a 'little hobby': Women and textile art in Ireland. *Women's Studies International Forum*, 28(4), 328-342.
- Nelson, Nancy**, LaBat, Karen, & Williams, Gloria. (2002). Contemporary Irish textile artists: Gender, culture, and medium. *Clothing and Textiles Research Journal*, 20(1), 15-25.
- Hegland, Jane & **Nelson, Nancy**. (2002). Cross-dressers in cyberspace: Exploring the internet as a tool for expressing gendered identities. *International Journal of Gender and Sexuality*, 7(2/3), 139-161.**
- DeLong, Marilyn, LaBat, Karen, **Nelson, Nancy**, & Koh, AeRan. (2002). Global products, global markets: Jeans in Korea and the United States. *Clothing and Textiles Research Journal*, 20(4), 238-245.
- Nelson, Nancy J.** (2000). Listening to Jane Cunningham Croly's "Talks With Women": Issues of dress and gender in *Demorest's Monthly Magazine*. *Clothing and Textiles Research Journal*, 18(3), 128-139.
- LaBat, Karen, & **Nelson, Nancy**. (2000). Contemporary Irish textile art: Tradition, techniques, and themes. *Ars Textrina: A Journal of Textiles and Costume*, (34), 109-122.

DeLong, Marilyn R., **Nelson, Nancy J.**, & Trautmann, Julianne. (1999). Application of an aesthetic framework for understanding ideal appearances. *ArsTextrina: A Journal of Textiles and Costume*, (31), 167-182.

DeLong, Marilyn R., LaBat, Karen L., Gahring, Sherri, **Nelson, Nancy J.**, & Leung, Lotus. (1999). Implications of an educational intervention program designed to increase young adolescents' awareness of hats for sun protection. *Clothing and Textiles Research Journal*, 17(2), 73-83.

DeLong, Marilyn R., Koh, AeRan, **Nelson, Nancy J.**, & Ingvaldstad, Anne. (1998). Jeans: A comparison of perceptions of meaning in Korea and the United States. *Clothing and Textiles Research Journal*, 16(3), 116-126.

DeLong, Marilyn R., Hegland, Jane E., & **Nelson, Nancy J.** (1997). Encouraging critical thinking in the classroom: An example from Aesthetics. *Clothing and Textiles Research Journal*, 15(2), 86-95.

Peer Reviewed Book and Book Chapter (co-authored)**

Hegland, Jane, & **Nelson Hodges, Nancy**. (2007). Embodying the feminine: Perspectives of male-to-female cross-dressers. In D.C. Johnson & H. B. Foster (Eds.), *Dress sense: Emotional and sensory experiences of the body and clothes* (pp. 156-169). Oxford: Berg Publications.**

LaBat, Karen L., & **Nelson, Nancy J.** (1996). *Contemporary Irish textile art: The women of Annaghmakerrig*. St. Paul, MN: Goldstein Gallery. Distributed by University of Washington Press.

Manuscripts under Review (*based on graduate student research)

Bell, Beth, & **Hodges, Nancy**. Plains Indian influences on powwow regalia worn by North Carolina American Indians. Revisions being made after initial review by the *American Indian Culture and Research Journal*.*

Davis, Lizhu, & **Hodges, Nancy**. Consumer perceived shopping value and retail format: From shopping motivations to shopping process. In second review after revision for the *Journal of Retailing and Consumer Services*.

Gupta, Megha & **Hodges, Nancy**. Exploring Indian consumer's perceptions of corporate social responsibility in the global apparel industry. In second review after revision for the *Journal of Fashion Marketing and Management*.*

Manuscripts in Development (*based on graduate student research)

Hodges, Nancy, & Frank, Phillip. The Case of the Disappearing Mill Village: Implications of industry change for building and sustaining local communities. Being developed for submission to the *Clothing and Textiles Research Journal*. Final write-up stage.

Hodges, Nancy, Karpova, Elena, Watchravesringkan, Kittichai, Hegland, Jane, O'Neal, Gwen, & Kadolph, Sara. *Building global competency through real world problem-based learning: Addressing industry-related issues and challenges in the classroom.* Being developed for submission to the *International Journal of Fashion Design, Technology, and Education*. Initial write-up stage.

Burnsed, Annette, & **Hodges, Nancy.** *Home furnishings case goods consumption: A qualitative investigation of consumer experiences.* Being developed for submission to *Qualitative Market Research: An International Journal*. * Final write-up stage.

Kemerly, Trish, & **Hodges, Nancy.** Decision-making and the home furnishings consumer: To buy or not to buy. Being developed for submission to *Qualitative Market Research: An International Journal*. * Final write-up stage.

Chang, Julie, **Hodges, Nancy** & Yurchisin, Jennifer. Disabled consumers' clothing decisions: A qualitative investigation. Being developed for submission to the *Clothing and Textiles Research Journal*. * Initial write-up stage.

Refereed Papers Published in Conference Proceedings

Hodges, Nancy, Karpova, Elena, Hegland, Jane, Kadolph, Sara, O'Neal, Gwen & Watchravesringkan, Kittichai. (2008). Globalization: International collaborations in higher education. *Proceedings of the International Scientific and Technical Conference Progress-2008*, part 2, 244-249. Ivanovo, Russia.

Nelson, Nancy J., and Hegland, Jane E. (2004). Cross-dressing and cyber-shopping: The Internet as consumption tool and community. *Association for Consumer Research (ACR) Gender and Consumption Conference Proceedings*, <http://www.acrweb.org/>.

Refereed Abstracts Published in Conference Proceedings

(*based on graduate student research)

Hodges, Nancy, Karpova, Elena, Watchravesringkan, Kittichai, Hegland, Jane, O'Neal, Gwen, & Kadolph, Sara. (2010). Collaborative development of curriculum designed to foster global competence: A report on project products, results and outcomes. *International Textile and Apparel Association Annual Meeting Proceedings*, October 28, 2010,

- Montreal, Quebec, www.itaonline.org/index2.html. (Awarded Paper of Distinction, Industry/Global track).
- Copeland, Raedene & **Hodges, Nancy**. (2010). Midnight robbers, sailors, and stick fighters: Masculinity and gender roles as expressed through masquerade costume at Trinidad Carnival. *International Textile and Apparel Association Annual Meeting Proceedings*, October 30, 2010, Montreal, Quebec, www.itaonline.org/index2.html.*
- Burnsed, Annette & **Hodges, Nancy**. (2010). Consumer attitudes toward home furnishings case goods: An investigation of motivations and values relative to product choice. *International Textile and Apparel Association Annual Meeting Proceedings*, October 29, 2010, Montreal, Quebec, www.itaonline.org/index2.html.*
- Padmanabhan, Parvathi & **Hodges, Nancy**. (2010). Foreign apparel brands and the Indian consumer: Perceptions and expectations of the young, upwardly mobile professional. *International Textile and Apparel Association Annual Meeting Proceedings*, October 29, 2010, Montreal, Quebec, www.itaonline.org/index2.html.*
- Hodges, Nancy**, Karpova, Elena, & Lentz, Holly. (2009). Movin' on up? An investigation of women's early career development in the apparel industry. *International Textile and Apparel Association Annual Meeting Proceedings*, October 30, 2009, Seattle, WA, www.itaonline.org/index2.html.
- Copeland, Raedene & **Hodges, Nancy**. (2009). Changes in Trinidad Carnival dress: A (r)evolutionary process. *International Textile and Apparel Association Annual Meeting Proceedings*, October 31, 2009, Seattle, WA, www.itaonline.org/index2.html.*
- Eason, Kathryn, & **Hodges, Nancy**. (2009). The evolution of women in body modification. *International Textile and Apparel Association Annual Meeting Proceedings*, October 31, 2009, Seattle, WA, www.itaonline.org/index2.html.*
- Littrell, Mary, Dickson, Marsha, & **Hodges, Nancy**. (2009). USDA Challenge grants: Bridge to inter-institutional collaboration and external funding. *International Textile and Apparel Association Annual Meeting Proceedings*, October 30, 2009, Seattle, WA, www.itaonline.org/index2.html.
- Hodges, Nancy**, & Lentz, Holly. (2008). U.S. textile sector job loss: An exploration of implications for individuals, communities, and industry. *International Textile and Apparel Association Annual Meeting Proceedings*, November 6, 2008, Chicago, IL, www.itaonline.org/index2.html. (Awarded Best Paper, Industry/Global track).
- Singh, Kamlesh & **Hodges, Nancy**. (2008). Building relationships with India's suppliers: Exploring perceptions of US apparel industry buyers. *International Textile and Apparel Association Annual Meeting Proceedings*, November 6, 2008, Chicago, IL, www.itaonline.org/index2.html.*

- Suddreth, Courtney & **Hodges, Nancy**. (2008). From “old school” to “icy”: Exploring African-American males’ perceptions of hip-hop dress and identity. *International Textile and Apparel Association Annual Meeting Proceedings*, November 6, 2008, Chicago, IL, www.itaonline.org/index2.html.*
- Shouli, Rosanna & **Nelson Hodges, Nancy**. (2007). Exploring the decision-making process of men’s underwear consumers. *International Textile and Apparel Association Annual Meeting Proceedings*, November 9, 2007, Los Angeles, CA, www.itaonline.org/index2.html.*
- Eason, Kathryn & **Nelson Hodges, Nancy**. (2007). I’ll give you your body and you’ll give me mine: Women, body modification, and lived experience. *International Textile and Apparel Association Annual Meeting Proceedings*, November 9, 2007, Los Angeles, CA, www.itaonline.org/index2.html.*
- Ha-Brookshire, Jung & **Nelson Hodges, Nancy**. (2007). Input is always greater than output: Comparing consumers’ clothing acquisition and disposal experiences. *International Textile and Apparel Association Annual Meeting Proceedings*, November 9, 2007, Los Angeles, CA, www.itaonline.org/index2.html.*
- Eason, Kathryn & **Nelson Hodges, Nancy**. (2006). Women and body modification: A phenomenological exploration of lived experience. *International Textile and Apparel Association Annual Meeting Proceedings*, November 2, 2006, San Antonio, TX, www.itaonline.org/index2.html.*
- Lentz, Holly & **Nelson Hodges, Nancy**. (2006). When I grow up...: Exploring female students’ transition from school to work as experienced through dress. *International Textile and Apparel Association Annual Meeting Proceedings*, November 2, 2006, San Antonio, TX, www.itaonline.org/index2.html.*
- Karpova, Elena, & **Nelson Hodges, Nancy** (2006). Using dispositional adopter identity to explain fashion adoption behavior: A segmentation of the Russian apparel market. *International Textile and Apparel Association Annual Meeting Proceedings*, November 4, 2006, San Antonio, TX, www.itaonline.org/index2.html.*
- Yu, Lizhu, Dyer, Barbara & **Nelson Hodges, Nancy**. (2006). Consumer Perceived Value: Shopping at mass merchandisers vs. department stores. *International Textile and Apparel Association Annual Meeting Proceedings*, November 4, 2006, San Antonio, TX, www.itaonline.org/index2.html.*
- Ha-Brookshire, Jung & **Nelson Hodges, Nancy**. (2006). Exploring motivations, intentions, and behavior of socially responsible consumption in a clothing disposal setting. *International Textile and Apparel Association Annual Meeting Proceedings*, November 3, 2006, San Antonio, TX, www.itaonline.org/index2.html.*

- Zhao, Xin & **Nelson Hodges, Nancy** (2005). Contemporary interpretations of traditional Chinese dress: A Comparison of consumers in China vs. Chinese immigrants to the US. *International Textile and Apparel Association Annual Meeting Proceedings*, November 4, 2005, Alexandria, VA, www.itaonline.org/index2.html.*
- Karpova, Elena & **Nelson Hodges, Nancy** (2005). Apparel shopping in a post-socialist market: Experiences of Russian consumers. *International Textile and Apparel Association Annual Meeting Proceedings*, November 3, 2005, Alexandria, VA, www.itaonline.org/index2.html.*
- Li, Jingya, McEnally, Martha, & **Nelson Hodges, Nancy**. (2005). Business casual clothing in China: Exploring consumer attitudes and perceptions. *International Textile and Apparel Association Annual Meeting Proceedings*, November 5, 2005, Alexandria, VA, www.itaonline.org/index2.html.*
- Yu, Lizhu, & **Nelson Hodges, Nancy**. (2005). Internet shopping behavior: A typology of apparel consumers. *International Textile and Apparel Association Annual Meeting Proceedings*, November 5, 2005, Alexandria, VA, www.itaonline.org/index2.html.*
- Dyer, Carl, Chi, Ting, **Nelson Hodges, Nancy**, Dyer, Barbara, & Kilduff, Peter. (2005). Analysis of the Chinese B2C online market: Challenges and opportunities. *International Textile and Apparel Association Annual Meeting Proceedings*, November 5, 2005, Alexandria, VA, www.itaonline.org/index2.html.*
- Nelson, Nancy** & Karpova, Elena. (2004). Perpetuating misperceptions?: Exploring industry issues and challenges as presented through the mass media. *International Textile and Apparel Association Annual Meeting Proceedings*, November 7, 2004, Portland, OR, www.itaonline.org/index2.html.
- Karpova, Elena & **Nelson, Nancy**. (2004). An exploration of Russian consumers' attitudes toward apparel consumption. *International Textile and Apparel Association Annual Meeting Proceedings*, November 5, 2004, Portland, OR, www.itaonline.org/index2.html.*
- Nelson, Nancy**. (Special Topics Session Coordinator). (2004). Expanding our reach, increasing our impact: Making and marketing our philosophical mission from a global perspective. *International Textile and Apparel Association Annual Meeting Proceedings*, November 5, 2004, Portland, OR, www.itaonline.org/index2.html.
- Nelson, Nancy**. (Special Topics Session Coordinator). (2003). Greater than the sum of our parts: Fostering a global community through our philosophical mission. *International Textile and Apparel Association Annual Meeting Proceedings*, November 9, 2003, Savannah, GA, www.itaonline.org/index2.html.
- Nelson, Nancy** & Hegland, Jane. (2003). Cross-dressing and cybershopping: Exploring the Internet as a consumption tool for transgendered individuals. *International Textile and*

Apparel Association Annual Meeting Proceedings, November 11, 2003, Savannah, GA, www.itaonline.org/index2.html.

Nelson, Nancy. (Special Topics Session Coordinator). (2002). Where do we go from here?: Forging our philosophical mission(s) for the future. *International Textile and Apparel Association Annual Meeting Proceedings*, August 9, 2002, New York, NY, www.itaonline.org/index2.html.

Nelson, Nancy. (Special Topics Session Panelist). (2002). Common goals, diverse perspectives: Learning through material culture analysis. *International Textile and Apparel Association Annual Meeting Proceedings*, August 9, 2002, New York, NY, www.itaonline.org/index2.html.

Nelson, Nancy. (Special Topics Session Coordinator). (2001). Creating knowledge for the 21st century: Epistemological constructions, alterations, and fit in textile and apparel research. *International Textile and Apparel Association Annual Meeting Proceedings*, November 11, 2001, Kansas City, KS, www.itaonline.org/index2.html.

Nelson, Nancy & Williams, Gloria. (2000). Exploring dress in everyday life through interpretive inquiry. *International Textile and Apparel Association Annual Meeting Proceedings*, November 9, 2000, Cincinnati, OH, www.itaonline.org/index2.html.

Nelson, Nancy, & Hegland, Jane. (2000). Cross-dressing across cultures: Performing and celebrating gender. *International Textile and Apparel Association Annual Meeting Proceedings*, November 10, 2000, Cincinnati, OH, www.itaonline.org/index2.html.

Nelson, Nancy J. (Special Topics Session Coordinator). (2000). Reflecting on lived experience: The theory and practice of the interview in qualitative research. *International Textile and Apparel Association Annual Meeting Proceedings*, November 10, 2000, Cincinnati, OH, www.itaonline.org/index2.html.

Nelson, Nancy J. (1998). Textiles and artistic expression: Exploring the creative experiences of Irish women. In N. Owens (Ed.), *International Textile and Apparel Association Annual Meeting Proceedings*, November 20, 1998, Dallas, TX. Monument, CO: International Textile and Apparel Association, p. 65.

DeLong, Marilyn R., **Nelson, Nancy J.**, & Trautmann, Julianne. (1998). Developing a methodology for examining the form of dress and the appearance of the body. In N. Owens (Ed.), *International Textile and Apparel Association Annual Meeting Proceedings*, November 20, 1998, Dallas, TX. Monument, CO: International Textile and Apparel Association, p. 48.

Hegland, Jane E., & **Nelson, Nancy J.** (1997). Deconstructing gender identity: Dress, film, and the aesthetic response. In *Confluences: Fashioning Intercultural Perspectives Proceedings*, June 18, 1997, Lyon, France. International Textile and Apparel Association & Universite de la Mode, p. 95.

DeLong, Marilyn R., LaBat, Karen L., **Nelson, Nancy J.**, & Hoefler, Susheela. (1997). Aesthetic response criteria in the selection of jeans in Korea and the United States. In *Confluences: Fashioning Intercultural Perspectives Proceedings*, June 19, 1997, Lyon, France. International Textile and Apparel Association & Universite de la Mode, p. 67.

Nelson, Nancy J., & LaBat, Karen L. (1996). Women textile artists in Ireland: History, standpoint, and self-definition. In C. Ladisch (Ed.), *International Textile and Apparel Association Annual Meeting Proceedings*, August 2, 1996, Banff, Alberta. Monument, CO: International Textile and Apparel Association, p. 91.

DeLong, Marilyn R., LaBat, Karen L., Gahring, Sherri, **Nelson, Nancy J.**, & Leung, Lotus. (1996). Adolescents' perceptions of hats for sun protection. In C. Ladisch (Ed.), *International Textile and Apparel Association Annual Meeting Proceedings*, August 3, 1996, Banff, Alberta. Monument, CO: International Textile and Apparel Association, p. 116.

Nelson, Nancy J. (1995). Revisioning costume history: Using feminist methodology in historic clothing and textiles research. In C. Ladisch (Ed.), *International Textile and Apparel Association Annual Meeting Proceedings*, October 19, 1995, Pasadena, CA. Monument, CO: International Textile and Apparel Association, p. 120.

Non-Peer Reviewed Publications

Hodges, Nancy. (2011). Give Your Courses a Global Focus: A Cross-Institutional Collaboration Helps to Globalize the Textile and Apparel Curriculum. *International Textile and Apparel Association Newsletter*, March-April, 2011, p. 8.

Mickenberg, Julia, & **Nelson, Nancy J.** (1996). *Style and the social fabric in the 1920s*. University of Minnesota: Goldstein Gallery exhibition catalog.

SCIENTIFIC PRESENTATIONS

Refereed Research Presentations

(not listed elsewhere as Proceedings or under Teaching section; presenter is underlined; *based on graduate student research)

International

Nelson Hodges, Nancy. (2007). *Women's wear in a woman's own words: Jane Cunningham Croly and the 19th century fashion magazine*. Dressing Rooms: Current Perspectives in Fashion and Textiles Conference, Oslo, Norway. May 15, 2007.

Lentz, Holly, **Nelson Hodges, Nancy**, & Manning, Killian. (2007). *From flip flops to Ferragamos: Representing women's identities in transition*. Dressing Rooms: Current Perspectives in Fashion and Textiles Conference, Oslo, Norway. May 16, 2007.*

Nelson, Nancy J., & Shumate, Sarah. (2000). *The United States textile products industry: Issues of gender, history, and community*. Ars Textrina Annual Conference; Leeds, England. June 29, 2000.

Nelson, Nancy J., & Hegland, Jane E (2000). *Cross-dressers in cyber-space: Exploring the Internet as a tool for expressing gendered identities*. Ars Textrina Annual Conference; Leeds, England. June 20, 2000.

National

Hodges, Nancy, O'Neal, Gwen, Karpova, Elena, Hegland, Jane, Watchravesringkan, Kittichai, & Kadolph, Sara. (2009). *Global fiber, fabric and related products industry based problem-solving modules for undergraduate curricula*. North American Colleges and Teachers of Agriculture (NACTA) annual meeting, Stillwater, OK. June 19, 2009.

Lentz, Holly, & **Hodges, Nancy**. (2009). *Who are you wearing? Celebrity and media influence on dress during role transition*. Popular Culture Association/American Culture Association annual meeting, New Orleans, LA. April 9, 2009.*

Williams, Gloria & **Nelson, Nancy**. (2001). *Aesthetics and the dailiness of women's lives*. American Educational Research Association Annual Meeting, Seattle, WA. April 12, 2001.

Williams, Gloria & **Nelson, Nancy**. (2000). *Incorporating issues of social justice and caring in the clothing and textiles curriculum*. American Educational Research Association Annual Meeting, New Orleans, LA. April 27, 2000.

DeLong, Marilyn, **Nelson, Nancy**, & LaBat, Karen. (1999). *Cultural contexts: Global markets*. Ars Textrina Annual Conference; St. Paul, MN. June 26, 1999.

LaBat, Karen L., & **Nelson, Nancy J.** (1998). *Contemporary Irish textile art: Traditions, techniques, and themes*. ArsTextrina Annual Conference, Madison, WI. June 27, 1998.

DeLong, Marilyn R., **Nelson, Nancy J.**, & Trautmann, Julianne. (1998). *Appearance and the ideal body: Aesthetics from an historical perspective*. ArsTextrina Annual Conference, Madison, WI. June 26, 1998.

Williams, Gloria M., & **Nelson, Nancy J.** (1998). *Women's voices for social and educational change*. American Educational Research Association Annual Meeting, San Diego, CA. April 14, 1998.

Nelson, Nancy J., & Williams, Gloria M. (1997). *Education and advocacy in a 19th century*

woman's magazine: *The writings of Jane Cunningham Croly*. American Educational Research Association Annual Meeting, 1997, Chicago, IL. March 27, 1997.

Regional, State, and Local

Bell, Beth, & **Hodges, Nancy**. (2010). *Influences on the pow-wow regalia worn by North Carolina American Indians*. Costume Society of America regional symposium, Asheville, NC. September 11, 2010.*

Hegland, Jane & **Nelson Hodges, Nancy** (2005). *Embodying the feminine: Perspectives of male-to-female cross-dressers*. Senses and Sentiments of Dress symposium, University of Minnesota, St. Paul, MN. September 17, 2005.

DeLong, Marilyn R., & **Nelson, Nancy J.** (1998). *Making friends and keeping them: Advisory groups and the university museum*. Costume Society of America Regions III & IV annual meeting, Columbus, OH. October 30, 1998.

Nelson, Nancy J. (1998). *Women textile artists in Ireland: Gender, space, and social value*. New Mexico Women's Studies Conference, Las Cruces, NM. March 20, 1998.

Hegland, Jane E., & **Nelson, Nancy J.** (1997). *Dress and the performing body in film*. Subject to Desire: Refiguring the Body, Arts Now biannual conference, New Paltz, NY. November 8, 1997.

Invited Presentations, Guest Lectures, and Seminars

Hodges, Nancy. (2011, 2010, 2009, 2008). *Developing collaborations for funded research: The example of the USDA Higher Education Challenge Grant*. Invited Presentation for NTR 673: Nutrition Research Methodology, University of North Carolina, Greensboro, April 22, 2008, April 9, 2009, April 8, 2010, & April 7, 2011.

Hodges, Nancy. (2009). *Developing a technology interface for international student group work*. Invited Presentation for HES Lunch n' Learn series, University of North Carolina, Greensboro, April 17, 2009. With Kittichai Watchravesringkan.

Hodges, Nancy. (2009). *Around the world in thirty days: Forging industry and academic partnerships in Russia, Thailand, and Australia*. Invited Presentation for HES Lunch n' Learn series, University of North Carolina, Greensboro, February 2, 2009. With Gwen O'Neal and Kittichai Watchravesringkan.

Hodges, Nancy. (2008). *Preparation of professionals for the textile and apparel industries: Educational reforms and market trends*. Invited seminar at Kostroma State Technological University, Kostroma, Russia, May 28, 2008. With Elena Karpova, Gwen O'Neal, Jane Hegland, and Sara Kadolph.

- Hodges, Nancy. (2008). *Qualitative research roundtable*. Invited discussant for HES roundtable, University of North Carolina, Greensboro, February 8, 2008.
- Nelson Hodges, Nancy. (2008, 2007). *Graduate studies in Consumer, Apparel, and Retail Studies*. Invited Presentation for CRS 331 (Pre-internship), University of North Carolina, Greensboro, March 19, 2007, November 26, 2007, April 28, 2008, & November 10, 2008.
- Nelson, Nancy. (2005). *Women and work in contemporary Russia*. Invited Presentation at the HES Foundation Board Meeting, University of North Carolina, Greensboro, March 15, 2005.
- Nelson, Nancy. (2003). *Textile products marketing: Considering the contextual factors*. Invited Presentation in TDM 563 (Analysis of the Textile Products Industry), University of North Carolina, Greensboro. June 5, 2003.
- Nelson, Nancy. (2003). *Dress and women's rights: A global perspective*. Invited Presentation for MBA Great Decisions: America in the Global Economy course, University of North Carolina, Greensboro. April 17, 2003.
- Nelson, Nancy. (2002). *Textiles across cultures*. Invited Presentation at the Weatherspoon Art Gallery, University of North Carolina, Greensboro. October 24, 2002.
- Nelson, Nancy. (2002). *The search for meaning: Social, historical, and cultural factors in textile products research*. Invited Presentation for the TDM Research Seminar, University of North Carolina, Greensboro. October 4, 2002.
- Nelson, Nancy. (2002). *Corsets, crinolines, and cages: Building beauty ideals, 1650-1950*. Invited Presentation for Body Awareness Week at the University of North Carolina, Greensboro. March 26, 2002.
- Nelson, Nancy. (2000). Invited panelist for the feminist issue of the *Clothing and Textiles Research Journal: Where do we go from here?* Pre-conference workshop held at the International Textile and Apparel Association Annual meeting; Cincinnati, OH. November 7, 2000.
- Nelson, Nancy. (2000). *Gender as a concept in clothing and textiles research*. Textile Products Design and Marketing Research Seminar, University of North Carolina, Greensboro. February 15, 2000.
- Nelson, Nancy. (1999). *Using interpretive methodologies in clothing and textiles research*. Guest Lecture in HID 645 (Research Methods course), University of North Carolina, Greensboro. November 2, 1999.

TEACHING

While at UNCG I have developed and taught both undergraduate and graduate courses in the department of Consumer, Apparel, and Retail Studies (CARS). At the undergraduate level I have been responsible for the cultural, social, and historic courses, all of which are now offered as UNCG General Education Core courses. At the graduate level, I have created courses on qualitative methodology and literature and thought, and have taught general consumer behavior and consumer behavior research courses. I have received a total of three awards for my teaching while at UNCG; two were awarded at the school level and one university teaching award.

Courses Taught

University of North Carolina at Greensboro (*Graduate level; **General Education)

Qualitative Research Methods* (TDM/CRS 711/713)	2002-present
Consumer Behavior Research* (TDM/CRS 662/721)	2003-present
Literature and Thought in Consumer, Apparel, & Retail Studies* (CRS 701)	2009-present
Graduate Seminar* (CRS 682/700)	2006-present
Behavior of Softlines Consumers* (TDM 562)	2003
Dress, Identity and Culture* (MALS 620A)	2006, 2008
Culture, Human Behavior, and Dress** (CRS/TDM 121)	1998-2003, 2005-2006
Social Psychology of Dress** (CRS/TDM 321)	1999-2006, 2010
Survey of Historic Costume** (CRS/TDM 372)	1999-present
Culture, Identity and Dress (Emeritus Society)	2000
London Study Tour (CRS 482)	2007
Independent Studies* (CRS 632, 681, 684, 685, 690)	2002-present
Teaching Practicum* (CRS 765)	2003-present
Independent Doctoral Research* (CRS 790)	2003-present

University of Minnesota

Fashion Illustration (DHA 1261)	1996, 1997
Fashion Trends and Visual Analysis (DHA 3217)	1997, 1998

Advising

Undergraduate Advising and Graduate Committees

	General	Completed (Chair/ Co-Chair)	In process (Chair/Co- Chair)	Member: Completed	Member: In process
Undergraduates	~20/year				
Graduates	12-15/year				
Ph.D.		8 (5/3)	9 (7/2)	6	1
MS/M.Ed.		15 (14/1)	1	17	3
MALS	4 (completed)				

Graduate Students

Major Professor—Ph.D.:

Jane Walker (Ph.D. dissertation co-chair). *Textile Products Internships and Their Relationship to Student Professional Development and Academic Achievement*. Completed May 2001. Current position: Associate Professor, North Carolina A&T State University.

Elena Karpova (Ph.D. advisor and dissertation chair). *Consumer Attitudes Toward Apparel Consumption in Contemporary Russia*. Completed July 2005. Current position: Assistant Professor, Iowa State University.

Kathryn Eason (Ph.D. advisor and dissertation chair). *Beyond the Tattooed Lady: Exploring Women's Experiences in the Body Modification Industry*. Completed May 2007. Current position: Assistant Professor, West Virginia University.

Holly Lentz (Ph.D. advisor and dissertation chair). *This Woman's Work: An Exploration of Women's Experiences with Role Transition*. Completed November 2008. Current position: Assistant Professor, West Virginia University.

Annette Burnsed (Ph.D. advisor and dissertation chair). *Attitudes Toward Home*

Furnishing Case Goods: An Investigation of Motivations and Values Relative to Product Choice. Completed July 2009. Current position: Assistant Professor, University of North Texas.

Zui-chi 'Rick' Lee (Ph.D. co-advisor and dissertation co-chair). *An Investigation of Relationships Between Website Identification, Online Search Intention and Purchase Intention.* Completed April 2010. Current position: Assistant Professor, Susquehanna University.

Raedene Copeland (Ph.D. advisor and dissertation chair). *Bikini, Beads, and Feathers at Trinidad Carnival: The Voice of the Younger Generation.* Completed July 2010. Current position: Assistant Professor, Seattle Pacific University.

Soeun Cho (Ph.D. co-advisor and dissertation co-chair). *Self-service Technology: An Investigation of the Potential for Adoption in Apparel Retail Settings.* Completed June 2011.

Parvathi Padmanabhan (Ph.D. advisor and dissertation chair). *Consumer Perceptions of Foreign Apparel Brands in India: The Young, Upwardly Mobile Consumer.* In process.

Trish Kemerly (Ph.D. advisor and dissertation chair). *Women and Home Furnishings Shopping: An Exploration of Online Channel Use.* In process.

Beth Bell (Ph.D. advisor and dissertation chair). *Cultural Authentication of Pow-Wow Dress among North Carolina American Indians.* In process.

Megha Gupta (Ph.D. advisor and dissertation chair). *Social Responsibility and the Indian Textile and Apparel Industries.* In process.

Julie Chang (Ph.D. co-advisor and dissertation co-chair). *Apparel selection and the Disabled Consumer.* In process.

Delisia Matthews (Ph.D. advisor and dissertation chair). *Designer Brand Extension: An Investigation of the Implications for Consumer Perceptions.* In process.

Victoria Brown (Ph.D. advisor and dissertation chair). *Identity in Transition: Apparel Consumption and New Mothers.* In process.

Minita Sanghvi (Ph.D. advisor and dissertation chair). *Appearance management and political marketing.* In process.

Chuwantuan Kananukul (Ph.D. co-advisor and dissertation co-chair). *Integrated marketing communication in the store: The case of Thai retailing.* In process.

Major Professor—MS Thesis, MS Non-Thesis, and M.Ed Thesis:

- Charity Prelipp (MS thesis chair). *The Effects of Vanity Sizing on Consumer Satisfaction with Fit and Body-Cathexis*. Completed December 2000.
- Brandi Hurt (MS thesis chair). *Wedding Dress Preservation: Knowledge and Awareness of American Female Bridal Consumers*. Completed May 2001.
- Giovanna McBryde (M.Ed thesis chair). *An Application of Self-Concept Theory: Clothing as Means to Express the Ideal Self*. Completed May 2001.
- Anja Zurcher (M.Ed thesis chair). *Baby Boomers' Response to Activewear Apparel Advertising*. Completed December 2002.
- Tamara Swift (M.Ed thesis chair). *Consumer Response to Print Media and the Internet: Implications for Marketing Quilting Products*. Completed June 2003.
- Rosanna Shouli (MS thesis chair). *Exploring the Decision-making Process of the Men's Underwear Consumer*. Completed April 2007.
- Courtney Suddreth (MS thesis chair). *Hip Hop Dress and Identity: A Qualitative Study of Music, Materialism, and Meaning*. Completed June 2008.
- Kamlesh Singh (MS thesis chair). *Building Relationships with India's Suppliers: Exploring Perceptions of US Apparel Industry Buyers*. Completed December 2008.
- Yingjie Ou (MS thesis co-chair). *Young Chinese Consumers' Perceptions of Mass Customized Apparel*. Completed July 2011.
- Glynis Bell (MS advisor—non thesis track). *Perceptions of Business Casual among Young Female Professionals*. Completed May 2006.
- Ekkalak Rungananchai (MS advisor—non thesis track). *An Industry Analysis of Select Bed and Bath Products in the United States*. Completed December 2006.
- Portia Wall (MS advisor—non thesis track). *A Detailed Approach to Retail Buying*. Completed May 2007.
- Wei-Yu Chang (MS advisor—non thesis track). *An Analysis of the Global Luxury Brand Industry*. Completed December 2007.
- Ivana Zimonjec (MS advisor—non thesis track). *Consumer Perceptions of Specialty Store Image: Responses to Store Personnel Appearance and Marketing Materials*. Completed May 2008.

Jaime Hall (MS advisor—non thesis track). *Denim Manufacturing and the Community: The Case of Cone Mills and Greensboro, NC*. Completed May 2011.

Zoe Williams (MS advisor—non thesis track). *US Small Apparel Businesses: An Examination of the New York Industry*. In process.

Committee Member—Ph.D.:

Rachel Zhao (Ph.D.). *Differences Explained by Culture and Lifestyle in the Decision Making Process of Chinese and American Young Adults*. Completed December 2004.

Jin Su (Ph.D.). *Strategic Sourcing and Supplier Selection in the US Textile-Apparel-Retail Supply Network*. Completed May 2004.

Ella Carter (Ph.D.). *Physicians' Attitudes toward the Utilization of Smart Fabrics in Telemedicine*. Completed December 2004.

Lizhu Yu (Ph.D.). *Cross-Shopping and Shopping Orientation: Consumer Perceived Value in Today's Dynamic Retail Environment*. Completed June 2006.

Cindy Zhao (Ph.D.). *Consumer Perceived Value of Salon Hair Coloring: A Cross-Cultural Comparison of Generation Y cohorts in China and the United States*. Completed July 2006.

Jung Ha-Brookshire (Ph.D.). *Capabilities, Competitive Advantages and Performance of Apparel Import Intermediaries in a Hyper-Dynamic Market Environment*. Completed March 2007.

Natalie Baucum (Ph.D.). *An Investigation of Luxury Markets in the US*. In process.

Committee Member— MS Thesis and MS Non-Thesis:

Ann Ramsey (MS). *Mass Customization of Clergy Stoles Using Design Processes, Consumer Preferences, and Applied Technology*. Completed December 2000.

Hye-Jung Jung (MS). *Acculturation and Individualism/Collectivism: Impacts on Retail Consumer Patronage Behavior of Asians in the US*. Completed July 2003.

Jing Qian (MS). *A Study of Chinese Contractors' Export Order Processing for U.S. Apparel Importers*. Completed July 2003.

Jingya Li (MS). *The Business Casual Apparel Market in China*. Completed May 2005.

- Mansour Al-Quatany (MS). *Fit Issues in Women's Apparel*. Completed July 2005.
- Kathryn Brown (MS). *A Review of the Effects of Australian Wool Marketing Initiatives on the Associations between Selected Variables in the Global Wool Market*. Completed May 2005.
- Katherine Halstead (MS). *Socialization Agents Influencing Anglo and Hispanic American Female Apparel Consumption*. Completed January 2006.
- Yun-hee Kim (MS). *An Empirical Examination of Consumers' Innovation Adoption: The Role of Innovativeness, Fashion Orientation, and Utilitarian and Hedonic Consumers' Attitudes*. Completed November 2008.
- Vinod Shanmugam (MS). *Web Interface, Service Quality, and Compulsive Cybershopping: The Moderating Role of Psychological Factors*. Completed June 2011.
- Dilip Doriswamy (MS). *Assessing the Impact of Brand Extension and Brand Concept on Brand Equity*. Completed June 2011.
- Jennifer Baker (MS). *Thrift store consumption*. In process.
- Sasikarn Chatvijit (MS). *Apparel retailing in Thailand*. In process.
- Keri Yankher (MS—non-thesis track). *Marketing Smart Fabrics: Consumer Perceptions and Attitudes*. Completed May 2005.
- Aileen Barry (MS—non-thesis track). *Analysis of Executive Training Programs and Internships Available within Consumer Apparel, and Retail Studies*. Completed May 2007.
- Jessica Barkman (MS—non-thesis track). *Assessing the Impact of Atmospheric Cues on Consumer Retail Patronage Behavior*. Completed June 2008.
- Stephanie Scales (MS—non-thesis track). *Determinants of Consumers' Attitudes toward Apparel Private versus Luxury Brands*. Completed June 2008.
- Kristin Weiss (MS—non-thesis track). *Examining the Effects of Atmospheric Cues of Lighting and Scents on Consumers' Emotional Responses and Shopping Intentions*. Completed May 2009.
- Krystle Bryant (MS—non-thesis track). *A Content Analysis of Print Advertisements in a Global Fashion Magazine: Thailand and the US*. Completed December 2009.
- Ebonie Hayes (MS—non-thesis track). *Apparel Boutique Entrepreneurs and Resource*

Identification: Examination of Strategy Development. Completed December 2010.

Ashley Hudson (MS—non-thesis track). In process.

Margaret Johnson (MS, Interior Architecture). In process.

Master of Arts in Liberal Studies (MALS) Advising:

Trisha Kemerly (MALS program reviewer). Completed December 2006.

Leslie Kinard (MALS program reviewer). Completed May 2008.

Heather Morgan (MALS program reviewer). Completed May 2010.

Jennifer Stanley (MALS program reviewer). Completed May 2011.

Undergraduate Research Mentoring

George Her. USDA assistantship, 2008. Design of artwork and logo to represent global Higher Education Challenge project.

Melissa Lichtenstein. NCARS assistantship, 2006. Completion of literature review on women and retail industry employment dynamics.

Cora Smith. NCARS assistantship, 2005. Transcription and coding of interview data collected with apparel industry workers.

Marty Elkins. NCARS assistantship, 2003-2004. Secondary data collection and research report on newspaper accounts of regional industry activity.

Sarah DeBusk. NCARS assistantship, 2002. Completion of literature review and secondary data analysis of employment in the regional textile and apparel industries.

Sarah Shumate. UNCG Undergraduate Research assistantship, 2000-2001. Development of literature review and poster presentation at the UNCG Undergraduate Research Forum on the history of the textile industry in North Carolina.

Funding Related to Teaching and Course Development

Internal (Total amount: \$11,000):

\$10,000, Building Entrepreneurial Learning for Life Award (BELL UNCG). Project:

Developing two courses on Entrepreneurship in CARS. Funded 2008-2009. Co-PI with

Jennifer Yurchisin, Kittichai Watchravesringkan, and Minita Sangvhi.

\$1,000, School of Human Environmental Sciences Technology Grant. Project Title: *Developing a technology interface for international student group work*. Funded 2008-2009. Co-PI with Kittichai Watchravesringkan.

External Proposals in Development:

~\$200,000, *Advancing retail science students' problem solving skills in global trade with BRIC countries*. Co-PI with Byoungjo Jin (Project Director) and Kittichai Watchravesringkan. Being developed for submission to the National Science Foundation, Transforming Undergraduate Education program, May 2011.

External Proposal (not funded):

\$99,987, USDA CSREES International Science and Education Grant. Project Title: *Global learning as a program competency: Creating and implementing a framework for internationalization*. With Gwen O'Neal. Applied for October 31, 2005. Not funded.

Refereed Abstracts and Presentations Related to Teaching and Higher Education

Hodges, Nancy, Hegland, Jane, Karpova, Elena, Kadolph, Sara, Watchravesringkan, Kittichai, & O'Neal, Gwen. (2010). Forging international industry and academic partnerships: Teaching and learning about apparel retailing and consumer behavior from a global perspective. *European Institute of Retailing and Services Studies Proceedings*, July 4, 2010, Istanbul, Turkey, p. 115, Endhoven University, The Netherlands.

Hodges, Nancy, O'Neal, Gwen, Hegland, Jane, Karpova, Elena, Kadolph, Sara, & Watchravesringkan, Kittichai. (2008). The globalization of the textile and apparel industries: Implications for international collaborations in higher education. *International Textile and Apparel Association Annual Meeting Proceedings*, November 6, 2008, Chicago, IL, www.itaonline.org/index2.html.

Shen, Liuying, Karpova, Elena, & **Hodges, Nancy**. (2008). Future professionals of the Chinese textile and apparel industries: An exploration of student motivations and career expectations. *International Textile and Apparel Association Annual Meeting Proceedings*, November 6, 2008, Chicago, IL, www.itaonline.org/index2.html.

Nelson Hodges, Nancy & Karpova, Elena. (2006). Women and higher education in Russia: Preparation for careers in the apparel industry. *International Textile and Apparel Association Annual Meeting Proceedings*, November 4, 2006, San Antonio, TX, www.itaonline.org/index2.html. (**Awarded Best Paper, Professional/General track**).

Nelson Hodges, Nancy & Karpova, Elena. (2005). What will you do when you graduate? An exploration of student perceptions of career opportunities within the textile and apparel industries. *International Textile and Apparel Association Annual Meeting Proceedings*, November 4, 2005, Alexandria, VA, www.itaonline.org/index2.html.

Creative Teaching Materials Developed

Hodges, Nancy, Hegland, Jane, Karpova, Elena, Kadolph, Sara, Watchravesringkan, Kittichai, & O'Neal, Gwen. Internet-based learning modules developed for use by textiles and apparel faculty. Eight different modules include active, problem-based learning activities, case studies, lectures, and videos designed to integrate global learning into existing courses. Modules include: (1) *Sourcing*, (2) *International Trade*, (3) *Company Strategy*, (4) *Branding*, (5) *Intercultural Communication*, (6) *Small and Medium sized Enterprises*, (7) *Product Development*, and (8) *The Retail Landscape*. Website address: www.sites.google.com/site/globallearningmodules/

EXHIBITIONS AND OTHER CREATIVE ACTIVITIES

Curating

Co-Curator, *Coming apart at the seams: Style and the social fabric in the 1920s*. Goldstein Gallery, University of Minnesota. September 29, 1996 to January 12, 1997.

Co-Curator, *Contemporary Irish textile art: The women of Annaghmakerrig*. Goldstein Gallery, University of Minnesota. March 17 to May 12, 1996.

Graduate Student Curator, *After a fashion: Trends of the twentieth century*. Goldstein Gallery, University of Minnesota. March 7 to June 5, 1994.

Exhibit Materials

Video Director and Co-Producer, *Contemporary Irish textile artists: The women of Annaghmakerrig*. Goldstein Gallery, University of Minnesota, 1996.

Mickenberg, Julia, & **Nelson, Nancy J.** (1996). *Style and the social fabric in the 1920s*. University of Minnesota: Goldstein Gallery exhibition catalog. (Not peer reviewed).

SERVICE

Being engaged in service is an integral part of my contributions as a full-time faculty member. From chairing search committees to being President of the Faculty Council, I have had many opportunities to serve the Consumer, Apparel and Retail Studies department as well as the School of Human Environmental Sciences. My service to the university has often involved being a member of or chairing committees related to graduate education, such as graduate curriculum. I have also participated in interdisciplinary service activities at UNCG as a Women's Studies Affiliate. As a textiles and apparel scholar, I have had the opportunity to chair two committees and serve as Vice President for Planning for the International Textile and Apparel Association. I

have also served as reviewer for several journals and as a member of the Editorial Board of the *Clothing and Textiles Research Journal* and *Fashion Practice*.

Administrative Appointments

Director of Graduate Studies, Department of Consumer, Apparel and Retail Studies,
University of North Carolina, Greensboro, 2004 – present

Interim Department Chair, Department of Consumer, Apparel, and Retail Studies, University
of North Carolina, Greensboro, 2004 – 2005

University

Graduate Studies Committee, Member (Elected) 2007-2010; 2010-2013, Chair S12
Graduate Curriculum Sub-committee, Member 2007-2013, Chair, 2009-2010

Alumni Teaching Excellence Awards Committee, Member 2010-2013

Restructuring Committee, Member 2010-2011

General Education Core (GEC) Global and Nonwestern Perspectives Committee, Member
1999-2003

Academic Integrity Panel, Member 1999-2001

Outstanding Master's Thesis Award Committee, Member 1999-2000

Outstanding Dissertation Award Committee, Member 2003-2004

Graduate Faculty, Full Member with Endorsement to Chair Doctoral Committees, 2002-
present; Associate Member 1998-2002

School of Human Environmental Sciences (1998-2011)

Promotion and Tenure Committee, Member 2006-2007; 2008-2009

Research Advisory Committee, Member 2007-present

Faculty Council President, 2001-2002

Faculty Council President Elect, 2000-2001

School/Faculty Council, Member 1999-2002

Race and Gender Institute, Steering Committee, Member, 2002-2003

Outstanding Teaching Award Committee, Member, 2004-2006; 2008; 2010

Grant Proposal Incentive Award Committee, Member, 2005-2007

Department of Consumer, Apparel, and Retail Studies

Promotion and Tenure Committee, Member 2005-06; Chair 2006-present

Curriculum Committee, Member 2005-present

Strategy and Planning Committee, Member 2002-2004

Curriculum Revision Committee, Member 2003-2005

Joint Ph.D. Program Planning Committee, Member 2001-2004

Design Committee, Member 1998-2002

Advisory Board Education Committee, Member 1998-2003

Search Committee Chair:

Consumer, Apparel, and Retail Studies Position, 2010-2011

Burlington Professorship, 2008-2009

Consumer, Apparel and Retail Studies Position, 2006-2007

Apparel Product Design Position, 2005 (spring)

Retail/Marketing Position, 2004

Design Position, 2002-2003

Search Committee Member:

Putman and Hayes Distinguished Professor, 2008-2009

Retail Positions (2), 2007-2008

Apparel Product Design Position, 2005 - 2006

Marketing Position, 1999-2003

Endowed Chair Position, 2000-2001

Department Chair Position, 1998-1999; 2004-2005

Design Positions (2), 1998-1999

Evaluation of Teaching Task Force Chair, 1999-2000

Library Representative, 1998-1999

International Programs Advisor, 2002-2003; 2004-2005

Interdisciplinary

Women's Studies Affiliate, UNCG 1998-present

Women's Studies Undergraduate Curriculum Committee, UNCG, Member 2002-2004

Women's Studies Faculty Development Committee, UNCG, Member 1998-2001

Master of Arts in Liberal Studies (MALS) Advisory Board, UNCG, Member 2006-present

Professional

International Textile and Apparel Association:

Vice President for Planning (Elected), 2005-2007

Committee Chair:

Intellectual and Philosophical Missions Committee, 2000-2004

Faculty Scholarships and Awards Committee, 2000-2001

Committee Member:

Research and Theory Development Committee, Member 1999-2001

Intellectual and Philosophical Missions Committee, Member 1999-2000; 2004-2005

Faculty Scholarships and Awards Committee, Member, 1999-2000

Reviewer:

ITAA Distinguished Scholar Award, 2002

Annual Meeting Research Abstracts, 1999-2001; 2003-2006; 2008-2010

Best Paper Award, Consumer Behavior Track, 2007

Paper of Distinction Award, Historic and Cultural Track, 2010

Editorial Board Membership and Manuscript Reviewing

Editorial Board Member, *Clothing and Textiles Research Journal*, 2001-2004

Editorial Board Member, *Fashion Practice: The Journal of Design, Creative Process and the Fashion Industry*, 2008-present

Research Manuscript Reviewer, *Clothing and Textiles Research Journal*, 2000-present

Research Manuscript Reviewer, *Journal of Fashion Marketing and Management*, 2009-present

Research Manuscript Reviewer, *Family and Consumer Sciences Research Journal*, 2010-present

Research Manuscript Reviewer, *Journal of Contemporary Ethnography*, 2009-present

Research Manuscript Reviewer, *International Review of Retail, Distribution, and Consumer Research*, 2009-present

Book Manuscript Reviewer, *Berg Publishers*, 2002-present

Book Manuscript Reviewer, *Fairchild Publications*, 2000-present

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

International Textile and Apparel Association (ITAA)

Costume Society of America (CSA)

Association for Consumer Research (ACR)

Phi Upsilon Omicron

PROFESSIONAL DEVELOPMENT (SELECT)

Grants 101 Grant Writers Institute workshop, June 9-11, 2008

UNCG International Programs Center Faculty Led Study Abroad workshop, March 2006

Grant Writer's workshop; University of North Carolina, Greensboro, 2001-2002

UNCG Writing Across the Curriculum workshop, May 24, 2001

Experience Business in Mexico, Mexico City and Cuernavaca, March 7-15, 2002

Phenomenological Philosophy workshop, University of Minnesota, June 12-14, 1998

Certificate: Preparing Future Faculty, University of Minnesota, 1996

OUTREACH

Since 1999 I have served as the Curator of the costume collection of the Consumer, Apparel, and Retail Studies department. Although it is a small collection and used primarily for teaching purposes, the pieces typically have connections to UNCG graduates (formerly the Women's College of NC). Therefore, along with accessions and record-keeping tasks, a fundamental aspect of my role as Curator is to respond to periodic requests for lectures or presentations of collection pieces by alumni and community groups. This kind of outreach allows me to link my

teaching with the broader community, but also provides the opportunity to increase awareness about the department, the collection, and the importance of costume collections in general for teaching and learning about history.

Presentations

- Hodges, Nancy. (2009). *What comes around goes around: Trends of the 21st century*. Invited Presentation for the Class of 1959 Reunion, University of North Carolina, Greensboro, April 18, 2009. Costume collection lecture (two times) and show and tell.
- Hodges, Nancy. (2007). *The CARS costume collection: A selection of pieces from the 1950s*. Invited Presentation to the HES Class of 1957, University of North Carolina, Greensboro, February 13, 2007. Costume collection lecture and show and tell.
- Nelson, Nancy. (2002). *Fashion through the ages: Pieces from the Textile Products Design and Marketing costume collection*. Invited Presentation for the Shepard Center Adult Continuing Education Program, Greensboro, NC. May 9, 2002. Costume collection lecture and show and tell.
- Nelson, Nancy. (2000). *Unraveling the threads of women's history: The costume of Dr. Anna Gove*. Women's Studies Colloquia, University of North Carolina, Greensboro. March 21, 2000. Costume collection lecture and show and tell.