

## CURRICULUM VITA

### Kittichai “TU” Watchravesringkan, Ph.D.

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 Department of Consumer, Apparel, and Retail Studies  
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## EDUCATION

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Ph.D.	2005	The University of Arizona <i>Major:</i> Retailing and Consumer Sciences <i>Minor:</i> Marketing <i>Dissertation: A Hierarchical Model of Values, Price Perception, Ongoing Search, and Shopping Behaviors: A Cross-Cultural Comparison</i>
M.S.	1999	The University of Tennessee, Knoxville <i>Major:</i> Retail and Consumer Sciences Department of Consumer and Industrial Service Management <i>Thesis: Ethnic Influence of Endorsers and Receivers on Advertising Effectiveness: A Case of Asian Endorsers and Receivers</i>
B.S.	1997	The University of Tennessee, Knoxville <i>Major:</i> Retail and Consumer Sciences <i>Minor:</i> Business Administration Department of Textiles, Retailing and Interior Design
B.S.	1989	King Mongkut’s Institute of Technology Ladkrabang, Bangkok, Thailand <i>Major:</i> Biotechnology Department of Applied Science

## PROFESIONAL EXPERIENCE

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### Academic Experience

August 2005 – Present:      Assistant Professor

Dept. of Consumer, Apparel, and Retail Studies  
 School of Human Environmental Sciences  
 The University of North Carolina at Greensboro

- January 2005 – July 2005: Visiting Assistant Professor  
 Dept. of Consumer, Apparel, and Retail Studies  
 School of Human Environmental Sciences  
 The University of North Carolina at Greensboro
- 2000 – 2004 Graduate Associate  
 Division of Retailing and Consumer Sciences  
 The University of Arizona  
 Projects sponsored by IBM (Internet Retailing and Multi-channel Consumer Behavior) and International Council Shopping Centers, ICSC (Internet Retailing)
- 1999-2000 Graduate Assistant (Research and Teaching)  
 Division of Retailing and Consumer Studies  
 The University of Arizona  
 Classes: Global Retailing, Services Retailing, Retail Strategy, and Retail Merchandising Planning and Control)
- Fall 1998 Graduate Assistant  
 Department of Consumer and Industrial Service Management  
 The University of Tennessee, Knoxville  
 Project sponsored by Cotton Inc., Raleigh, North Carolina

### Business Experience

- 1991-1993 Pharmaceutical Sales Representatives  
 Olic, Co., Bangkok, Thailand
- 1990-1991 Technical Sales Associate  
 Agfa-Gavert Co., Bangkok, Thailand
- 1989-1990 Research & Development (R&D for Cosmetic Products)  
 S & J Enterprise Co., Bangkok, Thailand

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## PUBLICATIONS

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### Refereed Journal Articles

- Watchravesringkan, Kittichai** (2011). Exploring antecedents and consequences of consumer ethnocentrism: Evidence from Asian immigrants in the United States.

*International Journal of Consumer Studies*, accepted for publication as of October 12, 2010.

- Yan, Ruoh-Nan, Yurchisin, Jennifer, & **Watchravesringkan, Kittichai** (2011). Does Formality Matter? Effects of Employee Clothing Formality on Consumers' Service Quality Expectations and Store Image Perceptions. *International Journal of Retail and Distribution Management*, accepted for publication as of November 2, 2010.
- Watchravesringkan, Kittichai**, Karpova, Elena, Hodges, Nancy N., & Copeland, Raedene (2010). The competitive position of Thailand's apparel industry: Challenges and opportunities for globalization. *Journal of Fashion Marketing and Management*, 14(4), 576-597.
- Watchravesringkan, Kittichai**, Nelson Hodges, Nancy, & Kim, Yun-Hee (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.
- Watchravesringkan, Kittichai**, Yan, Ruoh-Nan, & Yurchisin, Jennifer (2008). Cross-cultural invariance of consumers' price perception measures: Eastern Asian perspective. *International Journal of Retail and Distribution Management*, 36(10), 759-779.
- Yan, Ruoh-Nan, Yurchisin, Jennifer, & **Watchravesringkan, Kittichai** (2008). Use of care labels: Linking need for cognition with consumer confidence and perceived risk. *Journal of Fashion Marketing and Management*, 12(4), 532-544.
- Yurchisin, Jennifer, Yan, Ruoh-Nan, **Watchravesringkan, Kittichai**, & Chen, Cuiping (2008). Investigating the role of life status changes and negative emotions in contemporary consumption among college students. *College Student Journal*, 42(3), 860-868.
- Watchravesringkan, Kittichai** (2008). A cross-cultural comparison of consumer vanity in the People's Republic of China, South Korea, and Thailand: An exploratory study. *International Journal of Consumer Studies*, 32(2), 103-112. (Lead article)
- Watchravesringkan, Kittichai**, & Yurchisin, Jennifer (2007). A structural analysis of value orientations, price perceptions, and ongoing search behavior: A cross-cultural study of American and Korean consumers. *International Journal of Consumer Studies*, 31(3), 272-282.
- Watchravesringkan, Kittichai**, & Dyer, Barbara (2006/2007). Materialism among young consumers in China and Thailand: An exploratory study. *Alliance Journal of Business Research*, 3(1), 21-35.
- Yurchisin, Jennifer, **Watchravesringkan, Kittichai**, & McCabe, Deborah B. (2005). An exploration of identity re-creation in the context of internet dating. *Social Behavior and Personality: An International Journal*, 33(8), 735-750. (Lead article)

Hartman, Jonathan, Gehrt, Kenneth C., & **Watchravesringkan, Kittichai** (2004). Reexamination of the concept of innovativeness in the context of the adolescent segment. *Journal of Targeting, Measurement, and Analysis for Marketing*, 12(4), 353-365.

**Watchravesringkan, Kittichai**, & Shim, Soyeon (2003). Information search and shopping intentions through the internet for apparel products. *Clothing and Textiles Research Journal*, 21(1), 1-7. (Lead article)

#### Peer Reviewed Book Chapter

**Watchravesringkan, Kittichai** (2008). Financial Behavior of Hispanic Americans. In Jing Jian Xiao (Ed.), *Handbook of Consumer Finance Research* (pp. 271-285). New York, NY: Springer Publishing Co.

Schumann, David W., Lee, Jinkook, & **Watchravesringkan, Kittichai** (2004). The Case of Separation of Asian Americans Ethnic Groups As We Consider Our Target-Market Strategies. In Jerome D. Williams, Wei-Na Lee, & Curtis P. Haugtvedt (Eds.), *Diversity in Advertising: Broadening the Scope of Research Directions* (pp. 341-355). Mahwah, New Jersey: Lawrence Erlbaum Associates.

#### Manuscripts Currently Under Review for Publication

Hodges, Nancy, **Watchravesringkan, Kittichai**, Karova, Elena, Hegland, Jane, O'Neal, Gwendolyn, & Kaldolph, Sara, "Collaborative Development of Curriculum Designed to Foster Global Competence: A Report on Project Products, Results and Outcomes." Under reviewed at *Family and Consumer Science Research Journal* (1<sup>st</sup> Submission: December, 2010; 2<sup>nd</sup> revision as of February, 2011).

**Watchravesringkan, Kittichai** & Punyapiroje, Chompunuch, "A Comparative Investigation of Consumers' Attitudes toward Marketing Practices of Hypermarket Retailers in Thailand." Under review at *International Journal of Retail and Distribution Management* (1<sup>st</sup> Submission: January 28, 2010; 2<sup>nd</sup> Submission: December 10, 2010).

**Watchravesringkan, Kittichai**, "Investigating Antecedents and Consequences of Consumer Satisfaction of Hypermarket Retailing in Thailand." Under review at *Journal of Retailing and Consumer Services* (1<sup>st</sup> Submission April 28, 2010; 2<sup>nd</sup> Submission being revised as of September 27, 2010).

**Watchravesringkan, Kittichai**, "Cross-cultural Equivalence of Materialistic Values Scale (MVS): An Exploratory Study between Developed and Less Developed Countries." Under 1<sup>st</sup> review at *Journal of International Consumer Marketing* (Submitted October, 2009).

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**ACADEMIC HONORS, AWARDS, AND NOMINATIONS**


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Award	Paper of Distinction Award, Textiles and Apparel Industry Track, International Textile and Apparel Association, 2010
Award	HES 2008 Mary Frances Stone Outstanding Teacher School of Human Environmental Sciences, UNC-Greensboro
Nomination	HES 2008 Early Career Research Excellence School of Human Environmental Sciences, UNC-Greensboro
Nomination	HES 2008 Outstanding Advisor School of Human Environmental Sciences, UNC-Greensboro
Award	Visiting Scholar, Summer 20007 Departments of Commutation Arts & Business Administration Burapha University, Chonburi, Thailand, Sponsored by Thai Government Higher Education Department, Bangkok, Thailand (included paid travel and living expenses, and hotel accommodations)
Research Fellow	Center for New North Carolinians (CNNC), 2006 – Present University of North Carolina, Greensboro
Award	Goetz and IBM Scholarship The University of Arizona, 2003- 2004
Award	Graduate Fellowship, Graduate College (\$2,000) The University of Arizona, 2002-2003
Award	John/Clara Bruhn Scholarship The University of Arizona, 2001-2003
Award	International Council of Shopping Center Education Foundation (ICSCEF), \$5,000, 2001-2002 1221 Avenue of the Americas New York, New York 10020-1099
Award	Ruth Cowden Scholarship The University of Arizona, 2001-2002
Award	Winner of Undergraduate Research Fair, \$100.00 (individual project) College of Human Ecology Title: <i>A Case of Marketing Plan for Surgical Gowns</i> The University of Tennessee, Knoxville, April 1997
Award	Winner of Marketing Plan Contest, \$500.00 (individual project) Exxon Chemical Company in conjunction with TANDEC (Textiles and Nonwovens Development Center)

Title: *Marketing Plan for Nonwoven Products*  
 The University of Tennessee, Knoxville, December 1996

## **RESEARCH GRANTS**

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### External Fundings

- \$149,979 National Institute of Food and Agriculture (NIFA), “Enhancing the Global Competency of U.S. Students, faculty, and Business Community through Collaborative Partnerships with China, India, and Brazil.” (with Dr. Byoungho Jin), Role, **Project Co-PI**, submitted January, 19, 2011, requested for 2011 – 2014, pending.
- \$466,052 USDA Challenge Grant, “Enhancing Students’ Small Business Knowledge and Entrepreneurial Skills from a Global Perspective: Collaborative Curriculum Design and Assessment.” (with Nancy Nelson-Hodges, Jennifer Yurchisin, Gwendolyn O’Neal, Jane Hegland, Ruoh-nan Yan, Elena Karpova, and Sara Marcketti), **Role: Project Co-PI**, funded 2010 -2013.
- \$327,386 USDA Challenge Grant, “Collaborative Development of Global Fiber, Fabric and Related Products Industry Based Problem-Solving Modules for Undergraduate Curricula.” (with Nancy Nelson-Hodges, Gwendolyn O’Neal, Elena Karpova, Jane Hegland, and Sara Kaldolph), **Role: Project collaborator**, funded 2007-2010.
- \$1,980 TCAI (Take Charge America Institute), “Understanding Financial Behaviors of Hispanic College Students,” **Role: Principal Investigator**, University of Arizona, Tucson, funded 2006-2007.

### Internal Fundings

- \$1,000 HES 2008-2009 Technology Grant  
 Project titled, “Developing a Technology Interface for International Student Group Work.” School of Human Environmental Science, UNC-Greensboro, funded with Dr. Nancy Nelson-Hodges
- \$10,000 Building Entrepreneurial Learning for Life (BELL), “Courses Development in Entrepreneurship for Undergraduate and Graduate Courses.” (with Nancy Nelson-Hodges, Minita Sanghvi, and Jennifer Yurchisin), UNC-Greensboro, 2007-2008, funded.
- \$500 Awarded by International Program Center (IPC) to attend Latin-America Association Consumer Research Conference held in Monterrey, Mexico, January 5-8, 2006, University of North Carolina at Greensboro

- \$200 Graduate Research Grant Award, “Integrating Goal Orientations and Theory of Trying: An Exploration of Consumer Complaining Behavior,” School of Family and Consumer Sciences, University of Arizona, 2002.
- \$700 Graduate Research Grant Award, “Assessing the Impact of Acculturation of Immigrants’ Attitudes and Behaviors toward Domestic- and Foreign-Made Products,” School of Family and Consumer Sciences, University of Arizona, 2001.
- \$600 Awarded by College of Agriculture and School of Family and Consumer Sciences to attend Asia-Pacific ACR conference, Seoul, South Korea, spring 2004, University of Arizona
- \$500 Awarded by School of Family and Consumer Sciences to attend American Marketing Association (AMA) and Society for Marketing Advances (SMA) conferences, fall 2003, University of Arizona
- \$700 Awarded by School of Family and Consumer Sciences to attend ITAA and American Marketing Association (AMA) conferences, spring 2002, University of Arizona
- \$1,000 Awarded by School of Family and Consumer Sciences to attend ITAA and AMS/ACRA conferences, spring 2000, University of Arizona

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#### CONFERENCE PROCEEDINGS (PUBLISHED ABSTRACTS)

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- Weisse, Kristen, **Watchravesringkan, Kittichai** & Baucum, Natalie (2011), “Investigating the Effects of Atmospheric Cues on Consumer Emotional Responses and Shopping Intentions.” *Proceedings of American Collegiate Retailing Association (ACRA) 2011 Spring Proceedings*.
- Yan, Ruoh-nan, **Watchravesringkan, Kittichai**, Yurchisin, Jennifer, & Chang, Hyo Jung (2010). The influences of employee clothing style, service quality and consumer emotions on consumers’ image perception of banking institutions. *Global Marketing 2010 Proceedings*.
- Hodges, Nancy, **Watchravesringkan, Kittichai**, O’Neal, Gwendolyn, Hegland, Jane, Karpova, Elena, & Kadolph, Sara (2010). Collaborative development of curriculum designed to foster global competence: A report on project products, results and outcomes. *International Textile Apparel Association Proceedings, 2010*, [www.itaaonline.org](http://www.itaaonline.org).
- Son, Junghwa, Matthews, Delisia, Hayes, Ebonie, Doraiswamy, Dilip, & **Watchravesringkan, Kittichai** (2010). The influences of fashion orientation and entertainment sources on consumers’ attitudes and behavioral intentions toward

denim: A comparison between premium and non-premium brands. *International Textile Apparel Association Proceedings*, 2010, [www.itaonline.org](http://www.itaonline.org).

Chang, Hyo Jung, **Watchravesringkan, Kittichai**, Yan, Ruoh-nan, & Yurchisin, Jennifer (2010). A model of the antecedents and consequences of consumer satisfaction for apparel specialty stores: Moderating effect of consumer emotional attachment. *International Textile Apparel Association Proceedings*, 2010, [www.itaonline.org](http://www.itaonline.org).

Cho, Hyeon, Jin, Byoung-ho, **Watchravesringkan, Kittichai** (2010). Materialism and its implications for global luxury brands. *International Textile Apparel Association Proceedings*, 2010, [www.itaonline.org](http://www.itaonline.org).

Yurchisin, Jennifer, Chang, Hyo-Jung, **Watchravesringkan, Kittichai**, & Yan, Ruoh-nan (2010). Investigating U.S. consumers' perceptions of Iraqi-made apparel. *International Textile Apparel Association-Korean Marketing Sciences (ITAA-KAMS) 2010 Proceedings*.

**Watchravesringkan, Kittichai**, Cho, Soo-eun, & Scales, Stephanie (2010). The effects of consumers' perception on consumer response toward apparel luxury brands: The moderating role of psychological factors. *American Collegiate Retailing Association (ACRA) 2010 Spring Proceedings*.

**Watchravesringkan, Kittichai**, Chang, Hyo Jung, Yan, Ruoh-nan, & Yurchisin, Jennifer (2010). Retail service quality, consumer satisfaction, and consumer loyalty: A comparative study between department stores and specialty stores. *American Collegiate Retailing Association (ACRA) 2010 Spring Proceedings*.

Chang, Hyo Jung, Cho, Hyeon Jeong, Gupta, Megha, Turner, Thomas, & **Watchravesringkan, Kittichai** (2010). An examination of store attributes on retail patronage behaviors: Evidence from activewear specialty stores. *American Collegiate Retailing Association (ACRA) 2010 Spring Proceedings*.

**Watchravesringkan, Kittichai**, Yurchisin, Jennifer, & Padmanabhan, Parvathi (2010). Predicting thrift store consumers' satisfaction and store loyalty: The role of store image attributes and corporate social responsibility. *Proceedings of American Collegiate Retailing Association (ACRA) 2010 Spring Proceedings*.

Nelson Hodges, Nancy, Hegland, Jane, O'Neal, Gwendolyn, Karpova, Elena, Kadolph, Sara, & **Watchravesringkan, Kittichai** (2010). Forging international industry and academic partnerships: Teaching and learning about apparel retailing and consumer behavior from a global perspective. *EIRASS Book of Abstracts, 17th Recent Advances in Retailing & Services Science Conference*, p. 115. Istanbul, Turkey.

Scales, Stephanie, & **Watchravesringkan, Kittichai** (2009). Empirical examination of antecedents and outcomes of consumers' attitudes toward apparel luxury brands. *International Textile Apparel Association Proceedings*, 2009, [www.itaonline.org](http://www.itaonline.org).

Yurchison, Jennifer, Ou, Yingjie, & **Watchravesringkan, Kittichai** (2009). The influence of materialism and social responsibility on apparel donation behavior: A preliminary

investigation. *International Textile Apparel Association Proceedings*, 2009, [www.itaonline.org](http://www.itaonline.org).

**Watchravesringkan, Kittichai, & Kim, Yun-Hee** (2008). A cognitive-behavioral model of young consumers' adoption of an innovative product: Moderating effect of consumer innovativeness. *International Textile Apparel Association Proceedings*, 2008, [www.itaonline.org](http://www.itaonline.org).

Yan, Ruoh-Nan, Yurchisin, Jennifer, & **Watchravesringkan, Kittichai** (2008). Effects of styles of employee dress on service quality expectations: The context of department stores. *International Textile Apparel Association Proceedings*, 2008, [www.itaonline.org](http://www.itaonline.org).

Hodges, Nancy N., O'Neal, Gwendolyn, 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 Apparel Association Proceedings*, 2008, [www.itaonline.org](http://www.itaonline.org).

Hodges, Nancy N., Karpova, Elena, Hegland, Jane, Kadolph, Sarah, O'Neil, Gwendolyn., & **Watchravesringkan, Kittichai** (2008). The globalization of textile and apparel: Implications for international collaborations in higher education. Proceedings of the International Scientific and Technical Conference *Progress-2008*, part 2, Ivanovo, Russia, 247-249. (Ходжес, Н. Н., Карпова, Е., Хегланд, Д., Кадолф, С., О'Нейл, Г., Вотчрэйвесрингкан, К. (2008). Глобализация текстильной и швейной промышленности: Предпосылки для международного сотрудничества в сфере высшего образования. Сборник Материалов Международной Научно-Технической Конференции Прогресс 2008, часть 2, Иваново, Россия, стр. 247-249).

Chen, Cuiping, Yurchisin, Jennifer, Wu, Terry, & **Watchravesringkan, Kittichai** (2008). Self-disclosure reciprocity: A new perspective to examine relationship formation between individuals and websites." In Annual Advertising and Consumer Psychology (ACP) 2008 Proceedings.

**Watchravesringkan, Kittichai, & Kim, Yun-Hee** (2007). Predicting consumers' adoption of highly technological fashion products. *International Textile Apparel Association Proceedings*, 2007, [www.itaonline.org](http://www.itaonline.org).

**Watchravesringkan, Kittichai, Yurchisin, Jennifer, & Yan, Ruoh-Nan** (2007). Cross-cultural comparison of price perception between Canadian and Taiwanese consumers: A multi-group analysis approach. *International Textile Apparel Association Proceedings*, 2007, [www.itaonline.org](http://www.itaonline.org).

Yan, Ruoh-Nan, **Watchravesringkan, Kittichai, & Yurchisin, Jennifer** (2007). The role of emotion in the service quality-satisfaction relationship: Evidence in the context of apparel specialty retailers. *International Textile Apparel Association Proceedings*, 2007, [www.itaonline.org](http://www.itaonline.org).

Punyapiroje, Chompunuch, & **Watchravesringkan, Kittichai** (2007). An exploratory content analysis of religious-related beliefs advertisements in ThaimMagazines.

*American Academy of Advertising's (AAA) Fourth Asia-Pacific Proceedings*, available in CD-rom.

- Watchravesringkan, Kittichai, Yan, Ruoh-Nan, & Yurchisin, Jennifer** (2006). Price perception and its relationship to retail format patronage: A multi-country investigation among East Asian consumers. In Joel R. Evans (Ed.), *Retailing 2006: Strategic Challenges in the New Millennium* Special Conference Series (Vol. XI, pp. 274-279). Hempstead, NY: Academy of Marketing Science.
- Yan, Ruoh-Nan, **Watchravesringkan, Kittichai**, Zarubin, Tracy, & Yurchisin, Jennifer (2006). The effects of employee dress on service quality inference and perception of store image. In Joel R. Evans (Ed.), *Retailing 2006: Strategic Challenges in the New Millennium*, Special Conference Series (Vol. XI, pp. 280-285). Hempstead, NY: Academy of Marketing Science.
- Yurchisin, Jennifer, Yan, Ruoh-Nan, **Watchravesringkan, Kittichai**, & Chen, Cuiping (2006). Why retail therapy? Investigating the role of self-concept discrepancy, self-esteem, negative emotions, and proximity of clothing in the compensatory consumption of apparel products. In Gary Gregory, Margaret Craig-Lees, & Teresa Davis (Eds.), *Asia-Pacific Advances in Consumer Research* (Vol. 7, pp. 30-31). Duluth, MN: Association for Consumer Research.
- Watchravesringkan, Kittichai, & Dyer, Barbara** (2006). Treasuring possessions: The rise of materialism among East Asian consumers. In Silvia Gonzales & David Luna (Eds.), *Latin-America Advances in Consumer Research* (Vol. 1, pp. 78-80). Duluth, MN: Association for Consumer Research.
- Watchravesringkan, Kittichai, McCabe, Deborah B., & Yurchisin, Jennifer** (2005). An exploratory investigation of materialism, horizontal versus vertical individualism-collectivism, and their relationships: A study of four countries. *Cross-Cultural Research Proceedings*, available in CD-Rom.
- Yan, Ruoh-Nan, Yurchisin, Jennifer, & **Watchravesringkan, Kittichai** (2005). Designing apparel care labels-Which is better? symbol- or text-based? *International Textile Apparel Association Proceedings*, [www.itaaonline.org](http://www.itaaonline.org).
- Watchravesringkan, Kittichai, & Dyer, Barbara** (2005). Cultural Materialism – Where East Meets West. *International Trade and Finance Association (IT&FA) Proceedings*.
- Yurchisin, Jennifer, **Watchravesringkan, Kittichai**, & McCabe, Deborah B. (2004). An exploration of identity re-creation in the context of internet dating. In Geeta Menon & Akshay R. Rao (Eds.), *Advances in Consumer Research* (Vol. 32, pp. 193-194). Duluth, MN: Association for Consumer Research.
- Watchravesringkan, Kittichai, Yurchisin, Jennifer, & Nam, Miwoo** (2004). A structural analysis of value orientations, price perceptions, and mall shopping behaviors: A cross-cultural study of American and Korean consumers. In Young-Won Ha & Youjae Yi (Eds.), *Asia Pacific Advances in Consumer Research* (Vol. 6, pp. 137-139). Duluth, MN: Association for Consumer Research.

- Watchravesringkan, Kittichai, & Yurchisin, Jennifer** (2004). The influence of materialism and individualism on price perception and shopping behaviors. In Amar Cheema, Scott A. Hawkins, & Joydeep Srivastava (Eds.), *Proceedings of the Society for Consumer Psychology 2004 Winter Conference* (pp. 15-16). San Francisco, CA: Society for Consumer Psychology.
- Eastlick, Mary Ann, Lotz, Sherry, Shim, Soyeon, & **Watchravesringkan, Kittichai** (2003). Advancing a theory of paradoxical attitudes and coping strategies toward online shopping technology. In Joel R. Evans (Ed.), *Retailing 2003: Strategic Planning in Uncertain Times*, Special Conference Series (Vol. X, pp. 309-315). Hempstead, NY: Academy of Marketing Science.
- Yan, Ruoh-Nan, Yurchisin, Jennifer, & **Watchravesringkan, Kittichai** (2003). Country-of-origin and acculturation effects on perceived service quality. In Joel R. Evans (Ed.), *Retailing 2003: Strategic Planning in Uncertain Times*, Special Conference Series (Vol. X, pp. 224-229). Hempstead, NY: Academy of Marketing Science.
- Watchravesringkan, Kittichai** (2003). Minimizing information asymmetry of online database marketing: A conceptual and propositional inventory. In William J. Kehoe & Linda K. Whitten (Eds.), *Advances in Marketing; Pedagogy, Philosophy, and Processes* (pp. 99-100). Charlottesville, VA: Society for Marketing Advances.
- Hartman, Jonathan, Gehrt, Kenneth, & **Watchravesringkan, Kittichai** (2003). Reexamination of the concept of innovativeness among adolescents: Development of a scale. In R. Bruce Money & Randall L. Ross (Eds.), *Enhancing Knowledge Development in Marketing* (Vol. 14, pp. 284-293). Chicago, Illinois: American Marketing Association.
- Watchravesringkan, Kittichai, & McCabe, Deborah B.** (2003). Modeling consumers' online purchase behavior: The role of product knowledge and consumers' perceptions of apparel. *American Collegiate Retailing Association (ACRA) 2003 Spring Proceedings*, available in the CD-Rom.
- Watchravesringkan, Kittichai, & Lotz, Sherry** (2003). Final model predicting Asian-Americans' purchase intention for host-made automobile. In Geraldine R. Henderson, & Marian Chapman Moore (Eds.), *Marketing Theory and Applications* (Vol. 14, pp. 213-214). Chicago, Illinois: American Marketing Association.
- Watchravesringkan, Kittichai, & Shim, Soyeon** (2002). Factors influence for-self and for-gift online apparel purchase. *International Textile Apparel Association Proceedings, 2002*, [www.itaaonline.org](http://www.itaaonline.org).
- Watchravesringkan, Kittichai, Yan, Ruoh-Nan, & Shim, Soyeon** (2002). Determinants of consumers' purchase intentions of counterfeit products: The mediator roles of perceived risk and value. *International Textile Apparel Association Proceedings, 2002*, [www.itaaonline.org](http://www.itaaonline.org).
- Watchravesringkan, Kittichai, Xu, Jing, Matheson, Anna, Lotz, Sherry, & Eastlick, Mary Ann** (2000). The impact of customization and communication in relationship marketing: Implications for online marketing practices. In Joel R. Evans, & Barry

Berman (Eds.), *Retailing 2000: Launching The New Millennium*, Special Conference Series (Vol. IX, pp. 229-233). Hampstead, NY: Academy of Marketing Science.

**Watchravesringkan, Kittichai**, & Shim, Soyeon (2000). Profiling e-apparel shoppers: Demographic, attitudinal, and behavioral characteristics. *International Textile Apparel Association Proceedings*, 2000, [www.itaaonline.org](http://www.itaaonline.org).

Schumann, David W., Lee, Jinkook, & **Watchravesringkan, Kittichai** (1999). An investigation of response to product endorser ethnicity: Differences within the Asian-American target market. In *Annual Advertising and Consumer Psychology Proceedings*. <http://fisher.osu.edu/marketing/scp/>

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## PRESENTATION

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Refereed Research Presentations (Presenter is underlined)

Weisse, Kristen, **Watchravesringkan, Kittichai** & Baucum, Natalie (2011). *Investigating the Effects of Atmospheric Cues on Consumer Emotional Responses and Shopping Intentions*. American Collegiate Retailing Association (ACRA) 2011 Spring Conference, March 3-5, Boston, MA.

Yan, Ruoh-nan, **Watchravesringkan, Kittichai**, Yurchisin, Jennifer, & Chang, Hyo Jung (2010). *The influences of employee clothing style, service quality and consumer emotions on consumers' image perception of banking institutions*. Global Marketing 2010 Conference, September 9-12, Tokyo, Japan.

Hodges, Nancy, **Watchravesringkan, Kittichai**, O'Neal, Gwendolyn, Hegland, Jane, Karpova, Elena, & Kadolph, Sara (2010). *Collaborative development of curriculum designed to foster global competence: A report on project products, results and outcomes*. International Textile Apparel Association (ITAA) 2101 Conference, October 27 – 30, Montreal, Canada.

Son, Junghwa, Matthews, Delisia, Hayes, Ebonie, Doraiswamy, Dilip, & **Watchravesringkan, Kittichai** (2010). *The influences of fashion orientation and entertainment sources on consumers' attitudes and behavioral intentions toward denim: A comparison between premium and non-premium brands*. International Textile Apparel Association (ITAA) 2010 Conference, October 27 – 30, Montreal, Canada.

Chang, Hyo Jung, **Watchravesringkan, Kittichai**, Yan, Ruoh-nan, & Yurchisin, Jennifer (2010). *A model of the antecedents and consequences of consumer satisfaction for apparel specialty stores: Moderating effect of consumer emotional attachment*. International Textile Apparel Association (ITAA) 2010 Conference, October 27 – 30, Montreal, Canada.

Cho, Hyeon, Jin, Byoung-ho, **Watchravesringkan, Kittichai** (2010). *Materialism and its implications for global luxury brands*. International Textile Apparel Association (ITAA) 2010 Conference, October 27 – 30, Montreal, Canada.

Yurchisin, Jennifer, Chang, Hyo-Jung, **Watchravesringkan, Kittichai**, & Yan, Ruoh-nan (2010). *Investigating U.S. consumers' perceptions of Iraqi-made apparel*. International Textile Apparel Association-Korean Marketing Sciences (ITAA-KAMS) 2010 Conference, September 9-12, Tokyo, Japan.

**Watchravesringkan, Kittichai**, Cho, Soo-eun, & Scales, Stephanie (2010). *The effects of consumers' perception on consumer response toward apparel luxury brands: The moderating role of psychological factors*. American Collegiate Retailing Association (ACRA) 2010 Spring Conference, June 23 – June 25, Orlando, FL.

**Watchravesringkan, Kittichai**, Chang, Hyo Jung, Yan, Ruoh-nan, & Yurchisin, Jennifer (2010). *Retail service quality, consumer satisfaction, and consumer loyalty: A comparative study between department stores and specialty stores*. American Collegiate Retailing Association (ACRA) 2010 Spring Conference, June 23 – June 25, Orlando, FL.

Chang, Hyo Jung, Cho, Hyeon Jeong, Gupta, Megha, Turner, Thomas, & **Watchravesringkan, Kittichai** (2010). *An examination of store attributes on retail patronage behaviors: Evidence from activewear specialty stores*. American Collegiate Retailing Association (ACRA) 2010 Spring Conference, June 23 – June 25, Orlando, FL.

**Watchravesringkan, Kittichai**, Yurchisin, Jennifer, & Padmanabhan, Parvathi (2010). *Predicting thrift store consumers' satisfaction and store loyalty: The role of store image attributes and corporate social responsibility*. American Collegiate Retailing Association (ACRA) Spring Conference, June 23 – June 25, Orlando, FL.

Nelson Hodges, Nancy, Hegland, Jane, O'Neal, Gwendolyn, Karpova, Elena, Kadolph, Sara, & **Watchravesringkan, Kittichai** (2010). *Forging international industry and academic partnerships: Teaching and learning about apparel retailing and consumer behavior from a global perspective*. EIRASS Conference, Istanbul, Turkey.

Scales, Stephanie, & **Watchravesringkan, Kittichai** (2009). *Empirical examination of antecedents and outcomes of consumers' attitudes toward apparel luxury brands*. International Textile Apparel Association (ITAA) 2009 Conference, October 28-31, Bellevue, WA.

Yurchison, Jennifer, Ou, Yingjie, & **Watchravesringkan, Kittichai** (2009). *The influence of materialism and social responsibility on apparel donation behavior: A preliminary investigation*. International Textile Apparel Association (ITAA) 2009 Conference, October 28-31, Bellevue, WA.

Hodges, Nancy, O'Neal, Gwen, Karpova, Elena, Hegland, Jane, **Watchravesringkan, Kittichai**, Kadolph, Sara. (2009). *Collaborative development of global fiber, fabric*

*and related products industry based problem-solving modules for undergraduate curricula.* Poster presented at the North American Colleges and Teachers of Agriculture Annual Meeting, June 19, Stillwater, OK.

**Watchravesringkan, Kittichai, & Kim, Yun-Hee** (2008). *A cognitive-behavioral model of young consumers' adoption of an innovative product: Moderating effect of consumer innovativeness.* International Textile Apparel Association 2008 Conference, November 5-8, Schaumburg, IL.

**Yan, Ruoh-Nan, Yurchisin, Jennifer, & Watchravesringkan, Kittichai** (2008). *Effects of styles of employee dress on service quality expectations: The context of department stores.* International Textile Apparel Association 2008 Conference, November 5-8, Schaumburg, IL.

**Hodges, Nancy N., Nancy, O'Neal, Gwendolyn, 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 Apparel Association 2008 Conference, November 5-8, Schaumburg, IL.

**Hodges, Nancy, Karpova, Elena, Hegland, Jane, Kadolph, Sarah, O'Neil, Gwendolyn, & Watchravesringkan, Kittichai** (2008). *The globalization of textile and apparel: Implications for international collaborations in higher education.* International Scientific and Technical Conference, Ivanovo, Russia.

**Chen, Cuiping, Yurchisin, Jennife, Wu, Terry, & Watchravesringkan, Kittichai** (2008). *Self-disclosure reciprocity: A new perspective to examine relationship formation between individuals and websites.* Poster presentation at 27<sup>th</sup> Annual Advertising and Consumer Psychology (ACP) Conference, May 1-2, Philadelphia, PA.

**Watchravesringkan, Kittichai, & Kim, Yun-Hee** (2007). *Predicting consumers' adoption of highly technological fashion products.* Poster presented at International Textile Apparel Association (ITAA) Conference, November 7-10, Los Angeles, CA.

**Watchravesringkan, Kittichai, Yurchisin, Jennifer & Yan, Ruoh-Nan** (2007). *Cross-cultural comparison of price perception between Canadian and Taiwanese consumers: A multi-group analysis approach.* International Textile Apparel Association (ITAA) Conference, November 7-10, Los Angeles, CA.

**Yan, Ruoh-Nan, Watchravesringkan, Kittichai, & Yurchisin, Jennifer** (2007). *The role of emotion in the service quality-satisfaction relationship: Evidence in the context of apparel specialty retailers.* International Textile Apparel Association (ITAA) Conference, November 7-10, Los Angeles, CA.

**Punyapiroje, Chompunuch, & Watchravesringkan, Kittichai** (2007). *An exploratory content analysis of religious-related beliefs advertisements in Thai magazines.* American Academy of Advertising's (AAA) Fourth Asia-Pacific 2007 Conference, May 31-June 2, Seoul, South Korea.

- Watchravesringkan, Kittichai** (Panelist). (2007). *Exploring Characteristics of Immigrant Small Business Entrepreneurs*. Second Biennial Conference on New Immigrant Realities, April 27, University of North Carolina, Greensboro, NC.
- Watchravesringkan, Kittichai**, Yan, Ruoh-Nan, & Yurchisin, Jennifer (2006). *Price perception and its relationship to retail format patronage: A multi-country investigation among East Asian consumers*. Academy of Marketing Sciences/American Collegiate Retailing Association (AMS/ACRA) 2006 Conference, November 1-4, Orlando, FL.
- Yan, Ruoh-Nan, Watchravesringkan, Kittichai**, Zarubin, Tracy, & Yurchisin, Jennifer (2006). *The effects of employee dress on service quality inference and perception of store image*. Academy of Marketing Sciences/American Collegiate Retailing Association (AMS/ACRA) 2006 Conference, November 1-4, Orlando, FL.
- Yurchisin, Jennifer, Yan, Ruoh-Nan, Watchravesringkan, Kittichai**, & Chen, Cuiping (2006). *Why retail therapy? Investigating the role of self-concept discrepancy, self-esteem, negative emotions, and proximity of clothing in the compensatory consumption of apparel products*. Asia-Pacific Association for Consumer Research (ACR) 2006 Conference, June 15-17, Sydney, Australia.
- Watchravesringkan, Kittichai**, McCabe, Deborah B., & Yurchisin, Jennifer (2005). *An exploratory investigation of materialism, horizontal versus vertical individualism-collectivism, and their relationships: A study of four countries*. 11<sup>th</sup> Cross-Cultural Research Conference, December 11-14, Puerto-Rico, USA.
- Yan, Ruoh-Nan, Yurchisin, Jennifer, & Watchravesringkan, Kittichai** (2005). *Designing apparel care labels-Which is better? symbol- or text-based?* International Textile Apparel Association (ITAA) 2005 Conference, November 2-6, Alexandria, VA.
- Watchravesringkan, Kittichai**, & **Dyer, Barbara** (2005). *Cultural materialism – Where East meets West*. International Trade and Finance Association (IT&FA) Conference, May 18-21, Istanbul, Turkey.
- Yurchisin, Jennifer, Watchravesringkan, Kittichai**, & McCabe, Deborah B. (2004). *An exploration of identity re-creation in the context of internet dating*. Association for Consumer Research (ACR) Conference, October 7-10, Portland, OR.
- Watchravesringkan, Kittichai**, Yurchisin, Jennifer, & Nam, Miwoo (2004). *A structural analysis of value orientations, price perceptions, and mall shopping behaviors: A cross-cultural study of American and Korean consumers*. Asia-Pacific Association for Consumer Research (ACR) Conference, May 13-15, Seoul, South Korea.
- Watchravesringkan, Kittichai**, & **Yurchisin, Jennifer** (2004). *The influence of materialism and individualism on price perception and shopping behaviors*. Society for Consumer Psychology (SCP) Winter Conference, February 19-21, San Francisco, CA.
- Eastlick, Mary Ann, Lotz, Sherry, Shim, Soyeon, & Watchravesringkan, Kittichai** (2003). *Advancing a theory of paradoxical attitudes and coping strategies toward online*

*shopping technology*. Academy of Marketing Sciences/American Collegiate Retailing Association (AMS/ACRA), November 6-9, Columbus, OH.

Yan, Ruoh-Nan, Yurchisin, Jennifer, & **Watchravesringkan, Kittichai** (2003). *Country-of-origin and acculturation effects on perceived service quality*. Academy of Marketing Sciences/American Collegiate Retailing Association (AMS/ACRA), November 6-9, Columbus, OH.

**Watchravesringkan, Kittichai** (2003). *Minimizing einformation asymmetry of online database marketing: A conceptual and propositional inventory*. Society for Marketing Advances (SMA), November 4-8, New Orleans, LA.

Hartman, Jonathan, Gehrt, Kenneth, & **Watchravesringkan, Kittichai** (2003). *Reexamination of the concept of innovativeness among adolescents: Development of a scale*. American Marketing Association (AMA) 2003 Summer Marketing Educators Conference, August 15-18, Chicago, IL.

**Watchravesringkan, Kittichai**, & McCabe, Deborah B. (2003). *Modeling consumers' online purchase behavior: The role of product knowledge and consumers' perceptions of apparel*. American Collegiate Retailing Association (ACRA) 2003 Spring Conference, March 12-15, Montreal, Quebec, Canada.

**Watchravesringkan, Kittichai**, & Lotz, Sherry (2003). *Final model predicting Asian-Americans' purchase intention for host-made automobile*. American Marketing Association (AMA) 2003 Winter Marketing Educators Conference, February 14-17, Orlando, FL.

**Watchravesringkan, Kittichai**, & Shim, Soyeon (2002). *Factors influence for-self and for-gift online apparel purchase*. 59<sup>th</sup> Annual International Textile and Apparel Association (ITAA) Conference, August 8-10, New York, NY.

**Watchravesringkan, Kittichai**, Yan, Ruoh-Nan, & Shim, Soyeon (2002). *Determinants of consumers' purchase intentions of counterfeit products: The mediator roles of perceived risk and value*. 59<sup>th</sup> Annual International Textile and Apparel Association (ITAA) Conference, August 8-10, New York, NY.

**Watchravesringkan, Kittichai**, Xu, Jing, Matheson, Anna, Lotz, Sherry, & Eastlick, Mary Ann (2000). *The impact of customization and communication in relationship marketing: Implications for online marketing practices*. Academy of Marketing Sciences/American Collegiate Retailing Association (AMS/ACRA), November 2-5, Columbus, Ohio.

**Watchravesringkan, Kittichai**, & Shim, Soyeon (2000). *Profiling e-apparel shoppers: Demographic, attitudinal, and behavioral characteristics*. 57<sup>th</sup> Annual International Textile and Apparel Association (ITAA) Conference, November 8-10, Cincinnati, OH.

Schumann, David, Lee, Jinkook, & **Watchravesringkan, Kittichai** (1999). *An investigation of response to product endorser ethnicity: Differences within the Asian-American*

*target market.* 18<sup>th</sup> Annual Advertising and Consumer Psychology Conference, Diversity in Advertising, May 20-22, San Antonio, TX.

### Research in Progress

**Watchravesringkan, Kittichai, Padmanabhan, Parvathi, & Yurchisin, Jenifer** Modeling thrift store consumers' loyalty: An Exploratory Investigation. Final manuscript preparation. Plan to submit to: Journal of Retailing and Consumer Service

**Watchravesringkan, Kittichai** Investigating hedonic motivational influence on cybershopping compulsive behavior: The moderating role of flow and product involvement. Conceptual Development Stage

**Watchravesringkan, Kittichai** Modeling employees' turnover intention: Cognitive-affective-behavioral approach. Conceptual Development Stage

**Watchravesringkan, Kittichai** Globalizational factors as predictors of behavioral responses to global apparel brand. Conceptual Development Stage

**Watchravesringkan, Kittichai, & Punyapiroje, Chompunuch** Value orientations, environmental concerns and environmental behaviors: A structural analysis approach. Data Analysis Stage

**Watchravesringkan, Kittichai, McCabe, Deborah B., & Shim, Soyeon** Individualism, collectivism, and materialism: Do the traditional cultural values still apply in a global society? Repositioning the paper  
Plan to submit to: Journal of International Marketing

**Watchravesringkan, Kittichai, & Yan, Ruoh-Nan** Cross-cultural comparisons of price perception between Canadian and Taiwanese consumers: Cultural values perspective. Final manuscript preparation  
Plan to submit to: International Journal of Consumer Marketing

**Watchravesringkan, Kittichai, Xiao, Jing Jian, & Shim, Soyeon** Exploring ethnicity and financial behaviors of college students. Data Analysis stage

**Watchravesringkan, Kittichai** An exploratory investigation of antecedents of online consumer information provision: A cue diagnostic approach. Questionnaire Development stage

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### GUEST LECTURE

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- Invited Guest Speaker (2010, July 10), “Discovering Consumer Insights via Online Research,” Graduate Level, Commutation Arts Department, Burapha University, Chonburi, Thailand.
- Guest Speaker (2009, September 21), Merchandise Assortment and Presentation for Salvation Army Select Store for IARc301 & 411: Interior Architect I&III, UNCG. (with Dr. Jennifer Yurchisin)
- Invited Speaker (2009, April 17), Developing a Technology Interface for International Student Group Work, School of Human Environmental Sciences, UNCG. (with Dr. Nancy Hodges)
- Invited Speaker (2009, January 28), Around the World in Thirty Days, School of Human Environmental Sciences, UNCG. (with Drs. Nancy Hodges and Gwendolyn O’Neal)
- Guest speaker, (2008, January 23), CRS 463 (Global Sourcing, Topic: Sourcing in Thailand), UNCG.
- Invited Guest Lecture (June, 2007), Retailer, Burapha University, Chonburi, Thailand (for SME: Small-to-Medium Business Entrepreneurs Program graduate students, 50 students attended).
- Invited Guest Lecture (June, 2007), “Branding: Strategic Management,” Burapha University, Chonburi, Thailand (for undergraduate students in Communication Arts department, 60 students attended).
- Invited Guest Lecture (2006, July 20), “Retail Advertising and Promotion,” Department of Communication Arts, Burapha University, Chonburi, Thailand.
- Guest Speaker, (Fall 05, Spring 06, Fall 06, Spring 07), CRS. 121 (Culture, Human Behavior, and Clothing, Topic: Thailand: History, Culture, and Clothing), UNCG.
- Guest Speaker, (2005, August 30), IAR. 645 (Research Method Seminar Class in Interior Architecture, Graduate class), UNCG.
- Invited Speaker, (2005, April 6), Career Day at Bartlette Yancey High School, Yanceyville, NC (65 students attended).
- Invited Presentation (2004, May 20), “Consumption Differences: A Cultural Perspective,” Department of Communication Art, Burapha University, Chonburi, Thailand.

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## TEACHING

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Course Taught**The University of North Carolina, Greensboro, NC***Undergraduate*

- RCS. 464: Multicultural and Multichannel Retailing
- RCS. 484: Retail Strategy (related to international apparel branding and market simulation game), Spring 2009
- RCS. 361: Fundamental Retail Buying and Merchandising
- RCS. 261: Introduction to Consumer Retailing
- CRS. 321: Social Psychology of Dress, Spring 2007
- CRS. 482: Thailand Summer Study Tour in CARS, Summer 2008
- CRS. 482: Magic Las Vegas Study Tour in CARS, Spring 2009
- TDM. 361: Textile Products Buying & Merchandising

*Graduate*

- CRS 714: Advanced Quantitative Methodology in Consumer, Apparel, and Retail Studies
- CRS. 605: Research Methodology in Consumer, Apparel, and Retail Studies
- CRS. 530: Economics of the Textile and Apparel Complex
- RCS. 562: Behavior of Softlines Consumers
- CRS. 765: College Teaching Practicum in CRS, Fall 2008, Fall 2009, Fall 2010, and Spring 2011
- CRS. 684: Thailand Summer Study Tour in CARS, Summer 2008
- CRS. 684: Magic Las Vegas Study Tour in CARS, Spring 2009
- CRS. 681: Consumer Studies in Store Atmosphere (Independent Study), Fall 2005

**The University of Arizona, Tucson, AZ**

- Market Strategy
- Consumer Behavior
- Retail Advertising and Promotion

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**TRAINING/WORKSHOPS IN HIGHER EDUCATION**


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- Seminar in “Conducting Collaborative Classroom,” UNC-Greensboro, November 10, 2010.
- Online Teaching Strategies: How to Build an Interactive Learning Environment, Webminar, UNC-Greensboro, April 7, 2010.

- Building the University's Capacity for Community Engagement: Digging Deeply into the Dynamics of Community-Engaged Teaching, Learning, and Scholarship Workshop, UNC-Greensboro, March 19, 2010
- Marketplace Simulation Training Workshop, Knoxville, TN, Fall 2008
- Bell Social Entrepreneurship Faculty Workshop, UNC-Greensboro, Spring 2008
- Sedona Training, UNC-Greensboro, UNC-Greensboro, Spring 07
- Assessment Workshop (WEAVE), UNC-Greensboro, Fall 06
- International Programs Center Faculty Led Study Abroad Workshop, UNC-Greensboro, March 2006.
- Qualitative Software Workshop, UNC-Greensboro, Fall 06
- IRB Training, UNC-Greensboro, Spring 06

### Graduate Student Advising

#### **Major Professor --- Ph.D.**

- Tiffany Mochado (Major Advisor and Dissertation Chair), in progress.
- Phillip Frank, (Major Advisor and Dissertation Chair), in progress.
- Natalie Baucum (Major Advisor and Dissertation Chair), in progress.
- Soo-eun Cho (Co-advisor and dissertation co-chair), "Self-service Technology: Potential Adoption in Apparel Retail Settings," in progress
- Zui-Chih (Rick) Lee, (Co-advisor and dissertation co-chair), "An Investigation of Antecedents and Consequences of Consumers' Attitudes toward an Apparel Website," completed March 2010.

#### **Major Professor --- MS Thesis and MS Non-Thesis**

##### *MS Thesis*

- Dilip Doraiswamy (MS thesis chair), "Assessing the Impact of Brand Extensions on Brand Concept and Brand Equity: The Moderating Effects of Consumers' Perceived Fit," in progress.
- Vinod K. Shanmugam (MS thesis chair), "An Empirical Investigation of Antecedents and Consequences of Online Compulsive Behavior: The Moderating Role of Psychological Factors," in progress
- Yun-Hee Kim (MS thesis chair), "An Empirical Examination of Consumers' Innovation Adoption: The Role of Innovativeness, Fashion Orientation, and Utilitarian and Hedonic Consumers' Attitudes," completed October 2008.

##### *MS Non-Thesis*

- Krystle Bryant (MS advisor, non-thesis track), “A Content Analysis of Print Advertisements in Global Fashion Magazine: A Comparative Study between U.S. and Thailand,” completed Dec 2009.
- Kristen Weiss (MS advisor, non-thesis track), “Examining the Effects of Atmospheric Cues of Lighting and Scents on Consumers’ Emotional Responses and Shopping Intentions,” completed May 2009.
- Stephanie Scales (MS advisor, non-thesis track), “Determinants of Consumers’ Attitudes toward Apparel Private versus Luxury Brands,” completed June 2008.
- Jessica Barkman (MS advisor, non-thesis track), “Assessing the Impact of Atmospheric Cues on Consumer Retail Patronage Behavior,” completed June 2008.
- Aileen Barry (MS advisor, non-thesis track), “Analysis of Executive Training Programs and Internships Available within Consumer Apparel, and Retail Studies,” completed May 2007

### **Committee Member --- Ph.D.**

- Megah Gupta (Ph.D.), in progress
- Beth Bell (Ph.D.), in progress
- Hyo (Julie) Chang (Ph.D.), in progress
- Hyeon Jeong (HJ) Cho (Ph.D.), in progress
- Delisia Matthews (Ph.D.), in progress
- Jungwa Son (Ph.D.), in progress
- Trisha Kemerly (Ph.D.), in progress
- Parvathi Padmanabhan (Ph.D.), “Foreign Apparel Brands and the Young Indian Consumer: Understanding the Decision Making Process,” in progress
- Michael Dancausse (Ph.D.), “An Analysis of the Competitiveness of the Textile and Apparel Industries in the Central America and Dominican Republic Free Trade Agreement Region,” in progress
- Raedene Copeland (Ph.D.), “Dressing for Pretty Mas at Trinidad Carnival: The Voice of the Next Generation,” completed July 2010.
- Katherine Annette Burnsed (Ph.D.), “Attitudes toward Home Furnishings Case Goods: An Investigation of Motivations and Values Relative to Product Choice,” completed July 2009.
- Holly Lentz (Ph.D.), “This Women’s Work: An Exploration of Women’s Experiences with Role Transition,” completed October 2008.
- Ting Chi (Ph.D.), “A Study of Relationship between Business Environment Characteristics, Competitive Priorities, and the Supply Chain Structure in the U.S. Technical Textile Industry,” completed 2006.

### **Committee Member --- MS**

- Jennifer Baker (MS thesis track), in progress.
- Sarah Fox (MS thesis track), in progress.

- Madison Schiffman (MS thesis track), “Understanding the “Boutique Mystique”: The Case of a Small Apparel Retailer and its Customers,” in progress.
- Amanda Fuentes (MS non-thesis track), “The Relationship between Learning Style, Level of Realism, and Student Satisfaction with a Problem-based Learning Experience about Color in the Retail Environment,” completed April 2009.
- Kamlesh Singh (MS thesis track), “Building Relationships with India’s Suppliers: Exploring Perceptions of U.S. Apparel Industry Buyers,” completed December 2008.
- Ivana Zimonjec (MS non-thesis track), “Consumer Perceptions of Specialty Store Image: Responses to Personal Appearance and Marketing Materials,” completed May 2008.
- Courtney Suddreth (MS thesis track), “Hip-Hop Dress and Identity: A Qualitative Study of Music, Materialism, and Meaning,” completed May 2008.
- Wei-Yu Chang (MS non-thesis track), “An Analysis of the Global Luxury Brand Industry,” completed December, 2007.
- Portia Wall (MS non-thesis track), “A Detailed Approach to Retail Buying,” completed May 2007.
- Rosanna Shouli (MS thesis track), “Exploring the Decision-making Process of the Men’s Underwear Consumer,” completed April 2007.
- Ekkalak Rungananchai (MS non-thesis track), “An Industry Analysis of Select Bed and Bath Products in the United States,” completed 2006.

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## SERVICE

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### Department

- Search Committee Member for Consumer, Apparel, and Retail Studies (CARS) position, 2010-2011.
- Curriculum Committee Chair, 2005-2008
- Advisor for CARS Student Organization (THREAD), 2006-2007
- Search Committee Member for Consumer, Apparel, and Retail Studies (CARS) position, 2011-2012
- Search Committee Member for Consumer, Apparel, and Retail Studies (CARS) position, 2007-2008
- Search Committee Member for Consumer, Apparel, & Retail Studies (CARS) position, 2006-2007
- Search Committee Member for Apparel & Product Development (APD) position, 2005-2006.

- Website Ad Hoc Committee, 2005-2006

#### School of Human Environmental Sciences, University of North Carolina, Greensboro

- Research Fellow, Center of New North Carolinians (CNNC), 2006-Present
- HES Advisory Committee on Teaching, 2008-2009
- Member, Staff Excellence Award Committee, 2005-2007

#### University of North Carolina at Greensboro

- Graduate Faculty, Full Member, 2010 – Present
- Graduate Faculty, Associate Member, 2005 – 2010

#### Outreach

- Moderator (October 31, 2009) at the International Textile and Apparel Association (ITAA) 65<sup>th</sup> Conference for the Special Topic Session: *Making a difference for ITAA and Thailand*, Bellevue, WA, USA.
- Presider (November 10, 2007) at the International Textile and Apparel Association (ITAA) 63<sup>rd</sup> Conference for Concurrent Session 9: *Merchandising I: Management--- Specialty Retail Environments*, Los Angeles, CA. USA.
- Invited Panel Discussion (November 9, 2007) at the International Textile and Apparel Association (ITAA) 63<sup>rd</sup> Conference for the Special Topic Session: *Instructional Strategies for Merchandising Math*, Los Angeles, CA, USA.
- Invited Panel Discussion (November 8, 2007) at the International Textile and Apparel Association (ITAA) 63<sup>rd</sup> Conference for the Special Topic Session: *Graduate Student Membership: Challenges and Opportunities*, Los Angeles, CA, USA.
- Invited for Panel Discussion on Social Networks and Immigrant Research (April 27, 2007), “Exploring Characteristics of Immigrant Small Business Entrepreneurs,” The Second Biennial Conference on New Immigrant Realities, April 27-28, 2007, Center for New North Carolinians (CNNC), UNCG.
- Invited Panel Discussion (2001-2004), Global Retailing Undergraduate Class, Department of Retailing and Consumer Sciences, University of Arizona, Tucson, AZ.

- Invited Panel Discussion (2003, Summer), Retail and Advertising Promotion Undergraduate Class, Department of Retailing and Consumer Sciences, University of Arizona, Tucson, AZ.

### **Professional Services:**

- Editorial Board for *Clothing and Textile Research Journal*, 2008 – 2011
- *Track Chair: Consumer Behavior, International Textile and Apparel Association (ITAA) 2009 Conference, October 28-31, Bellevue, WA.*
- *Track Chair: Consumer Behavior, International Textile and Apparel Association (ITAA) 2008 Conference, November 5-8, Schaumburg, IL.*
- *Reviewer for Refereed Journal Articles*
  - *Journal of Marketing Management*, 2010 – Present
  - *European Journal of Innovation Management*, 2010 – Present
  - *Social Behavior and Personality: An International Journal*, 2010- Present
  - *Journal of Fashion Marketing and Management*, 2009 – Present
  - *Clothing and Textiles Research Journal*, 2006 – Present
  - *International Journal of Consumer Studies*, 2007 – Present
- *Reviewer for Conferences*
  - Best Doctoral Dissertation Award, American Collegiate Retailing Association (ACRA) 2010 Conference, Orlando, FL.
  - International Textile Apparel Association (ITAA) 2010 Conference, Montreal, Canada.
  - Association for Consumer Research North American (ACR) 2009 Conference, Pittsburg, PA.
  - Cross-Cultural Research (2009) Conference, Puerto Vallarta, Mexico.
  - International Textile Apparel Association (ITAA) 2007 Conference, Los Angeles CA.
  - European Association for Consumer Research (EACR) 2007 Conference, Milan, Italy.

- American Collegiate Retailing Association (ACRA) 2007, 2008, and 2010 Conferences; Chicago, IL; Durango, CO; and Orlando, FL.
- Latin-American Association for Consumer Research (ACR) 2006 Conference, Monterrey, Mexico.

**Professional Affiliations:**

- American Collegiate Retailing Association (ACRA), 2005 – Present
- International Textile and Apparel Association (ITAA), 2000 – Present
- The European Association for Education and Research in Commercial Distribution (EAERCD), 2008 – Present
- Association for Consumer Research (ACR), 2002-2006