

Curriculum Vita

Jennifer Yurchisin

Office:

University of North Carolina, Greensboro
Department of Consumer, Apparel, and Retail Studies
353 Stone Building
Greensboro, NC 27402
(336) 256-0272
jlyurchi@uncg.edu

Education:

Summer 2006

Doctor of Philosophy

Department of Apparel, Education Studies, and Hospitality
Management
Iowa State University, Ames
Major Field: Textiles and Clothing
Dissertation Title: *The Relationships among Salesperson
Appearance, Employee-Organization
Identification, Job Involvement, and Job
Performance in the Context of an Apparel Retail
Store*

Major Advisor: Mary Lynn Damhorst, Ph.D.

Spring 2002

Master of Arts

Department of Design, Housing, and Apparel
University of Minnesota, St. Paul
Major Field: Apparel and Textiles
Thesis Title: *Compulsive Buying and Its Relationship to Perceived
Social Status Associated with Buying, Materialism,
Self-Esteem, and Apparel-Product Involvement in
Undergraduate Students*

Major Advisor: Kim K. P. Johnson, Ph.D.

Spring 2000

Bachelor of Science

Department of Design, Housing, and Apparel
University of Minnesota, St. Paul
Major: Retail Merchandising

Refereed Publications:

Yurchisin, J., Kwon, Y. J., & Marcketti, S. B. (Under review). Consumers of charity
bracelets: Cause-supporters or fashion-followers? *Journal of Fashion Marketing
and Management*.

Watchravesringkan, K., Yan, R.-N., & **Yurchisin, J.** (Under review). Cross-cultural

- invariance of consumers' price perception measures: Eastern Asian perspective. *International Journal of Retail and Distribution Management*.
- Yurchisin, J.**, & Damhorst, M. L. (Under review). An investigation of salesperson appearance and organizational identification. *Journal of Fashion Marketing and Management*.
- Yurchisin, J.**, & Park, J. (Under review). Effects of retail store image attractiveness and self-evaluated job performance on employee retention. *Journal of Business & Psychology*.
- Yan, R.-N., **Yurchisin, J.**, & Watchravesringkan, K. (In press). Use of care labels: Linking need for cognition with consumer confidence and perceived risk. *Journal of Fashion Marketing and Management*.
- Yurchisin, J.**, Yan, R.-N., Watchravesringkan, K., & Chen, C. (In press). Investigating the role of life status changes and negative emotions in compensatory consumption among college students. *College Student Journal*.
- Hartman, J. B., & **Yurchisin, J.** (2007). Student characteristics as predictors of web-consumption behavior. *Insights to a Changing World Journal*, 2007(2), Available <http://www.franklinpublishing.net/insightstoachangingworld.html>
- Marcketti, S. B., **Yurchisin, J.**, & Torntore, S. J. (2007). The process and meaning of collecting ethnographic textiles. *Collections: A Journal for Museum and Archivists Professionals*, 3(1), 53-74.
- McCabe, D. B., Rosenbaum, M. S., & **Yurchisin, J.** (2007). Perceived service quality and shopping motivations: A dynamic relationship. *Services Marketing Quarterly*, 29(1), 1-22.
- Watchravesringkan, K., & **Yurchisin, J.** (2007). A structural analysis of value orientations, price perception, and ongoing search behaviour: A cross-cultural study of American and Korean consumers. *International Journal of Consumer Studies*, 31(3), 272-282.
- Marcketti, S. B., & **Yurchisin, J.** (2005). Student perceptions of a hybrid course. *Academic Exchange Quarterly*, 9(3), 317-320.
- Yurchisin, J.**, Watchravesringkan, K., & McCabe, D. B. (2005). An exploration of identity re-creation in the context of Internet dating. *Social Behavior and Personality* 33(8), 735-750.
- Yurchisin, J.**, & Johnson, K. K. P. (2004). Compulsive buying behavior and its

- relationship to perceived social status associated with buying, materialism, self-esteem, and apparel-product involvement. *Family and Consumer Sciences Research Journal*, 32(3), 291-314.
- Johnson, K. K. P., **Yurchisin, J.**, & Bean, D. L. (2003). The use of writing in the apparel curriculum: A preliminary investigation. *Clothing and Textiles Research Journal*, 21(1), 41-48.
- Johnson, K. K. P., Schofield, N. A., & **Yurchisin, J.** (2002). Appearance and dress as a source of information: A qualitative approach to data collection. *Clothing and Textiles Research Journal*, 20(3), 125-137.
- Refereed Conference Presentations Not Elsewhere Listed:**
- Watchravesringkan, K., **Yurchisin, J.**, & Yan, R.-N. (2007, November). *Cross-cultural comparison of price perception between Canadian and Taiwanese consumers: A multi-group analysis approach*. Presented at the annual meeting of the International Apparel and Textile Association, Los Angeles, CA.
- Yan, R.-H., Watchravesringkan, K., & **Yurchisin, J.** (2007, November). *The role of emotion in the service-quality-satisfaction relationship: Evidence in the context of apparel specialty retailers*. Presented at the annual meeting of the International Apparel and Textile Association, Los Angeles, CA.
- Yurchisin, J.**, & Whitenack, K. (2007, November). *From engagement to eBay: Why brides sell their wedding gowns on eBay*. Presented at the annual meeting of the International Apparel and Textile Association, Los Angeles, CA.
- Yurchisin, J.** (2007, July). *Creatively teaching retail merchandising undergraduates about creativity*. Presented at the Improving University Teaching International Conference, Jaen, Spain.
- Watchravesringkan, K., Yan, R.-N., & **Yurchisin, J.** (2006, November). *Price perception and its relationship to retail format patronage: A multi-country investigation among East Asian consumers*. Presented at the tri-annual meeting of the American Marketing Society and the American Collegiate Retail Association, Orlando, FL.
- Yan, R.-N., Watchravesringkan, K., Zarubin, T., & **Yurchisin, J.** (2006, November). *Effects of employee dress on consumers' service quality expectations and store image perceptions*. Presented at the tri-annual meeting of the American Marketing Society and the American Collegiate Retail Association, Orlando, FL.
- Yurchisin, J.**, Yan, R.-N., Watchravesringkan, K., & Chen, C. (2006, June). *Why retail therapy? A preliminary investigation of the role of liminality, self-esteem, negative emotions, and proximity of clothing to self in the compensatory consumption of apparel products*. Presented at the bi-annual meeting of the Asia-

Pacific Association for Consumer Research, Sydney, Australia.

Watchravesringkan, K., McCabe, D. B., & **Yurchisin, J.** (2005, December). *An exploratory investigation of materialism, horizontal versus vertical individualism-collectivism, and their relationships: A study of four countries.* Presented at the annual Cross-Cultural Research Conference, San Juan, Puerto Rico.

Yurchisin, J., Park, J., & O'Brien, M. (2005, November). *Effects of employee image congruence on employee commitment and intention to leave.* Presented at the annual meeting of the International Apparel and Textile Association, Washington, DC.

Williams, G. M., & **Yurchisin, J.** (2003, November). *The role of apparel attributes in structuring knowledge.* Presented at the annual meeting of the International Apparel and Textile Association, Savannah, GA.

Yan, R.-N., **Yurchisin, J.**, & Watchravesringkan, K. (2003, November). *Country-of-origin and acculturation effects on perceived service quality.* Presented at the tri-annual meeting of the American Marketing Society and the American Collegiate Retail Association, Columbus, OH.

Teaching Experience:

August 2007 to present

Assistant Professor

University of North Carolina, Greensboro

August 2006 to May 2007

Instructor

Texas State University, San Marcos

August 2004 to May 2006

Graduate Teaching Assistant

Iowa State University, Ames

August 2002 to July 2004

Graduate Teaching Assistant

University of Arizona, Tucson

August 2000 to June 2002

Graduate Teaching Assistant

University of Minnesota, St. Paul

Professional Retail Experience:

January 2000-August 2000

Merchandise Coordinator

Regis Corporation, Edina, MN

Responsibilities: Served as a liaison between salon managers and the corporate office, assisted salon managers with weekly product orders, generated product orders for new salons

Service to the University:

Fall 2007 University of North Carolina, Greensboro
College of Human Environmental Sciences
Faculty Council
Member

Service to the Profession:

Spring 2007 Ad Hoc Reviewer for *Clothing & Textiles Research Journal*

Fall 2006 A/V Equipment Coordinator for annual meeting of the International Textile and Apparel Association

Fall 2005 Reviewer for the Cross-Cultural Research Conference

Research Funding and Awards:

Fall 2006 Texas State University Research Enhancement Grant
Project title: *Apparel retailers' response to first-generation Hispanic immigrants' apparel preferences*
Co-PI with Dr. Alyssa Adomaitis
Amount requested: \$16,000
Not funded

Professional Membership:

1998 to present International Apparel and Textile Association
1999 to present American Association of Family and Consumer Sciences
2003 to present Society for Consumer Psychology
2004 to present Association for Consumer Research
2006 to present American Collegiate Retailing Association