

CURRICULUM VITA

Kittichai “TU” Watchravesringkan, Ph.D.

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EDUCATION

Ph.D.	2005	The University of Arizona <i>Major:</i> Retailing and Consumer Sciences <i>Minor:</i> Marketing (Eller College of Management) <i>Cognate area:</i> Statistics
M.S.	1999	The University of Tennessee, Knoxville <i>Major:</i> Retail and Consumer Sciences Department of Consumer and Industrial Service Management
B.S.	1997	The University of Tennessee, Knoxville <i>Major:</i> Retail and Consumer Sciences Department of Textiles, Retailing and Interior Design <i>Minor:</i> Business Administration
B.S.	1989	King Mongkut’s Institute of Technology Ladkrabang, Bangkok, Thailand <i>Major:</i> Biotechnology Department of Applied Science

PROFESIONAL EXPERIENCE

Academic Experience

August 2011 – Present:	Associate Professor (with permanent tenure) Dept. of Consumer, Apparel, and Retail Studies The Bryan School of Business and Economics The University of North Carolina at Greensboro
August 2014 – July 2022:	Director of Graduate Studies (DGS) Dept. of Consumer, Apparel, and Retail Studies The Bryan School of Business and Economics The University of North Carolina at Greensboro
August 2005 – July 20011:	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 & 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

PUBLICATIONS: *Refereed Journal Articles* (* indicates works with graduate students)

46. *Myin, Mon Thu, & **Watchravesringkan, Kittichai** (2024) Investigating consumers' adoption of AI chatbots for apparel shopping. Submitted to: *Journal of Consumer Marketing*. [Accepted for Publication with Minor Revision as of December 4, 2023].
45. *Williams, Annie, Hodges, Nancy, & **Watchravesringkan, Kittichai** (2023), An index is worth a thousand words: Considering consumer perspectives in the development of a sustainability label. *Cleaner and Responsible Consumption*, 11, page to be determined.
44. *Gil, Maria S., Su, Jin, **Watchravesringkan, Kittichai** , & Taras, Vasyl (2023). Do cosmopolitans care about the world? The effect of cosmopolitanism on the consumption of sustainable apparel. Submitted to *Journal of Fashion Marketing Management* [Accepted for Publication as of September 11, 2023]. [CAB 2; ABDC = B; Impact Factor = 3.33; CiteScore = 3.7]
43. *Seo, Sukyung, **Watchravesringkan, Kittichai**, Swamy, Uma, & Lang, Chunmin (2023). Investigating expectancy values in online apparel rental during and after the COVID-19 pandemic: Moderating effects of fashion leadership. *Sustainability*, 15(10), 1-17. [Impact Factor = 3.89; CiteScore = 5.8]

42. *Vogel, Areti, Vogel, Jacob, **Watchravesringkan, Kittichai**, Cook, Sasikarn, Beasley, James, Croom, Randall, Peterson, Dale, & Finkelstein, Joshua (2023). Design Leader Imitation: An Interdisciplinary Investigation into Organizational Behavior," *Journal of Business Research*, 164(10), page to be determined. [CAB 3; ABDC = A; Impact Factor = 10.97; CiteScore = 9.2]

41. *Lee, Youngdeok & **Watchravesringkan, Kittichai** (2022). How to promote eco-apparel? Effects of eco-labels and message framing. *International Journal of Marketing Studies*, 14(2), 69-82. [Impact Factor = 1.34]

40. *Frank, Phillip M. & **Watchravesringkan, Kittichai** (2022). Investigating consumers' apparel retail format choice: The roles of decision-making styles and retail attributes. *Journal of Humanities and Social Sciences*, 30(3), 46-63.

39. *Ceballos, Lina, Hodges, Nancy, & **Watchravesringkan, Kittichai** (2021). Consumer preference and apparel products: Investigating the role of the centrality of visual product aesthetic concept. *International Journal of Fashion Design, Technology, and Education*, 14(3), 325 – 337. [Impact Factor = 0.46; CiteScore = 2.4]

38. *Eglen, Laura & **Watchravesringkan, Kittichai** (2021). An empirical investigation of the impacts of website quality on consumer loyalty: A case of baby boomers. *Journal of Humanities and Social Sciences*, 29(1), 227-260.

37. *Ceballos, Lina, Hodges, Nancy, & **Watchravesringkan, Kittichai** (2020). Decoding typicality in apparel products: An investigation of consumer perceptions. *International Journal of Fashion Design, Technology, and Education*, 14(1), 37 - 47. [Impact Factor = 0.46; CiteScore = 2.4]

36. Hodges, Nancy, **Watchravesringkan, Kittichai**, Min, Seoha, Lee, Youngji, & Seo, Sukyung (2000). Teaching virtual apparel technology through industry collaboration: As assessment of pedagogical process and outcomes. *International Journal of Fashion Design, Technology, and Education*, 13(2), 120 – 130. [Impact Factor = 0.46; CiteScore = 2.4]

35. Su, Jin, **Watchravesringkan, Kittichai**, Zhou, Jianheng, & Gil, Maria (2019). Sustainable clothing: Perspectives from the U.S. and Chinese young millennials. *International Journal of Retail and Distribution Management*, 47(11), 1141 – 1162. [CAB 2; ABDC = A; Impact Factor = 4.74; CiteScore = 4.6]

34. *Ceballos, Lina, Hodges, Nancy, & **Watchravesringkan, Kittichai** (2019). The MAYA principle as applied to apparel products. *Journal of Fashion Marketing and Management*, 23(4), 587 – 607. [CAB 2; ABDC = B; Impact Factor = 3.33; CiteScore = 3.7]

33. *Vogel, Areti T., Cook, Sasikarn, & **Watchravesringkan, Kittichai** (2019). Luxury brand dilution: Investigating the impact of renting on brand equity. *Journal of Brand Management*, 26(4), 473 – 482. [CAB 2; ABDC = A; Impact Factor = 4.1; CiteScore = 7.9]

32. *Vogel, Areti T., & **Watchravesringkan, Kittichai** (2019). Retail trend imitation: A controversy between firms of Europe and North America. *International Journal of Business*, 24(1), 96 – 111. [ABDC = C; CiteScore = 1.2]

31. *Childs, M., Turner, T., & **Watchravesringkan, Kittichai** (2019). Active leisure: An investigation of active participants' shopping, purchase, and behavioral loyalty for physical activity apparel. *Leisure/Loisir*, 43(1), 27 – 54. [ABDC = B; Impact Factor = 1.28; CiteScore = 1.3]

30. *Chang, Hyo Jung, & **Watchravesringkan, Kittichai** (2018). Who are sustainably minded apparel shoppers? An investigation to the influencing factors of sustainable apparel consumption. *International Journal of Retail and Distribution Management*, 46(2), 148 – 162. [CAB 2; ABDC = A; Impact Factor = 4.74; CiteScore = 4.6]

29. *Vogel, Areti T., and **Watchravesringkan, Kittichai** (2017). Consumer evaluations of trend imitation: Brand equity, consumer attitudes, and preference. *Journal of Product and Brand Management*, 26(5), 516 – 527. [CAB 2; ABDC = A; Impact Factor = 5.25; CiteScore = 4.7]

28. *Cho, Hyeon, Jin, Byoungho, & **Watchravesringkan, Kittichai** (2016). A cross-cultural comparison of materialism in emerging and newly developed Asian markets. *International Journal of Business, Humanities, and Technology*, 6(1), 1- 10.

27. *Frank, Phillip M., & **Watchravesringkan, Kittichai** (2016). Exploring antecedents and consequences of young consumers' perceived global brand equity. *Journal of Product and Brand Management*, 25(2), 160 – 170. [CAB 2; ABDC = A; Impact Factor = 5.25; CiteScore = 4.7]

26. Hodges, Nancy, **Watchravesringkan, Kittichai**, Yurchisin, Jennifer, Karpova, Elena, Marcketti, Sara, Hegland, Jane, & Yan, Ruoh-nan (2016), "An exploration of success factors from the perspective of global apparel entrepreneurs and small business owners: Implications for apparel programs in higher education," *International Journal of Fashion Design, Technology and Education*, 9(1), 71 – 81.

25. Caziani, Bonnie, **Watchravesringkan, Kittichai**, & Yurchisin, Jennifer (2016), "A model for managing service encounters with neo-luxury consumers," *Worldwide Hospitality and Tourism Themes*, 8(1), 41-52. 2017 Highly Commended Award from Emerald Publishing.

24. *Lee, Zui-Chih, Hodges, Nancy, & **Watchravesringkan, Kittichai** (2015), "An investigation of antecedents and consequences of consumers' attitudes toward an apparel website," *International Journal of Electronic Customer Relationship Management*, 9(2/3), 138-157.

23. Hodges, Nancy, **Watchravesringkan, Kittichai**, Yurchisin, Jennifer, Karpova, Elena, Marcketti, Sara, Hegland, Jane, Yan, Ruoh-nan, & Childs, Michelle (2015), "Women and apparel entrepreneurship: An exploration of small business challenges and strategies in three countries." *International Journal of Gender and Entrepreneurship*, 7(2), 191-213.

22. *Kananukul, Chawanuan, Jung, Sojin, & **Watchravesringkan, Kittichai** (2015), "Building customer equity through trust in social networking sites: A perspective from Thai consumers." *Journal of Research in Interactive Marketing*, 9(2), 148-166.

21. Hodges, Nancy, **Watchravesringkan, Kittichai**, Yurchisin, Jennifer, Hegland, Jane, Karpova, Elena, Marcketti, Sara, & Yan, Ruoh-nan (2015), "Assessing curriculum designed to foster students' entrepreneurial knowledge and small business skills from a global perspective." *Family and Consumer Sciences Research Journal*, 43(4), 313-327.

20. *Chang, Hyo Jung, Cho, Hyeon Jeong, Turner, Thomas, Gupta, Megha, & **Watchravesringkan, Kittichai** (2015), "An examination of store attributes on retail patronage behaviors: Evidence from activewear specialty stores," *Journal of Fashion Marketing & Management*, 19(2), 136-153.

19.* Matthews, Delisia, Son, Junghwa, & **Watchravesringkan, Kittichai** (2014), "An exploration of brand equity antecedents concerning brand loyalty: A cognitive, affective, and conative

perspective," *The Journal of Business & Retailing Management Research*, 9(1), 26-39.

18. *Chang, Hyo Jung, Yurchisin, Jennifer, Hodges, Nancy, **Watchravesringkan, Kittichai**, & Ackerman, Terry (2013), "An investigation of self-concept, clothing selection motivation, and life satisfaction," *Family and Consumer Sciences Research Journal*, 42(2), 162-176.

17. **Watchravesringkan, Kittichai**, Hodges, Nancy, Yurchisin, Jennifer, Hegland, Jane, Karpova, Elena, Marcketti, Sara, & Yan, Ruoh-Nan (2013), "Modeling entrepreneurial career intentions among undergraduates: An examination of the moderating role of entrepreneurial knowledge and skills," *Family and Consumer Sciences Research Journal*, 41(3), 325-341.

16. **Watchravesringkan, Kittichai** (2012), "Cross-cultural equivalence of materialistic values scale (MVS): An exploratory study between the United States and Thailand." *Journal of Targeting, Measurement, and Analysis for Marketing*, 20(3/4), 235-253.

15. **Watchravesringkan, Kittichai** & Punyapiroje, Chompunuch (2011), "A comparative investigation of consumers' attitudes toward marketing practices of hypermarket retailers in Thailand." *International Journal of Retail and Distribution Management*, 39(9), 702-720.

14. **Watchravesringkan, Kittichai** (2011). Exploring antecedents and consequences of consumer ethnocentrism: Evidence from Asian immigrants in the United States. *International Journal of Consumer Studies*, 35(4), 383-390.

13. Hodges, Nancy, **Watchravesringkan, Kittichai**, Karova, Elena, Hegland, Jane, O'Neal, Gwendolyn, & Kaldolph, Sara (2011). Collaborative development of curriculum designed to foster global competence: A report on project products, results and outcomes. *Family and Consumer Sciences Research Journal*, 39(4), 325-338.

12. 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*, 39(5), 346-362.

11. **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.

10. **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.

9. **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.

8. 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.

7. 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.

6. **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)

5. **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.
4. **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.
3. 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)
2. 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.
1. **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

4. Su, Jin, **Watchravesringkan, Kittichai, & Zhou, Jianheng** (2018). Young consumers' perceptions of sustainable clothing: Empirical insights from Chinese Post-90s' college students. In Y. Xu, T. Chi, and J. Su (Eds.), *Chinese Consumers and the Fashion Market* (pp. 97 – 118). Singapore: Springer Series in Fashion Business.
3. Hodges, Nancy, **Watchravesringkan, Kittichai, Williams, Miranda, Yurchisin, Jennifer, Karpova, Elena, Marcketti, Sara, Hegland, Jane, & Yan, Ruoh-nan** (2017). Apparel industry entrepreneurs and small business owners: Exploring gender within a global context. In Albert N. Link (Ed.), *Gender and Entrepreneurial Activity* (pp. 92 – 116). Northampton, MA: Edward Elgar Publishing Limited.
2. **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.
1. 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

N/A

Manuscripts Currently Under Review for Conferences

N/A

ACADEMIC HONORS, AWARDS, & NOMINATIONS

Award	2021 Best Graduate Student Paper (with Leanna “Annie” Williams – Ph.D. Student) American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) 2021 Triennial Conference Paper titled, “Investigating a Conceptual Model of Sustainable and Responsible Fashion Consumption through Sustainability Labeling: A Case Study Analysis.”
Award	2017 Highly Commended Award Paper titled, “A model for managing service encounters with neo-luxury consumers” in <i>Worldwide Hospitality and Tourism Themes</i> . Emerald Publishing
Award	Editor’s Choice Best Paper Award (with LaShuan Collins – MS student) International Journal of Retail and Distribution Management and American Collegiate Retailing Association Conference (IJRDM/ACRA). \$500 Paper titled, “Consumers’ Cognitive, Affective, and Behavioural Responses toward a Firm’s Recovery Strategies When Committing and Transgression,” Spring 2017.
Award	Research Leave, Fall 2016 The Bryan School of Business and Economics The University of North Carolina at Greensboro
Nomination	Senior Teaching Excellence Award, 2015 - 2016 The Bryan School of Business and Economics The University of North Carolina at Greensboro
Award	Dean and Tracy Priddy Dean’s Notable Scholar, 2015-2016 and 2016 -2017. \$5,000 The Bryan School of Business and Economics The University of North Carolina at Greensboro
Runner-Up	Runner-up for the Best Paper, paper titled, “A Conceptual Framework for Entrepreneurial Responses to Neo-Luxury Services Consumers.” 7 th International Conference on Service Management (ICSM-7), 2014
Paper of Distinction	Paper of Distinction Award, Professional Development Track, paper titled, “Developing Curriculum to Foster Students’ Entrepreneurial Knowledge and Small Business Skills from a Global Perspective: A Report on Project Products, Results and Outcomes.” International Textile and Apparel Association, 2014
Best Paper	Best Paper Award in Apparel, Textiles, and Merchandising in <i>Family and Consumer Sciences Research Journal</i> , paper titled, “Collaborative Development of Curriculum Designed to Foster Global Competence: A Report on Project Products, Results and Outcomes,” International Textile and Apparel Association, 2012.
Nomination	Paper of Distinction Award, Merchandising/Marketing/Retailing I – Management Track, paper titled, “Modeling consumers’ loyalty toward multinational supermarket retailers in Thailand.” International Textile and Apparel Association, 2011

Nomination	Paper of Distinction Award, Merchandising/Marketing/Retailing I – Management Track, paper titled, “The influence of consumers’ price perception on ongoing search and shopping behavior: A multichannel retailing perspective.” International Textile and Apparel Association, 2011
Nomination	Paper of Distinction Award, Professional Development and general Track, paper titled, “Modeling entrepreneurial career intentions of textile and apparel undergraduates: An examination of the moderating role of entrepreneurial knowledge and skills.” International Textile and Apparel Association, 2011
Paper of Distinction	Paper of Distinction Award, Textiles and Apparel Industry Track, paper titled, “Collaborative development of curriculum designed to foster global competence: A report on project products, results and outcomes.” 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 airfare and living expenses as well as hotel accommodations, approximately \$4,000)
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

RESEARCH GRANTS

External Funding

\$18,291	Cotton Incorporated Grant, “Advancing Students’ Knowledge of Cotton Sustainability-Driven Innovation and Circularity,” (with Jin Su, Elena Karpova, and Nancy Hodges). Role: Project Co-PI , funded 2023.
\$528,851	USDA Challenge Grant, “Cultivating Applied Technology Competencies among Diverse Undergraduate Populations: Development and Assessment of Course Materials and Teaching Strategies,” (with Nancy Nelson-Hodges, Ruoh-nan Yan, and Julie Chang), Role: Project Co-PI , funded 2020 -2023.
\$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.

***External Proposal* (Not Funded)**

\$150,000	USDA Challenge Grant, "Cultivating Applied Technology Competencies among Undergraduates: Development and Assessment of Course Materials and Teaching Strategies." (with Nancy Nelson-Hodges, Lakshmi Iyer, Seoha Min, and Aprille Black). Role: Project Co-PI , requested for 2017 – 2020, not funded.
\$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. Byoung Ho Jin), Role, Project Co-PI , submitted January, 19, 2011, requested for 2011 – 2014, not funded.
\$ 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, not funded.

Internal Funding

\$3,000 Regular Faculty Grant (2016-2015)

	Project titled, “Bridging the STEM Gender Gap: Addressing Women’s Professional Development through Technology Education (with Dr. Nancy Hodges, Dr. Lakshmi Iyer).
\$3,000	Dean’s Research Scholars Program (2013-2012) Project titled, “Technology Adoption and Use: A Qualitative Investigation of Product Lifecycle Management in Apparel Industry.” The Bryan School of Business and Economics, UNC-Greensboro (with Dr. Nancy Hodges, Dr. Lakshmi Iyer, and Ms. Ann Ramsey).
\$500	Scholar’s Travel Fund; 2012 and 2014.
\$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

Internal Proposal (Not Funded)

\$10,000	Regular Faculty Grant (2013-2012) Project titled, “Bridging the STEM Gender Gap: Addressing Women’s Professional Development Goals through Technology Education.” UNC-Greensboro (with Drs. Nancy Hodges and Lakshmi Iyer).
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\$2,480 UNCG New Faculty Grant, "Understanding Hispanics' Financial Management Behaviors: An Exploratory Study of Values Influence and Attitudes toward Monetary, Credit, and Debt." UNC-Greensboro, 2006, not funded.

CONFERENCE PROCEEDINGS (Published Abstracts)

129. Hodes, Nancy, **Watchravesringkan, Kittichai**, Yan, Ruoh-nan, Chang, Julie, & Lee, Youngji (2023). Teaching virtual/3D technology in the apparel and textiles curriculum: A conceptual model for developing pedagogical best practices. *International Textile Apparel Association Proceedings*, 2023, www.itaonline.org.

128. Hodes, Nancy, **Watchravesringkan, Kittichai**, Yan, Ruoh-nan, Chang, Julie, Geanious, Chris, & Greenhalgh, Heather (2023). Cultivating applied technology competencies in the apparel and textiles curriculum: Development and assessment of course materials and teaching strategies. *International Textile Apparel Association Proceedings*, 2023, www.itaonline.org.

127. Williams, Annie, Hodges, Nancy, & **Watchravesringkan, Kittichai** (2023). Testing the effects of an apparel sustainability index on consumers' brand attitudes and evaluations. *International Textile Apparel Association Proceedings*, 2023, www.itaonline.org.

126. Myin, Mon Thu & **Watchravesringkan, Kittichai** (2022). Millennials' adoption of AI chatbots for online apparel shopping. *International Textile Apparel Association Proceedings*, 2022, www.itaonline.org.

125. **Watchravesringkan, Kittichai**, Bang, Hauen, Hodges, Nancy, & Su, Jin (2022). Second-hand clothing behaviors: Comparing between Gen Z and Gen Y Thai consumers. *International Textile Apparel Association Proceedings*, 2022, www.itaonline.org.

124. Haque, Farhan, Williams, Annie, Iqbal, Arif, Singh, Kavita, Perry, Mikaylah, & **Watchravesringkan, Kittichai** (2022). Investigating the effect of a fashion brands' supply chain transparency disclosing strategy on fashion brand evaluations. *International Textile Apparel Association Proceedings*, 2022, www.itaonline.org.

123. Bayat, Farimah, Cuffee, Sherita, Nasibili, Narmin, Swamy, Uma, & **Watchravesringkan, Kittichai** (2022). Does model diversity in intimate apparel brand advertisements matter? Investigating the moderating role of values. *International Textile Apparel Association Proceedings*, 2022, www.itaonline.org.

122. **Watchravesringkan, Kittichai**, Chang, Hyo-Jung (Julie), Hodges, Nancy, & Yan, Ruoh-Nan (2022). Measuring self-efficacy in the context of 3D/virtual technology learning: Scale development and assessment. *International Textile Apparel Association Proceedings*, 2022, www.itaonline.org.

121. Yan, Ruoh-Nan, Tarzian, Jared, Hodges, Nancy, **Watchravesringkan, Kittichai**, & Chang, Hyo-Jung (Julie) (2022). Do 3D technologies fill in the gaps for online shopping? Understanding young adult consumers' motivations and user experiences from the behavioral reasoning theory perspective. *International Textile Apparel Association Proceedings*, 2022, www.itaonline.org.

120. Williams, Annie, Hodges, Nancy, & **Watchravesringkan, Kittichai** (2022). An index is worth a thousand words: Considering consumer perspectives in the development of a sustainability label, *International Textile Apparel Association Proceedings*, 2022, www.itaonline.org.

119. Rattanasut, Supanida, Punyapiroje, Chompunuch, & **Watchravesringkan, Kittichai** (2022). In brand we trust: Investigating Thai customers' opinions toward the brand relevance in category of

coin-operated laundry service brand. *Proceedings of American Collegiate Retailing (ACRA) 2022 Conference*.

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12. **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.

11. 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.

10. 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.

9. **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.

8. 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.

7. **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.

6. **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.

5. **Watchravesringkan, Kittichai**, & Shim, Soyeon (2002). Factors influence for-self and for-gift online apparel purchase. *International Textile Apparel Association Proceedings*, 2002, www.itaonline.org.

4. **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.itaonline.org.

3. **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.
2. **Watchravesringkan, Kittichai**, & Shim, Soyeon (2000). Profiling e-apparel shoppers: Demographic, attitudinal, and behavioral characteristics. *International Textile Apparel Association Proceedings*, 2000, www.itaaonline.org.
1. 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/>

PRESENTATION: Refereed Research Presentations (Presenter is underlined)

129. Hodes, Nancy, Watchravesringkan, Kittichai, Yan, Ruoh-nan, Chang, Julie, Lee, Youngji (2023). Teaching virtual/3D technology in the apparel and textiles curriculum: A conceptual model for developing pedagogical best practices. Presented at International Textile Apparel Association (ITAA) 2023 Conference, November 8 -11, Baltimore, MD.
128. Hodes, Nancy, **Watchravesringkan, Kittichai**, Yan, Ruoh-nan, Chang, Julie, Geanious, Chris, & Greenhalgh, Heather (2023). Cultivating applied technology competencies in the apparel and textiles curriculum: Development and assessment of course materials and teaching strategies. Poster Presented at International Textile Apparel Association (ITAA) 2023 Conference, November 8 -11, Baltimore, MD.
127. Williams, Annie, Hodges, Nancy, & **Watchravesringkan, Kittichai** (2023). Testing the effects of an apparel sustainability index on consumers' brand attitudes and evaluations. Presented at International Textile Apparel Association (ITAA) 2023 Conference, November 8 -11, Baltimore, MD.
126. Myin, Mon Thu & **Watchravesringkan, Kittichai** (2022). Millennials' adoption of AI chatbots for online apparel shopping. Poster Presented at International Textile Apparel Association (ITAA) 2022 Conference, October 26 – 29, Denver, CO.
125. **Watchravesringkan, Kittichai**, Bang, Hauen, Hodges, Nancy, & Su, Jin (2022). Second-hand clothing behaviors: Comparing between Gen Z and Gen Y Thai consumers. Presented at International Textile Apparel Association (ITAA) 2022 Conference, October 26 – 29, Denver, CO.
124. Haque, Farhan, Williams, Annie, Iqbal, Arif, Singh, Kavita, Perry, Mikaylah, & **Watchravesringkan, Kittichai** (2022). Investigating the effect of a fashion brands' supply chain transparency disclosing strategy on fashion brand evaluations. Presented at International Textile Apparel Association (ITAA) 2022 Conference, October 26 – 29, Denver, CO.

123. Bayat, Farimah, Coffee, Sherita, Nasibili, Narmin, Swamy, Uma, & Watchravesringkan, Kittichai (2022). Does model diversity in intimate apparel brand advertisements matter? Investigating the moderating role of values. Poster Presented at International Textile Apparel Association (ITAA) 2022 Conference, October 26 – 29, Denver, CO.

122. **Watchravesringkan, Kittichai, Chang, Hyo-Jung (Julie), Hodges, Nancy, & Yan, Ruoh-Nan** (2022). Measuring self-efficacy in the context of 3D/virtual technology learning: Scale development and assessment. Presented at International Textile Apparel Association (ITAA) 2022 Conference, October 26 – 29, Denver, CO.

121. Yan, Ruoh-Nan, Tarzian, Jared, Hodges, Nancy, Watchravesringkan, Kittichai, & Chang, Hyo-Jung (Julie) (2022). Do 3D technologies fill in the gaps for online shopping? Understanding young adult consumers' motivations and user experiences from the behavioral reasoning theory perspective. Presented at International Textile Apparel Association (ITAA) 2022 Conference, October 26 – 29, Denver, CO.

120. Williams, Annie, Hodges, Nancy, & Watchravesringkan, Kittichai (2022). An index is worth a thousand words: Considering consumer perspectives in the development of a sustainability label. Presented at International Textile Apparel Association (ITAA) 2022 Conference, October 26 – 29, Denver, CO.

119. Rattanasut, Supanida, Punyapiroje, Chompunuch, & Watchravesringkan, Kittichai (2022). In brand we trust: Investigating Thai customers' opinions toward the brand relevance in category of coin-operated laundry service brand. Will be presented at American Collegiate Retailing (ACRA) 2022 Conference, March 3-6, 2022, New Orleans, LA.

118. Hodges, Nancy, Watchravesringkan, Kittichai, Yan, Ruoh-nan, & Chang, Julie (2021). Being Real about Teaching Virtual: Comparing Academic and Industry Views on Technology Integration and Skill Development. **iPoster**. International Textile Apparel Association (ITAA) 2021 Virtual Conference, November 3 - 6, 2021.

117. Williams, Annie, Watchravesringkan, Kittichai, & Hodges, Nancy (2021). The Effect of an Apparel Sustainability Index: A Conceptual Model and Propositional Inventory. **iPoster**. International Textile Apparel Association (ITAA) 2021 Virtual Conference, November 3 - 6, 2021

116. Gil, Maria, Su, Jin, Watchravesringkan, Kittichai, & Taras, Vasyl (2021). Are Cosmopolitans into Sustainable Apparel? **iPoster**. International Textile Apparel Association (ITAA) 2021 Virtual Conference, November 3 - 6, 2021.

115. Myin, Mon Thu & Watchravesringkan, Kittichai (2021). The effect of celebrity endorsement on apparel purchase intentions through live streaming commerce: A conceptual and prepositional inventory. Presented at American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) 2021 Triennial Conference, March 25 – 26, 2021. Virtual Conference.

114. Williams, Annie & Watchravesringkan, Kittichai (2021). The effects of green marketing on the purchase intention of sustainable goods: A meta-analysis. Presented at American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) 2021 Triennial Conference, March 25 – 26, 2021. Virtual Conference.

113. Williams, Annie & Watchravesringkan, Kittichai (2021). Investigating a Conceptual Model of Sustainable and Responsible Fashion Consumption through Sustainability Labeling: A Case Study Analysis. Presented at American Marketing Association/American Collegiate Retailing

Association (AMA/ACRA) 2021 Triennial Conference, March 25 – 26, 2021. Virtual Conference.

112. Swamy, Uma & Watchravesringkan, Kittichai (2021). 6 Months of Covid-19 – A Comparative Analysis of Grocery Shopping Behavior of Consumers. Presented at American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) 2021 Triennial Conference, March 25 – 26, 2021. Virtual Conference.
111. Ceballos, Lina, Hodges, Nancy, & Watchravesringkan, Kittichai (2020). The Effects of Typicality and Novelty on Aesthetic Preference and Positive Emotions. Submitted to 2020 Academy of Marketing Science (AMS) Annual Conference, December 15 – 17, 2020. Virtual Conference.
110. Partin, Kristi & **Watchravesringkan, Kittichai** (2020). Determinants of Online Collaborative Consumption Behavior: The Application of the Theory of Reasoned Action in the Context of Apparel. **iPoster**. International Textile Apparel Association (ITAA) 2020 Virtual Conference, November 18 – 20, 2020.
109. Shaneyfelt, Stephanie, **Watchravesringkan, Kittichai**, Carrico, Melanie, & Kemerly, Trisha (2000). The Effects of Consumers' Perceptions of 3D Virtual Garments on Online Purchase Intention. **iPoster**. International Textile Apparel Association (ITAA) 2020 Virtual Conference, November 18 – 20, 2020.
108. Rose, Rachel, Seo, Sukyung, Myin, Mon Thu, Carol, & Watchravesringkan, Kittichai (2020). Exploring the influencing role of expectancy values on online apparel rental: The moderating effect of need for uniqueness. **iPoster**. International Textile Apparel Association (ITAA) 2020 Virtual Conference, November 18 – 20, 2020.
107. Myin, Mon Thu & **Watchravesringkan, Kittichai** (2020). Examining the Drivers and Barriers of Intention to Use AI Chatbot to Purchase Apparel Online. **iPoster**. International Textile Apparel Association (ITAA) 2020 Virtual Conference, November 18 – 20, 2020.
106. Rose, Rachel, Myin, Mon Thu, Carol, Seo, Sukyung, & Watchravesringkan, Kittichai (2020). Exploring Mass Retailer Online Apparel Rental Services. Atlantic Marketing Association Virtual Conference, October 2, 2020.
105. Lee, Youndeok & Watchravesringkan, Kittichai (2020). Effects of Message Framing and Consumers' Willingness to Pay Premium Price on Sustainable Apparel. Atlantic Marketing Association Virtual Conference, October 2, 2020.
104. Hodges, Nancy, Min, Seoha, Watchravesringkan, Kittichai, Lee, Youngji, & Seo, Sukyung (2019), “Teaching virtual technology through industry collaboration: An assessment of pedagogical process and outcomes,” International Textile Apparel Association (ITAA) 2019 Conference, October 26 – 29, Las Vegas, NV.
103. Egeln, Laura, & **Watchravesringkan, Kittichai** (2019). “Modeling the determinants of online consumer loyalty: Evidence from Baby Boomers in the U.S.,” **Poster**: International Textile Apparel Association (ITAA) 2019 Conference, October 26 – 29, Las Vegas, NV.
102. Vogel, Areti T., & Watchravesringkan, Kittichai (2019). “The effects of fashion retail trend imitation.” Global Fashion Management Conference (GFMC), July 11 – 14, Paris, France.

101. **Watchravesringkan, Kittichai**, Vogel, Areti T., & Doraiswany, Dilip (2019). “Brand extension strategies: Consumer evaluations of brand concept and brand equity.” Global Fashion Management Conference (GFMC), July 11 – 14, Paris, France.

100. **Ceballos, Lina**, Hodges, Nancy, & **Watchravesringkan, Kittichai** (2018), “Decoding typicality in apparel products,” The 20th Academy of Marketing Science World Marketing Congress, June 27 -29, 2018, Porto, Portugal.

99. Vogel, Areti T., & **Watchravesringkan, Kittichai** (2018), “Consumer ethics and retail trend imitation,” Association/American Collegiate Retailing Association (AMA/ACRA) Third Triennial 2018 Conference, June 6 – 9, 2018, Toronto, Canada.

98. Pongkul, Thitipong, Teerakasemsuk, Parinya, Phudpong, Voradech, Punyapirije, Chompunuch, & **Watchravesringkan, Kittichai** (2017), “Why do we avoid online ads on social media? Evidence from Thai consumers,” Poster presented at Research Symposium: Innovation and Leadership: Celebrating 100 Years of Excellence in Research and Teaching, Sept. 29 – 30, The University of North Carolina at Greensboro, Greensboro, NC.

97. Su, Jin, Zhou, Jianheng, & & **Watchravesringkan, Kittichai** (2017), “Young consumer’s sustainability knowledge and concerns about sustainable clothing: A perspective from Chinese Post-90s’ college students,” Poster presented at International Textile Apparel Association (ITAA) 2017 Conference, November 15 – 18, 2017 St. Petersburg, FL.

96. Su, Jin, & **Watchravesringkan, Kittichai** (2017), “Sustainable clothing: An update on US college student’s perceptions and ethical behavior,” International Textile Apparel Association (ITAA) 2017 Conference, November 15 – 18, 2017 St. Petersburg, FL.

95. **Ceballos, Lina**, Hodges, Nancy, & **Watchravesringkan, Kittichai** (2017), “The effects of typicality and novelty on aesthetic preference: An investigation of the Maya principle,” International Textile Apparel Association (ITAA) 2017 Conference, November 15 – 18, 2017 St. Petersburg, FL.

94. Collins, LaShaun & **Watchravesringkan, Kittichai** (2017), “Consumers’ Cognitive, affective, and behavioral responses toward a firm’s recovery strategies when committing a transgression.” American Collegiate Retailing Association (ACRA) 2017 Conference, March 29 - April 1, Minneapolis, MN.

93. Doraiswany, Dilip, & **Watchravesringkan, Kittichai** (2016). “Assessing the impact of brand extensions on brand concept and brand equity.” Poster Presentation. International Textile Apparel Association (ITAA) 2016 Conference, November 8 – 11, Vancouver, Canada.

92. Hodges, Nancy, **Watchravesringkan, Kittichai**, Ramsey, Ann, Williams, Miranda, & Iyer, Laksmir (2016), “Bridging the gender gap: An examination of women’s perceptions and use of technology in the apparel industry.” Poster Presentation. International Textile Apparel Association (ITAA) 2016 Conference, November 8 – 11, Vancouver, Canada.

91. Tsitsakis, Areti, Cook, Sasikarn, & **Watchravesringkan, Kittichai** (2016), “A Preliminary Investigation of the Impact of Renting on Exclusive Luxury Brands.” Society for Marketing Advances (SMA) Conference, Nov. 2 – 5, Atlanta, GA.

90. **Watchravesringkan, Kittichai**, & Yurchisin, Kittichai (2016), “Exploring thrift store consumption: A structural model of store image, satisfaction, and loyalty.” Society for Marketing Advances (SMA) Conference, Nov. 2 – 5, Atlanta, GA.

89. Tsitsakis, Areti, & **Watchravesringkan, Kittichai** (2016), "Consumer ethics: An exploration of their role in consumer evaluation of marketplace imitation," Society for Business Ethnics (SBE) Conference, August 5 -7, Anaheim, CA.

88. Yurchisin, Jennifer, Johnson, Kim. P., Whang, Haesun, & **Watchravesringkan, Kittichai** (2016), "Insights into retail therapy shoppers: Experiences sought, behavioral setting, and ties to shopping addiction. Global Marketing Conference (GAMMA), July 21 – 24, Hong Kong.

87. Hodges, Nancy, **Watchravesringkan, Kittichai**, Iyer, Lakshmi, Ramsey, Ann, & Williams, Miranda. (2016). The Benefits and Challenges of Integrating a New Technology in the Workplace: Perspectives from the Apparel Retail Supply Chain. *European Institute of Retailing and Services Studies Proceedings*, July 12, 2016, Edinburgh, Scotland.

86. Konya, Tara, & **Watchravesringkan, Kittichai** (2016), "*The influencing role of consumer's values and attitudes on donation: An empirical analysis of winter holiday season in the United States.*" American Collegiate Retailing Association (ACRA) 2016 Conference, April 13 – 16, Secaucus, New Jersey.

85. Wilson, Jennifer, & **Watchravesringkan, Kittichai** (2016), "*Modeling second-hand shoppers' loyalty toward consignment stores.*" American Collegiate Retailing Association (ACRA) 2016 Conference, April 13 – 16, Secaucus, New Jersey.

84. Childs, Michelle, Turner, Thomas, & **Watchravesringkan, Kittichai** (2015), "Investigating factors that influence word of mouth behaviors among athletic apparel consumers: The moderating role of brand loyalty." Academy of Marketing (AM) 2015 Conference, July 7 – 9, Limerick, Republic of Ireland.

83. Cook, Sasikarn, & **Watchravesringkan, Kittichai** (2015), "An empirical examination of antecedents and consequences of service-intensive quality evaluation within bridal retail setting." The 18th Academy of Marketing Science World Marketing Congress, July 14 -18, Bari, Italy.

82. Yurchisin, Jennifer, **Watchravesringkan, Kittichai**, & Yan, Ruoh-nan (2015), "An exploratory investigation of the impact of consumer emotions and attitudes on patronage intention after mall shooting episodes." Academy of Marketing Science Annual Conference, May 12 – 14, Denver, CO.

81. Yurchisin, Jennifer, Collins, LaShaun, Min, Seoha, & **Watchravesringkan, Kittichai** (2015), "The impact of salesperson gender and apparel product type on females' purchase intention." Fashion and Gender Symposium, May 1-2, St. Paul, MN.

80. Cook, Sasikarn, Ceballos, Lina M., & **Watchravesringkan, Kittichai** (2015), "Exploring the influencing role of zone of tolerance on word of mouth in service-intensive retailers." American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) Second Triennial Conference, March 4-7, Miami, Fl.

79. Yurchisin, Jennifer & **Watchravesringkan, Kittichai** (2015), "Consumer behavior following acts of gun violence in shopping malls: An exploratory study." American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) Second Triennial Conference, March 4-7, Miami, Fl.

78. Tsitsakis, Areti, & **Watchravesringkan, Kittichai** (2015), "Exploring consumers' evaluation of luxury brands: Evidence from design piracy practices." American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) Second Triennial Conference, March 4-7, Miami, Fl.

77. Egeln, Laura, & Watchravesringkan, Kittichai (2015), "An exploration of the impact of website quality on consumer loyalty: Evidence from online global consumer panel data." American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) Second Triennial Conference, March 4-7, Miami, Fl.

76. Canziani, Bonnie, Watchravesringkan, Kittichai, & Yurchisin, Jennifer (2014), "A Conceptual Framework for Entrepreneurial Responses to Neo-Luxury Services Consumers." *7th International Conference on Service Management (ICSM-7)*, December 10 – 12, 2014, Macau, People Republic of China.

75. Cook, Sasikarn C., Ceballos, Lina, & Watchravesringkan, Kittichai (2014), "Investigating Antecedents and Consequences of Service Quality: Evidence from the Service-Intensive Bridal Retailers." International Textile Apparel Association (ITAA) 2014 Conference, November 13 – 16, Charlotte, NC.

74. Woo, Hongjoo, & Watchravesringkan, Kittichai (2014), "Gen-Y Consumers' Self-esteem, Narcissism, and Service Evaluation in Apparel Retail Stores: The Retailer Equity as a Moderator." Poster Presentation, International Textile Apparel Association (ITAA) 2014 Conference, November 13 – 16, Charlotte, NC.

73. Yurchisin, Jennifer, Woo, Hongjoo, & Watchravesringkan, Kittichai (2014), "An Investigation of Socially Responsible Consumers' Behavior in Thrift Stores." International Textile Apparel Association (ITAA) 2014 Conference, November 13 – 16, Charlotte, NC.

72. Egeln, Laura, & Watchravesringkan, Kittichai (2014), "An Exploration of the Impact of Website Quality of Apparel Retailers on Consumer Loyalty." Poster Presentation, International Textile Apparel Association (ITAA) 2014 Conference, November 13 – 16, Charlotte, NC.

71. Hodges, Nancy, Watchravesringkan, Kittichai, Yurchisin, Jennifer, Hegland, Jane, Karpova, Elena, Marcketti, Sara, & Yan, Ruoh-nan (2014), "Developing Curriculum to Foster Students' Entrepreneurial Knowledge and Small Business Skills from a Global Perspective: A Report on Project Products, Results and Outcomes." International Textile Apparel Association (ITAA) 2014 Conference, November 13 – 16, Charlotte, NC.

70. Kananukul, Chawanuan, Watchravesringkan, Kittichai, & Hodges, Nancy (2014), "The Impact of Consumer- and Retailer-Related Factors on Marketing Outcomes: A Comparison of Local and National Department Stores in Thailand." International Textile Apparel Association (ITAA) 2014 Conference, November 13 – 16, Charlotte, NC.

69. Jung, Sojin, Kananukul, Chawanuan, & Watchravesringkan, Kittichai (2014), "Consumers' Responses to Standardized Merchandise Strategies of Fast Fashion in Global Market." Poster Presentation, International Textile Apparel Association (ITAA) 2014 Conference, November 13 – 16, Charlotte, NC.

68. Kananukul, Chawanuan, Hodges, Nancy, and Watchravesringkan, Kittichai (2014), "Exploring Shopping Motivations among Department Store Consumers in Thailand: A Comparison of National versus Local Department Stores." American Collegiate Retailing Association (ACRA) 2014 Conference, March 26-29, Dallas, TX.

67. Kananukul, Chawanuan, Jung, Sojin, and Watchravesringkan, Kittichai (2014). "Building Customer Equity through Trust in Social Networking Sites: A Perspective from Thai Consumers." American Collegiate Retailing Association (ACRA) 2014 Conference, March 26-29, Dallas, TX.

66. Blachflower, Tiffany and **Watchravesringkan, Kittichai** (2014). "Exploring the Impact of Social Networking Sites on Brand Equity." *Marketing Management* (2014) Spring Conference, March 26 – 28, Chicago, IL.

65. Turner, Thomas, Childs, Michelle, and **Watchravesringkan, Kittichai** (2013). "A Comparative Study between Athletic and Non-athletic Consumers: Consumer Decision-Making Styles, Shopping Channel Choices, and Purchase Intentions." International Textile Apparel Association (ITAA) 2013 conference, October 16- 18, New Orleans, LA.

64. Hodges, Nancy, **Watchravesringkan, Kittichai**, Yurchisin, Jennifer, Childs, Michelle, Karpova, Elena, Marcketti, Sara, Hegland, Jane, and Yan, Ruoh-nan (2013). "Women and Small Apparel Business Ownership: A Cross-cultural Exploration of the Entrepreneurial Experience." International Textile Apparel Association (ITAA) 2013 Conference, October 16- 18, New Orleans, LA.

63. Kananukul, Chawanuaun, Jung, Sojin, & **Watchravesringkan, Kittichai** (2013). "Modeling Customer Equity: The Roles of Social Networking Sites, Trust, and Brand Equity." Academy of Marketing Science (AMS) 2013 Annual Conference, May 15-18, Monterey, CA.

62. Childs, Michelle, Turner, Thomas, & **Watchravesringkan, Kittichai** (2013). "The Influence of Consumer Decision-Making Styles on Attitudes and Shopping Outcomes: Evidence from Athletic Apparel Consumers." American Collegiate Retailing Association (2013) Conference (ACRA), March 20-23, 2013, Nashville, TN.

61. Frank, Phillip M. & **Watchravesringkan, Kittichai** (2013). "Exploring Antecedents and Consequences of Young Consumers' Perceived Global Brand Equity." 2013 American Marketing Association (AMA) Winter Marketing Educators' Conference, February 15-17, Las Vegas, NV.

60. **Watchravesringkan, Kittichai** & Frank, Phillip M. (2012). "Materialistic Values Scale (MVS): A Cross-cultural Comparison between the United States and Thailand." Society for Marketing Advances (SMA) 2012 Conference, October 31 – November 3, Orlando, FL.

59. Frank, Phillip M. & **Watchravesringkan, Kittichai** (2012). "Investigating consumers' apparel retail format choice: The roles of decision-making styles and retail attributes." Society for Marketing Advances (SMA) 2012 Conference, October 31 – November 3, Orlando, FL.

58. Hodges, Nancy, **Watchravesringkan, Kittichai**, Yurchisin, Jennifer, Karpova, Elena, Marcketti, Sara, Hegland, Jane, and Yan, Ruoh-nan (2012). "Identifying the Skills that Students Need to Succeed: Perspectives of US and Global Apparel Entrepreneurs and Small Business Owners." International Textile Apparel Association (ITAA) 2012 Conference, November 15 – November 17, Honolulu, HI.

57. Kananukul, Chawanuan, Hodges, Nancy, & **Watchravesringkan, Kittichai** (2012). "Profiling Thailand's retail industry: An analysis of market challenge and opportunities for future growth." The Academy of Marketing Science (AMS) 2012 Annual Conference, May 15 – May 20, 2012, New Orleans, LA.

56. Kananukul, Chawanuan, **Watchravesringkan, Kittichai**, & Hodges, Nancy (2012). "Exploring the impact of consumers' second-hand clothing motivations on shopping outcomes: An investigation of weekend market patronage in Thailand." The Academy of Marketing Science (AMS) 2012 Annual Conference, May 15 – May 20, 2012, New Orleans, LA.

55. **Watchravesringkan, Kittichai**, Hodges, Nancy, Yurchisin, Jennifer, Hegland, Jane, Karpova, Elena, Marcketti, Sara, & Yan, Ruoh-Nan (2011). *Modeling Entrepreneurial Career Intentions of Textile and Apparel Undergraduates: An Examination of the Moderating Role of*

Entrepreneurial Knowledge and Skills. International Textile Apparel Association (ITAA) 2011 Conference, November 4 – November 6, Philadelphia, PA.

54. Frank, Phillip M., & Watchravesringkan, Kittichai (2011). *Consumer Decision-Making Styles: An Exploration of Antecedents and Consequences.* Poster presented at International Textile Apparel Association (ITAA) 2011 Conference, November 4 – November 6, Philadelphia, PA.

53. **Watchravesringkan, Kittichai, & Frank, Phillip M.** (2011). Modeling Consumers' Loyalty toward Multinational Hypermarket Retailers in Thailand. International Textile Apparel Association (ITAA) 2011 Conference, November 4 – November 6, Philadelphia, PA.

52. Gupta, Megha, & Watchravesringkan, Kittichai (2011). *A Structural Analysis of Shopping Mall Repatronage Influences.* Poster presented at International Textile Apparel Association (ITAA) 2011 Conference, November 4 – November 6, Philadelphia, PA.

51. Baucum, Natalie, Watchravesringkan, Kittichai, & Machado, Tiffany (2011). The Influence of Consumers' Price Perception on Ongoing Search and Shopping Behavior: A Multichannel Retailing Perspective. International Textile Apparel Association (ITAA) 2011 Conference, November 4 – November 6, Philadelphia, PA.

50. Machado, Tiffany, Watchravesringkan, Kittichai, & Baucum, Natalie (2011). *Trying to Do Better? A Goal-Directed Behavior Perspective Towards Learning.* International Textile Apparel Association (ITAA) 2011 Conference, November 4 – November 6, Philadelphia, PA.

49. Son, Junghwa, Delisia Matthews, Delisia, & Watchravesringkan, Kittichai (2011). Investigating Influencing factors of Brand Loyalty: Moderating Effects of Consumers' Perceived Congruency between Brand Name and Store Name. Poster presented at International Textile Apparel Association (ITAA) 2011 Conference, November 4 – November 6, Philadelphia, PA.

48. Cho, Sooeun, Watchravesringkan, Kittichai, & Hodges, Nancy Nelson (2011). *An Investigation of the Potential for Adoption of Self-service Technology in the Apparel Retail Setting.* International Textile Apparel Association (ITAA) 2011 Conference, November 4 – November 6, Philadelphia, PA.

47. Chang, Hyo-Jung, & Watchravesringkan, Kittichai (2011). *Modeling Environmentally Friendly Behavior Application of Theory of Planned Behavior on Green Apparel Purchase.* Atlantic Marketing Association (2011) Conference, September 14-17, Charleston, SC.

46. Yurchisin, Jenifer, Chang, Hyo Jung, Ou, Yingie, & Watchravesringkan, Kittichai (2011). *An Examination of Apparel Donation Behavior Using the People's Helping Behavior Toward Charities Framework.* International Textile Apparel Association-Korean Marketing Sciences (ITAA-KAMS) 2011 Conference, May 26-29, Seoul, South Korea.

45. 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.

44. 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.

43. 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.

42. 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.

41. 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.

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

39. 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.

38. **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.

37. **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.

36. 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.

35. **Watchravesringkan, Kittichai**, Yurchisin, Jenifer, & 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.

34. 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.

33. 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.

32. 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.

31. 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.

30. **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.

29. 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.

28. 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.

27. 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.

26. 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, PA.

25. **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.

24. **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.

23. 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.

22. 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.

21. **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.

20. **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.

19. 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.

18. 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.

17. 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*. 11th Cross-Cultural Research Conference, December 11-14, Puerto-Rico, USA.

16. 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.

15. Watchravesringkan, Kittichai, & Dyer, Barbara (2005). *Cultural materialism – Where East meets West*. International Trade and Finance Association (IT&FA) Conference, May 18-21, Istanbul, Turkey.

14. 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.

13. 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.

12. 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.

11. 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.

10. 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.

9. 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.

8. 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.

7. 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.
6. 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.
5. Watchravesringkan, Kittichai, & Shim, Soyeon (2002). *Factors influence for-self and for-gift online apparel purchase*. 59th Annual International Textile and Apparel Association (ITAA) Conference, August 8-10, New York, NY.
4. Watchravesringkan, Kittichai, Yan, Ruoh-Nan, & Shim, Soyeon (2002). *Determinants of consumers' purchase intentions of counterfeit products: The mediator roles of perceived risk and value*. 59th Annual International Textile and Apparel Association (ITAA) Conference, August 8-10, New York, NY.
3. 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.
2. Watchravesringkan, Kittichai, & Shim, Soyeon (2000). *Profiling e-apparel shoppers: Demographic, attitudinal, and behavioral characteristics*. 57th Annual International Textile and Apparel Association (ITAA) Conference, November 8-10, Cincinnati, OH.
1. Schumann, David, Lee, Jinkook, & Watchravesringkan, Kittichai (1999). *An investigation of response to product endorser ethnicity: Differences within the Asian-American target market*. 18th Annual Advertising and Consumer Psychology Conference, Diversity in Advertising, May 20-22, San Antonio, TX.

MEDIA COVERAGE

- The Carolinian Newspaper (The Student Newspaper of the UNC-Greensboro, September 9, 2012): "New York Fashion Week: Spring 2013 Trends Are In," by Laura Brewer: http://www.uncgcarolinian.com/news/article_1b60fe26-0143-11e2-9d5b-001a4bcf6878.html

GUEST LECTURE

- Invited Guest Speaker (2017, March 1), “Research in International Retailing: Methodologies and Challenges,” IGS 400: Capstone Seminar in IGS, UNCG.
- Guest Lecture (2016, October 29), “From Consumer Insights to Consumer Research,” Graduate Level, Department of Communication Arts, Burapha University, Chonburi, Thailand.
- Invited Guest Speaker (2016, April 6), “International Retailing Research: Methodologies and Challenges,” IGS 400: Capstone Seminar in IGS, UNCG.
- 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 in CRS. 121 (Culture, Human Behavior, and Clothing, Topic: Thailand: History, Culture, and Clothing) for Fall 05, Spring 06, Fall 06, and Spring 07, 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.

TEACHING

Course Taught

The University of North Carolina, Greensboro, NC

Undergraduate

- RCS 560: Advanced Retail Buying and Merchandising
- 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 731: Theory and Research in Services Retailing, Fall 2013.
- CRS 714: Advanced Quantitative Methodology in Consumer, Apparel, & Retail Studies
- CRS. 605: Research Methodology in Consumer, Apparel, and Retail Studies
- CRS. 530: Economics of the Textile and Apparel Complex
- RCS.662(562): Behavior of Softlines Consumers
- CRS. 765: College Teaching Practicum in CRS, Fall 2008, Fall 2009, Fall 2010, Spring 2011, Fall 2011, Spring 2014.
- 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

TRAINING/WORKSHOPS IN HIGHER EDUCATION

- QPR (Question, Persuade, Refer): Suicide Training. January 21, 2022 (via Zoom)
- Retail Technology Startup Summit by PVH Corporation. October 19, 2021 (via Zoom)
- 2021 Target Virtual College Consortium, September 10, 2021 (via Zoom)
- Substantive Change Compliance Policy Workshop, UNC-Greensboro, March 5, 2019.
- Curriculum Inventory Management (CIM) End User Training, the Graduate School, UNC-Greensboro, February 5, 2019.
- Introduction to R for Data Analysis Workshop, Department of Statistics, UNC-Greensboro, August 24, 2018
- Effective Graduate Recruitment, Gradschoolmatch webinar, February 1, 2017.
- Course Development Workshop, Gateway North Campus, University of North Carolina at Greensboro, May 9 – 10, 2016.

- Lotta 3-D Clothing Workshop (Browzwear), January 21, 2016, VF Corporation, Greensboro, NC.
- Research with Corporations and Foundations Workshop, March 20, 2015, BSBE, UNC-Greensboro
- Disciplinary Honors Liaison Workshop, August 22, 2014, UNC-Greensboro
- Visual Retailing - Mockshop Software Training, Jan 30 – Feb 1, 2014, UNC-Greensboro.
- Internal Grant Training for Regular Faculty and Summer Excellence Awards, August 28, 2012.
- 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

SERVICE

Department

- Search Committee Chair for Putnam & Hayes Distinguished Professor in CARS position, 2018-2019.
- CARS Faculty Representative for National Retail Federation (NRF) Foundation, 2015-2016; 2017 – 2018.
- Search Committee Member for Consumer, Apparel, and Retail Studies (CARS) Associate Professor position, 2015-2016
- Search Committee Member for Consumer, Apparel, and Retail Studies (CARS) Assistant Professor position, 2015-2016
- Search Committee Member for Consumer, Apparel, and Retail Studies (CARS) Lecturer position, 2015-2016
- Search Committee Chair for Consumer, Apparel, and Retail Studies (CARS) position, 2014-2015
- CARS Business Committee on Education, Faculty Liaison, 2012 – Present
- CARS P&T Committee, 2011 – Present
- CARS Assessment Committee, 2011 – Present
- Co-Director of Graduate Studies in Consumer, Apparel, and Retail Studies (CARS), 2011 - 2012
- 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

The Bryan School of Business and Economics (BSBE), UNC- Greensboro

- BSBE Committee of Research, 2023 – Present
- BSBE Graduate Program Committee, 2011 – 2012; 2014 - 2022
- BSBE Promotion and Tenure (P&T) Committee, 2012-2014; 2018 – 2023.
- BSBE Research Excellence Award Committee for 2011 -2012, Spring 2012

School of Human Environmental Sciences, UNC- Greensboro

- Research Fellow, Center of New North Carolinians (CNNC), 2006-2009
- Mary Frances Stone Teaching Award Committee for 2011 - 2012, Spring 2012
- HES Advisory Committee on Teaching for 2008-2009
- Staff Excellence Award Committee for 2005-2007

University of North Carolina at Greensboro

- Committee member, Lyon Fellowship Award, 2021 - 2022.
- Chair Curriculum Subcommittee, Graduate Studies Committee, UNCG-Graduate School, Spring 2019.
- Curriculum Subcommittee member, Graduate Studies Committee, UNCG-Graduate School, 2016 – 2019.
- Student Affairs Subcommittee member, Graduate Studies Committee, UNCG-Graduate School, 2017 – 2018; 2019 - 2021.
- Graduate Studies Committee member (Graduate Council), UNCG-Graduate School, 2016 – 2021.
- Innovative Use of Technology in a Thesis or Dissertation Award Committee member, UNCG- Graduate School, 2016 – 2017.
- Ad Hoc Committee member, UNCG’s COACHE Faculty Satisfaction Data Review, 2015 -2016.
- IGS Advisory Committee member, International and Global Studies Program, College of Arts and Sciences, 2015 – 2018.
- CARS Liaison, Lloyd International Honors College, 2011 – Present
- Reviewer Panels, *The Arts in Residence* Program, sponsored by Lloyd International Honors College; School of Music, Theatre; and Dance; and Undergraduate Research, Scholarship, and Creativity Office; 2014 – 2015; 2015-2016.
- Outstanding Dissertation Award Committee member, UNCG-Graduate School, 2013 – 2014
- Graduate Faculty, Full Member, 2010 – Present
- Graduate Faculty, Associate Member, 2005 – 2010

Outreach

- Invited Panel Discussion (November 5, 2011) at the International Textile and Apparel Association (ITAA) 67th Conference for the Special Topic Session: *Emerging Global Markets: What Next?: Implications for Teaching and Learning*, Philadelphia, PA., USA.
- Participating at Southeastern Graduate Consortium (March 31 and April 1, 2011) at the University of Tennessee, Knoxville, USA.

- Moderator (October 31, 2009) at the International Textile and Apparel Association (ITAA) 65th 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) 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 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.

Graduate Student Advising

Major Professor --- Ph.D.

- Kaylah Perry (Co-advisor and dissertation co-chair), in progress.
- Sherita Cuffee (Co-advisor and dissertation co-chair), in progress.
- Mon Thu Myin (Co-advisor and dissertation co-chair), in progress.
- Leanna (Annie) Williams (Co-advisor and dissertation co-chair), “Encouraging Socially Responsible Fashion Consumption: An Investigation of the Effects of a Sustainability Index Garment Label on Consumers’ Brand Attitudes and Evaluations,” completed June 8, 2023.
- Areti Tsitskis (Major Advisor and Dissertation Chair), “Exploring the Impact of Product Similarity and Price on Brand Management Outcomes of Junior Imitations and Traditional Senior Luxury Brands: The Moderating Roles of Consumer Characteristics,” completed August 16, 2017.
- Lina Ceballos (Co-advisor and Dissertation Co-chair), “Examining the Effects of Typicality and Novelty on Aesthetic Preference and Positive Emotions Using the MAYA Principle: The Moderating Role of Usage Situation,” completed June 23, 2017.
- Sasikarn C. Cook (Major Advisor and Dissertation Chair), “Investigating Exploratory Behavior in the Context of Online Fashion Product Retailers,” completed May 30, 2017.
- Laura Egeln (Major Advisor and Dissertation Chair), “The Impact of Website Quality on Consumer Satisfaction, Trust, and Loyalty: The Case of Baby Boomers,” completed June, 2015.
- Chawanuan Kananukul (Co-advisor and Dissertation Co-chair), “The Impact of Consumer- and Retailer-Related Factors on Marketing Outcomes: A Comparison of Local and National Department Stores in Thailand,” completed January 2014.
- Phillip Frank, (Major Advisor and Dissertation Chair), “Modeling Young Global Consumers’ Apparel Brand Resonance: A Cross-cultural Comparison between the United States and Thailand,” completed October, 2013.
- Soo-eun Cho (Co-advisor and dissertation co-chair), “Self-service Technology: Potential Adoption in Apparel Retail Settings,” completed June, 2011.

- 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

- Tara Bettle (MS Thesis Chair), “Value Creation Through Social Media: How Influencer Marketing can Affect Brand Attitude, Perceived Brand Image, and Overall Brand Equity of Luxury Brands,” completed November, 2023.
- Youndeok Lee (MS Thesis Chair), “Effects of Eco-labels and Framing Message on Consumers’ Attitudes toward the Advertisement, Consumers’ Attitudes toward the Brand, and Consumers’ Evaluations of Brand Equity,” completed June, 2021.
- LaShaun Collins (MS Thesis Chair), “Consumers’ Cognitive, Affective, and Behavioral Responses toward a Firm’s Recovery Strategies When Committing a Transgression,” completed May 2016.
- Vinod K. Shanmugam (MS Thesis Chair), “An Empirical Investigation of Antecedents and Consequences of Online Compulsive Behavior: The Moderating Role of Psychological Factors,” completed June, 2011.
- Dilip Doraiswamy (MS Thesis Chair), “Assessing the Impact of Brand Extensions on Brand Concept and Brand Equity: The Moderating Effects of Consumers’ Perceived Fit,” completed June, 2011.
- 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

- Martha Merritt (MS advisor, non-thesis track), “Evaluating Generation Z’s Social Media Use and Its Effects on the Fashion Life Cycle and Consumers’ Sense of Self,” completed December 2023.
- Jessica Cullins (MS advisor, non-thesis track), “Patagonia and Its Influence on the Retail Technology,” completed May 4, 2023.
- Jasmine Cullins (MS advisor, non-thesis track), “The History and Future of Technology in Retail,” completed May 2, 2023.
- Dawn M. Beechner-Varnier (MS advisor, non-thesis track), “Generation Z’s Social Responsibility Attitudes and Purchase Intention of Made-In the USA Apparel,” completed May 4, 2023.
- Cayde Murphy (MS. advisor, non-thesis track), “The Influence of Fashion Involvement and Materialism on Generation Z’s Intent to Use Buy Now, Pay Later Payment Services When Purchasing Luxury Accessories,” completed April 27, 2023.
- Daniel Tamayo (MS advisor, non-thesis track), “An Analysis of Gender-neutral Apparel: Content analysis approach,” completed November 2022.
- Christopher Leon-Luciano (MS advisor, non-thesis track), “The Nike SNKRS App and their Approach to artificial Scarcity and Transparency,” completed May 2022.
- Tionna Medlin (MS advisor, non-thesis track), “Does Social Media Have an Influence on Overconsumption?,” completed May 2022.
- Randi Jeffreys (MS advisor, non-thesis track), “The Effect of Brand Activism on Brand Equity,” completed April 2022.
- Katie Sands (MS advisor, non-thesis track), “The Evolved Consumer Decision Making Processes of Generational Cohorts: How This Affects Furniture Buying and How Marketers are Reacting,” completed December 3, 2021.

- Blair Constantino (MS advisor, non-thesis track), “Children and Social Media: A Study on Parents Views on Their Children’s Use,” completed December 3, 2021.
- Hannah Leah Knox (MS advisor, non-thesis track), “Sustainable and Ethical Fashion and the Generational Cohorts Baby Boomers and Millennials,” completed June 18, 2021.
- Harrison Smith (MS advisor, non-thesis track), “Gen Z Consumers and the Second-Hand Sneaker Market,” completed May 5, 2021.
- Jordan Houston-Taylor (MS advisor, non-thesis track), “Visual Merchandising during COVID-19 and Its Impact on Consumer Attraction Inside stores,” completed May 4, 2021.
- Megan Coney (MS advisor, non-thesis track), “Fast Fashion and Its Impact on the Environment,” completed December 3, 2020.
- Haley Milligan (MS advisor, non-thesis track), “Adaptation Duringa Pandemic: New Opportunities and Unexpected Challenges for the Apparel Industry,” completed December 3, 2020.
- Kiaya Bradley (MS advisor, non-thesis track), “Internship: Dyehard Fan Supply,” completed December 3, 2020.
- Andrea Oglesby (MS advisor, non-thesis track), ‘Determinants of Millennial Consumers Behavior toward Shopping Online versus In-Store,” completed May 8, 2020.
- Jazmine Stevenson (MS advisor, non-thesis track), “Globalization and How it Affects Supply Chain Management,” completed May 8, 2020.
- Gabrielle Mills (MS Advisor, non-thesis track), “Internship: Kontoor – Lee Men’s Bottom,” completed May 6, 2020.
- Ashanti Turner (MS advisor, non-thesis track), “Internship: Postworthy Project Manager,” completed February 28, 2020.
- Stephanie Shaneyfelt (MS advisor, non-thesis track), “Consumer Perception of Virtual Garment Rendering in an Online Retail Setting,” completed December 12, 2019.
- Megan McAbee (MS advisor, non-thesis track), “Exploring the Differences in the Online Consumer Decision-Making Process for Staple Apparel Items and Fashion Apparel Items,” completed December 11, 2019.
- Bell, LaTosha (MS advisor, non-thesis track), “Life at Wrangler,” completed June 12, 2019.
- Anna Hall (MS advisor, non-thesis track), “Examining Young Consumers’ Perceptions of Luxury Fashion Brands: A Comparative Study between Affordable and Traditional Luxury Brands,” completed May 9, 2019.
- Fatour Thiare (MS advisor, non-thesis track), “An Exploration of West African Female Fashion Entrepreneurs: Challenges and Strategies,” completed May 3, 2019.
- Emily Stamm (MS advisor, non-thesis track), “Evaluating the Impact of Celebrity Endorsement Versus Social Media Influencer Endorsement on Generation Z Females’ Consumer Behavior,” completed May 2, 2019.
- Charlotte Maurno (MS advisor, non-thesis track), “The Effects of Store Image on Consumer Discount Store Patronage,” completed May 2, 2019.
- Kristi Partin (MS advisor, non-thesis track), “Determinants of Collaborative Consumption Behavior: The Application of the Theory of Reasoned Action in the Context of Apparel,” completed April 24, 2019.
- Cortney Addison (MS advisor, non-thesis track), “My Wrangler: VF Internship Experience,” completed June 14, 2018.
- Heather Keating (MS advisor, non-thesis track), “Understanding Business of Divas Boutique and Bridal,” completed May 2, 2018.
- Jameson Olive (MS advisor, non-thesis track), “Understanding Boutique Consumers: The Case of Simply’s Meg Boutique,” completed November 8, 2017.
- Cassandra Senter (MS advisor, non-thesis track), “Online vs. Offline Shopping: How Traditional Apparel Retailers Are Struggling with the Increase in Online Retailing,” completed November 8, 2017.

- Charlotte Gross (MS advisor, non-thesis track), “Technology and Data in Retail: How Modern Technology and Big Data Can Drive Sales for Brick-and-Mortar Stores,” completed December 14, 2016.
- Kiara Ross (MS advisor, non-thesis track), “Gender Differences between Men and Women Consumers,” completed December 12, 2016.
- Michele Jackson (MS advisor, non-thesis track), “Mobile Retail: Potential Growth Strategies,” completed November 30, 2016.
- Danette Whitaker (MS advisor, non-thesis track), “The Rise of Non-traditional Retailing: Opportunities for Small Business,” completed July 7, 2016.
- Lacey Rhoten, (MS advisor, non-thesis track), “Performance Apparel versus Physical Activity: The Evolution of Athleisure Apparel and the Relationship to Physical Fitness,” completed May 4, 2016.
- Wayne Marsh (MS advisor, non-thesis track), “Merchandising Intern at VF,” completed May 4, 2016.
- Candace Carter (MS advisor, non-thesis track), “Merchandising Specialist for Missy Denim at VF Jeanswear,” completed May 2, 2016.
- Natalie Hessler (MS advisor, non-thesis track), “An In-depth Analysis of Campfire Hooligans: Implication for Small Apparel Business,” completed December 9, 2015.
- Brittany Fuller (MS advisor, non-thesis track), “True Life: I’m a Merchandising Specialist at VF Corporation,” completed November 20, 2015.
- Meghan Horton (MS advisor, non-thesis track), “Exploring Merchandising Specialist at VF Jeanswear,” completed November 18, 2015.
- Mariam Ghassemi (MS advisor, non-thesis track), “Exploring Consumer Motivation, Attitudes, and Behavior related to Bar Code-based Mobile Payment: Implications for Strategy and Research on Technology-based Self-Service,” completed April, 2014.
- Brittany Vandergrift (MS advisor, non-thesis track), “Investigating Multichannel Retailing: Application of the Theory of Planned Behavior,” completed April 2013.
- 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.

- Kavita Singh (Ph.D.), in progress
- Farhan Haque (P.D.), in progress
- Uma Swamy (Ph.D.) in progress.
- Farimah Bayat (Ph.D.), in progress.
- Meghan Hembree (Ph.D.), in progress.
- Arif Iqbal (Ph.D.), “Sustainable Technology Readiness of Apparel Professionals,” completed January 17, 2023.
- Sukyung Seo (Ph.D.), “Self-Gifting and Consumer Perceived Values: Development and Validation of a Scale to Measure Consumer Perceived Values in Self-Gifting and Applied to Consumer Satisfaction,” completed May 2022.

- Wu, Jeff Huicheng (Ph.D.), “Managing the Buyer-Supplier Relationship: An Investigation of Supplier Satisfaction, Buyer Power, and Supply Chain Performance,” completed March 2022.
- Maria Gil (Ph.D.), “A Cross Cultural Investigation of the Effect of Cosmopolitan Consumer Orientation on the Consumption of Sustainable Apparel among Young Metropolitan Consumers,” completed May 26, 2021.
- Miranda Williams (Ph.D.), “I Think, Therefore I Blog: An Exploration of Authenticity, Capital, and Identity Construction among Fashion Bloggers,” completed October 17, 2019.
- Tara Konya (Ph.D.), “Employee Volunteer Programs as Corporate Social Responsibility in the Apparel Industry: An Investigation of Stakeholder Perceptions,” completed October 18, 2018.
- Jennifer Wilson (Ph.D.), “Shopping Locally: An Exploration of Motivations and Meanings in the Context of a Revitalized Downtown,” completed June 20, 2018.
- Wendy Chao (Ph.D.), “Micro-blog Marketing of Luxury Consumption: The Role of Envy toward Purchase Intention,” completed June 8, 2017.
- Lorraine Martinez-Novoa (Ph.D.), “Consumed by Consumption: A Phenomenological Exploration of the Compulsive Clothing Buying Experience,” completed August 10, 2016.
- Bharath Ramkumar (Ph.D.), “The Effect of Trust, Transaction Utility, and Product Uniqueness on International Online Outshopping (IOO) Intention and Customer Delight: The Role of E-tailer’s Country Image,” July 7, 2016.
- Hongjoo Woo (Ph.D.), “Multiple Country Image in a Fashion Brand: How Do Those Affect Consumers’ Cognitive Dissonance and Brand Perception? completed May 12, 2016.
- Tiffany M. Blanchflower (Ph.D.), “Crafting Consumption through Community: An Exploration of the Etsy Experience,” completed April 8, 2016.
- Thomas Turner (Ph.D.), “Sustainable Business in the Experience Economy: An Examination of Marketplace, Consumer, and Community in the Context of Americana Music Festival,” completed February 8, 2016.
- Minita Sanghvi (Ph.D.), “Marketing the Female Politician: An Exploration of Gender, Appearance, and Power,” completed June, 2014.
- Jungwa Son (Ph.D.), “Do Lower Prices Always Increases Willingness to Purchase? A Comprehensive Understanding toward the Role of Perceived Price,” completed May, 2013.
- Beth Bell (Ph.D.), “Contemporary North Carolina American Indian Powwow Dress: An Exploration of Tradition, Culture, and Identity,” completed March 2103.
- Hyeon Jeong (HJ) Cho (Ph.D.), “U.S. Apparel Retailers’ International Expansion: An Application of the Uppsala Model,” completed October 2012.
- Delisia Matthews (Ph.D.), “Swapping Styles: An Exploration of Fashion Leadership, Brands, and Group Membership in the Context of Clothing Swaps,” completed July 2012.
- Hyo (Julie) Chang (Ph.D.), “An Investigation of Self-Concept, Clothing Selection, and Life Satisfaction among Disbaled Consumers,” completed June 2012.
- Parvathi Padmanabhan (Ph.D.), “Foreign Apparel Brands and the Young Indian Consumer: An Exploration of the Role of Brand in the Decision Making Process,” completed June 2012.
- Trisha Kemerly (Ph.D.), “Home Sweet Home: An Exploration of Women’s Home Furnishing Shopping Experiences,” completed June 2012.
- Megah Gupta (Ph.D.), “Corporate Social Responsibility in the Global Apparel Industry: An Exploration of Indian Manufacturers’ Perceptions,” completed June 2012.
- 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

- Haley Hendershot (MS thesis track), in progress.
- Marany Sory (MS non-thesis track), “An Investigation of Rebranding Strategies in the Context of Luxury Fashion,” completed June 23, 2023.
- Marya Sorn (MS non-thesis track), “Exploring the Rise of Overproduction in the Apparel Industry and the Effect of Social Media on Fashion Consumption,” completed April 28, 2023
- LaParia Speight (MS non-thesis track), “The Case of Fashion Trend Forecasting Industry: Challenges and Opportunities,” completed May 2022.
- Kiarah Copney (MS non-thesis track), “Sustainability in the Home Textile Industries,” completed May 2022.
- Kylie Jones (MS non-thesis track), “Exploring How Influencer Marketing Affects the Follower’s Purchase Intention,” completed May 2022.
- Jordyn Byers (MS non-thesis track), “Enclothed Cognition and the Effects on Psychological States in Relation to Mental Health, Perception, and Body Image,” completed December 2021.
- Mariana Huerta (MS non-thesis track), “Consumer Behavior During the COVID-19 Pandemic,” completed June 18, 2021.
- Chante Gibbs (MS non-thesis track), “Exploring the Apparel Needs of Individuals with Intellectual and Developmental Disabilities,” completed May 4, 2021.
- Taryn Caleb (MS non-thesis track), “Models & Mannequins: Plus-size Representation Perceived in the Visuals of the U.S. Retail Industry,” completed May 4, 2021.
- Lindsey Smith (MS non-thesis track), “The Impact of Celebrity and Influencer Culture on Traditional Fashion Brands,” completed May 3, 2021.
- Taylor Calloway (MS non-thesis track), “Spiritex Product Manual,” completed April 30, 2021.
- Trinity Edelen (MS, non-thesis track), “What About Me? Exploring Diversity and Inclusion in Fashion Publications,” completed June 11, 2020.
- Gregory Soones (MS, non-thesis track), “Consuming Proper & Improper Footwear, and Foot Health,” completed April 27, 2020.
- Kerri Byrd (MS non-thesis track), “Sustainable Apparel and Apparel Labelling: The Consumers’ Perspective,” completed December 11, 2019.
- Max Fishman (MS non-thesis track), “Denim Jeans: Defining the Optimal Fit from the Perspective of Apparel Designer and Manufacturer,” completed May 20, 2019.
- Avin Jayawickrema (MS non-thesis track), “Cause-related Marketing as a Mechanism to Build Brand Equity: A Conceptual Review and Proposed CRM-based Brand Equity Model,” completed May 8, 2019.
- Jade Gary (MS non-thesis track), “Exploring the McDonaldization of Fashion in the Retail Store Environment: Perspectives of Consumers and Employees,” completed December 3, 2018.
- Gwia Kim (MS thesis track), “Do Older Consumers Consume Environmentally? An Understanding of Environmentally Sustainable Apparel Consumption and Purchase Intention Through Socioemotional Selectivity Theory,” completed May 15, 2018.
- Jessica Papier (MS non-thesis track), “The Decline of the Traditional Retail Industry and Millennials’ Perspective of Brands,” completed April 25, 2018.
- TayLa Soares (MS non-thesis track), “Visualizing Athletic Performance Wear through 3D Apparel,” completed May 5, 2017.
- Juliette Griego (MS non-thesis track), “Problems, Challenges, Advantages, and Possible Solutions for Producing Clothing in the United States,” completed August 4, 2016.
- Kristen Crutchfield (MS non-thesis track), “Apparel Buying: The Product Development Process of Fast Fashion and Slow Fashion Companies,” completed May 2, 2016.
- Maria Santoro (MS non-thesis track), “American Sports Apparel Retailers and The Other Potential for FDI in Brazil,” completed December 9, 2015
- Amanda Corder (MS non-thesis track), “An Exploratory Investigation of Teenagers’ Awareness and Advocacy of the Slow Fashion Movement,” completed October 10, 2015.

- Katie Daly (MS non-thesis track), “Sustainability in the Supply Chain: A Strategic Review,” completed December 2014.
- Anne Mitchell (MS thesis track), “Exploring the Motivations and Decision-Making of Sustainable Entrepreneurs: Implications for Apparel Manufacturing in the U.S.,” completed November 2014.
- Katura Parker (MS non-thesis track), “An Investigation of the Factors Importance to Consumers When Working with a Personal Stylist,” completed December 2013.
- Zoe Williams (MS non-thesis track), “Regaining Comparative Advantage: Patterns of Opportunity and Challenges for the New York City Apparel Industry.” Completed May 2013.
- Katerra Riggins (MS non-thesis track), “Examining the Effect of Window Display and Apparel Product Color on Consumers’ Store Perceptions and Behavioral Intentions,” completed June 2012.
- Sasikarn Chatvijit (MS thesis track), “Exploring the Effects of Scarcity, Impulsive Buying, and product Returning Behavior in the Fast Fashion Environment,” completed June, 2012.
- Jennifer Baker (MS thesis track), “An Investigation of the Motivation for Second-hand Clothing Donation and Purchase,” completed November, 2011.
- 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 Sudreth (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.

Professional Services:

- ACRA Secretary for Doctoral Consortium Committee, 2021-2022.
- 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*
 - *Family and Consumer Sciences Journal*, 2021 – Present
 - *Psychological Reports*, March 2013 – Present
 - *International Journal of Retail and Distribution Management*, May 2011 – Present
 - *Journal of Retailing and Consumer Services*, 2011 – Present
 - *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*
 - Academy of Marketing Science (AMS) 2020 Annual Conference, Coral Gables, FL.
 - Academy of Marketing Science (AMS) 2018 World Marketing Congress, Porto, Portugal.
 - Academy of Marketing Science (AMS) 2018 Annual Conference, New Orleans, LA.
 - American Collegiate Retailing Association (ACRA) 2017 Conferences; St. Paul, MN.
 - International Textile Apparel Association (ITAA) 2016 Conference, Vancouver, Canada (Tracks: Consumer Behavior and Marketing Management).
 - American Collegiate Retailing Association (ACRA) 2016 Conferences; Secaucus, New Jersey.
 - International Textile Apparel Association (ITAA) 2015 Conference, Santa Fe, New Mexico (Tracks: Consumer Behavior and Marketing Management).
 - The Paper of Distinction Award, International Textile Apparel Association (ITAA) 2014 Conference, Charlotte, North Carolina (Marketing Management Track).
 - International Textile Apparel Association (ITAA) 2014 Conference, Charlotte, North Carolina (Consumer Behavior Track and Marketing Management).
 - American Collegiate Retailing Association (ACRA) 2014 Conferences; Dallas, TX.
 - International Textile Apparel Association (ITAA) 2013 Conference, New Orleans, Louisiana (Consumer Behavior Track – 8 abstracts and Marketing Management Track – 6 abstracts).
 - International Textile Apparel Association (ITAA) 2012 Conference, Honolulu, Hawaii.
 - American Marketing Association/American Collegiate Retailing Association (AMA/ACRA) First Triennial 2012 Conference, Seattle, Washington.
 - International Textile Apparel Association (ITAA) 2011 Conference, Philadelphia, Pennsylvania.
 - International Textile Apparel Association-Korean Marketing Sciences (ITAA-KAMS) 2011 Symposium, Seoul, South Korea.
 - Best Doctoral Dissertation Award, American Collegiate Retailing Association (ACRA) 2010 Conference, Orlando, FL.
 - 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, Pittsburgh, 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: Chicago, IL; Durango, CO; and Orlando, FL.
 - Latin-American Association for Consumer Research (ACR) 2006 Conference, Monterrey, Mexico.

Professional Affiliations:

- International Textile and Apparel Association (ITAA), 2000 – Present
- American Collegiate Retailing Association (ACRA), 2005 – 2015

- The European Association for Education and Research in Commercial Distribution (EAERCD), 2008 – Present
- Society for Marketing Advances (SMA), 2012 - 2016
- Association for Consumer Research (ACR), 2002-2006