

# CURRICULUM VITAE

## ELENA E. KARPOVA, PhD

**CURRENT POSITION:** Putman and Hayes Distinguished Professor  
 Department of Consumer, Apparel, and Retail Studies  
 Bryan School of Business and Economics  
 212 Stone Hall  
 University of North Carolina at Greensboro  
 Greensboro, NC 27402  
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**EDUCATION:**

Degree	Institution	Area
PhD	University of North Carolina at Greensboro (UNCG)	Textile Products Marketing
PhD	St. Petersburg State University of Technology and Design, Russia	Textiles Science
BS/MS	Omsk State Technology Institute, West Siberia, Russia	Technical Design & Apparel Engineering

DISSERTATION TITLE, UNCG: Russian consumers' attitudes toward apparel consumption

DISSERTATION TITLE, Russia: Consumption characteristics of linen and linen-blend fabrics

THESIS TITLE: Design and construction of men's leather and fur outerwear

**POSITIONS HELD:**

2020-present	Putman and Hayes Distinguished Professor Department of Consumer, Apparel, and Retail Studies (CARS) Bryan School of Business and Economics University of North Carolina at Greensboro
2017-2019	Professor
2011-2017	Associate Professor
2005-2011	Assistant Professor Apparel, Merchandising, and Design Program Apparel, Events, and Hospitality Management Department Iowa State University
2002-2005	Research Assistant Textile Products Marketing, University of North Carolina at Greensboro

1999-2000	Visiting Scholar, Junior Faculty Development Program American Councils for International Education Textiles and Apparel Management Department University of Missouri – Columbia
1996-2002	Assistant Professor Apparel Manufacturing and Technical Design St. Petersburg State University of Service and Economics, Russia
1995-1996	Technical Designer (women's apparel) Kentavr-Ford, St. Petersburg, Russia
1992-1993	Assistant Professor Apparel Manufacturing and Textile Science Kostroma State Technological University, Kostroma, Russia
1991-1992	Instructor Apparel Technical Design, Omsk State Technological Institute, Russia

### **MAJOR AREAS OF TEACHING AND SCHOLARLY EMPHASES:**

- Responsible textile and apparel production and consumption.
- Development and assessment of curriculum and student knowledge and skills to prepare innovative and ethical leaders for the global textile and apparel industry.
- Creative thinking and problem solving. Development of creative thinking.

### **TEACHING:**

#### **Undergraduate Courses:**

Course Title	Catalog#	Credit Hours	Number of Students per Class	Number of Semesters Taught	Years Taught
UNIVERSITY OF NORTH CAROLINA AT GREENSBORO					
Global Sourcing of Apparel and Related Consumer Products	CRS 363	3	20-25	10	2020-2024
Capstone	CRS 481	3	73	2	2022, 2024
IOWA STATE UNIVERSITY					
Fashion Products and Markets	AMD 131	3	200	9	2005-2006, 2012-2019

Patternmaking	AMD 225	4	20	3	2007, 2010
Sourcing and Global Issues	AMD 372	3	70	25	2005-2019
Creative Thinking and Problem Solving	AESHM 222	3	65	7	2012, 2014, 2016, 2017, 2019

### **Graduate Courses:**

Course Title	Catalog#	Credit Hours	Number of Students per Class	Number of Semesters Taught	Years Taught
UNIVERSITY OF NORTH CAROLINA AT GREENSBORO					
Consumer Behavior in Apparel & Retailing	CRS 721	3	5	3	2020, 2021, 2023
Analysis of Apparel Related Industries	CRS 620	3	6-15	3	2020-2024
College Teaching Practicum in CARS	CRS 765	3	1	5	2020-2024
IOWA STATE UNIVERSITY					
Teaching Practicum	AESHM 670A	1-3	2	12	2012-2019
Qualitative Research Methods	AESHM 512X	3	20	1	2018
Sourcing and Global Issues	AMD 572	3	7	6	2008, 2010 2013, 2015 2018
Consumer Behavior and Apparel	TC 567	3	9	3	2006, 2008, 2009
Research Methods	HRI 690 <i>team-taught</i>	3	12	1	2010

**HONORS, AWARDS, AND RECOGNITIONS:**National/International

2024 *Distinguished Scholar Award*. International Textile and Apparel Association (ITAA), November 2024, \$1,500.

2023 *Paper of Distinction Award* (Pedagogy and Professional Development Track). **Karpova, E.**, Su, J., Carrico, M., Welsch, D., & Bang, H. Promoting Applied STEM Careers in Fashion and Entrepreneurship to High School Students. International Textile and Apparel Association.

2017 *Best Paper Award*. Dorie, A., Loranger, D., & **Karpova, E.** Encore consumption: Investigating trends in the apparel expenditures of older consumers. American Collegiate Retailing Association.

2016 *Mid-Career Excellence Award*. International Textile and Apparel Association (ITAA), November 2016.

2016 Ranked 16<sup>th</sup> out of the top 30 fashion marketing scholars in the world for the 2004-2014 period based on publication output. *Clothing and Textile Research Journal*, 34(3), 179-195.

2016-2021 *Fulbright Specialist Roster Member*. Institute of International Education's Council for International Exchange of Scholars. U.S. Department of State's Bureau of Educational and Cultural Affairs, February 22, 2016.  
<http://www.cies.org/specialist/roster-candidates/>.

2014 *Paper of Distinction Award* (Sustainability Track). Hwang, C., Lee, Y., Diddi, S., & **Karpova, E.** "Don't buy this jacket": Effects of anti-consumption advertising on consumer attitudes and purchase intention of apparel products. ITAA.

2014 *Paper of Distinction Award* (Pedagogy and Professional Development Track). Hodges, N. N., Watchravesringkan, K., Yurchisin, J., **Karpova, E.**, Marcketti, S., Hegland, J., & Yan, R. Developing curriculum to foster students' entrepreneurial knowledge and small business skills from a global perspective: A report on project products, results, and outcomes. ITAA.

2012 *Wakonse Fellow*. Center for Excellence in Learning and Teaching, Iowa State University.

2011 *Best Paper in Apparel, Textiles, and Merchandising published in Family and Consumer Sciences Research Journal in 2011*. Hodges, N., Watchravesringkan, K., O'Neil, G., Hegland, J., **Karpova, E.**, & Kadolph, S. Collaborative development of curriculum designed to foster global competence: A report on project products, results and outcomes.

2010 *Lectra Innovation Award*. Jacobs, B., **Karpova, E.**, & Andrew, A. Click-link-in-sync: Communication patterns of multinational virtual learning teams. ITAA.

2010 *Education Innovation Award*. **Karpova, E.**, Jacobs, B., & Andrew, A. Going global: Multinational virtual team-based collaboration of undergraduate students. **University of Pretoria, South Africa**.

2010 *Paper of Distinction Award* (Textile and Apparel Industry). Lu, Y. & **Karpova, E.** An investigation of the Chinese textile manufacturers' research and development strategies. ITAA.

2010 *Paper of Distinction Award* (Textile and Apparel Industry/International Track). Hodges, N., Watchravesringkan, K., O'Neil, Hegland, J., **Karpova, E.**, & Kadolph, S. Collaborative development of curriculum designed to foster global competence: A report on project products, results, and outcomes. ITAA.

2009 *Best Research Paper Award* (Professional Development Track). **Karpova, E.**, Marcketti, S., Barker, J. Putting the puzzle together: Apparel industry professionals' perspective on creativity. ITAA.

2008 *Best Research Paper Award* (Professional Development Track). **Karpova, E.**, Marcketti, S., Barker, J., & Austin, T. The efficacy of teaching creativity: Assessment of student creative thinking before and after exercises. ITAA.

2006 *Best Research Paper Award* (Professional Development Track). Nelson, N. & **Karpova, E.** Women and higher education in Russia: Preparation for careers in the apparel industry. ITAA.

2000 *Faculty Award Fellowship*, International Textile and Apparel Association—American Intercontinental University, November, 2000.

1999-2000 *Junior Faculty Development Program Fellowship*, American Council for International Education, 1999 – 2000.

#### University

2009 *Early Achievement in Teaching Award*. College of Human Sciences, ISU.

2008 *Outstanding Faculty Member Recognition*. Collegiate Panhellenic Council, the ISU Greek Community. March 30, 2008.

2005 *Invited Speaker* at the Commencement Ceremony to represent the December 2005 Graduating Class, University of North Carolina at Greensboro, Greensboro, NC.

2004 *Outstanding Graduate Student Award*, School of Human Environmental Sciences, University of North Carolina at Greensboro, Greensboro, NC.

1996 *Dissertational Research Honorable Mention*, Russian National Higher Education Research Review Committee, 1996, Russia.

### **GRANTS AND PROJECTS FUNDED (\$642,944)**

#### Extramural Support (\$487,624)

2023 **Karpova, E.**, & Hodges, N. Mapping the North Carolina Cotton Supply Chain: Immersive Learning for Sourcing Domestic Cotton and Cotton-Rich Products. Cotton in the Curriculum Grant Program, Cotton Incorporated. \$50,000.

2022 Su, J., **Karpova, E.**, Hodges, N., & Watchravesringkan, K. Advancing Students' Knowledge of Cotton Sustainability-Driven Innovation and Circularity. Cotton in the Curriculum Grant Program, Cotton Incorporated. \$18,291.

2022-2023 **Karpova, E.**, Carrico, M., Welsch, D., & Su, J. Shifting the Success Ecosystem to Promote Education and Social Mobility for High School Girls in the Applied STEM Fields of Apparel Engineering, Textile Science, and Entrepreneurship. Community Action Grant, American Association of University Women, \$9,308.

2022 **Karpova, E.**, & Hodges, N. Sustainability and Sourcing Decisions: Assessment of Student Knowledge, Attitudes, and Intention to Produce Cotton vs. Polyester Apparel. Cotton in the Curriculum Grant Program, Cotton Incorporated. \$13,320.

2016-2018 Ha-Brookshire, J., Freeman, C., Kim, J., McAndrews, L., Norum, P., Jin, B., **Karpova, E.**, LeHew, M., Marcketti, S. Development of Case Studies for Morally Responsible Agricultural Product Supply Chain Education (MoRAPSCE). National Institute of Food and Agriculture: Higher Education Challenge Grants Program. \$30,000.

2015-2018 Fiore, A. M., Chung, T., Hurst, J., **Karpova, E.**, Niehm, L., Sadachar, A., Sanders, E. A Multi-Dimensional Approach to Meet 21<sup>st</sup> Century Retailing Education and Industry Challenges for India and the U.S. Obama-Singh 21<sup>st</sup> Century Knowledge Initiative, US INDIA Educational Foundation, US Department of State. \$190,000.

2010-2013 **Karpova, E.**, & Marcketti, S. Enhancing Students' Small Business Knowledge and Entrepreneurial Skills from a Global Perspective: Collaborative Curriculum Design and Assessment. USDA Higher Education Challenge Grant, \$107,894. Awarded as a subcontract from the University of North Carolina - Greensboro, PI Dr. Hodges (project total \$466,052).

2007-2010 **Karpova, E.** Collaborative Development of Global Fiber, Fabric and Related Products Industry based Problem-Solving Modules for Undergraduate Curricula. USDA Higher Education Challenge Grant, \$65,811. Awarded as a subcontract from the University of North Carolina – Greensboro, PI Dr. Hodges (project total \$327,386).

2009 Jacobs, B., Fiore, A. M., & **Karpova, E.** Cooperative Educational and Research Efforts between Two AESHM Programs of the University of Pretoria and Iowa State University: Solidifying Preeminence through Strategic Partnerships. University of Pretoria, South Africa, \$3,000 (equivalent).

Intramural Support (\$161,020)

(\*co-authored with a graduate student)

2024 \*Nasibli, N., **Karpova, E.**, & Su, J. Leveraging gaming as a tool to engage and educate students about sustainability. Innovate UNCG: The Network for the Cultural Study of Videogaming, UNCG. \$5,700.

2022 **Karpova, E.**, & Mitchell, B. New paths to a sustainable fashion future: Transition or transformation? Undergraduate research and creativity award. UNCG. \$1,250.

2020 **Karpova, E.**, Tullar, B., & Hodges, N. Corroborating and testing a typology of sustainable apparel consumer. VF Virtual Collaboratory Program. University of North Carolina at Greensboro, \$5,000.

2014 **Karpova, E.**, & Marcketti, S. Converting AESHM 222 Creative Thinking and Problem Solving Course to Online Format. College of Human Sciences Online Course Development Award, Iowa State University. \$6,000.

2013 **Karpova, E.** Building a Global Partnership: ISU and University of Pretoria International Summer Program. College of Human Sciences International Activities Program, ISU. \$4,530.

2013 Baytar, F., & **Karpova, E.** Developing Digital Stories to Introduce Case-Based Learning into a Product Development and Manufacturing Course. Miller Faculty Fellowship, ISU. \$9,924.

2013 **Karpova, E.**, & Marcketti, S. Enhancing Women's Creative Thinking Potential at Iowa State University: Development of Case Studies and Workshop. Women and Diversity Grant Program, ISU. \$3,839.

2013 **Karpova, E.** Seminar series, St. Petersburg State University of Service and Economics. Foreign Travel Grant to St. Petersburg, Russia, ISU. \$1,267.

2012-13 McKinney, E., **Karpova, E.** Baytar, F., & Lee, Y. Strengthening apparel student technology expertise: Integrating an organizational data management platform into the AMD curriculum. College of Human Sciences Teaching Initiative, ISU. \$27,327.

2011-12 Baytar, F., & **Karpova, E.** Enhancing student technology learning opportunities: Re-designing a computer applications course to an online format. College of Human Sciences Teaching Initiative, ISU. \$20,400.

2010 **Karpova, E.**, & Marcketti, S. Fostering creative minds through development of a university-wide undergraduate creative thinking course. College of Human Sciences Innovative Teaching Initiatives, ISU. \$15,000.

2009 Fiore, A. M. & **Karpova, E.** Cooperative Educational and Research Efforts between Two AESHM Programs of the University of Pretoria and Iowa State University: Solidifying Preeminence through Strategic Partnerships. Julia F. Anderson International Funds, College of Human Sciences, ISU. \$2,500.

2008 Marcketti, S., **Karpova, E.**, & Barker, J. An Exploratory Study of the Creativity Perceptions and Creativity Assessment of Fashion Industry Professionals. Seed Grant Program for Untenured faculty, College of Human Sciences, ISU. \$5,000.

2007 Fiore, A., **Karpova, E.**, & Damhorst, M. L. Development and Promotion of a New Dual Degree in Textiles and Clothing Graduate Program. Council of International Programs, ISU. \$4,998.

2007 Kadolph, S. & **Karpova, E.** Enhancing Intercollegial Relationships Related to the Textile and Apparel Industry: ISU and RMIT (Royal Melbourne Institute of Technology, Australia). Council of International Programs, ISU. \$5,000.

2007 Fiore, A., Niehm, L. S., Fairchild, E., Garasky, S., Jeong, M., Kadolph, S., **Karpova, E.**, Marcketti, S., Oh, H., Russell, D., Welk, G., & Swenson, D. Developing a Rural Community Index to Define, Assess, and Improve Community Features to Expand Human Potential and Economic Development. College of Human Sciences Entrepreneurial Initiative, ISU. \$17,492.

2007 **Karpova, E.** & Marcketti, S. Learning to Think Like an Entrepreneur: Development of Creativity Modules for Experiential Classroom. Kauffman Foundation-Pappajohn Center for Entrepreneurship, ISU. \$5,000.

2007 Correia, A., & **Karpova, E.** Examination of Processes and Performance in Virtual Teams Working in Iowa-Based Companies. Seed Grant Program for Untenured faculty, College of Human Sciences, ISU. \$4,000.

2006 **Karpova, E.** Preparing Global Citizens: Enhancing Student Intercultural Competence with WebCT-Based Learning Modules. Council of International Programs, ISU. \$4,937.

2006 Correia, A., & **Karpova, E.** Examination of Relationships Between level of Trust and Performance in Virtual and Blended Learning Teams. Intramural Seed Grant Program, College of Human Sciences, ISU. \$10,000.

2006 **Karpova, E.** International workshop, Toulouse Business School, Toulouse, France. Faculty Foreign Travel Grant, ISU. \$1,856.25.

## **PUBLICATIONS**

### **Books**

2021 **Karpova, E.**, Kunz, G., & Garner, M. *Going Global: The Textile and Apparel Industry*. 4<sup>th</sup> edition. New York, NY: Bloomsbury/Fairchild.  
• Responsible for update and revisions of all chapters as the sole author.  
• Adopted as a textbook by 80+ universities in the US and abroad.

2021 **Karpova, E.** *Instructor's Guide and Test Bank* to accompany *Going Global: The Textile and Apparel Industry*. 4<sup>th</sup> edition. New York, NY: Bloomsbury/Fairchild Books (170 pages).

2020 Marckett, S. & **Karpova, E.** *The Dangers of Fashion: Toward Ethical and Sustainable Solutions*. Ed. London, UK: Bloomsbury.  
• Fifteen-chapter, edited book  
• Twenty textile and apparel experts contributed to the volume  
• Covers the entire textile and apparel product lifecycle from design and manufacturing to distribution, retail, consumption and disposal  
• <https://www.bloomsbury.com/us/the-dangers-of-fashion-9781350052055/>  
• On the list of 14 books on fashion sustainability  
<https://bookriot.com/2020/01/12/fashion-books-like-overdressed/amp/>

2016 Kunz, G., & **Karpova, E.**, Garner, M. *Going Global: The Textile and Apparel Industry*. 3<sup>d</sup> edition. New York, NY: Bloomsbury/Fairchild (445 pages).  
• Contributed to the 3d edition: three new chapters (4, 7, & 8) and updating economic and trade data in the other nine chapters.  
• Cited by Congressional Research Service (CRS) report “Renegotiating NAFTA and the US Textile Manufacturing”, October 30, 2017.

2016 **Karpova, E.** *Instructor's Guide and Test Bank* to accompany *Going Global: The Textile and Apparel Industry*. 3<sup>d</sup> edition. New York, NY: Bloomsbury/Fairchild Books (165 pages).

### **Chapters in Books**

2020 Hawley, J. & **Karpova, E.** Disposing Fashion: *From the Ugly....* In Marckett, S. & Karpova, E. (Ed.) *The Dangers of Fashion: Toward Ethical and Sustainable Solutions*. P. 207-222. London: Bloomsbury. <https://www.bloomsbury.com/us/the-dangers-of-fashion-9781350052055/>

2020 **Karpova, E.** & Hawley, J. Disposing Fashion: ...*To the Good*. In Marcketti, S. & Karpova, E. (Ed.) *The Dangers of Fashion: Toward Ethical and Sustainable Solutions*. P. 223-239. London: Bloomsbury. <https://www.bloomsbury.com/us/the-dangers-of-fashion-9781350052055/>

2017 Hodges, N., Watchravesringkan, K., Williams, M., Yurchisin, J., Karpova, E., Marcketti, S., Hegland, J., & Yan, R-N. Apparel industry entrepreneurs and small business owners: Exploring gender within a global context. In Link, A. (Ed.) *Gender and Entrepreneurial Activity* (pp. 92-116). Northampton, MA: Edward Edgar.

### **Peer-Reviewed Journal Papers — Published and Accepted for Publication (65)**

(\*co-authored with a graduate student)

1. \*Cho, S., **Karpova, E.**, & Chung, T. (2024). Inclusive Apparel Design framework for accommodating clothing needs of people with different levels of reach, dexterity, and mobility capabilities. *International Journal of Fashion, Design, Technology, and Education*. <https://doi.org/10.1080/17543266.2024.2365837>
2. **Karpova, E.**, Su, J., Carrico, M., Welsch, D., Bang, H., & Nasibli, N. (2024). Promoting social mobility of high school students: Development and assessment of an applied STEM camp in fashion and entrepreneurship. *International Journal of Fashion Design, Technology, and Education*. <https://doi.org/10.1080/17543266.2023.2297191>.
3. **Karpova, E.**, Hodges, N., Haque, F., & Bayat, F. (2024). Increasing objective and subjective knowledge of the environmental impact of cotton and polyester apparel: Implications for educating future industry professionals. *International Journal of Fashion Design, Technology, and Education*, 17(2), 276-285. <https://doi.org/10.1080/17543266.2023.2277259>.
4. **Karpova, E.**, Reddy-Best, K., & Bayat, F. (2023). Developing a typology of sustainable apparel consumer: An application of grounded theory. *Journal of Global Fashion Marketing*, 15(2), 203-220 <https://doi.org/10.1080/20932685.2023.2201251>
5. \*Ghalachyan, A., & **Karpova, E.** (2023). Developing a holistic sensory evaluation three-part method for textiles and apparel: A practical application for novel materials and products. *Research Journal of Textile and Apparel*, <https://doi.org/10.1108/RJTA-11-2022-0138>
6. **Karpova, E.**, Reddy-Best, K., & Bayat, F. (2022). The fashion system's environmental impact: Theorizing the market's institutional actors, actions, logics, and norms. *Fashion Theory*, 26(6), 799-820 <https://doi.org/10.1080/1362704X.2022.2027680>

7. **Karpova, E.**, Jestratijevic, I., Lee, J., & Wu, J. (2022). An ethnographic study of collaborative fashion consumption: The case of temporary clothing swapping. *Sustainability*, 14(5), 2499 <https://doi.org/10.3390/su14052499>
8. \*Jacobs, B., & **Karpova, E.** (2022). 'Must-have' skills and knowledge for merchandising professionals in South Africa. *Journal of Global Fashion Marketing*, 14(2), 206-225. <https://doi.org/10.1080/20932685.2022.2055609>
9. \*Testa, D., Slaton, K., & **Karpova, E.** (2022). A mixed methods exploration of economic factors role in fashion specialty retailers' international expansion and performance. *Journal of Marketing Development and Competitiveness*, 16(1), 28-44.
10. \*Hwang, C., Lee, Y., Ghalachyan, A., & **Karpova, E.** (2022). Student learning about social responsibility in the global textile and apparel industry: The use of video as an instructional tool. *International Journal of Fashion Design, Technology, and Education*, 15(1), 67-76 <https://doi.org/10.1080/17543266.2021.2004242>
11. \*Testa, D., & **Karpova, E.** (2021). Executive decision-making in fashion retail: A phenomenological exploration of executive resources and strategies. *Journal of Fashion Marketing and Management*, 26(4), 700-716. <https://doi.org/10.1108/JFMM-08-2020-0169>
12. \*Ghalachyan, A., & **Karpova, E.** (2021). Development of Apparel Product Evaluation (APE) framework: A systematic classification of evaluative criteria. *International Journal of Fashion Design, Technology, and Education*, 14(2), 243-252. <https://doi.org/10.1080/17543266.2021.1916839>
13. \*Jacobs, B., & **Karpova, E.** (2020). Skills and knowledge for merchandising professionals: The case of the South African apparel retail industry. *Clothing and Textiles Research Journal*, 40(1), 55-72. <https://doi.org/10.1177/0887302X20935516>
14. \*Jacobs, B. & **Karpova, E.** (2020). Clarifying the merchandising function: Analysis of merchandising positions and responsibilities in the South African apparel retail industry. *International Journal of Fashion Design, Technology, and Education*, 13(3), 364-375. <https://doi.org/10.1080/17543266.2020.1829095>
15. \*Dorie, A., Loranger, D., & **Karpova, E.** (2019). Encore Consumption: Investigating trends in the apparel expenditures of older consumers. *Journal of Retailing and Consumer Services*, 51, 428-436. <https://doi.org/10.1016/j.jretconser.2017.10.018> [H Index = 57]
16. \*Lee, M., & **Karpova, E.**, & Baytar, F. (2019). The effects of product information on consumer attitudes and purchase intentions of fashion products made of fur, leather, and wool. *Journal of Global Fashion Marketing*, 10(2), 177-193. <https://doi.org/10.1080/20932685.2019.1577160>
17. \*Jacobs, B., & **Karpova, E.** (2019). What do merchandisers need to succeed?: Development of apparel merchandising competency framework. *International Journal of Fashion Design, Technology, and Education*, 12(3), 272-282. <https://doi.org/10.1080/17543266.2019.1587791>

18. **Karpova, E.**, Lee, J., & Garrin, A. (2018). Young men's choice of fashion as a career path: Seekers and settlers. *Fashion, Industry and Education*, 16(2), 11-26.  
<http://dx.doi.org/10.7741/fie.2018.16.2.000>
19. \*Lee, J., & **Karpova, E.** (2018). Revisiting competitiveness theory in the new global environment: Review and analysis of the competitiveness definition. *International Journal of Competitiveness*, 1(3), 189-205. <https://doi.org/10.1504/ijc.2018.091474>
20. Fiore, A. M., Hurst, J., Niehm, L., Chung, D., **Karpova, E.**, & Testa, D. (2018). Global and entrepreneurial perspective for enhancing retailing education: Development of a hybrid graduate course focused on U.S. and Indian small businesses. *Journal of Higher Education Theory and Practice*, 18(3), 11-25.
21. \*Lee, J., & **Karpova, E.** (2018). Competitiveness of the textile and apparel industries in the United States and Japan. *Journal of Textile and Apparel, Technology and Management*, 10(4), 1-16.
22. \*Lee, J., Perry, A., & **Karpova, E.** (2017). Knowledge and competitiveness in the fashion industry. *International Journal of Costume and Fashion*, 17(2), 47-61, DOI: 10.7233/ijcf.2017.17.2.047
23. Ha-Brookshire, J., McAndrews, L., Kim, J., Freeman, C., Jin, B., Norum, P., LeHew, M., Hassal, L., **Karpova, E.**, & Marcketti, S. (2017). Exploration of morally challenging business situations within the context of corporate sustainability in the global textile and apparel industry. *Sustainability*, 9, 1-17. doi:10.3390/su909164 [Five-year IF = 1.85; H Index = 42]
24. \*Perry, A., & **Karpova, E.** (2017). Relationship between creativity and its antecedents before and after training. *Creativity: Theories – Research – Applications*, 4(1), 80-98. <https://doi.org/10.1515/ctr-2017-0004>
25. Freeman, C., Marcketti, S., & **Karpova, E.** (2017). Creativity of images: Using digital consensual assessment to evaluate mood boards. *Fashion and Textiles*, 4(17), 1-15. DOI 10.1186/s40691-017-0102-4
26. \*Perry, A., & **Karpova, E.** (2017). Efficacy of teaching creative thinking skills: A comparison of multiple assessments. *Thinking Skills and Creativity Journal*, 24, 118-126. <https://doi.org/10.1016/j.tsc.2017.02.017> [H Index = 30; IF = 1.59]
27. \*Jacobs, B., Simpson, L., Nelson, S., & **Karpova, E.** (2016). Matching sourcing destination with fashion brands' business model: Comparative advantages of Bangladesh and Vietnam apparel industries. *Fashion, Industry and Education*, 14(2), 11-23. <https://doi.org/10.7741/fie.2016.14.2.011>

28. \*Hwang, C., & Lee, Y., Diddi, S., & **Karpova, E.** (2016). "Don't buy this jacket": Consumer reaction toward anti-consumption apparel advertisement. *Journal of Fashion Marketing and Management*, 20(4), 1-19. <https://doi.org/10.1108/jfmm-12-2014-0087> [H Index = 33, IPP<sup>1</sup> = 1.417]
29. Hodges, N., Watchravesringkan, K., Yurchisin, J., **Karpova, E.**, Marcketti, S., Hegland, J., & Yan, R.-Y. (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. <https://doi.org/10.1080/17543266.2015.1133719>
30. \*Lee, Y., Zhang, L., & **Karpova, E.** (2016). Examination of two decades in used clothing trade: The case of the United States and other developed economies. *Fashion, Industry and Education*, 14(2), 24-34. <https://doi.org/10.7741/fie.2016.14.2.024>
31. \*Sadachar, A., Feng, F., & **Karpova, E.**, Manchiraju, S. (2016). Predicting environmentally responsible apparel consumption behavior of future industry professionals: The role of environmental knowledge, environmentalism, and materialism. *Journal of Global Fashion Marketing*, 7(2), 76-88. <https://doi.org/10.1080/20932685.2015.1131433>
32. \*Shin, E., Keenan, C., & **Karpova, E.** (2016). Comparative advantage of the U.S. and South Korean manmade fiber-based textile industries. *Fashion, Industry and Education*, 14(1), 1-9. DOI: [10.7741/fie.2016.14.1.001](https://doi.org/10.7741/fie.2016.14.1.001)
33. Hodges, N., Watchravesringkan, K., Yurchisin, J., Childs, M., **Karpova, E.**, Marcketti, S., Hegland, J., & Yan, R.-Y. (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. <https://doi.org/10.1108/ijge-07-2014-0021> [H Index = 3, IPP = 0.360]
34. **Karpova, E.**, Garrin, A., & Lee, J. (2015). Being a minority: Experiences of male students in an apparel program. *Clothing and Textiles Research Journal*, 33(4), 297-313. <https://doi.org/10.1177/0887302x15587755> [H Index = 25, IPP = 1.145]
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### **Non-Refereed Publications (8)**

2022 **Karpova, E.** The benefits and challenges of temporary clothing swapping. Sustainable Fashion Consumption Network: Blog. February 16, 2022. <https://sustainablefashionconsumption.org/2022/02/16/the-benefits-and-challenges-of-temporary-clothing-swapping/>

2011 **Karpova, E.** Online community of learning and teaching resources. *ITAA Newsletter*, 34(5), p. 6

2011 **Karpova, E.**, & Lee, J. U.S. “fast fashion” apparel trends is losing ground with consumers according to ISU study. *IAbizonline*, ABI online magazine, Iowa Association of Business and Industry. Available at: <http://www.iabizonline.com/index.php?content/view/2140/52/>

2009 **Karpova, E.**, Jacobs, B., & Andrew, A. Building relationships through technology: Virtual multinational collaboration. *ITAA Newsletter*, 32(2), p. 8-9.

1998 **Karpova, E.** (September 17). Practical London. *Вечерний Курьер (Evening Courier)*. Saint-Petersburg, p. 5.

1998 **Karpova, E.** (September 12). Londoners on the streets of the city. *Вечерний Курьер (Evening Courier)*. Saint-Petersburg, 5.

1997 Kozlova, E. & **Karpova, E.** Analysis of woman's pants' construction and fit. *Book of Articles*. St. Petersburg Institute of Service and Economy. Saint-Petersburg, Russia, 52-4.

1997 **Karpova, E.** & Kozlova, E. (1997). Comparative analysis of pattern making methods for kimono sleeve. *Book of Articles*. St. Petersburg Institute of Service and Economy. Saint-Petersburg, Russia, 48-51.

## **WORKSHOPS, SEMINARS, AND SPECIAL TOPIC SESSIONS (25)**

### National and International

2021 Marckett, S. B., & **Karpova, E.** (Organizers and Moderators). Dangers of Fashion: Towards Ethical and Sustainable Solutions. Four-part webinar series. Conversations on Dress, Costume Society of America (CSA). January 7, 14, 21, & 28, 2021. [Average number of attendees per session – 105; average number of registered attendees per session – 300]. Retrievable from the CSA YouTube channel: <https://www.youtube.com/channel/UC0Me-A0gzYoy32TRV7jtP2g>

- The Dangers of Fashion: Sustainability in Ethics and Design  
<https://www.youtube.com/watch?v=psfuDCQChlk>
- The Dangers of Fashion: Sustainable Sourcing, Production, and Consumption  
<https://www.youtube.com/watch?v=EwW867s-f2U>
- The Dangers of Fashion: What is the Cost of not Fitting in?  
<https://www.youtube.com/watch?v=MOBXUxb6Q2g>
- The Dangers of Fashion: Envisioning a Sustainable Future  
<https://www.youtube.com/watch?v=2mDmCQeB-SA>

2020 Wu, J., Wesley, S., Chi, T., **Karpova, E.**, Diddi, S. Visible thinking for a data-driven experiential eco-system in a disruptive marketplace. Pre-conference workshop, Moderator. ITAA Conference, November 17, 2020.

2019 Warfield, C., Rees, K., Riley, A., **Karpova, E.**, Cloud, R., Schofield, S., Hegland, J., Istook, C., Bye, E., Southward, L., Doss, F., Miller, N., and Welters, L. Understanding the Requirements and Expectations for Preparing the Self-Study Report. Pre-conference workshop, Presenter. ITAA Conference, October 26, 2019. Las Vegas, NV.

2019 Reilly, A., Istook, C., Rees, K., & **Karpova, E.** Assessment of Student Learning Outcomes for TAPAC Accreditation. Special Topic Session, Presenter. ITAA Conference, October 26, 2019. Las Vegas, NV.

2019 Marcketti, S. & **Karpova, E.** Exploring solutions to the dangers of fashion. Special Topic Session, Coordinator and Presenter. Sustainability in Fashion, Regents University London and ITAA Joint Conference, July 30-August 1, 2019. London, UK.

2018 **Karpova, E.**, Warfield, C., Cloud, R., Kinley, T., Rees, K., & Schofield, S. TAPAC accreditation site visit reviewers: Expectations and responsibilities. Special Topic Session, Coordinator and Presenter. 2018 ITAA Conference, November 9, 2018. Cleveland, OH.

2018 **Karpova, E.** & Warfield, C. Preparing your program for TAPAC accreditation: Understanding standards and Self-Study Report requirements. Pre-Conference Workshop, Coordinator. ITAA Conference, November 5, 2018. Cleveland, OH.

2018 **Karpova, E.** & Warfield, C. Textile and Apparel Programs Accreditation Commission (TAPAC): Open Forum. Coordinator and Presenter. ITAA Conference, November 7, 2018. Cleveland, OH.

2017 Hawley, J., Hegland, J., Diddi, S., & **Karpova, E.** The Power of impact statements: What, why, who, and how. Special Topic Session. International Textile and Apparel Association (ITAA) Conference, November 18, 2017. St. Petersburg, FL.

2017 **Karpova, E.** & Warfield, C. Textile and Apparel Programs Accreditation Commission (TAPAC): Open Forum. ITAA Conference, November 17, 2017. St. Petersburg, FL.

2016 **Karpova, E.** Preparing Students for the Global Textile and Apparel Industries: Teaching and Learning Resources and Strategies. Workshop. ITAA Conference, November 8, 2016. Vancouver, BC.

2016 Nuances of Federal Grant Writing. Special Topic Session, Panel member. International Textile and Apparel Association (ITAA) Conference, November 8-11, 2016. Vancouver, BC.

2014 **Karpova, E.**, Marcketti, S., Campbell, J. R., Freeman, C., O'Neil, G., & Ruppert-Stroesku, M. Creative Thinking in Textiles and Apparel Teaching, Research, and Administration. Special Topic Session. ITAA Conference, November 12-17, 2014. Charlotte, NC.

2014 Hodges, N., Hegland, J., **Karpova, E.**, Yurchisin, J., & Yan, R.-N. Turn Your Classroom into an Entrepreneurship Lab: Building Students' Knowledge and Skills for the Global Industry. Special Topic Session. ITAA Conference, November 12-17, 2014. Charlotte, NC.

2013 **Karpova, E.** Preparing textile and apparel industry professionals for the global marketplace: What knowledge and skills do they need? Seminar for faculty. Saint-Petersburg State University of Service and Economics. Seminar St. Petersburg, Russia, May 30, 2013.

2013 **Karpova, E.**, & Marcketti, S. Creative thinking for the FCS professional. Workshop. Iowa Association of Family and Consumer Sciences Conference. Des Moines, IA. April 6, 2013.

2012 **Karpova, E.** Fostering creative thinking. Workshop. Science Center of Iowa, Des Moines, IA. June 1, 2012.

2012 Southward, L., **Karpova, E.**, Yaoyuneyong, G., Chen, R., Hustwedd, G., Kohza, L. Introducing the ITAA Teaching Collection: Sharing and Using Best Teaching Practices. Special Topic Session. ITAA Conference, November 14-17, 2012. Honolulu, HI.

2011 Southward, L., Blaylock, K., **Karpova, E.**, Pate, S. To Advise or not to Advise. Special Topic Session. ITAA Annual Conference, November 2-6, 2011. Philadelphia, PA.

2011 **Karpova, E.**, Yaoyuneyong, G., Chen, R., Hustwedd, G., Southward, L. ITAA Teaching Sharing Network: Making it a Reality. Special Topic Session. ITAA Conference, November 2-6, 2011. Philadelphia, PA.

2011 Jin., B., Hodges, N., **Karpova, E.**, Watchravesringkan, K. Emerging Global Markets: What is Next? Implications for Teaching and Learning. Special Topic Session. ITAA Conference, November 2-6, 2011. Philadelphia, PA.

2010 Hustvedt, G., Easley, C., Smith, K., Apple, L., **Karpova, E.** Teaching Technology in Practice: Using the Internet to Expand Student Participation in the Learning Process. Special Topic Session. ITAA Conference, October 28-30, 2010. Montreal, Canada.

2009 **Karpova, E.**, Marcketti, S., & Barker, J. Infusing Creative Thinking in the Textiles and Clothing Classroom. Workshop. ITAA Conference, October 28, 2009. Seattle, OR.

2009 **Karpova, E.** Creative problem solving and professional development. Workshop for students and faculty. Department of Consumer Sciences, University of Pretoria, South Africa, August 3 – 5, 2009.

2008 Ходжес, Н. Н., **Карпова, Е.**, Хегланд, Д., Кадолф, С., О’Нейл, Г. Международный семинар «Подготовка профессиональных кадров для швейного производства и торговли в условиях перехода на новые образовательные стандарты и с учетом тенденций современного рынка», Костромской Государственный Технологический Университет, Кострома, Россия. [Hodges, N. N., **Karpova, E.**, O’Neal, G., Hegland, J., Kadolph, S. International seminar “Preparation of the professionals for textile and apparel industry: Educational reforms and market trends”, Kostroma State Technological University, Kostroma, Russia]. May 28-29, 2008.

## **INVITED PRESENTATIONS**

### National and International (16)

2024 Carrico, M. & **Karpova, E.** Challenges & Opportunities in Preparing Future Textile/Apparel Industry Leaders. Digital Textile Manufacturing Technologies Conference, Charlotte, NC, September 16, 2024.

2022 **Karpova, E.** Global Fashion Merchandising. 2022 NC Career Technical Education (CTE) Summer Conference, Winston-Salem, NC, July 20, 2022.

2021 **Karpova, E.** Explaining sustainable apparel consumption. Sustainable Fashion Consumption Network webinar. October 12, 2021.

2021 **Karpova, E.** Research on sustainable apparel consumption. Environmental Committee meeting, American Apparel and Footwear Association. February 25, 2021 (68 attendees from major US fashion brands and retailers).

2018 Fiore, A., **Karpova, E.**, Niehm, L., Sadachar, A., Pookulangara, S., Mathew, S., Prasad, G., Raturi, S., Grover, A., Kumar, K., Kumar, V., Buhroy, S. Master Class – Retail Strategies. Mumbai, India. March 14, 2018.

2018 Trends in the global textile and apparel production, trade and consumption: Implications for industry and higher education. Fiber Science and Apparel Design Department. Cornell University, Ithaca, NY. February 22, 2018.

2017 Learning from the past and looking to the future: What's next for higher education in clothing and textiles? Distinguished alumni panel member. Consumer, Apparel, and Retail Studies Centennial Research Symposium, The University of North Carolina at Greensboro, Greensboro, NC. September 29, 2017.

2013 **Karpova, E.** US apparel and retail industry trends. Department of Consumer Sciences, University of Pretoria. Pretoria, South Africa. August 1, 2013.

2013 **Karpova, E.** Sourcing and Apparel Global Supply Chain. Seminar for students and faculty. Saint- Petersburg State University of Service and Economics. St. Petersburg, Russia, May 31, 2013.

2012 Godbey, E. & **Karpova, E.** Creativity in the classroom. Workshop. Wakonse Conference, Miniwanka Camp, Shelby, MI. May 25, 2012.

2011 **Karpova, E.** BS and MS textile and apparel programs in the United States: Curriculum overview. St. Petersburg State University of Service and Economics, June 17, 2011.

2009 Fiore, A. M., & **Karpova, E.** Apparel, Educational Studies and Hospitality Management, ISU: Building Linkages with Department of Consumer Sciences, University of Pretoria. Department of Consumer Sciences, University of Pretoria, South Africa, August 3, 2009.

2009 **Karpova, E.** Trends in the Global Apparel Industry and Trade. Department of Consumer Sciences, University of Pretoria, South Africa, August 6, 2009.

2009 **Karpova, E.** Sourcing Strategies. Department of Consumer Sciences, University of Pretoria, South Africa, August 7, 2009.

2008 Fiore, A. M., Damhorst, M. L., & **Karpova, E.** New ISU – DongHua master's dual degree program in textiles and clothing. Presenter and panel member. DongHua University, China, September 26, 2008.

2008 Hodges, N. N., Hegland, J., **Karpova, E.**, O'Neal, G., Watchravesringkan, K., & Kadolph, S. (2008). Professional Preparation for the Global Textile and Apparel Industry in US and Australia. Panel member. School of Fashion and Textiles, Royal Melbourne Institute of Technology, Melbourne, Australia, July 21 – 22, 2008.

#### State and Local (28)

2024 **Karpova, E.** Unleash your creativity to succeed in the fashion industry. FCCLA State Leadership Conference 2024. March 18, 2024.

2023 **Karpova, E.** Promoting education and social mobility of high school students through applied STEM careers. Orange-Durham-Chatham AAUW Branch Annual Scholarship Fundraiser (virtual meeting), February 18, 2023.

2022 **Karpova, E.**, & Carrico, M. The fashionable side of STEM. AAUW – Greensboro branch, January 23, 2022.

2021 Wood, A. & **Karpova, E.** What does data have to do with apparel? Bryan Breakroom Series, Bryan School Alumni Association, UNC-Greensboro. February 26, 2021. (51 attendees)

2018 Good teaching counts: What ISU does with student evaluations. Panel member, CELT, ISU, Ames, IA, April 5, 2018.

2018 **Karpova, E.** Creativity. Extended Learning Seminar, Ames High School, Ames, IA, February 28, 2018.

2017 Expectations at international institutions, Panel Member. CELT, Preparing Future Faculty Program, ISU, Ames, IA, November 7, 2017.

2017 **Karpova, E.** Creative thinking strategies. Break-out session. Iowa Family and Consumer Sciences Educators and The Iowa Affiliate AAFCS Conference, Ames, IA. June 12, 2017.

2016 **Karpova, E.** & Marcketti, S. Creative thinking. Extended Learning Seminar, Ames High School, Ames, IA, November 30, 2016.

2016 Coming back to American academe: Returning from government, industry, and international institutions, Panel Member. CELT, Preparing Future Faculty Program, ISU, Ames, IA, November 29, 2016.

2016 **Karpova, E.** & Marcketti, S. Idea generation strategies. Extended Learning Seminar, Ames High School, Ames, IA, March 9, 2016.

2015 **Karpova, E.** & Marcketti, S. Creative thinking. Extended Learning Seminar, Ames High School, Ames, IA, December 2, 2015.

2015 **Karpova, E.** The global apparel industry: Research and teaching practice. Dean's Advisory Council. College of Human Sciences, ISU, Ames, IA, April 24, 2015.

2015 **Karpova, E.**, & Sanders, E. A. Global fashion: Sourcing, sustainability, Design, and fair trade. Ames High School, Ames, IA, March 24, 2015.

2014 Marcketti, S., & **Karpova, E.** Creative teaching: Replacing problems with opportunities. Center for Excellence in Teaching and Learning, ISU, Ames, IA, October 21, 2014.

2013 **Karpova, E.** Creative thinking: How and Why? 2013 State Fair 4-H Awardrobe Clothing Event. Six presentation sessions to 100 high school students. Memorial Union, Ames, IA, August 15-16, 2013.

2012 **Karpova, E.** Teaching and Practicing Entrepreneurship: How Do We Meet the Opportunities and Challenges of Entrepreneurship Today? Faculty Panel member, ISU, Ames, IA. October 23, 2012.

2011 **Karpova, E.** Global trends in apparel production and labor practices. Talk of Iowa Program, Iowa Public Radio, April 20, 2011.

2010 **Karpova, E.** Material Stuff and Sustainability? ISU Sustainability Workshop – 2010. ISU, Memorial Union, Sun Room, October 20, 2010.

2010 **Karpova, E.** Creative Thinking: Process and Strategies. MGMT 310 Entrepreneurship and Innovation course, ISU, September 1, 2010.

2010 **Karpova, E.** Creativity and Problem-Solving. ISU Cross-Campus Faculty Problem-Solving Group. ISU, Morill Hall 2030, November 18, 2010.

2009 **Karpova, E.** Creative Thinking: Process and Strategies. MGMT 310 Entrepreneurship and Innovation course, ISU, September 14, 2009.

2009 **Karpova, E.** Creative Thinking: Strategies for Generating New Ideas. VDPAM 414/514 Veterinary Practice Entrepreneurship, Veterinary Medicine College, ISU. Three sessions, February - March.

2008 **Karpova, E.** & Marckett, S. (2008). Learning to think creatively: Teaching and assessing creative thinking. Presenter and Creativity Panel member, CELT workshop, ISU, April 8, 2008.

2008 **Karpova, E.** & Marckett, S. Learning to think like an entrepreneur: Development of creativity modules for experiential classroom. ISU Entrepreneurship Retreat, February 27, 2008.

2005 **Karpova, E.** Presentation to Russian, East European, and Eurasian Studies Program (REEES), ISU: Clothing Consumption and Attitudes toward Appearance in Contemporary Russia, September, 2005.

2005 **Karpova, E.** Eastern European Textile and Apparel Industries and Markets. Presentation to students in Fashion Design and Marketing program, Human Environment and Family Sciences Department, North Carolina Agricultural and Technical State University. April, 2005.

2003 **Karpova, E.** Russia: History and People. Elon College, North Carolina, October 2003.

### **DOCTORAL STUDENTS SUPERVISED (12)** (as a Major Professor)

Year Graduated/ Current Status	Name of student	Dissertation Title [current employment]
4 <sup>th</sup> year, PhD	Kavita Singh	Dissertation
4 <sup>th</sup> year, PhD	Narmin Nasibli	Dissertation, Co-Chair with Dr. Jin Su
5 <sup>th</sup> year, PhD	Farhan Haque	Dissertation
6 <sup>th</sup> year, PhD	Farimah Bayat	Dissertation, Co-Chair with Dr. Nancy Hodges, UNCG
2023, PhD	Sunhyung Cho	Co-Chair with Dr. Doreen Chung. Addressing the Clothing Needs of Ability-Diverse Populations: Promoting Availability and Adoption of Inclusive Apparel Products [Instructor, Pusan University, Korea]

Year Graduated/ Current Status	Name of student	Dissertation Title [current employment]
2019, PhD	Melissa Abner	Co-Chair with Dr. Fatma Baytar. Exploration of social media and eWOM influence on attitude and purchase intention of ethical apparel by US female consumers [Associate Professor, Central Missouri University]
2019, PhD	Leslie Simpson	Fast fashion consumption [Associate Professor, Stevenson University]
2018, PhD	Bertha Jacobs	Developing of student knowledge and skills for South African retail industry [Senior Lecturer, University of Pretoria, South Africa]
2018, PhD	Armine Ghalachyan	Evaluation of consumer perceptions and acceptance of sustainable fashion products made of bacterial cellulose [Assistant Professor, Washington State University]
2014, PhD	Lingling Min	Creativity and its antecedents: An investigation of different assessments and training effects
2014, PhD	Minjung Lee	The Effects of Product Information on Consumer Attitudes and Purchase Intentions of Fashion Products Made of Fur, Leather, and Wool [Lecturer, Konkuk University, South Korea]
2013, PhD	Ju Young (Jill) Lee	Competitiveness of textile and apparel industries in the United States and Japan [Associate Professor, Mississippi State University]

#### **MASTER'S STUDENTS SUPERVISED (8) (as a Major Professor)**

Year Graduated/ Current Status	Name of student	Degree option, Thesis Title
Current, MS	Taisha McBride	Non-thesis
Current, MS	Sophie Macon	Non-thesis
Current, MS	Melchizedek Herring	Non-thesis
Current, MS	Abbi Eaton	Non-thesis

Year Graduated/ Current Status	Name of student	Degree option, Thesis Title
Current, MS	Elana Kellis	Thesis
Current, MS	Elijah Weinshilboum	Non-thesis
Current, MS	Taylor Spraggs	Non-thesis
2023, MS	Marany Sorn	Non-thesis
2022, MS	LaParia Speight	Non-thesis
2011, MS	Ruoyu Feng	Integrative paper, ISU
2008, MS	Angela Perrier	Thesis, Influence of model body size on consumer attitudes and purchase intentions (co-advised with Dr. Damhorst), ISU

### **GRADUATE FACULTY COMMITTEE MEMBER (56)**

Year Graduated/ Current Status	Name of student	Dissertation, Thesis, or Non-thesis Option
Current, PhD	Charlotte Mills	Dissertation
Current, MS	Arielle Shriver	Non-thesis
Current, MS	Deja Black	Non-thesis
2024, MS	Adriana Tuttle	Non-thesis
2024, MS	Gracie Kirkland	Non-thesis
2024, MS	Lisa Woolfall	Non-thesis
2023, MS	Martha Merritt	Non-thesis
2023, MS	Tara Bettle	Thesis
2023, MS	Micahiah Marion	Non-thesis, UNCG
2023, MS	Leah Cockerham	Non-thesis, UNCG
2023, MS	Jessica Cullins	Non-thesis, UNCG

Year Graduated/ Current Status	Name of student	Dissertation, Thesis, or Non-thesis Option
2023, MS	Jasmine Cullins	Non-thesis, UNCG
2023, MS	Cadey Murphy	Non-thesis, UNCG
2022, MS	Daniel Gavarria Tama	Non-thesis, UNCG
2022, MS	Kiarah Copney	Non-thesis, UNCG
2022, MS	Cameron Casadonte	Non-thesis, UNCG
2022, MS	Tionna Medlin	Non-thesis, UNCG
2022, MS	Kylie Jones	Non-thesis, UNCG
2022, MS	Chris Leon	Non-thesis, UNCG
2022, MS	Katie Costello Graham	Non-thesis, UNCG
2021, MS	Brenna Worth	Non-thesis, UNCG
2021, MS	Hannah Leah Knox	Non-thesis, UNCG
2021, MS	Taryn Caleb	Non-thesis, UNCG
2021, MS	Taylor Calloway	Non-thesis, UNCG
2020, PhD	Melissa Jacubauskas	Dissertation, ISU
2017, MS	Fei Peng	Integrative paper, ISU
2017, PhD	Amy Dorie	Dissertation, ISU
2016, MS	Vihang Idnani	Integrative paper, ISU
2016, PhD	Jennifer Gordon	Dissertation, ISU
2015, PhD	Srikant Manchiraju	Dissertation
2014, PhD	Rama Srinivasan	Dissertation
2014, PhD	Amrut Sadachar	Dissertation
2014, MS	Youngji Lee	Thesis
2014, PhD	Sonali Diddi	Dissertation

Year Graduated/ Current Status	Name of student	Dissertation, Thesis, or Non-thesis Option
2013, PhD	Laurel Romeo	Dissertation
2013, PhD	Minsun Lee	Dissertation
2013, PhD	Donald Schoffstall	Dissertation (Hybrid program), Hospitality
2012, PhD	Yao Lu	Dissertation
2012, MS	Miao Bing	Integrative paper
2012, MS	Melissa Jacobauskas	Thesis
2011, PhD	Rosita Tajuddin	Dissertation
2011, MS	Sara Bennett	Creative component
2011, MS	Vaibhav Vartak	Integrative paper
2010, PhD	Mansi Batra	Dissertation
2010, PhD	Anumapa Pasricha	Dissertation, Family and Consumer Sciences
2010, MS	Sindhuja Ramnath	Integrative paper
2009, PhD	Ui-Jeen Yu	Dissertation
2008, PhD	Hye Jeong Kim	Dissertation
2008, PhD	Careyn Armitage	Dissertation, Family and Consumer Sciences
2008, PhD	Jee Hye Shin	Dissertation, Hospitality Management
2007, PhD	Elizaveta Slevitch	Dissertation, Hospitality Management
2007, PhD	Kung Song	Dissertation
2007, MS	Katherine Maurer	Integrative paper
2007, MS	Jeongeun Kang	Integrative paper
2007, MS	Yi Tung Lo	Integrative paper
2006, MS	Sunhee Park	Thesis

### **UNDERGRADUATE RESEARCH SUPERVISED (6)**

Year	Name of student	Program name
2022, Spring	Brinlee Mitchell	URSCO, UNCG
2019, Spring	Benjamin Brooks	Independent research project, ISU
2019, Spring	Madeline Seifert	Independent research project, ISU
2018, Spring	Margo Wilwerding	Independent research project, ISU
2016, Spring	Ashley Tinguely	Honors research project
2007, Spring	Kwai Yiu Lee	Louise Rosenfeld scholarship for research internship, CHS

### **MENTORING ACTIVITIES (8)**

Year	Mentee information	Program name
2023, Fall	Dr. Haeun (Grace) Bang	Member, Junior faculty mentoring committee
2022, Fall	Raina Heiselt, Apex Friendship High School Senior	Senior Honors Project on Sustainability
2019, Fall	David Johnson, PhD student, Hospitality	Preparing Future Faculty program, ISU
2014-2015	Amy Dorie, PhD student, AMD	Preparing Future Faculty program, ISU
2012-2013	Dr. Ellen McKinney, Assistant Professor, AMD	Mentoring junior faculty, Research mentor, AESHM
2012, Fall	Nathan Stokes, PhD student, Hospitality	Preparing Future Faculty program, ISU
2011, Fall	Srikant Manchiraju, PhD student, AMD	Preparing Future Faculty program, ISU
2011-2012	Dr. Fatma Baytar, Assistant Professor, AMD	Mentoring junior faculty, Teaching mentor, AESHM

**SELECTED PROFESSIONAL ACTIVITIES****Associate Editor**

2019-2021 *Clothing and Textiles Research Journal*, Consumer Theory and Behavior Track

**Guest Editor**

2013-2014 *Clothing and Textiles Research Journal*, Special Issue on Creative Thinking and Problem Solving

**Editorial Board Member**

2015-present *Fashion, Industry, and Education Journal*, Board Member

2011-2018 *Clothing and Textiles Research Journal*, Board Member

**Consulting Activities**

2021 Responsible Business Coalition (RBC) – Net Impact (NI), International Working Group, May-July, 2021

2018 Judge, Most Valuable Startups, 2018 India Fashion Forum, Mumbai, India, March 13-14, 2018.

2013 Consultant, Blessman Ministries Sewing Center, Mokopane area, Limpopo Province, South Africa, January 19-23, 2013.

2012 Judge, 2012 International Swimwear Cultural Expo, HuLuDao, Liaoning Province, China, August 15-17, 2012.

**PROFESSIONAL MEMBERSHIP:**

1999-present International Textile and Apparel Association (ITAA)

2021-2022 Costume Society of America (CSA)

2021-present International research network on Sustainable Fashion Consumption  
[www.sustainablefashionconsumption.org](http://www.sustainablefashionconsumption.org)

2021-present American Association of University Women (AAUW), member and UNCG campus representative

**OFFICES HELD AND COMMITTEE MEMBERSHIPS:**National or International

2024-prsent Member, Environmental Committee, American Apparel and Footwear Association (AAFA)

2023-2024 Founding Chair, Corporate Partnerships Committee, International Textile and Apparel Association (ITAA).

2009-2011 Member, ITAA Board.

2023-2024

2020-2022 Vice-President of Scholarship, International Textile and Apparel Association (ITAA).  
- Led three committees in charge of reviewing hundreds of paper abstracts and designs for annual conference.  
- Established new Curatorial Scholarship committee.

2019-2020 Member, Board of Commissioners Textile and Apparel Programs Accreditation Commission (TAPAC)

2019-2020 Vice-Chair, Multistate Research Coordinating Committee and Information Exchange Group NCCC065: Indicators of Social Change in the Marketplace: Producers, Retailers, and Consumers.

2018-2019 Past-President and Executive Committee Member, Textile and Apparel Programs Accreditation Commission (TAPAC)

2017-2018 Founding President, Textile and Apparel Programs Accreditation Commission (TAPAC)

2017-2018 Secretary, Multistate Research Coordinating Committee and Information Exchange Group NCCC065: Indicators of Social Change in the Marketplace: Producers, Retailers, and Consumers.

2016-2017 Member, Multistate Research Coordinating Committee and Information Exchange Group NCCC065: Indicators of Social Change in the Marketplace: Producers, Retailers, and Consumers.

2016-2017 Elected Member, Nominating Committee, ITAA.

2014-2017 Member, Accreditation Taskforce, ITAA.

2012-2016 Member, Teaching Innovation and Resource Committee, ITAA.

2012-2014 Track Chair: Sourcing and Global Textile and Apparel Trade, Teaching Collection, International Textile and Apparel Association.

2009-2011 Chair, Teaching Innovation and Resource Committee, ITAA.  
 - Established Teaching Collection

2007 Track Chair: Textile and Apparel Industries and International Trade. ITAA Annual Conference: Coordinating track submissions, reviews, and presentations schedule.

2006-2008 Member, Teaching Innovation and Resource Committee, ITAA.

2005-2006 Member, International Committee, ITAA.

### **UNIVERSITY, COLLEGE, DEPARTMENT, AND PUBLIC SERVICE:**

#### University Service

##### Standing and Ad Hoc Committees

2024-2026	Research Grants Committee, UNCG	Member
2021-2024	Faculty Senate Budget Committee, UNCG	Member
2018-2019	Faculty Senate, ISU	Senator
2018-2019	Governance Council, Faculty Senate, ISU	Member
2016, 2010-12	Graduate College Curriculum Committee, ISU	Member

#### School/College Service

##### Standing and Ad Hoc Committees

2024-2026	P&T Committee, Bryan School of Business & Economics, UNCG	Member
2022-2024	Executive Committee of Faculty Assembly, Bryan School of Business & Economics, UNCG	Member
2022-2024	Climate Committee, Bryan School of Business & Economics, UNCG	Member
2021-2022	Executive Committee of Faculty Assembly, Bryan School of Business & Economics, UNCG	Chair
2020-2021	Executive Committee of Faculty Assembly, Bryan School of Business & Economics, UNCG	Vice-Chair

#### Departmental Service: Standing and Ad Hoc Committees

2020-present	CARS Department Curriculum Committee, UNCG	Member
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2020-present	CARS Department Graduate Faculty Committee, UNCG	Member
2020-present	CARS Department Assessment Committee, UNCG	Member
2019	AESHM Governance Document Committee, ISU	Member
2016-2019	AMD Executive Advisory Council Committee, ISU	Member

**FEATURED PRESS:**

2024      Featured in: Chiu, A. (August 10, 2024). How to stop stains and keep your clothes out of the landfill. *The Washington Post*. <https://www.washingtonpost.com/climate-solutions/2024/08/10/stain-removal-clothes-landfill/>

2024      Featured in: “Sustainability Expert Profile: Dr. Elena Karpova” (pp. 242-245) in Jestratijevic, I. (2024). *The Business of Sustainability in Fashion*. University of North Texas Press.

2024      Featured in: Vlamis, K. (March 25, 2024). Thrifting is more popular than ever. It's also never been worse. *Business Insider*. <https://www.businessinsider.com/classic-thrift-stores-worse-secondhand-clothing-market-popular-2024-3>

2023      Featured in: Chiu, A. (May 14, 2023). Why should you air dry your laundry?: Let's count the ways. *The Washington Post*. <https://www.washingtonpost.com/climate-solutions/2023/05/14/laundry-air-dry-energy-saving/>

2023      Featured in: Bryan Research. (Fall 2023). Is this sustainable? *Bryan Business Report*. (p. 20) [https://bryanbusinessreport.uncg.edu/wp-content/uploads/2023/09/BBR.Fall-2023.Is\\_.This\\_.Sustainable.pdf](https://bryanbusinessreport.uncg.edu/wp-content/uploads/2023/09/BBR.Fall-2023.Is_.This_.Sustainable.pdf)

2023      Featured in: Chiu, A. (May 14, 2023). Why should you air dry your laundry?: Let's count the ways. *The Washington Post*. <https://www.washingtonpost.com/climate-solutions/2023/05/14/laundry-air-dry-energy-saving/>

2023      Featured in: Chiu, A. (February 19, 2023). Your laundry sheds tiny polluting plastic fibers. Here's what to do. *The Washington Post*. <https://www.washingtonpost.com/climate-solutions/2023/02/19/laundry-microplastic-microfiber-pollution/>

2023      Featured in: McGlasson, A. (January 15, 2023). Your laundry machine is using you more power than you think – here are three ways to save money when cleaning clothes. *The Cool Down*. <https://www.thecoldown.com/green-home/washing-clothes-in-cold-water-energy-saving-machine/>

2023      Assoune, A. (2023). Environmental benefits of buying second-hand clothing. *Panaprium*. <https://www.panaprium.com/blogs/i/environmental-benefits-of-buying-second-hand-clothing>

2022 Featured in: Chiu, A. (December 6, 2022). How to buy clothes without running the planet – You are not going to stop shopping for new clothes: Here's what to do instead. *The Washington Post*. <https://www.washingtonpost.com/climate-solutions/2022/12/06/sustainable-shopping-clothes-climate/>

2022 Featured in: Chiu, A. (November 29, 2022). Why washing clothes in cold water is better for the environment: Why you should almost always wash your clothes on cold. *The Washington Post* <https://www.washingtonpost.com/climate-solutions/2022/11/29/laundry-cold-water-environment/>

2019 Featured in: Fitzpatrick, A. (November 18, 2019). UI students shop secondhand to bring sustainability to the clothing industry. *The Daily Iowan* <https://dailyiowan.com/2019/11/18/ui-students-shop-secondhand-to-bring-sustainability-to-the-clothing-industry/>

2019 Featured in: Hirschlag, A. (November 7, 2019). Can second-hand shopping dent fast fashion environmental damage? *Scientific American* [https://www.scientificamerican.com/article/can-secondhand-shopping-dent-fast-fashions-environmental-damage/?utm\\_medium=social&utm\\_content=organic&utm\\_source=twitter&utm\\_campaign=SciAm\\_&sf223109823=1](https://www.scientificamerican.com/article/can-secondhand-shopping-dent-fast-fashions-environmental-damage/?utm_medium=social&utm_content=organic&utm_source=twitter&utm_campaign=SciAm_&sf223109823=1)

2011 *Top Research Story.* Karpova, E., & Lee, J. (May 11, 2011). Cheaply made in the USA. <http://www.futurity.org/top-stories/cheaply-made-in-the-usa/>