

CURRICULUM VITAE
Kittichai “TU” Watchravesringkan, Ph.D.

Academic address

Department of Consumer, Apparel, and Retail Studies
School of Human Environmental Sciences
202 Stone Building
The University of North Carolina, Greensboro
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Home address

1904 Pasquinelli Place
Greensboro
NC 27410

EMPLOYMENT

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

EDUCATION

Ph.D. 2005 The University of Arizona
Major: Retailing and Consumer Sciences
Minor: Marketing
Dissertation: A Hierarchical Model of Values, Price Perception, Ongoing Search, and Shopping Behaviors: A Cross-Cultural Comparison

M.S. 1999 The University of Tennessee, Knoxville
Major: Retail and Consumer Sciences
Department of Consumer and Industrial Service Management
Thesis: Ethnic Influence of Endorsers and Receivers on Advertising Effectiveness: A Case of Asian Endorsers and Receivers

B.S. 1997 The University of Tennessee, Knoxville
Major: Retail and Consumer Sciences
Minor: Business Administration
Department of Textiles, Retailing and Interior Design

B.S. 1989 King Mongkut's Institute of Technology Ladkrabang,
Bangkok, Thailand
Major: Biotechnology
Department of Applied Science

TRAINING/WORKSHOPS IN HIGHER EDUCATION

- Sedona Training, UNC-Greensboro, Spring 07
- Assessment Workshop (WEAVE), UNC-Greensboro, Fall 06
- International Programs Center Faculty Led Study Abroad Workshop, March 2006.
- Qualitative Software Workshop, UNC-Greensboro, Fall 06
- IRB Training, UNC-Greensboro, Spring 06

ACADEMIC HONORS, AWARDS, AND NOMINATIONS

2008 Nomination for HES Early Career Research Excellence Award
School of Human Environmental Sciences, UNC-Greensboro

2008 Nomination for HES Outstanding Advising Award
School of Human Environmental Sciences, UNC-Greensboro

2008 Nomination for HES Outstanding Teacher Award
School of Human Environmental Sciences, UNC-Greensboro

2007 – 2010 United States Department of Agriculture (U.S.D.A), Challenge
Grant, awarded \$327,386.

Summer 2007 Visiting Scholar
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)

2006 – 2008 Research Fellow, Center for New North Carolinians (CNNC)
University of North Carolina, Greensboro

2006 – 2007 Take Charge America Institute (TCAI), awarded \$1,980
The University of Arizona

2003 – 2004 Recipient, Goetz and IBM Scholarship
The University of Arizona

2002 – 2003 Recipient, Graduate Fellowship, Graduate College (\$2,000)
The University of Arizona

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| 2001 – 2003 | Recipient, John/Clara Bruhn Scholarship The University of Arizona |
| 2001 – 2002 | Recipient, International Council of Shopping Center Education Foundation (ICSCEF), \$5,000.00 1221 Avenue of the Americas New York, New York 10020-1099 |
| 2001 – 2002 | Recipient; Ruth Cowden Scholarship The University of Arizona |
| April 1997 | Winner of Undergraduate Research Fair, \$100.00 College of Human Ecology <i>Title: <u>A Case of Marketing Plan for Surgical Gowns</u></i> The University of Tennessee, Knoxville |
| December 1996 | Winner of Marketing Plan Contest, \$500.00 (individual project) Exxon Chemical Company in conjunction with TANDEC (Textiles and Nonwovens Development Center) <i>Title: <u>Marketing Plan for Nonwoven Products</u></i> The University of Tennessee, Knoxville |

SERVICE

Outreach: Local

- Guest speaker, (January 23, 2008), CRS 463 (Global Sourcing, Topic: Sourcing in Thailand), UNCG.
- Invited for Panel Discussion on Social Networks and Immigrant Research, “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.
- 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, (August 30, 2005), IAR. 645 (Research Method Seminar Class in Interior Architecture, Graduate class), UNCG.
- Invited Speaker, (April 6, 2005), Career Day at Bartlette Yancey High School, Yanceyville, NC (65 students attended).

Outreach: International

- Presider (November 10, 2007) at the International Textile and Apparel Association (ITAA) 63rd 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) 63rd 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) 63rd Conference for the Special Topic Session: *Graduate Student Membership: Challenges and Opportunities*, Los Angeles, CA, USA
- Invited Guest Lecture (June, 2007), Retailer, Burapha University, Chonburi, Thailand (for SME: Small-to-Medium Business Entrepreneurs Program graduate students, 50 students attended).
- Invited Presentation (June, 2007), “Branding: Strategic Management,” Burapha University, Chonburi, Thailand (for undergraduate students in Communication Arts department, 60 students attended).
- Invited Guest Lecture (July 20, 2006), “Retail Advertising and Promotion,” Department of Communication Arts, Burapha University, Chonburi, Thailand.
- Invited Presentation (May 20, 2004), “Consumption Differences: A Cultural Perspective,” Department of Communication Art, Burapha University, Chonburi, Thailand.

Citizenship: Intramural

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

- Research Fellow, Center of New North Carolinians (CNNC), 2006-Present.
- Member, Staff Excellence Award Committee, 2005-2007.

Department

- Curriculum Committee Chair, 2005-Present
- Associate Member of the Graduate Faculty, 2005-Present
- Advisor for CARS Student Organization (THREAD), 2006-2007
- 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

Citizenship: Extramural

Professional Services:

- *Reviewer for Refereed Journal Articles*
 - International Journal of Consumer Studies (IJCS), 2007 – Present
 - Clothing and Textiles Research Journal (CTRJ), Social Psychology and Education and Consumer Behavior and Theories Tracks, 2006 – Present
Reviewed the manuscripts # 06-014, # 06-027, and #07-028.
- *Reviewer for Conferences*
 - International Textile Apparel Association (ITAA) 2007 Conference, Los Angeles CA.
Reviewed 8 manuscripts
 - European Association for Consumer Research (EACR) 2007 Conference, Milan, Italy.
Reviewed 2 manuscripts.
 - American Collegiate Retailing Association (ACRA) 2007 and 2008 Conferences, Chicago, IL and Durango, CO.
Reviewed the manuscripts # S07-03, #S07-05, #A8 and #B4.
 - Latin-American Association for Consumer Research (ACR) 2006 Conference, Monterrey, Mexico.
Reviewed the manuscripts # C-043 and # C-049.

Professional Affiliations:

- American Collegiate Retailing Association (ACRA), 2005 – Present
- International Textile and Apparel Association (ITAA), 2000 – Present
- Association for Consumer Research (ACR), 2002-2006

Graduate Committee Chair/Members

Doctoral Level (Co-Chair)

- Zui-Chih (Rick) Lee, *dissertation in progress*

Master Level (Chair)

- Yun-Hee Kim, thesis titled, “An Empirical Examination of Consumers’ Innovation Adoption: The Role of Innovativeness, Fashion Orientation, and Utilitarian and Hedonic Consumers’ Attitudes,” thesis in progress
- Stephanie Scales, non-thesis, paper titled, “Determinants of Consumers’ Attitudes toward Apparel Private versus Luxury Brands,” paper in progress
- Jessica Barkman, non-thesis, paper titled, “Assessing the Impact of Atmospheric Cues on Consumer Retail Patronage Behavior,” paper in progress
- Aileen Barry, non-thesis, project titled, “Analysis of Executive Training Programs and Internships Available within Consumer Apparel, and Retail Studies,” completed May 2007

Master Level (Members)

- Kamlesh Singh, thesis titled, “Building Relationships with India’s Suppliers: Exploring Perceptions of U.S. Apparel Industry Buyers,” in progress.
- Ivana Zimonjec, non-thesis, paper in progress
- Courtney Suddreth, thesis titled, “African American Males’ Perceptions of the Meaning of Hip Hop Style,” in progress
- Wei-Yu Chang, non-thesis, project titled, “An Analysis of the Global Luxury Brand Industry,” completed December, 2007.
- Portia Wall, non-thesis, project titled, “A Detailed Approach to Retail Buying,” completed May 2007.
- Rosanna Shouli, thesis titled, “Exploring the Decision-making Process of the Men’s Underwear Consumer,” completed April 2007.
- Ekkalak Rungananchai, non-thesis option, project titled, “An Industry Analysis of Select Bed and Bath Products in the United States,” completed 2006.

Doctoral Level (Co-chair)

- Rick Lee, in progress

Doctoral Level (Members)

- Holly Lentz, dissertation titled, “This Women’s Work: An Exploration of Women’s Experiences with Role Transition,” in progress
- Pius K. Nyadzor, in progress
- Ting Chi, dissertation titled, “A Study of Relationship between Business Environment Characteristics, Competitive Priorities, and the Supply Chain Structure in the U.S. Technical Textile Industry,” completed 2006.

TEACHING INTERESTS

My teaching interests include Consumer Behavior, Retail/Marketing Strategy, Services Retailing, Retail Advertising and Promotion, International Retailing, Retail Merchandising Planning and Control, Multicultural and multichannel Retailing, and Research Method.

Course Taught

The University of North Carolina, Greensboro

Undergraduate

- RCS. 464: Multicultural and Multichannel Retailing
- CRS. 482: Thailand Summer Study Tour in CARS, 2008
- CRS. 321: Social Psychology of Dress, Spring 2007
- RCS. 361: Fundamental Retail Buying and Merchandising, Spring 2006
- RCS. 261: Introduction to Consumer Retailing
- TDM. 361: Textile Products Buying & Merchandising

Graduate

- CRS. 605: Research Methodology in Consumer, Apparel, and Retail Studies
- CRS. 684: Thailand Summer Study Tour in CARS, 2008
- RCS. 562: Behavior of Soft Lines Consumer
- 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

RESEARCH INTEREST

My primary research interests focus on the social and psychological aspects of consumer behavior and retail strategy. I am currently studying how the online retailers can pursue their retail strategies to influence consumers' attitude and behavioral intention. I am also interested in marketing communication, consumer adoption of innovative products, service quality and customer satisfaction, consumer complaint behavior, and cross-cultural issues. In order to explore these theoretical questions, I have used research methods including

survey and personal interview and have utilized data collected in Canada, China, Korea, Taiwan, Thailand, and the United States.

PUBLICATIONS

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.

Published Refereed Journal Articles

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.

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.

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.

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.

Accepted Refereed Journal Articles for Publications

Yurchisin, Jennifer, Yan, Rouh-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*, accepted for publication in May 2007.

Yan, Rouh-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, in press.

Watchravesringkan, Kittichai, & Dyer, Barbara “Materialism among Young Consumers in China and Thailand: An Exploratory Study,” *Alliance Journal of Business Research*, accepted for publication in Sept 2006.

Manuscripts Currently Under Review for Publication

Watchravesringkan, Kittichai, Yan, Rouh-nan, & Yurchisin, Jennifer, “Cross-cultural Invariance of Consumers’ Price Perception Measures: Eastern Asian Perspective.” Submitted to: *International Journal of Retail and Distribution Management* (under 2nd reviewed, submitted February 25, 2008).

Manuscripts Currently Under Review at Conferences:

N/A

Research in Progress

Watchravesringkan, Kittichai, Punyapiroje, Chompunuch, & Yurchisin, Jennifer, “Value Orientations, Environmental Concerns, and Environmental Behaviors: A Cross-Cultural Investigation. Questionnaire development stage.

Watchravesringkan, Kittichai, McCabe, Deborah B., Shim, Soyeon, & Yurchisin, Jennifer, “Individualism, Collectivism, and Materialism: Do The Traditional Cultural Values Still Apply in a Global Society?” Repositioning the paper
Plan to submit to: *Journal of Marketing*

Watchravesringkan, Kittichai, Yurchisin, Jennifer, & Yan, Rouh-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, Kim, Yun-Hee, & Nelson Hodges, Nancy, “Exploring Consumers’ Adoption of Highly Technological Fashion Products: The Role of Extrinsic and Intrinsic Motivational Factors.” Final manuscript preparation
Plan to submit to: *Journal of Retailing and Consumer Services*.

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.

Abstract Published in the Conference Proceedings

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*, www.itaonline.org.

Watchravesringkan, Kittichai, Yurchisin, Jennifer, & Yan, Rouh-nan (2007). Cross-Cultural Comparison of Price Perception between Canadian and Taiwanese Consumers: A Multi-group Analysis Approach. *International Textile Apparel Association Proceedings*, www.itaonline.org.

Yan, Rouh-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*, www.itaonline.org.

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 Proceedings*, available in CD-rom.

Watchravesringkan, Kittichai, Yan, Rouh-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, Rouh-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, Rouh-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). Duluth, MN: Association for Consumer Research, *in press*.

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.itaonline.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 eInformation 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. *Proceedings of American Collegiate Retailing Association (ACRA) 2003 Spring Conference*, 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*, 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*, 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). Hempstead, NY: Academy of Marketing Science.
- Watchravesringkan, Kittichai**, & Shim, Soyeon (2000). Profiling E-Apparel Shoppers: Demographic, Attitudinal, and Behavioral Characteristics. *International Textile Apparel Association Proceedings*, 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. *Proceedings of Annual Advertising and Consumer Psychology Conference, Diversity in Advertising*, <http://fisher.osu.edu/marketing/scp/>

Refereed Research Presentations (Presenter in Asterisk)

- Chen, Cuiping, Yurchisin, Jennifer, Wu, Terry, & **Watchravesringkan, Kittichai** (2008), "Self-disclosure Reciprocity: A New perspective to Examine Relationship Formation between Individuals and Websites." Poster presentation at 27th Annual Advertising and Consumer Psychology (ACP) Conference, May 1-2, Philadelphia, Pennsylvania.
- 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, Rouh-nan (2007). *Cross-Cultural Comparison of Price Perception between Canadian and Taiwanese Consumers: A Multi-group Analysis Approach*. Presented at International Textile Apparel Association (ITAA) Conference, November 7-10, Los Angeles, CA.
- Yan, Rouh-nan*, Watchravesringkan, Kittichai, & Yurchisin, Jennifer (2007). *The Role of Emotion in the Service Quality-Satisfaction Relationship: Evidence in the Context of Apparel Specialty Retailers*. Presented at 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*. Presented at American Academy of Advertising's (AAA) Fourth Asia-Pacific 2007 Conference, May 31-June 2, Seoul, South Korea.
- Watchravesringkan, Kittichai*, Yan, Rouh-Nan, & Yurchisin, Jennifer (2006). *Price Perception and Its Relationship to Retail Format Patronage: A Multi-country Investigation among East Asian Consumers*. Presented at Academy of Marketing Sciences/American Collegiate Retailing Association (AMS/ACRA) 2006 Conference, November 1-4, Orlando, FL.
- Yan, Rouh-Nan*, Watchravesringkan, Kittichai, Zarubin, Tracy, & Yurchisin, Jennifer (2006). *The Effects of Employee Dress on Service Quality Inference and Perception of Store Image*. Presented at Academy of Marketing Sciences/American Collegiate Retailing Association (AMS/ACRA) 2006 Conference, November 1-4, Orlando, FL.
- Yurchisin, Jennifer*, Yan, Rouh-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*. Presented at 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*. Presented at 11th Cross-Cultural Research Conference, December 11-14, Puerto-Rico, US

- Yan, Ruoh-Nan*, Yurchisin, Jennifer, & Watchravesringkan, Kittichai (2005). *Designing Apparel Care Labels-Which is Better? Symbol- or Text-Based?* Presented at International Textile Apparel Association (ITAA) 2005 Conference, November 2-6, Alexandria, VA.
- Watchravesringkan, Kittichai, & Dyer, Barbara* (2005). *Cultural Materialism – Where East Meets West*. Presented at 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*. Presented at 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*. Presented at 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*. Presented at 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*. Presented at 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*. Presented at 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*. Presented at 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*. Presented at 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*. Presented at 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*. Presented at 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*. Presented at 59th 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*. Presented at 59th 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*. Presented at 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*. Presented at 57th 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*. Presented at 18th Annual Advertising and Consumer Psychology Conference, Diversity in Advertising, May 20-22, San Antonio, TX.

ACADEMIC EXPERIENCES

| | |
|-------------|--|
| 2000 – 2004 | Graduate Associate Division of Retailing and Consumer Sciences The University of Arizona |
| 1999-2000 | Graduate Assistant (Research and Teaching) Division of Retailing and Consumer Studies The University of Arizona |
| Fall 1998 | Graduate Assistant Department of Consumer and Industrial Service Management The University of Tennessee, Knoxville |

Research Experience

- Spring 2003- Fall 2000 Research Associate: IBM Project: Internet Retailing and Multi-Channel Consumer Behavior, University of Arizona
- Fall 1999 Research Assistant: International Council Shopping Centers (ICSC) Project: Internet Retailing, University of Arizona
- Spring 1997 Research Assistant Cotton Inc., Raleigh, North Carolina, University of Tennessee, Knoxville.

Teaching Assistant

Global Retailing, University of Arizona
Services Retailing, University of Arizona
Retail Strategy, University of Arizona
Retail Merchandising Planning and Control, University of Arizona

Invited Panel Discussion, The University of Arizona

Global Retailing: Spring 2000, 2001, 2002, 2003, and 2004

Retail and Advertising Promotion: Summer 2003

RESEARCH GRANTS

External Grant

- \$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 Korpowa, Jane Hegland, Sara Kaldolph, and Pam Howe), Role: Project collaborator, funded 2007-2010.
- \$1,980 TCAI (Take Charge America Institute), “Understanding Financial Behaviors of Hispanic College Students,” University of Arizona, Tucson, funded 2006-2007.

Internal Grant

- \$ 29,749 Cotton Education Program, “Increasing Students’ Knowledge and Awareness of Cotton through Collaborative Classroom and Outreach Activities.” (with Nancy Nelson-Hodges, Ann Ramsey, Minita Sanghvi, Victoria Brown, Melanie Carrico, and Jennifer Yurchisin), UNC-Greensboro, 2007-2008, pending.
- \$5,000 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, pending.
- \$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.

RESEARCH TRAVEL AWARDS

- \$500 Awarded by International Program Center (IPC) to participate at Latin-America Association Consumer Research Conference held in Monterrey, Mexico, January 2006, University of North Carolina at Greensboro
- \$600 Attended Asia-Pacific ACR conference, Seoul, South Korea, College of Agriculture and School of Family and Consumer Sciences, Spring 2004, University of Arizona
- \$500 Attended American Marketing Association (AMA) and Society for Marketing Advances (SMA) conferences, School of Family and Consumer Sciences, Fall 2003, University of Arizona
- \$700 Attended ITAA and American Marketing Association (AMA) conferences, School of Family and Consumer Sciences, Spring 2002, University of Arizona
- \$1,000 Attended ITAA and AMS/ACRA conferences, School of Family and Consumer Sciences, Spring 2000, University of Arizona

BUSINESS EXPERIENCES

- 1991-1993 Pharmaceutical Sales Representative: Olic Co. (Bangkok, Thailand)
- 1990-1991 Technical Sales Associate: Agfa-Gavert Co. (Bangkok, Thailand)

1989-1990 Research & Development (R&D): S & J Enterprise Co. (Bangkok, Thailand)