

NANCY (NELSON) HODGES, PH.D.

Burlington Industries Excellence Professor and Head
Department of Consumer, Apparel, and Retail Studies
Bryan School of Business and Economics
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EDUCATION

- Ph.D.** 1998 Design, Housing, and Apparel; University of Minnesota
Major Area of Study: Clothing and Textiles
Minor/Supporting Area: Feminist Studies
- M.A.** 1996 Design, Housing, and Apparel; University of Minnesota
Major Area of Study: Clothing and Textiles
Minor/Supporting Area: Museum Studies
- B.F.A.** 1992 Minneapolis College of Art and Design
Major: Design

EMPLOYMENT HISTORY

- 2014-present Burlington Industries Excellence Professor and Department Head, Department of Consumer, Apparel and Retail Studies; University of North Carolina at Greensboro
- 2010-2014 Professor and Director of Graduate Studies, Department of Consumer, Apparel, and Retail Studies; University of North Carolina at Greensboro
- 2004-2010 Associate Professor and Director of Graduate Studies, Department of Consumer, Apparel, and Retail Studies; University of North Carolina at Greensboro
- 2004-2005 Interim Department Head, Department of Textile Products Design and Marketing/Consumer, Apparel, and Retail Studies; University of North Carolina at Greensboro
- 1998-2004 Assistant Professor, Department of Textile Products Design and Marketing; University of North Carolina at Greensboro

1993-1998	Graduate Research and Teaching Assistant; University of Minnesota
1993-1996	Curatorial Assistant; The Goldstein Design Museum, University of Minnesota
1988-1993	Visual Merchandiser; Sears Co., Minneapolis, MN

AWARDS AND NOMINATIONS

Award	Fellow, International Textile and Apparel Association, 2024
Award	Best Paper Award for the Apparel, Textiles and Merchandising Track, <i>Family and Consumer Sciences Research Journal</i> , 2024 (one article selected per volume/year)
Award	Paper of Distinction Award, Marketing Track, International Textile and Apparel Association, 2024
Award	Paper of Distinction Award, Industry Track, International Textile and Apparel Association, 2024
Award	Outstanding Research Paper Award, Emerald Literati Network, <i>Young Consumers</i> , 2023 (one article selected per volume/year)
Award	Intellect Books Research Award, International Textile and Apparel Association, 2022
Award	Paper of Distinction Award, Social Psychological Track, International Textile and Apparel Association, 2021
Award	Intellect Books Research Award, International Textile and Apparel Association, 2020
Award	Paper of Distinction Award, Industry Track, International Textile and Apparel Association, 2020
Award	Paper of Distinction Award, Sustainability Track, International Textile and Apparel Association, 2020
Award	Distinguished Scholar, International Textile and Apparel Association, 2018
Award	Intellect Books Research Award, International Textile and Apparel Association, 2016

Award	Paper of Distinction Award (formerly known as Best Paper Award), Social Psychological Track, International Textile and Apparel Association, 2015
Award	Paper of Distinction Award (formerly known as Best Paper Award), Consumer Behavior Track, International Textile and Apparel Association, 2015
Award	Provost's Excellence in Research Award, UNCG, 2015, 2016, 2017, 2018, 2019, 2020, and 2021 (received award every year that this recognition was active)
Award	Paper of Distinction Award (formerly known as Best Paper Award), Professional Development Track, International Textile and Apparel Association, 2014
Award	Paper of Distinction Award (formerly known as Best Paper Award), Industry/Global Track, International Textile and Apparel Association, 2013
Award	Excellence in Graduate Mentoring Award (formerly known as Outstanding Faculty Mentor award), The Graduate School, University of North Carolina at Greensboro, 2013 (one UNCG faculty member awarded each year)
Award	Senior Research Excellence Award, Bryan School of Business and Economics, University of North Carolina at Greensboro, 2012
Award	Best Paper Award for the Apparel, Textiles and Merchandising Track, <i>Family and Consumer Sciences Research Journal</i> , 2011 (one article selected per volume/year)
Award	Outstanding Research Paper Award, Emerald Literati Network, <i>Journal of Fashion Marketing and Management</i> , 2011 (one article selected per volume/year)
Award	Outstanding Advisor Award, School of Human Environmental Sciences, University of North Carolina, Greensboro, 2010-2011
Award	University of North Carolina Board of Governors Award for Teaching Excellence, University of North Carolina at Greensboro Awardee for 2010 (one UNCG faculty member selected each year)
Nomination	Professor of the Year, Council for Advancement and Support of Education (CASE), Washington, DC, University of North Carolina at Greensboro Nominee for 2010
Award	Paper of Distinction Award (formerly known as Best Paper Award), Industry/Global Track, International Textile and Apparel Association, 2010

Award	Outstanding Teaching Award, School of Human Environmental Sciences, University of North Carolina, Greensboro, 2008-2009
Award	Best Paper Award, Industry/Global Track, International Textile and Apparel Association, 2008
Award	Research Assignment Leave, University of North Carolina, Greensboro, Spring 2007 and Fall 2011
Award	Best Paper Award, Professional and General Track, International Textile and Apparel Association, 2006
Award	Mary Francis Stone Outstanding Teaching Award, School of Human Environmental Sciences, University of North Carolina, Greensboro, 2002-2003

GRANTS AND FUNDING SUPPORT

Grants Received in Support of Scholarship Program

(funding received for teaching and course development is listed in Teaching section)

External Funding—Federal (Total amount received: \$1,322,289.00):

\$528,851, USDA Higher Education Challenge Grant.

Project Title: *Cultivating applied technology competencies among diverse undergraduate populations: Development and assessment of course materials and teaching strategies.* Project Director and Co-Principal Investigator. With Kittichai Watchravesringkan, Ruoh Nan Yan and Chris Genius (Colorado State University), and Julie Chang and Heather Greenhalgh-Spencer (Texas Tech University). Funded June 2020 through May 2024.

\$466,052, USDA Higher Education Challenge Grant.

Project Title: *Enhancing students' small business knowledge and entrepreneurial competencies: Collaborative curriculum design and assessment.* Project Director and Co-Principal Investigator. With Kittichai Watchravesringkan, Jennifer Yurchisin, Jane Hegland (South Dakota State University), Elena Karpova and Sara Marcketti (Iowa State University), and Ruoh Nan Yan (Colorado State University). Funded August 2010 through July 2013.

\$327,386, USDA Higher Education Challenge Grant.

Project Title: *Collaborative development of global fiber, fabric, and related products industry based problem-solving modules for undergraduate curricula.* Project Director and Co-Principal Investigator. With Gwen O'Neal, Jane Hegland (South Dakota State University), and Elena Karpova and Sara Kadolph (Iowa State University). Funded August 2007 through July 2010.

External Funding—Other (Total amount received: \$350,111)

\$50,000, Cotton Incorporated Grant.

Project Title: *Mapping the North Carolina Supply Chain: Immersive Learning for Sourcing Domestic Cotton and Cotton-rich Products*. Funded January 2024-December 2024. Co-PI with Elena Karpova.

\$18,291, Cotton Incorporated Grant.

Project Title: *Advancing Students' Knowledge of Cotton Sustainability-Driven Innovation and Circularity*. Funded January 2023-December 2023. Co-PI with Jin Su, Elena Karpova and Kittichai Watchravesringkan.

\$13,320, Cotton Incorporated Grant.

Project Title: *Sustainability and Sourcing Decisions: Assessment of Student Knowledge, Attitudes, and Intention to Produce Cotton vs. Polyester Apparel*. Funded January 2022-December 2022. Co-PI with Elena Karpova.

\$102,000, North Carolina Agricultural Research Service Funding (USDA Approved).

Project Title: *Employment changes in North Carolina's textile and apparel industries: Implications for individuals and communities*. Funded October 2007 through September 2012.

\$166,500, North Carolina Agricultural Research Service Funding (USDA Approved).

Project Title: *The North Carolina textile and apparel industries: Implications for education and employment*. Funded November 2002 through September 2007.

Internal Funding (Total amount received: \$46,886):

\$5,000, Deans Research Scholar Grant, Bryan School of Business and Economics, University of North Carolina at Greensboro. Project Title: *Navigating the Creative Frontier: Exploring the Potential Implications of Generative AI for the Apparel Industry and Apparel Design Education*. Co-PI with Grace Bang. Funded June 2024.

\$5,000, Virtual Collaboratory for Sustainable Business Practices Research Grant, Bryan School of Business and Economics, University of North Carolina at Greensboro. Project Title: *Exploring Sustainable Sourcing and Supply Chain Management in the Apparel Industry: Perspectives from China and Bangladesh*. Co-PI with Jin Su. Funded December 2019.

\$5,000, Virtual Collaboratory for Sustainable Business Practices Research Grant, Bryan School of Business and Economics, University of North Carolina at Greensboro. Project Title: *Corroborating and Testing a Typology of Sustainable Apparel Consumer*. Co-PI with Elena Karpova and William Tullar. Funded April 2020.

\$3,000, Regular Faculty Grant, University of North Carolina at Greensboro.

Project Title: *Bridging the STEM gender gap: Addressing women's professional development through technology education*. Co-PI with Lakshmi Iyer, Kittichai Watchravesringkan, and Ann Ramsey. Funded January 2015.

\$7,000, HES Foundation Board, University of North Carolina at Greensboro.

Project Title: *Fostering Student and Faculty Development through Industry Community Engagement: Implementing a Second Annual CARS Industry Summit*. Co-PI with Melanie Carrico, Byoungcho Jin, Seoha Min, Ann Ramsey, Kittichai Watchravesringkan and Jennifer Yurchisin. Funded July 2014.

\$7,500, HES Foundation Board, University of North Carolina at Greensboro.

Project Title: *Fostering Student and Faculty Development through Industry Community Engagement: Planning and Implementing a CARS Industry Summit*. Co-PI with Melanie Carrico, Byoungcho Jin, Ann Ramsey, Kittichai Watchravesringkan and Jennifer Yurchisin. Funded July 2013.

\$3,000, Dean's Scholars Research Award, Bryan School of Business and Economics, University of North Carolina at Greensboro.

Project Title: *Technology adoption and use: A qualitative investigation of Product Lifecycle Management in the apparel industry*. Co-PI with Lakshmi Iyer, Kittichai Watchravesringkan, and Ann Ramsey. Funded November 2012.

\$3,318, Regular Faculty Grant, University of North Carolina at Greensboro.

Project Title: *Women and work in contemporary Russia: Higher education and employment in the apparel industry*. Funded January 2005.

\$1,000, Kohler Fund for International Research, University of North Carolina at Greensboro.

Project Title: *Women and work in contemporary Russia: Higher education and employment in the apparel industry*. Funded January 2005.

\$4,000, Summer Research Award, University of North Carolina at Greensboro.

Project Title: *Women and work in the North Carolina textile and apparel industries: Education, opportunity, and employment*. Funded 1999.

\$2,318, New Faculty Grant, University of North Carolina at Greensboro.

Project Title: *Situating women in the North Carolina textile and apparel industries: Education, opportunity, and employment*. Funded 1998-1999.

\$750, School of Human Environmental Sciences Foundation Grant, University of North Carolina at Greensboro. Project Title: *Employment in the North Carolina textile and apparel industries*. Funded 1998-1999.

Funding Received in Support of the CARS Department (as Department Head; \$2,513,942.00)

\$13,250 HES Foundation Grant, University of North Carolina at Greensboro. Project Title: *Expanding our Reach: Communicating the Value of Pursuing a Degree in CARS at UNCG*. Funded August 2025.

- \$13,925 HES Foundation Grant, University of North Carolina at Greensboro. Project Title: Sharing the Benefits of a CARS degree: Outreach and Engagement with Prospective Undergraduate and Graduate Students. Funded August 2024.
- \$8,272 HES Foundation Grant, University of North Carolina at Greensboro. Project Title: Making College Connections with CARS. Funded August 2023.
- \$6,000 HES Foundation Grant, University of North Carolina at Greensboro. Project Title: CARS Industry Alumni Speaker Series, 2022-23. Funded July 2022.
- \$2,500 HanesBrands Sponsorship. Proposed and was awarded corporate support for the CARS Industry Alumni Speaker Series. Funded September 2022.
- \$5,000 Kontoor Brands Sponsorship. Proposed and was awarded corporate support for the CARS Industry Alumni Speaker Series. Funded September 2022.
- \$2,000,000 Blue Bell Corporation Foundation. Proposed and awarded funding in support of establishing the Blue Bell CARS Scholar Fund for undergraduate scholarships. Endowed March 2021.
- \$30,000 VF Corporation Foundation. Worked with Corporate Foundations Director to propose and was awarded foundation support for the *FLAIR (Future Leaders in Apparel, Consumer Insight, and Retailing)* program. Funded July 2021.
- \$6,000 HES Foundation Grant, University of North Carolina at Greensboro
Project Title: *CARS New York Study Tour*. Funded August 2021.
- \$100,000, VF Corporation Foundation. Worked with Development Director and Dean to propose and was awarded corporate support for a *Virtual Collaboratory in Sustainable Business Practices* for CARS and the Bryan School of Business and Economics. Funded February 2019.
- \$5,000 HES Foundation Grant, University of North Carolina at Greensboro
Project Title: *CARS China Study Tour 2020*. Funded August 2019.
- \$9,400, HES Foundation Grant, University of North Carolina at Greensboro.
Project Title: *Reflecting on the Past and Celebrating the Future: Highlighting 100 Years of Impact by CARS Alumni*. Funded July 2017.
- \$5,000, VF Sponsorship. Proposed and was awarded corporate support for the CARS Centennial Celebration Events, 2017-2018. Funded June 2017.
- \$5,000, HanesBrands Sponsorship. Proposed and was awarded corporate support for the CARS Centennial Celebration Events, 2017-2018. Funded June 2017.

\$7,200, HES Foundation Grant, University of North Carolina at Greensboro.

Project Title: *Fostering Industry Community Engagement through Student Professional Development: Refining the CARS Internship Poster Competition and Networking Event*. Funded August 2016.

\$6,500, HES Foundation Grant, University of North Carolina at Greensboro.

Project Title: *Fostering Industry Community Engagement through Student Professional Development: The First Annual CARS Internship Poster Competition and Networking Event*. Funded July 2015.

\$5,500, VF Jeanswear. Proposed and was awarded funds to support the 2016 CARS Industry Summit.

\$6,500, Renfro Corporation. Proposed and was awarded funds to support the 2015 CARS Industry Summit.

\$125,000, VF Corporation. Worked with Development Director to propose funding in support of Graduate Fellowships. Awarded \$25,000 per year for five years, Funded 2015-2020.

\$120,000, Burlington Industries Foundation. Worked with Development Director to propose endowment to establish the CARS Fund for Academic and Professional Excellence. Endowed 2015.

\$10,616, Burlington Industries Foundation. Worked with Development Director to propose Fund for Student Professional Development. Funded 2015.

\$36,529, Dr. Nancy Sears CARS Program Endowment. Worked with Development Director to proposed Fund for CARS program initiatives. Endowed 2016.

In Kind Donations: Software and Training (\$650,000 total value)

\$500,000, Gift of 22 licenses to use Browzwear's v-Stitcher virtual prototyping software. Gifted 2016.

\$150,000, Gift of faculty training on v-Stitcher by VF Jeanswear / Kontoor Brands. Gifted 2016-2019.

Other Funding Received

\$2,350, VF Faculty Professional Development Fund. Department of Consumer, Apparel, and Retail Studies, University of North Carolina, Greensboro. Funded June 2010. In support of travel to Istanbul, Turkey for conference presentation and historic costume research.

\$500, International Travel Fund. Office of International Programs, University of North Carolina, Greensboro. Funded April 2007 and April 2010. In support of travel to Istanbul, Turkey and Oslo, Norway for conference presentations and historic costume research.

\$2,700, VF Faculty Professional Development Fund. Department of Consumer, Apparel, and Retail Studies, University of North Carolina, Greensboro. Funded April 2007. In support of travel to Oslo, Norway for conference presentation and historic costume research.

\$350/500, Scholars Travel Fund. University of North Carolina, Greensboro; Funded, 2000, 2005, 2006, 2007, 2009, 2010 (\$500), 2011 (\$500), 2013 (\$500), and 2014 (\$500). In support of travel to present research at national conferences.

\$1,500, Phi Upsilon Omicron National Founders Fellowship (University of Minnesota); 1997-1998

\$1,000, Fashion Group International Scholarship (University of Minnesota); 1997-1998

\$2,300, Dora A. Waller Graduate Student Grant for International Research. College of Human Ecology, University of Minnesota; Funded, 1995-1996.

\$750, Fellowship Monies; Goldstein Gallery, Department of Design, Housing, and Apparel, University of Minnesota; Funded, 1995.

\$200, Professional Development Travel Grants; Department of Design, Housing, and Apparel, University of Minnesota; Funded 1995, 1996, & 1997.

PUBLICATIONS

Peer Reviewed Books (= co-authored)**

Hodges, Nancy & Link, Al. (2017). *Knowledge Intensive Entrepreneurship: An analysis of the European textile and apparel industries*. New York: Springer.**

LaBat, Karen L., & **Nelson, Nancy J.** (1996). *Contemporary Irish textile art: The women of Annahmakerrig*. Seattle, WA: University of Washington Press.**

Peer Reviewed Book Chapters (* = based on graduate student mentoring ; ** = co-authored)

Williams, Annie, **Hodges, Nancy**, Watchravesrinsangan, Kittichai. (2025). From retailer to consumer and back again: A conceptual model of sustainable and responsible fashion consumption through sustainability labeling. In S.S. Muthu (Ed.), *Sustainable Apparel Retailing* (pp. 7-35). New York: Springer.*

Sanghvi, Minita & **Hodges, Nancy**. (2024). Appearance matters: Appearance management in political careers. In A.M. Broadbridge (Ed.), *The Emerald Handbook of Appearance in the Workplace*. UK: Emerald.*

Hodges, Nancy. (2020). Exodus to Elsewhere. In S. Marcketti and E. Karpova (Eds.), *The Dangers of Fashion: Towards Ethical and Sustainable Solutions* (pp. 125-140). New York: Bloomsbury.

Hodges, Nancy, Watchravesringkan, Kittichai, Williams, Miranda, Yurchisin, Jennifer, Karpova, Elena, Marcketti, Sara, Hegland, Jane, & Yan, Terry. (2017). Apparel industry entrepreneurs and small business owners: Exploring gender within a global context. In A. Link (Ed.), *Gender and Entrepreneurial Activity* (pp. 92-116). Northampton, MA: Edward Elgar.

Hegland, Jane, & **Nelson Hodges, Nancy**. (2007). Embodying the feminine: Perspectives of male-to-female cross-dressers. In D.C. Johnson & H. B. Foster (Eds.), *Dress sense: Emotional and sensory experiences of the body and clothes* (pp. 156-169). Oxford: Berg Publications.**

Articles in Refereed Journals (* = based on graduate student mentoring; ** = co-authored)

Hodges, Nancy, Kane, Michael J., & Link, Al. (In press). Colors and entrepreneurial activities: An exploratory study. Accepted for publication in the *Small Business Economics* journal.**

Bayat, Farimah, **Hodges, Nancy**, & Karpova, Elena. (In press). *Born out of necessity: Exploring sustainable apparel consumption as a response to the economic threat of inflation*. Accepted for publication in the *International Journal of Consumer Studies*.*

Swamy, Uma, **Hodges, Nancy**, & Su, Jin. (2024). Staying 'Eco-Local': An exploration of Fibershed as a sustainable supply chain alternative. *International Journal of Sustainable Fashion and Textiles*, 3(2), 179-199.*

Karpova, Elena, **Hodges, Nancy**, & Williams, Annie. (In press). An extension of a sustainable apparel consumer typology: Classy Affluents, Chic Thrifters, Functional Minimalists, and Antifashion Austerities. Accepted for publication in the *International Journal of Fashion Design, Technology, and Education*.

Seo, Sukyung, & **Hodges, Nancy**. (2024). Impulse self-gifting: An exploration of motivations, contexts, and the role of self-control. *Family and Consumer Sciences Research Journal*, 53(1), 41-53. **Awarded the 2024 Best Paper in Apparel, Textiles and Merchandising Award by the Family and Consumer Sciences Research Journal**.*

Hodges, Nancy, Watchravesringkan, Kittichai, Yan, Ruoh-Nan (Terry), & Chang, Julie. (2024). Being real about teaching virtual: Comparing academic and industry views on 3D/virtual technology adoption. *International Journal of Fashion Design, Technology, and Education*, 17(3), 394-403.

Su, Jin, **Hodges, Nancy**, Wu, Huicheng, & Iqbal, Arif. (2024). Coping with the COVID-19 pandemic: Evidence from the apparel industry in Bangladesh and China. *Journal of Fashion Marketing and Management* 28(4), 653-671.*

Williams, Annie, **Hodges, Nancy**, & Watchravesringkan, Kittichai. (2023). An index is worth a thousand words: Considering consumer perspectives in the development of a sustainability label. *Journal of Cleaner and Responsible Consumption*, published online November 3, 2023. DOI: <https://doi.org/10.1016/j.clrc.2023.100148>*

Karpova, Elena, **Hodges, Nancy**, Haque, Farhan, & Bayat, Farimah. (2023). 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.

Wu, Huicheng, **Hodges, Nancy**, Su, Jin & Seo, Sukyung. (2023). Investigating the role of apparel supplier satisfaction in developing a collaborative buyer–supplier relationship: A power-dependency perspective. *Journal of Fashion Marketing and Management*, 28(1), 81-98.*

Wu, Huicheng, Su, Jin, & **Hodges, Nancy**. (2023). Investigating the Role of Open Costing in the Buyer-Supplier Relationship: Implications for Global Apparel Supply Chain Management. *Clothing and Textiles Research Journal*, 41(2), 154-169.*

Ceballos, Lina, & **Hodges, Nancy**. (2022). Appearance-related possessions and the transition to retired life. *International Journal of Consumer Studies*, 46(6), 2367-2382.

Williams, Annie, & **Hodges, Nancy**. (2022). Adolescent Generation Z and Sustainable and Responsible Fashion Consumption: Exploring the Value-Action Gap. *Young Consumers*, 23(4), 651-666.* **Awarded the 2023 Emerald Literati Award for Outstanding Paper for the journal *Young Consumers*, Emerald Publishers.***

Bayat, Farimah, & **Hodges, Nancy**. (2022). Just say “No” to compulsory hijab: Exploring the motivations and meanings of bad-hijabi in Iran. *Clothing and Textiles Research Journal*, 42(4), 247-262. DOI: <https://doi.org/10.1177/0887302X221089580>*

Williams, Annie, & **Hodges, Nancy**. (2022). Signaling Sustainability: Exploring Consumer Perspectives on Communicating Apparel Sustainability Information. *Journal of Sustainability Marketing*, 3(1), 26-40.*

Wilson, Jennifer, & **Hodges, Nancy**. (2022). What does it mean to “shop local”? Examining the experiences of shoppers and store owners within the framework of downtown revitalization. *Journal of Retailing and Consumer Services*, 65(1), 1-9.*

Chang, Julie, Shin, Su-Jeong Hwang & **Hodges, Nancy**. (2021). Exploring caregivers' clothing choices for individuals with severe Alzheimer's Disease: An application of the theories of Self-Complexity and Choosing for Others. *Clothing and Textiles Research Journal*, 42(2), 87-168.

Ceballos, Lina, **Hodges, Nancy** & Watchravesringkan, Kittichai. (2021). Consumer preference and apparel products: Investigating the role of the Centrality of Visual Product Aesthetics concept. *International Journal of Fashion Design, Technology and Education*, 14(3), 325-337.*

Ceballos, Lina, **Hodges, Nancy**, & Watchravesringkan, Kittichai. (2021). Decoding typicality in apparel products: An investigation of consumer perceptions. *International Journal of Fashion Design, Technology and Education*, 14(1), 37-47.*

Hodges, Nancy, Watchravesrinkgan, Kittichai, Min, Seoha, Lee, Youngji, & Seo, Sukyung. (2020). Teaching virtual technology through industry collaboration: An assessment of pedagogical process and outcomes. *International Journal of Fashion Design, Technology and Education*, 13(2), 120-130.

Lee, Youngji, & **Hodges, Nancy**. (2019). Plus-Size Children's Apparel: An Exploration of Consumption Experiences Among Mothers of Young Girls. *Journal of Fashion Marketing and Management*, 24(1), 1-13.*

Ceballos, Lina, **Hodges, Nancy** & Watchravesringkan, Kittichai. (2019). The MAYA principle as applied to apparel products: The effects of typicality and novelty on aesthetic preference. *Journal of Fashion Marketing and Management*, 23(4), 587-607.*

Hodges, Nancy & Link, Al. (2019). Innovation by Design. *Small Business Economics*, 52(2), 395-403.**

Brown, Victoria & **Hodges, Nancy**. (2019). An Exploration of Dress and Identity among New Mothers: The Implications of Breastfeeding for Clothing Choice. *Fashion, Style and Popular Culture*, 6(2), 225-241.*

Hodges, Nancy & Link, Al. (2017). On the growth of European apparel firms. *Journal of the Knowledge Economy*, 8(2), 489-498.**

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.

Matthews, Delisia, & **Hodges, Nancy**. (2016). Clothing Swaps: An exploration of consumer exchange behaviors. *Family and Consumer Sciences Research Journal*, 45(1), 91-103.*

Woo, Hongjoo & **Hodges, Nancy**. (2015). Education Fever: Exploring private education consumption motivations among Korean parents of preschool children. *Family and Consumer Sciences Research Journal*, 44(2), 127-142*

Sanghvi, Minita & **Hodges, Nancy**. (2015). Marketing the female politician: An exploration of gender and appearance. *Journal of Marketing Management*, 31(15-16),1676-1694.*

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

Martinez-Novoa, Lorraine, & **Hodges, Nancy**. (2015). Exploring Diversity within the Hispanic Market: An Investigation of Shopping Experiences among Puerto Rican Consumers. *Fashion, Style and Popular Culture*, 3(1), 87-103.*

Hodges, Nancy, Watchravesringkan, Kittichai, Yurchisin, Jennifer, Karpova, Elena, Marcketti, Sara, Hegland, Jane, & Yan, Ruoh-Nan. (2015). Fostering students' entrepreneurial knowledge and small business skills: A report on project outcomes.** *Family and Consumer Sciences Research Journal*, 43(4), 313-327.

Hodges, Nancy, Watchravesringkan, Kittichai,, Yurchisin, Jennifer, Childs, Michelle, Karpova, Elena, Marcketti, Sara, Hegland, Jane, & Yan, Ruoh-Nan. (2015). Women and small apparel business ownership: A cross-cultural exploration of the entrepreneurial experience. *International Journal of Gender and Entrepreneurship*, 7(2), 191-213.

Eason, Kathryn, & **Hodges, Nancy**. (2015). A review of the Model of Body Aesthetics. *International Journal of Diverse Identities*.*

Hodges, Nancy & Frank, Phillip. (2014). Reinventing 'Towel City USA': Textiles, tourism and the future of the Southeastern mill town. *Family and Consumer Sciences Research Journal*, 43(2), 173-187.

Copeland, Raedene, & **Hodges, Nancy**. (2014). Exploring masquerade dress at Trinidad Carnival: Bikinis, beads and feathers and the emergence of the popular *Pretty Mas*. *Clothing and Textiles Research Journal*, 32(3), 186-201*

Burnsed, Annette, & **Hodges, Nancy**. (2014). Home furnishings consumption choices: A qualitative analysis. *Qualitative Market Research: An International Journal*, 17(1), 24-42.*

Chang, Julie, **Hodges, Nancy** & Yurchisin, Jennifer. (2014). Consumers with disabilities: A qualitative exploration of clothing selection and use among female college students. *Clothing and Textiles Research Journal*, 32(1), 34-48.*

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

Hodges, Nancy. (2013). *What do I do now?* Exploring women's experiences with textile manufacturing job loss and community college retraining. *Community College Journal of Research and Practice*, 37(2), 85-102.

Hale, Rosanna, & **Hodges, Nancy.** (2013). Men's branded underwear: An investigation of factors important to product choice. *Qualitative Market Research—An International Journal*, 16(2), 180-196.*

Hodges, Nancy, & Frank, Phillip. (2013). The case of the disappearing mill village: Implications of industry change for building and sustaining local communities. *Textile: A Journal of Cloth and Culture*, 11(1), 38-57.

Watchravesringkan, Kittichai, **Hodges, Nancy,** Yurchisin, Jennifer, Hegland, Jane, Karpova, Elena, Marcketti, Sarah, and 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), 325-342.

Gupta, Megha & **Hodges, Nancy.** (2012). Exploring Indian consumer's perceptions of corporate social responsibility in the global apparel industry. *Journal of Fashion Marketing and Management*, 16(2), 216-233*

Davis, Lizhu, & **Hodges, Nancy.** (2012). Consumer shopping value: An investigation of shopping trip value, in-store shopping value and retail format. *Journal of Retailing and Consumer Services*, 19(2), 229-239.

Hodges, Nancy, Watchravesringkan, Kittichai, O'Neal, Gwen, Hegland, Jane, Karpova, Elena, & Kadolph, Sara. (2011). Collaborative development of textile and apparel curriculum designed to foster students' global competence. *Family and Consumer Sciences Research Journal*, 39(4), 325-338.** **Awarded the 2011 Best Paper in Apparel, Textiles and Merchandising Award by the Family and Consumer Sciences Research Journal.**

Hodges, Nancy. (2011). Qualitative research: A discussion of frequently articulated qualms (FAQs). *Family and Consumer Sciences Research Journal*, 40(1), 90-92.

Singh, Kamlesh & **Hodges, Nancy.** (2011). Buyer-supplier partnerships in the global apparel industry: A study of US buyers and Indian suppliers. *Fashion Practice*, 3(2), 153-174.*

Eason, Kathryn, & **Hodges, Nancy.** (2011). I'll give you your body and you'll give me mine: Reading contemporary female body modification as a site of Cixous' *L'écriture Feminine*. *Fashion Theory*, 15(3), 323-344.*

Hodges, Nancy, Karpova, Elena, & Lentz, Holly (2010). An investigation of women's career development in the textile and apparel industries. *Family and Consumer Sciences Research Journal*, 39(1), 75-89.

Watchravesringkan, Kittichai, Karpova, Elena, **Hodges, Nancy**, & Copeland, Raedene. (2010). Understanding competitive advantage in Thailand's apparel industry: Opportunities and challenges of globalization. *Journal of Fashion Marketing and Management*, 14(4), 576-597.

Hodges, Nancy & Karpova, Elena (2010). Majoring in Fashion: A theoretical framework for understanding the decision-making process. *International Journal of Fashion Design, Technology and Education*, 3(2), 67-76.

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Padmanabhan, Parvathi & **Hodges, Nancy**. (2010). Foreign apparel brands and the Indian consumer: Perceptions and expectations of the young, upwardly mobile professional.

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Singh, Kamlesh & **Hodges, Nancy**. (2008). Building relationships with India's suppliers: Exploring perceptions of US apparel industry buyers. *International Textile and Apparel Association Annual Meeting Proceedings*, November 6, 2008, Chicago, IL, www.itaonline.org/index2.html.*

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Shouli, Rosanna & **Nelson Hodges, Nancy**. (2007). Exploring the decision-making process of men's underwear consumers. *International Textile and Apparel Association Annual Meeting Proceedings*, November 9, 2007, Los Angeles, CA, www.itaonline.org/index2.html.*

Eason, Kathryn & **Nelson Hodges, Nancy**. (2007). I'll give you your body and you'll give me mine: Women, body modification, and lived experience. *International Textile and Apparel Association Annual Meeting Proceedings*, November 9, 2007, Los Angeles, CA, www.itaonline.org/index2.html.*

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Nelson, Nancy & Williams, Gloria. (2000). Exploring dress in everyday life through interpretive inquiry. *International Textile and Apparel Association Annual Meeting Proceedings*, November 9, 2000, Cincinnati, OH, www.itaonline.org/index2.html.

Nelson, Nancy, & Hegland, Jane. (2000). Cross-dressing across cultures: Performing and celebrating gender. *International Textile and Apparel Association Annual Meeting Proceedings*, November 10, 2000, Cincinnati, OH, www.itaonline.org/index2.html.

Nelson, Nancy J. (Special Topics Session Coordinator). (2000). Reflecting on lived experience: The theory and practice of the interview in qualitative research. *International Textile and Apparel Association Annual Meeting Proceedings*, November 10, 2000, Cincinnati, OH, www.itaonline.org/index2.html.

Nelson, Nancy J. (1998). Textiles and artistic expression: Exploring the creative experiences of Irish women. In N. Owens (Ed.), *International Textile and Apparel Association Annual Meeting Proceedings*, November 20, 1998, Dallas, TX. Monument, CO: International Textile and Apparel Association, p. 65.

DeLong, Marilyn R., **Nelson, Nancy J.**, & Trautmann, Julianne. (1998). Developing a methodology for examining the form of dress and the appearance of the body. In N. Owens (Ed.), *International Textile and Apparel Association Annual Meeting Proceedings*, November 20, 1998, Dallas, TX. Monument, CO: International Textile and Apparel Association, p. 48.

Hegland, Jane E., & **Nelson, Nancy J.** (1997). Deconstructing gender identity: Dress, film, and the aesthetic response. In *Confluences: Fashioning Intercultural Perspectives Proceedings*, June 18, 1997, Lyon, France. International Textile and Apparel Association & Universite de la Mode, p. 95.

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Nelson, Nancy J., & LaBat, Karen L. (1996). Women textile artists in Ireland: History, standpoint, and self-definition. In C. Ladisch (Ed.), *International Textile and Apparel Association Annual Meeting Proceedings*, August 2, 1996, Banff, Alberta. Monument, CO:

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DeLong, Marilyn R., LaBat, Karen L., Gahring, Sherri, **Nelson, Nancy J.**, & Leung, Lotus. (1996). Adolescents' perceptions of hats for sun protection. In C. Ladisch (Ed.), *International Textile and Apparel Association Annual Meeting Proceedings*, August 3, 1996, Banff, Alberta. Monument, CO: International Textile and Apparel Association, p. 116.

Nelson, Nancy J. (1995). Revisioning costume history: Using feminist methodology in historic clothing and textiles research. In C. Ladisch (Ed.), *International Textile and Apparel Association Annual Meeting Proceedings*, October 19, 1995, Pasadena, CA. Monument, CO: International Textile and Apparel Association, p. 120.

Invited Publications

Hodges, Nancy. (2017). Advising and Mentoring Graduate Student Research in the 'Digital Age': What Does It Mean for Family and Consumer Sciences? *Journal of Family and Consumer Sciences*, 109(1), 15-20.

Hodges, Nancy. (2011). Give Your Courses a Global Focus: A Cross-Institutional Collaboration Helps to Globalize the Textile and Apparel Curriculum. *International Textile and Apparel Association Newsletter*, March-April, 2011, p. 8.

PRESENTATIONS

Refereed Research Presentations

(not listed elsewhere as Proceedings or in Teaching section; presenter is underlined; * = based on graduate student mentoring)

International

Yan, Ruoh-Nan (Terry), **Hodges, Nancy**, Watchravesringkan, Kittichai, Chang, Julie, & Maertens, Julie. (2024). *Participant Evaluation of 3D Technology Learning: College Students' Perceptions of Self-Efficacy*. Asian Conference on Psychology and the Behavioral Sciences, Tokyo, Japan. March 27, 2024.

Wu, Huicheng, Su, Jin, & **Hodges, Nancy**. (2019). *Open Costing in Apparel Sourcing: Effects on Social Sustainability and the Buyer-Supplier Relationship*. ITAA and Regents University Joint Conference on Sustainability, London, England. July 30, 2019.*

Ceballos, Lina, **Hodges, Nancy** & Watchravesringkan, Kittichai. (2018). *Decoding Typicality in Apparel Products*. AMA World Congress, Porto, Portugal. June, 28, 2018.*

Sanghvi, Minita & **Hodges, Nancy**. (2015). *Appearance Matters: The role of appearance for female politicians*. Academy of Marketing, Limerick, Ireland. July 8, 2015.*

Nelson Hodges, Nancy. (2007). *Women's wear in a woman's own words: Jane Cunningham Croly and the 19th century fashion magazine*. Dressing Rooms: Current Perspectives in Fashion and Textiles Conference, Oslo, Norway. May 15, 2007.

Lentz, Holly, **Nelson Hodges, Nancy**, & Manning, Killian. (2007). *From flip flops to Ferragamos: Representing women's identities in transition*. Dressing Rooms: Current Perspectives in Fashion and Textiles Conference, Oslo, Norway. May 16, 2007.*

Nelson, Nancy J., & Shumate, Sarah. (2000). *The United States textile products industry: Issues of gender, history, and community*. Ars Textrina Annual Conference; Leeds, England. June 29, 2000.

Nelson, Nancy J., & Hegland, Jane E. (2000). *Cross-dressers in cyber-space: Exploring the Internet as a tool for expressing gendered identities*. Ars Textrina Annual Conference; Leeds, England. June 20, 2000.

National

Swamy, Uma, Su, Jin, & Hodges, Nancy (2025). *Consumer Intention to Patronize Local Retailers Selling Fibershed-Affiliated Products: The Moderating Role of Political Affiliation*. American Collegiate Retailing Association annual conference, Columbia, SC, March 13, 2025.*

Chang, Julie, **Hodges, Nancy**, Yan, Ruoh-Nan (Terry), & Watchravesringkan, Kittichai. (2024). *A Path to College and Beyond: Empowering High School Students with Virtual/3D Technology for Success in the Fashion Industry*. American Marketing Association/American Collegiate Retailing Association Triennial Conference 2024, Kalamazoo, MI. March 28, 2024.

Hodges, Nancy, Watchravesringkan, Kittichai, Yan, Ruoh-Nan, & Chang, Julie. (2023). *Cultivating Applied Technology Competencies among Diverse Undergraduate Populations: Development and Assessment of Course Materials and Teaching Strategies*. USDA NIFA Project Director's Meeting, virtual. April 21, 2023.

Swamy, Uma, & **Hodges, Nancy**. (2022). *Small Retail Businesses and Technology Adoption: An Application of the Recursive Learning Model*. American Collegiate Retailing Association annual conference, New Orleans, LA, March 4, 2022.*

Ceballos, Lina, **Hodges, Nancy**, & Watchravesringkan, Kittichai. (2020). *The Effects of Typicality and Novelty on Aesthetic Preference and Positive Emotions*. Academy of Marketing Science annual conference, Virtual, December 15, 2020.*

Brown, Victoria & Hodges, Nancy. (2019). *Exploring the Influence of Product Involvement and Value Perception on a New Mother's Shopping Behavior*. American Collegiate Retailing Association annual conference, Tucson, AZ, April 6, 2019.*

Konya, Tara & Hodges, Nancy. (2018). *Redefining Responsibility: Apparel Industry Employees Speak Up*. American Collegiate Retailing Association annual conference, Toronto, ON, June 8, 2018.*

Wilson, Jennifer & Hodges, Nancy. (2018). *Locally Owned Retail Stores and the Chamber of Commerce: Partners in the Process of Downtown Revitalization?* American Collegiate Retailing Association annual conference, Toronto, ON, June 8, 2018.*

Turner, Tom & Hodges, Nancy. (2017). *Marketplace as Community: Examining Americana Music Festivals as Alternative Retail Settings*. Innovation and Leadership: Celebrating 100 Years of Excellence in Research and Teaching Research Symposium; The University of North Carolina at Greensboro, Greensboro, NC. September 29, 2017.*

Konya, Tara & Hodges, Nancy. (2017). *Corporate Social Responsibility from the Employee Perspective: An Application of Organizational Justice Theory*. Innovation and Leadership: Celebrating 100 Years of Excellence in Research and Teaching Research Symposium; The University of North Carolina at Greensboro, Greensboro, NC. September 29, 2017.*

Blanchflower, Tiffany & Hodges, Nancy. (2017). *Breaking the 'Fourth Wall' of Consumption: Examining the Prosumer's Role Within Consumer-to-Consumer Electronic Markets*. Innovation and Leadership: Celebrating 100 Years of Excellence in Research and Teaching Research Symposium; The University of North Carolina at Greensboro, Greensboro, NC. September 30, 2017.*

Wilson, Jennifer & Hodges, Nancy. (2017). *Politicizing the Retail Environment: Who's Buying In?* Innovation and Leadership: Celebrating 100 Years of Excellence in Research and Teaching Research Symposium; The University of North Carolina at Greensboro, Greensboro, NC. September 30, 2017.*

Ceballos, Lina M., Hodges, Nancy & Watchravesringkan, Kittichai. (2017). *Consumer Preference and Apparel Products: Investigating the Role of the Centrality of Visual Product Aesthetics Concept*. Innovation and Leadership: Celebrating 100 Years of Excellence in Research and Teaching Research Symposium; The University of North Carolina at Greensboro, Greensboro, NC. September 30, 2017.*

Brown, Victoria & Hodges, Nancy. (2017). *Moms at Work: Constructing a Professional Identity During the Postpartum Period*. Innovation and Leadership: Celebrating 100 Years of Excellence in Research and Teaching Research Symposium; The University of North Carolina at Greensboro, Greensboro, NC. September 30, 2017.*

Martinez-Novoa, Lorraine, & **Hodges, Nancy**. (2017). *Compulsive Clothing Buyers and the Struggle to Decide: An Application of the Dialogical Self-Theory*. Innovation and Leadership: Celebrating 100 Years of Excellence in Research and Teaching Research Symposium; The University of North Carolina at Greensboro, Greensboro, NC. September 30, 2017.*

Hodges, Nancy. (Special Topics Session Panelist). (2017). *Writing and reviewing for peer-reviewed journals*. American Collegiate Retailing Association annual conference, Minneapolis, MN, March 31, 2017.

Konya, Tara, & **Hodges, Nancy**. (2017). *Second hand, second chance: An investigation of consumer disadvantage, clothing donation, and the charity retail store*. American Collegiate Retailing Association annual conference, Minneapolis, MN, March, 30, 2017.*

Wilson, Jennifer, & **Hodges, Nancy**. (2017). *Exploring craft beer consumption through the concept of Connoisseurship*. American Collegiate Retailing Association annual conference, Minneapolis, MN, March, 30, 2017.*

Wilson, Jennifer, Konya, Tara, & **Hodges, Nancy**. (2017). *Sustainability and ethics in apparel retailing: A consumer call for consistency*. American Collegiate Retailing Association annual conference, Minneapolis, MN, March, 31, 2017.*

Min, Seoha, Ceballos, Lina & **Hodges, Nancy**. (2017). *Exploring meanings of beloved clothing: An application of Visual Autobiography*. Costume Society of America annual meeting, Portland, ME, June, 1, 2017.

Konya, Tara & **Hodges, Nancy**. (2016). *Building stronger communities: An examination of non-profit social marketing from the citizens' perspective*. American Marketing Association Marketing and Public Policy conference, San Luis Obispo, CA, June 24, 2016.*

Konya, Tara & **Hodges, Nancy**. (2016). *At the intersection of social marketing and public policy: An exploration of a non-profit from the client perspective*. Academy of Marketing Science annual conference, Orlando, FL, May 18, 2016*.

Williams, Miranda, & **Hodges, Nancy**. (2015). *Are Sponsored Blog Posts a Good Thing? Exploring the Role of Authenticity in the Fashion Blogosphere*. Academy of Marketing Science annual conference, Denver, CO, May, 13, 2015.*

Woo, Hongjoo & **Hodges, Nancy**. (2015). *Education Fever: Exploring Private Education Consumption Motivations among Korean Parents of Preschool Children*. Academy of Marketing Science annual conference, Denver, CO, May, 13, 2015.*

Cook, Sasikarn, & **Hodges, Nancy**. (2015). *Exploring Consumers' Use of Online Fashion*

Product Rental Websites: eWOM and the Role of Mental Accounting. American Collegiate Retailing Association annual conference, Miami, FL, March, 5, 2015.*

Brown, Victoria, & **Hodges, Nancy**. (2014). *From handbags to diaper bags: An exploration of changes in shopping behaviors among new mothers*. American Association of Family and Consumer Sciences annual conference, St. Louis, MO, June 27, 2014.*

Martinez-Novoa, Lorraine & **Hodges, Nancy**. (2014). *Identifying compulsive buyers: An examination of existing scales from the medical practitioner perspective*. Academy of Marketing Science annual conference, Indianapolis, IN. May 23, 2014.*

Brown, Victoria, & **Hodges, Nancy**. (2014). *Through the looking-glass: Reflections on the role of consumption in the journey to motherhood*. Academy of Marketing Science annual conference, Indianapolis, IN. May 23, 2014.*

Kananukul, Chawanuan, **Hodges, Nancy** & Watchravesringkan, Kittichai. (2014). *Exploring shopping motivations among department store consumers in Thailand: A comparison of National vs. local department stores*. American Collegiate Retailing Association annual meeting, Dallas, TX, March 27, 2014.*

Martinez-Novoa, Lorraine, & **Hodges, Nancy**. (2014). *Identity and apparel consumption among Hispanics: An investigation of Puerto Rican consumers*. Popular Culture Association annual meeting, Chicago, IL, April 18, 2014.*

Williams, Miranda, Mitchell, Anne, & **Hodges, Nancy**. (2014). *Exploring the dichotomies of the American Lolita: Consumption, hierarchy and postmodernism*. Popular Culture Association annual meeting, Chicago, IL, April 18, 2014.*

Blanchflower, Tiffany & **Hodges, Nancy**. (2013). *Understanding Etsy: Social media and marketing within a community of sellers*. Academy of Marketing Science annual conference, Monterrey, CA. May 16, 2013.*

Sanghvi, Minita & **Hodges, Nancy** (2013). *Appearance management in political marketing: Examining perspectives of local politicians and campaign workers*. Academy of Marketing Science annual conference, Monterrey, CA. May 16, 2013.*

Brown, Victoria & **Hodges, Nancy** (2013). *Keeping up appearances: Identity and the transition to motherhood*. Popular Culture Association annual meeting, Washington DC. March 29, 2013.*

Hodges, Nancy, Watchravesringkan, Kittichai, Yurchisin, Jennifer, Karpova, Elena, Marcketti, Sara, Hegland, Jane, & Yan, Ruoh-Nan. (2012). *Enhancing Students' Small Business Knowledge and Entrepreneurial Skills from a Global Perspective: Collaborative Curriculum Design and Assessment*. North American Colleges and Teachers of Agriculture (NACTA) annual meeting, River Falls, WI. June 27, 2012.

Bell, Beth & **Hodges, Nancy** (2012). *Modern Ceremonial Dress and the Cultural Identity of Contemporary North Carolina American Indians*. American Association of Family and Consumer Sciences annual conference, Indianapolis, IN. June 25, 2012.*

Matthews, Delisia & **Hodges, Nancy**. (2012). *Swapping Stories: An Exploratory Study of Consumer Exchange Motivations and Behavior*. Academy of Marketing Science annual conference, New Orleans, LA. May 17, 2012.*

Kananukul, Chawanuan, **Hodges, Nancy**, & Watchravesringkan, Kittichai. (2012). *Profiling Thailand's Retail Industry: An Analysis of Market Change and Opportunities for Future Growth*. Academy of Marketing Science annual conference, New Orleans, LA. May 18, 2012.*

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*. Academy of Marketing Science annual conference, New Orleans, LA. May 17, 2012.*

Chang, Hyo Jung (Julie), Yurchisin, Jennifer, & **Hodges, Nancy** (2012). *Fashion and the Social Psychological Well-being of Disabled Consumers*. Fashion and Health symposium, University of Minnesota, April 21, 2012.*

Hodges, Nancy. (2011). *Reviewing qualitative research*. Invited Panel Member for presentation on *How to Publish in the Family and Consumer Sciences Research Journal*. American Association of Family and Consumer Sciences annual meeting, Phoenix, AZ. June 24, 2011.

Hodges, Nancy, O'Neal, Gwen, Karpova, Elena, Hegland, Jane, Watchravesringkan, Kittichai, & Kadolph, Sara. (2009). *Global fiber, fabric and related products industry based problemsolving modules for undergraduate curricula*. North American Colleges and Teachers of Agriculture (NACTA) annual meeting, Stillwater, OK. June 19, 2009.

Lentz, Holly, & **Hodges, Nancy**. (2009). *Who are you wearing? Celebrity and media influence on dress during role transition*. Popular Culture Association/American Culture Association annual meeting, New Orleans, LA. April 9, 2009.*

Williams, Gloria & **Nelson, Nancy**. (2001). *Aesthetics and the dailiness of women's lives*. American Educational Research Association Annual Meeting, Seattle, WA. April 12, 2001.

Williams, Gloria & **Nelson, Nancy**. (2000). *Incorporating issues of social justice and caring in the clothing and textiles curriculum*. American Educational Research Association Annual Meeting, New Orleans, LA. April 27, 2000.

DeLong, Marilyn, **Nelson, Nancy**, & LaBat, Karen. (1999). *Cultural contexts: Global markets*. Ars Textrina Annual Conference; St. Paul, MN. June 26, 1999.

LaBat, Karen L., & **Nelson, Nancy J.** (1998). *Contemporary Irish textile art: Traditions, techniques, and themes*. ArsTextrina Annual Conference, Madison, WI. June 27, 1998.

DeLong, Marilyn R., **Nelson, Nancy J.**, & Trautmann, Julianne. (1998). *Appearance and the ideal body: Aesthetics from an historical perspective*. ArsTextrina Annual Conference, Madison, WI. June 26, 1998.

Williams, Gloria M., & **Nelson, Nancy J.** (1998). *Women's voices for social and educational change*. American Educational Research Association Meeting, San Diego, CA. April 14, 1998.

Nelson, Nancy J., & Williams, Gloria M. (1997). *Education and advocacy in a 19th century woman's magazine: The writings of Jane Cunningham Croly*. American Educational Research Association Annual Meeting, 1997, Chicago, IL. March 27, 1997.

Regional, State, and Local

Bell, Beth, & **Hodges, Nancy**. (2010). *Influences on the pow-wow regalia worn by North Carolina American Indians*. Costume Society of America regional symposium, Asheville, NC. September 11, 2010.*

Hegland, Jane & **Nelson Hodges, Nancy** (2005). *Embodying the feminine: Perspectives of male-to-female cross-dressers*. Senses and Sentiments of Dress symposium, University of Minnesota, St. Paul, MN. September 17, 2005.

DeLong, Marilyn R., & **Nelson, Nancy J.** (1998). *Making friends and keeping them: Advisory groups and the university museum*. Costume Society of America Regions III & IV annual meeting, Columbus, OH. October 30, 1998.

Nelson, Nancy J. (1998). *Women textile artists in Ireland: Gender, space, and social value*. New Mexico Women's Studies Conference, Las Cruces, NM. March 20, 1998.

Hegland, Jane E., & **Nelson, Nancy J.** (1997). *Dress and the performing body in film*. Subject to Desire: Refiguring the Body, Arts Now biannual conference, New Paltz, NY. November 8, 1997.

Keynotes, Invited Presentations, Guest Lectures, and Seminars

Haar, Sherry, Hodges, Nancy, Kim, Youn-Kyung, Kang, Jiyun, and Reddy-Best, Kelly. (2024). *Reviewing Manuscripts for CTRJ: A Discussion of Best Practices*. Virtual Webinar through the International Textile and Apparel Association, April 24, 2024.

Hodges, Nancy. (2021). *Exodus to Elsewhere—Dangers of Fashion: Envisioning a Sustainable Future*. Panel Discussion Speaker for Costume Society of America's *Dangers of Fashion* series of webinars, January 28, 2021.

Hodges, Nancy. (2018). *Research as a 'Magnificent Obsession': Encouraging Textile and Apparel Scholarship within a Culture of Mentoring*. Distinguished Scholar Keynote Address, International Textile and Apparel Association, Cleveland, OH. November 8, 2018.

Hodges, Nancy. (2015). *Textiles and the Triad: The impact of industry changes on local communities*. Invited Presentation for the Global Village Living Learning Community, University of North Carolina at Greensboro, October 6, 2015.

Hodges, Nancy. (2014). *Interviews and the issue of voice in qualitative research*. Invited Presentation for SOC 589: Ethnography, University of North Carolina at Greensboro, April 3, 2014.

Hodges, Nancy. (2014). *Qualitative research*. Invited Panel Member for the UNCG Graduate Student Association Research Talk, University of North Carolina at Greensboro, February 27, 2014.

Hodges, Nancy. (2013). *Qualitative research*. Invited Presentation at the CARS Graduate Student Association Lunch and Learn, University of North Carolina Greensboro, October 28, 2013.

Hodges, Nancy. (2013). *Global learning through community engagement: An example from the USDA Higher Education Challenge project*. Invited Presentation at the HES Foundation Board Meeting, University of North Carolina Greensboro, March 19, 2013. With Ann Ramsey, Kittichai Watchravesringkan and Jennifer Yurchisin.

Hodges, Nancy. (2008- 2012). *Developing collaborations for funded research: The example of the USDA Higher Education Challenge Grant*. Invited Presentation for NTR 673: Nutrition Research Methodology, University of North Carolina, Greensboro, April 22, 2008, April 9, 2009, April 8, 2010, April 7, 2011, & April 5, 2012.

Hodges, Nancy. (2009). *Developing a technology interface for international student group work*. Invited Presentation for HES Lunch n' Learn series, University of North Carolina Greensboro, April 17, 2009. With Kittichai Watchravesringkan.

Hodges, Nancy. (2009). *Around the world in thirty days: Forging industry and academic partnerships in Russia, Thailand, and Australia*. Invited Presentation for HES Lunch n' Learn series, University of North Carolina Greensboro, February 2, 2009. With Gwen O'Neal and Kittichai Watchravesringkan.

Hodges, Nancy. (2008). *Preparation of professionals for the textile and apparel industries:*

Educational reforms and market trends. Invited seminar at Kostroma State Technological University, Kostroma, Russia, May 28, 2008. With Elena Karpova, Gwen O’Neal, Jane Hegland, and Sara Kadolph.

Hodges, Nancy. (2008). *Qualitative research roundtable.* Invited discussant for HES roundtable, University of North Carolina Greensboro, February 8, 2008.

Nelson Hodges, Nancy. (2008, 2007). *Graduate studies in Consumer, Apparel, and Retail Studies.* Invited Presentation for CRS 331 (Pre-internship), University of North Carolina Greensboro, March 19 and November 26, 2007, April 28 and November 10, 2008.

Nelson, Nancy. (2005). *Women and work in contemporary Russia.* Invited Presentation at the HES Foundation Board Meeting, University of North Carolina Greensboro, March 15, 2005.

Nelson, Nancy. (2003). *Textile products marketing: Considering the contextual factors.* Invited Presentation in TDM 563 (Analysis of the Textile Products Industry), University of North Carolina Greensboro. June 5, 2003.

Nelson, Nancy. (2003). *Dress and women’s rights: A global perspective.* Invited Presentation for MBA Great Decisions: America in the Global Economy course, University of North Carolina Greensboro. April 17, 2003.

Nelson, Nancy. (2002). *Textiles across cultures.* Invited Presentation at the Weatherspoon Art Gallery, University of North Carolina, Greensboro. October 24, 2002.

Nelson, Nancy. (2002). *The search for meaning: Social, historical, and cultural factors in textile products research.* Invited Presentation for the TDM Research Seminar, University of North Carolina Greensboro. October 4, 2002.

Nelson, Nancy. (2002). *Corsets, crinolines, and cages: Building beauty ideals, 1650- 1950.* Invited Presentation for Body Awareness Week at the University of North Carolina Greensboro. March 26, 2002.

Nelson, Nancy. (2000). Invited panelist for the feminist issue of the *Clothing and Textiles Research Journal: Where do we go from here?* Pre-conference workshop held at the International Textile and Apparel Association Annual meeting; Cincinnati, OH. November 7, 2000.

Nelson, Nancy. (2000). *Gender as a concept in clothing and textiles research.* Textile Products Design and Marketing Research Seminar, University of North Carolina Greensboro. February 15, 2000.

Nelson, Nancy. (1999). *Using interpretive methodologies in clothing and textiles research*. Guest Lecture in HID 645 (Research Methods course), University of North Carolina Greensboro. November 2, 1999.

TEACHING

Courses Taught

University of North Carolina at Greensboro (*Graduate level; **General Education)

Qualitative Research Methodology* (TDM/CRS 711/713)	2002-present
Consumer Behavior Research* (TDM/CRS 662/721)	2003-2016
Literature and Thought in Consumer, Apparel, & Retail Studies* (CRS 701)	2009-present
Graduate Seminar* (CRS 682/700)	2006-present
Behavior of Softlines Consumers* (TDM 562)	2003
Dress, Identity and Culture* (MALS 620A)	2006, 2008, 2013
Culture, Human Behavior, and Dress** (CRS/TDM 121)	1998-2003, 2005-2006
Social Psychology of Dress** (CRS/TDM 321)	1999-2006, 2010
Survey of Historic Costume** (CRS/TDM 372)	1999-2010, 2013
Culture, Identity and Dress (Emeritus Society)	2000
London Study Tour (CRS 482)	2007
Independent Studies* (CRS 632, 681, 684, 685, 690)	2002-present
Teaching Practicum* (CRS 765)	2003-present
Independent Doctoral Research* (CRS 790)	2003-present

University of Minnesota

Fashion Illustration (DHA 1261)

1996, 1997

Fashion Trends and Visual Analysis (DHA 3217)

1997, 1998

Advising

	Chair/Co-Chair: Completed	Chair/Co-Chair: In process	Member: Completed	Member: In process
Ph.D.	30 (20/10)	4/2	20	1
MS/M.Ed.	48 (47/1)	2	60	4
MALS	5			

Major Professor and Dissertation Advisor—Ph.D.:

Jane Walker (Ph.D. dissertation co-chair). *Textile Products Internships and their Relationship to Student Professional Development and Academic Achievement*. Completed May 2001. Current position: Professor (retired), North Carolina A&T State University.

Elena Karpova (Ph.D. advisor and dissertation chair). *Consumer Attitudes Toward Apparel Consumption in Contemporary Russia*. Completed July 2005. Current position: Putman and Hayes Distinguished Professor, UNC Greensboro.

Kathryn Eason (Ph.D. advisor and dissertation chair). *Beyond the Tattooed Lady: Exploring Women's Experiences in the Body Modification Industry*. Completed May 2007. Current position: Senior Analyst, Cato Corporation, Charlotte, NC.

Holly Lentz (Ph.D. advisor and dissertation chair). *This Woman's Work: An Exploration of Women's Experiences with Role Transition*. Completed November 2008.

Annette Burnsed (Ph.D. advisor and dissertation chair). *Attitudes Toward Home Furnishing Case Goods: An Investigation of Motivations and Values Relative to Product Choice*. Completed July 2009. Current position: Senior Lecturer, Auburn University.

Zui-chi 'Rick' Lee (Ph.D. co-advisor and dissertation co-chair). *An Investigation of Relationships between Website Identification, Online Search Intention and Purchase Intention*. Completed April 2010. Current position: Associate Professor, New Jersey State University.

Raedene Copeland (Ph.D. advisor and dissertation chair). *Bikini, Beads, and Feathers at Trinidad Carnival: The Voice of the Younger Generation*. Completed July 2010. Current position: Associate Professor, Seattle Pacific University.

Sooeun Cho (Ph.D. co-advisor and dissertation co-chair). *Self-service Technology: An Investigation of the Potential for Adoption in Apparel Retail Settings*. Completed June 2011. Current position: Industry, R&D Executive, Sydney Australia.

Parvathi Padmanabhan Kandagal (Ph.D. advisor and dissertation chair). *Foreign Apparel Brands and the Young Indian Consumer: Understanding the Role of Brands in the Decisionmaking Process*. Completed June 2012. Current position: Assistant Professor, Institute of Design, Pune University, India.

Trish Kemerly (Ph.D. advisor and dissertation chair). *Home Sweet Home: An Exploration of Women's Home Furnishings Shopping Experiences*. Completed June 2012. Current position: Lecturer, UNCG.

Megha Gupta (Ph.D. advisor and dissertation chair). *Corporate Social Responsibility in the Global Apparel Industry: An Exploration of Indian Manufacturer's Perceptions*. Completed June 2012. Current position: Industry, Business Analyst, New York.

Julie Chang (Ph.D. co-advisor and dissertation co-chair). *An Investigation of Self-Concept, Apparel Selection and Life Satisfaction among Disabled Consumers*. Completed June 2012. Current position: Professor, Texas Tech University.

Delisia Matthews (Ph.D. advisor and dissertation chair). *Swapping Styles: An Exploration of Fashion Leadership, Brands, and Group Membership in the Context of Clothing Swaps*. Completed July 2012. Current position: Associate Professor, North Carolina State University.

Beth Bell (Ph.D. advisor and dissertation chair). *Contemporary North Carolina American Indian Pow-wow Dress: An Exploration of Tradition, Culture, and Ethnic Identity*. Completed March 2013.

Chuwantuan Kananukul (Ph.D. 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 March 2014. Current position: Assistant Professor, Burapha University, Chonburi Thailand.

Minita Sanghvi (Ph.D. advisor and dissertation chair). *Marketing the Female Politician: An Exploration of Gender, Appearance, and Power*. Completed June, 2014. Current position: Associate Professor, Skidmore College. **(Received the Outstanding Dissertation award from the Graduate School, UNCG, 2015)**

Tiffany Machado (Ph.D. advisor and dissertation chair). *Crafting Consumption Through Community: An Exploration of the Etsy Experience*. Completed April, 2016. Current Position: Assistant Professor, East Carolina University.

Victoria Brown (Ph.D. advisor and dissertation chair). *Appearance and the Transition to Motherhood: An Exploration of Consumption and Identity Construction*. Completed March 2016. Current Position: Associate Professor, High Point University.

Tom Turner (Ph.D. advisor and dissertation chair). *Sustainable Business in the Experience Economy: An Examination of Marketplace, Consumers and Community in the Context of Americana Music Festivals*. Completed February 2016. Current position: Associate Professor (Retired), Lenoir-Rhyne University.

Lorraine Martinez-Novoa (Ph.D. advisor and dissertation chair). *Consumed By Consumption: A Phenomenological Exploration of the Compulsive Clothing Buying Experience*. Completed August, 2016. Current position: Assistant Professor, Marymount Manhattan College.

Lina Ceballos (Ph.D. 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 July 2017. Current position: Professor, University of EAFIT, Colombia.

Jennifer Wilson (Ph.D. advisor and dissertation chair). *Shopping Locally: An Exploration of Motivations and Meanings in the Context of a Revitalized Downtown*. Completed June 2018. Current position: Assistant Professor, University of Texas at Austin.

Tara Konya (Ph.D. advisor and dissertation chair). *Employee Volunteer Programs as Corporate Social Responsibility in the Apparel Industry: An Investigation of Stakeholder Perceptions*. Completed October 2018.

Jeff Wu (Ph.D. co-advisor and dissertation co-chair). *Supplier Satisfaction, Buyer Power, and Supply Chain Performance: An Investigation of Apparel Suppliers in China*. Completed March 2022. Current position: Managing Partner, Providence Management Consultancy, LLC.

Sukyung Seo (Ph.D. co-advisor and dissertation co-chair). *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 December 2022. Current position: Assistant Professor, University of Maryland Eastern Shore.

Youngji Lee (Ph.D. advisor and dissertation chair). *Virtual Technology and Online Apparel Shopping: Perceptions and Behaviors of Female Baby Boomers*. Completed May 2023. **(Received the George and Beatrice Goldman Fisher Gerontology Dissertation Award from the Graduate School, UNCG, 2024)**

Annie Williams (Ph.D. 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 2023. Current Position: Assistant Professor of Marketing, University of North Carolina, Chapel Hill.

Uma Swamy (Ph.D co-advisor and dissertation co-chair). *From Soil to Salesfloor: Exploring the Potential for Retailer Integration into the Fibershed Soil to Soil Framework*. Completed June 2024. Assistant Professor of Marketing, North Carolina Wesleyan University.

Meghan Hembree Causey (Ph.D. advisor and dissertation chair). *The Extended Virtual Self: Exploring Consumption and Use of Appearance-Related Virtual Products in Gaming Virtual Worlds*. Completed June 2025.

Bayat, Farimah (Ph.D. co-advisor and co-dissertation chair). *Sustainable Social Media Influencers in Iran*. In process of data analysis and final chapter completion.

Charlotte Mills (Ph.D. advisor and dissertation chair). *Social Media Influencers as Small Business Owners*. In process of proposal development.

Uvana Doran (Ph.D. advisor and dissertation chair). In process of plan of study and prospectus development.

Donghoon Shin (Ph.D. advisor and dissertation chair). In process of plan of study and prospectus development.

Hadal Hammour (Ph.D. co-advisor and co-dissertation chair). In process of plan of study and prospectus development.

Cadye Murphy (Ph.D. advisor and dissertation chair). In process of plan of study and prospectus development.

Major Professor and Advisor—MS Thesis, MS Non-Thesis, and M.Ed Thesis:

Charity Prelipp (MS thesis chair). *The Effects of Vanity Sizing on Consumer Satisfaction with Fit and Body-Cathexis*. Completed December 2000.

Brandi Hurt (MS thesis chair). *Wedding Dress Preservation: Knowledge and Awareness of American Female Bridal Consumers*. Completed May 2001.

Giovanna McBryde (M.Ed thesis chair). *An Application of Self-Concept Theory: Clothing as Means to Express the Ideal Self*. Completed May 2001.

Anja Zurcher (M.Ed thesis chair). *Baby Boomers' Response to Activewear Apparel Advertising*. Completed December 2002.

Tamara Swift (M.Ed thesis chair). *Consumer Response to Print Media and the Internet: Implications for Marketing Quilting Products*. Completed June 2003.

Rosanna Shouli (MS thesis chair). *Exploring the Decision-making Process of the Men's Underwear Consumer*. Completed April 2007.

Courtney Suddreth (MS thesis chair). *Hip Hop Dress and Identity: A Qualitative Study of Music, Materialism, and Meaning*. Completed June 2008.

Kamlesh Singh (MS thesis chair). *Building Relationships with India's Suppliers: Exploring Perceptions of US Apparel Industry Buyers*. Completed December 2008.

Yingjie Ou (MS thesis co-chair). *Young Chinese Consumers' Perceptions of Mass Customized Apparel*. Completed July 2011.

Anne Mitchell (MS thesis chair). *Exploring the Motivations and Decision-Making of Sustainable Entrepreneurs*. Completed November 2014.

Glynis Bell (MS advisor—non thesis track). *Perceptions of Business Casual among Young Female Professionals*. Completed May 2006.

Ekkalak Rungananchai (MS advisor—non thesis track). *An Industry Analysis of Select Bed and Bath Products in the United States*. Completed December 2006.

Portia Wall (MS advisor—non thesis track). *A Detailed Approach to Retail Buying*. Completed May 2007.

Wei-Yu Chang (MS advisor—non thesis track). *An Analysis of the Global Luxury Brand Industry*. Completed December 2007.

Ivana Zimonjec (MS advisor—non thesis track). *Consumer Perceptions of Specialty Store Image: Responses to Store Personnel Appearance and Marketing Materials*. Completed May 2008.

Jaime Hall (MS advisor—non thesis track). *Denim Manufacturing and the Community: The Case of Cone Mills and Greensboro, NC*. Completed May 2011.

Zoe Williams (MS advisor—non thesis track). *Regaining Comparative Advantage: Patterns of Opportunity and Challenge in the New York City Apparel Industry*. Completed May 2013.

Ketura Parker (MS advisor—non thesis track). *An Investigation of the Factors Important to Consumers When Working with a Personal Stylist*. Completed December 2013.

Katie Daly (MS advisor—non thesis track). *Sustainability in the Supply Chain: A Strategic Overview*. Completed December 2014.

Amanda Corder (MS advisor—non thesis track). *An Exploratory Investigation of Teenagers' Awareness and Advocacy of the Slow Fashion Movement*. Completed November 2015.

Maria Luiza Dixon (MS advisor—non thesis track). *American Sports Apparel Retailers and the Potential for FDI in Brazil*. Completed December 2015.

Kristen Crutchfield (MS advisor—non thesis track). *Apparel Buying: The Product Development Process of Fast Fashion and Slow Fashion Companies*. Completed May 2016.

Ashanti Turner (MS advisor—non thesis track). *LMS Social Media Marketing*. Completed May 2020.

Tay'La Soares (MS advisor—non thesis track). *3D and Virtual Technology in Athletic Apparel*. Completed May 2017.

Jessica Papier (MS advisor—non thesis track). *National vs. Private Apparel Brands and the Millennial Consumer*. Completed May 2018.

Avin Jaywickrema (MS advisor—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 2019.

Trinity Edelen (MS advisor—non thesis track). *Inclusivity in Fashion Magazines*. Completed June 2020.

Gregory Soones (MS advisor—non thesis track). *Footwear Consumption Issues*. Completed May 2020.

Haley Hendershot (MS thesis chair). *Information and the Ethical Apparel Consumer: An Exploration of the Connections between Knowledge, Trust and Purchase Behavior*. Completed June 2024.

Chante Gibbs (MS advisor—non thesis track). *Exploring the Apparel Needs of Individuals with Intellectual and Developmental Disabilities*. Completed May 2021.

Lindsey Flowers (MS advisor—non thesis track). *The Impact of Celebrity and Influencer*

Culture on Traditional Fashion Brands. Completed May 2021.

Taylor Calloway (MS advisor—non thesis track). *Spiritex Production Manual: Process, Content & Context*. Completed May 2021.

Taryn Caleb (MS advisor—non thesis track). *Models & Mannequins: Plus-size Representation Perceived in the Visuals of the U.S. Retail Industry*. Completed May 2021.

Lindsay Morris (MS advisor—non thesis track). *Exploring the Motivations and Decision-Making Process of Licensed Sports Apparel Consumers*. Completed November 2021.

Brenna Worth (MS advisor—non thesis track). *The Paradoxical Idea of Sustainability in the Fashion Industry: Consumer Behavior and Sustainable Fashion*. Completed December 2021.

Jordyn Byers (MS advisor—non thesis track). *Enclothed Cognition and the Effects on Psychological States in Relation to Mental Health, Perception, and Body Image*. Completed December 2021.

Katie Costello Graham (MS advisor—non thesis track). *Innovation Internship at Unifi: Showcasing REPREEVE-Certified Products in Texbase*. Completed April 2022.

Cameron Casadonte (MS advisor—non thesis track). *COVID-19's Effects on the Supply Chain in the Home Furnishings and Textile Industry*. Completed May 2022.

Kasey Condon (MS advisor—non thesis track). *Clothing-Related Barriers that People Living with Disabilities Face and the Fashion Industry's Responses Towards these Challenges*. Completed May 2023.

Marya Sorn (MS advisor—non thesis track). *Exploring the Rise of Overproduction in the Apparel Industry and the Effect of Social Media on Fashion Consumption*. Completed May 2023.

Leah Cockerham (MS advisor—non thesis track). *Reducing Potential Profit Loss for Retailers that Import Goods*. Completed May 2023.

Adriana Tuttle (MS advisor—non thesis track). *Digital Sustainability Marketing Best Practices and Recommendations for Cone Denim*. Completed May 2024.

Amaya Alexander (MS advisor—non thesis track). *The Impact of Social Media On Fast Fashion and Gen Z Consumption Habits*. Completed May 2024.

Lisa Woolfall (MS advisor—non thesis track). *The Frequency and Motivation of Fashion Disposal*. Completed May 2024.

Asia Henry (MS advisor—non thesis track). *Starting An Apparel Business While Focusing on Plus-Size Consumers and Their Motivations and Experiences*. Completed May 2024.

Kerry Cope (MS advisor—non thesis track). *Investigating Consumer Perceptions and Motivations for Purchasing Secondhand and Vintage Clothing*. Completed December 2024.

Arielle Shriver (MS advisor—non thesis track). *Rethinking Sustainability: Examining the Impact of Second-Hand Apparel on Gen Z Consumption Patterns*. Completed December 2024.

Viviana Hernandez-Sandoval (MS advisor—non thesis track). *The Impact of Artificial Intelligence on Consumer Behavior*. May 2025.

Committee Member—Ph.D.:

Rachel Zhao (Ph.D.). *Differences Explained by Culture and Lifestyle in the Decision Making Process of Chinese and American Young Adults*. Completed December 2004.

Jin Su (Ph.D.). *Strategic Sourcing and Supplier Selection in the US Textile-Apparel- Retail Supply Network*. Completed May 2004.

Ella Carter (Ph.D.). *Physicians' Attitudes toward the Utilization of Smart Fabrics in Telemedicine*. Completed December 2004.

Lizhu Yu (Ph.D.). *Cross-Shopping and Shopping Orientation: Consumer Perceived Value in Today's Dynamic Retail Environment*. Completed June 2006.

Cindy Zhao (Ph.D.). *Consumer Perceived Value of Salon Hair Coloring: A Cross- Cultural Comparison of Generation Y cohorts in China and the United States*. Completed July 2006.

Jung Ha-Brookshire (Ph.D.). *Capabilities, Competitive Advantages and Performance of Apparel Import Intermediaries in a Hyper-Dynamic Market Environment*. Completed March 2007.

Phillip Frank (Ph.D.). *Adolescents and Consumer Socialization*. Completed December 2013.

Laura Egehn (Ph.D.). *Exploring Mature Consumer Shopping Behavior in Online Environments: A Cue Utilization Perspective*. Completed July 2015.

Sojin Jung (Ph.D.). *Slow Fashion: Understanding Potential Consumers and Creating Customer Value for Increasing Purchase Intentions and Willingness to Pay a Price Premium*. Completed June 2014.

Hongjoo Woo (Ph.D.). *Country of Origin and Luxury Brands*. Completed June 2016.

Bharath Ramkumar (Ph.D.). *International Online Outshopping*. Completed July 2016.

Wendy Chou (Ph.D.). *Guilt and Shame in Luxury Consumption*. Completed June 2017.

Sasikarn Mook Cook (Ph.D.). *Online Fashion Rental Consumer Behavior*. Completed August 2017.

Areti Tsitsakis (Ph.D.). *Legal Issues in the Fashion Industry*. Completed August 2017.

Natalie Baucum (Ph.D.). *An Investigation of Luxury Markets*. Completed July 2017.

Arif Iqbal (Ph.D.) *Technology adoption in the apparel industry*. Completed June 2023.

Mon Thu Myin (Ph.D.). *Chat bots and apparel websites*. Completed May 2024.

Sherita Cuffee (Ph.D.). *Retail Alienation*. In process.

Kavita Singh (Ph.D.) *Developing and testing intervention strategies to encourage the adoption of preferred laundry behaviors*. Completed June 2025.

Narmin Nasibli (Ph.D.) *When virtual becomes real: Leveraging virtual reality as a tool for promoting eco-friendly apparel consumption*. Completed June 2025.

Committee Member— MS Thesis and MS Non-Thesis:

Ann Ramsey (MS). *Mass Customization of Clergy Stoles Using Design Processes, Consumer Preferences, and Applied Technology*. Completed December 2000.

Hye-Jung Jung (MS). *Acculturation and Individualism/Collectivism: Impacts on Retail Consumer Patronage Behavior of Asians in the US*. Completed July 2003.

Jing Qian (MS). *A Study of Chinese Contractors' Export Order Processing for U.S. Apparel Importers*. Completed July 2003.

Jingya Li (MS). *The Business Casual Apparel Market in China*. Completed May 2005.

Mansour Al-Quatany (MS). *Fit Issues in Women's Apparel*. Completed July 2005.

Kathryn Brown (MS). *A Review of the Effects of Australian Wool Marketing Initiatives on the Associations between Selected Variables in the Global Wool Market*. Completed May 2005.

Katherine Halstead (MS). *Socialization Agents Influencing Anglo and Hispanic American Female Apparel Consumption*. Completed January 2006.

Yun-hee Kim (MS). *An Empirical Examination of Consumers' Innovation Adoption: The Role of Innovativeness, Fashion Orientation, and Utilitarian and Hedonic Consumers' Attitudes*. Completed November 2008.

Vinod Shanmugam (MS). *Web Interface, Service Quality, and Compulsive Cybershopping: The Moderating Role of Psychological Factors*. Completed June 2011.

Dilip Doriswamy (MS). *Assessing the Impact of Brand Extension and Brand Concept on Brand Equity*. Completed June 2011.

Jennifer Baker (MS). *An Investigation of Motivating Factors in Thrift Store Consumption*. Completed December 2011.

Sasikarn Chatvijit (MS). *Exploring the Effects of Scarcity, Impulse Buying, and Product Returning Behavior in the Fast Fashion Environment among Female Fashion Conscious Consumers*. Completed July 2012.

Keri Yankher (MS—non-thesis track). *Marketing Smart Fabrics: Consumer Perceptions and Attitudes*. Completed May 2005.

Aileen Barry (MS—non-thesis track). *Analysis of Executive Training Programs and Internships Available within Consumer Apparel, and Retail Studies*. Completed May 2007.

Jessica Barkman (MS—non-thesis track). *Assessing the Impact of Atmospheric Cues on Consumer Retail Patronage Behavior*. Completed June 2008.

Stephanie Scales (MS—non-thesis track). *Determinants of Consumers' Attitudes toward Apparel Private versus Luxury Brands*. Completed June 2008.

Kristin Weiss (MS—non-thesis track). *Examining the Effects of Atmospheric Cues of Lighting and Scents on Consumers' Emotional Responses and Shopping Intentions*. Completed May 2009.

Krystle Bryant (MS—non-thesis track). *A Content Analysis of Print Advertisements in a Global Fashion Magazine: Thailand and the US*. Completed December 2009.

Ebonie Hayes (MS—non-thesis track). *Apparel Boutique Entrepreneurs and Resource Identification: Examination of Strategy Development*. Completed December 2010.

Ashley Hudson (MS—non-thesis track). *An Examination of Motivations and Business*

Strategies of Small Business Owners. Completed December 2011.

Margaret Johnson (MS, Interior Architecture). *Kitchen Design Consumption Issues*. Completed May 2012.

Julian Mack (MS—non-thesis track). *Strategic Positioning and Success in the Fashion Industry via Lifestyle Branding: Case Analysis of Tommy Hilfiger*. Completed May 2013.

Brittany Vandergrift (MS—non-thesis track). *Investigating Multichannel Retailing: Application of Theory of Planned Behavior*. Completed May 2013.

Mariam Ghassemi (MS—non-thesis track). *Mobile Payment System Use for In-Store Transactions*. Completed May 2014.

Meghan Horton (MS—non-thesis track). *Merchandising Internship at VF Jeanswear*. Completed December 2015.

Brittany Fuller (MS—non-thesis track). *Merchandising and the Large Apparel Corporation*. Completed December 2015.

Natalie Hessler (MS—non-thesis track). *An In-depth Analysis of Campfire Hooligans: Implications for Small Apparel Businesses*. Completed December 2015.

Lacey Rhoten (MS—non-thesis track). *The Evolution of Athleisure*. Completed May 2016.

Wayne Marsh (MS—non-thesis track). *Westernwear Merchandising at VF Jeanswear*. Completed May 2016.

Danette Whitaker (MS—non-thesis track). *The Rise of Non-Traditional Retailers: opportunities for Small Business*. Completed June 2016.

LaShaun Collins (MS). *Consumer Response to Brand Transgressions*. Completed May 2016.

Charlotte Gross (MS—non-thesis track). *Technology and Data in Retail*. Completed December 2016.

Michelle Jackson (MS—non-thesis track). *Potential Growth Strategies for Mobile Truck Retailers*. Completed December 2016.

Kiara Ross (MS—non-thesis track). *Gender Differences between Men and Women Consumers*. Completed December 2017.

Jameson Olive (MS—non-thesis track). *Analysis of a Small Apparel Retailer*. Completed December 2017.

Cortney Addison (MS—non-thesis track). *Menswear Merchandising at VF Corporation*. Completed May 2018.

Jade Gary (MS—non-thesis track). *The McDonaldization of Fashion in the Retail Store Environment*. Completed December 2018.

Charlotte Mauro (MS—non-thesis track). *The Effect of Store Layout, Price, and Merchandise Assortment on Consumer Discount Store Patronage*. Completed May 2019.

Emily Stamm (MS—non-thesis track). *Evaluating the Impact of Celebrity Endorsement Versus Social Media Influencer Endorsement on Generation Z Females' Consumer Behavior*. Completed May 2019.

Anna Olivera (MS—non-thesis track). *Examining Young Consumers' Perceptions of Luxury Fashion Brands: A Comparative Study between Affordable and Traditional Luxury*. Completed May 2019.

Fatou Thaire (MS—non-thesis track). *An Exploration of West African Female Fashion Entrepreneurs: Challenges and Strategies*. Completed May 2019.

LaTosha Bell (MS—non-thesis track). *Ecommerce and Digital Studio at VF Jeanswear*. Completed June 2019.

Kristi Partin (MS—non-thesis track). *Determinants of Collaborative Consumption Behavior: The Application of the Theory of Reasoned Action in the Context of Apparel*. Completed May 2019.

Andrea Ogelsby (MS—non-thesis track). *Gender and Apparel Consumption among Millennials*. Completed May 2020.

Gabrielle Mills (MS—non-thesis track). *Merchandising at Kontoor Brands*. Completed May 2020.

Jazmine Stevenson (MS—non-thesis track). *Globalization and Supply Chain Management*. Completed May 2020.

Haley Milligan (MS—non-thesis track). *Adaptation During a Pandemic: New Opportunities and Unexpected Challenges for the Apparel Industry*. Completed December 2020.

Megan Coney (MS—non-thesis track). *Fast Fashion and Its Impact on the Environment*. Completed December 2020.

Kiaya Bradley (MS—non-thesis track). *Assistant Buyer Intern at Dye Hard Fan Supply*. Completed December 2020.

Mariana Huerta (MS—non-thesis track). *Consumer Behavior During the COVID-19 Pandemic*. Completed May 2021.

Harrison Smith (MS—non-thesis track). *The Sneaker Resale Market*. Completed May 2021.

Jordan Houston-Taylor. (MS—non-thesis track). *Visual Merchandising during COVID-19 and its Impact on Consumer Attraction Inside Stores*. Completed May 2021.

Young Lee. (MS—thesis track). *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 May 2021.

Katie Sands (MS—non-thesis track). *The Evolved Consumer Decision Making Processes of Generational Cohorts: How This Affects Furniture Buying and How Marketers are Reacting*. Completed December 2021.

Blair Constantino (MS—non-thesis track). *Children and Social Media: A Study on Parents Views on Their Children's Use*. Completed December 2021.

Randi Jeffries (MS—non-thesis track). *The Effect of Brand Activism on Brand Equity*. Completed May 2022.

Daniel Gaviria-Tamayo (MS—non-thesis track). *Analysis of Gender-Neutral Apparel*. Completed December 2022.

Tara Bettle (MS—thesis track). *Value Creation Through Social Media: How Influencer Marketing can Affect Brand Attitude, Perceived Brand Image, and Overall Brand Equity of Luxury Brands*. Completed December 2023.

Gracie Kirkland (MS—non-thesis track). *The Effects of Influencer Marketing on the Apparel Industry and Consumer Behavior*. Completed May 2024.

Megan Byrd (MS—non-thesis track). *AI in Fashion: The Consumer Perception*. Completed June 2025.

Master of Arts in Liberal Studies (MALS) Advising:

Trisha Kemerly (MALS program reviewer). Completed December 2006.

Leslie Kinard (MALS program reviewer). Completed May 2008.

Heather Morgan (MALS program reviewer). Completed May 2010.

Jennifer Stanley (MALS program reviewer). Completed May 2011.

Virginia Cummings (MALS program reviewer). Completed December 2013.

Undergraduate Research Mentoring

Aralys Castillo. UNCG Office of Undergraduate Research assistantship, 2017. Primary data collection on consumer perspectives of traditional Montangard weaving. Faculty co-advisor with Sudha Shreeniwas in the Department of Human Development and Family Studies.

George Her. USDA assistantship, 2008. Design of artwork and logo to represent global Higher Education Challenge project.

Melissa Lichtenstein. NCARS assistantship, 2006. Completion of literature review on women and retail industry employment dynamics.

Cora Smith. NCARS assistantship, 2005. Transcription and coding of interview data collected with apparel industry workers.

Marty Elkins. NCARS assistantship, 2003-2004. Secondary data collection and research report on newspaper accounts of regional industry activity.

Sarah DeBusk. NCARS assistantship, 2002. Completion of literature review and secondary data analysis of employment in the regional textile and apparel industries.

Sarah Shumate. UNCG Office of Undergraduate Research assistantship, 2000-2001. Development of literature review and poster presentation at the UNCG Undergraduate Research Forum on the history of the textile industry in North Carolina.

Funding Related to Teaching and Course Development

Internal (Total amount: \$11,000):

\$10,000, Building Entrepreneurial Learning for Life Award (BELL UNCG).

Project Title: *Developing two courses on Entrepreneurship in CARS*. Funded 2008-2009. Co-PI with Jennifer Yurchisin, Kittichai Watchravesringkan, and Minita Sangvhi.

\$1,000, School of Human Environmental Sciences Technology Grant.

Project Title: *Developing a technology interface for international student group work.*
Funded 2008-2009. Co-PI with Kittichai Watchravesringkan.

External Proposal (not funded):

\$99,987, USDA CSREES International Science and Education Grant.

Project Title: *Global learning as a program competency: Creating and implementing a framework for internationalization.* With Gwen O'Neal. Applied for October 31, 2005.
Not funded.

Refereed Abstracts and Presentations Related to Teaching and Higher Education

Hodges, Nancy, Hegland, Jane, Karpova, Elena, Kadolph, Sara, Watchravesringkan, Kittichai, & O'Neal, Gwen. (2010). Forging international industry and academic partnerships: Teaching and learning about apparel retailing and consumer behavior from a global perspective. *European Institute of Retailing and Services Studies Proceedings*, July 4, 2010, Istanbul, Turkey, p. 115, Endhoven University, The Netherlands.

Hodges, Nancy, O'Neal, Gwen, 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 and Apparel Association Annual Meeting Proceedings*, November 6, 2008, Chicago, IL, www.itaonline.org/index2.html.

Shen, Liuying, Karpova, Elena, & **Hodges, Nancy**. (2008). Future professionals of the Chinese textile and apparel industries: An exploration of student motivations and career expectations. *International Textile and Apparel Association Annual Meeting Proceedings*, November 6, 2008, Chicago, IL, www.itaonline.org/index2.html.

Nelson Hodges, Nancy & Karpova, Elena. (2006). Women and higher education in Russia: Preparation for careers in the apparel industry. *International Textile and Apparel Association Annual Meeting Proceedings*, November 4, 2006, San Antonio, TX, www.itaonline.org/index2.html. (Awarded Best Paper, Professional/General track).

Nelson Hodges, Nancy & Karpova, Elena. (2005). What will you do when you graduate? An exploration of student perceptions of career opportunities within the textile and apparel industries. *International Textile and Apparel Association Annual Meeting Proceedings*, November 4, 2005, Alexandria, VA, www.itaonline.org/index2.html.

Creative Teaching Materials Developed

Hodges, Nancy, Watchravesringkan, Kittichai, Yurchisin, Jennifer, Karpova, Elena, Marcketti, Sara, & Ruoh-Nan Yan. Internet-based learning modules developed for use by textiles and apparel faculty. Eight different modules include active, problem-based learning activities, case studies, lectures and reading lists designed to integrate entrepreneurial knowledge and small

business skills into the curriculum. Modules include: (1) *Professional Development*, (2) *Sourcing*, (3) *Retailing*, (4) *Consumer Behavior*, (5) *Merchandising*, (6) *Historic Perspectives*, (7) *Product Development* and (8) *Case Studies*.

Hodges, Nancy, Hegland, Jane, Karpova, Elena, Kadolph, Sara, Watchravesringkan, Kittichai, & O’Neal, Gwen. Internet-based learning modules developed for use by textiles and apparel faculty. Eight different modules include active, problem-based learning activities, case studies, lectures, and videos designed to integrate global learning into existing courses. Modules include: (1) *Sourcing*, (2) *International Trade*, (3) *Company Strategy*, (4) *Branding*, (5) *Intercultural Communication*, (6) *Small- and Medium-sized Enterprises*, (7) *Product Development*, and (8) *The Retail Landscape*.

EXHIBITIONS AND OTHER CREATIVE ACTIVITIES

Curating

Co-Curator, *Coming apart at the seams: Style and the social fabric in the 1920s*. Goldstein Gallery, University of Minnesota. September 29, 1996 to January 12, 1997.

Co-Curator, *Contemporary Irish textile art: The women of Annaghmakerrig*. Goldstein Gallery, University of Minnesota. March 17 to May 12, 1996.

Graduate Student Curator, *After a fashion: Trends of the twentieth century*. Goldstein Gallery, University of Minnesota. March 7 to June 5, 1994.

Exhibit Materials

Video Director and Co-Producer, *Contemporary Irish textile artists: The women of Annaghmakerrig*. Goldstein Gallery, University of Minnesota, 1996.

Style and the social fabric in the 1920s. University of Minnesota: Goldstein Gallery exhibition catalog, 1996. (Not peer reviewed).

SERVICE

Administrative Appointments

Department Head, Department of Consumer, Apparel and Retail Studies, University of North Carolina, Greensboro, 2014 — present

Director of Graduate Studies, Department of Consumer, Apparel and Retail Studies, University of North Carolina, Greensboro, 2004 – 2014

Interim Department Chair, Department of Consumer, Apparel, and Retail Studies, University of North Carolina, Greensboro, 2004 – 2005

University

Provost's Task Force on Faculty Workload Policy, Member 2023-2024

Dean of the Graduate School Search Committee, Member 2022-2023

Provost's Task Force on Curriculum Development, Member 2014-2015

SACS Reaffirmation Standard Chair, Graduate Curriculum, 2011-2013

Graduate Studies Committee (Graduate Council), Chair, 2012; Member (Elected) 2007-2010; 2010-2013

Graduate Curriculum Subcommittee, Member 2007-2013, Chair, 2009-2010

Student Affairs Subcommittee, Member 2012-2013

Alumni Teaching Excellence Awards Committee, Member 2010-2012; 2013-2015

Restructuring Committee, Member 2010-2011

General Education Core (GEC) Global and Nonwestern Perspectives Committee, Member 1999-2003

General Education Core (GEC) Historical Perspectives Recertification Committee, Member 2012-2013, 2016-2017

Academic Integrity Panel, Member 1999-2001

Outstanding Master's Thesis Award Committee, Member 1999-2000

Outstanding Dissertation Award Committee, Member 2003-2004

Graduate Faculty, Full Member with Endorsement to Chair Doctoral Committees, 2002-present; Associate Member 1998-2002

Human Environmental Sciences Foundation Board, Department Head Representative 2016-2019

School of Human Environmental Sciences (1998-2011)

Promotion and Tenure Committee, Member 2006-2007; 2008-2009

Research Advisory Committee, Member 2007-2011

Faculty Council President, 2001-2002

Faculty Council President Elect, 2000-2001

Race and Gender Institute, Steering Committee, Member, 2002-2003

Outstanding Teaching Award Committee, Member, 2004-2006; 2008; 2010

Grant Proposal Incentive Award Committee, Member, 2005-2007

Bryan School of Business and Economics (2011 to present)

Committee on Research, Member 2014-2017

Impact of Research Task Force, Member 2014-2015

Teaching Excellence Award Committee, Member 2012

Faculty Qualifications Task Force, Member 2014-2015

Promotion and Tenure Committee, Member 2011-2014

Graduate Programs Committee, Member 2012-2014, 2016 (fall)

Department Head Search Committee, Information Systems and Supply Chain Management,
Member 2016-2017, 2022-2023

Department Head Search Committee, Economics, Member 2018-2019, 2019-2020, 2020-
2021

Associate Dean for Research Search Committee, Member, 2017-18, 2018-19, and 2019-2020

Chair, VF Foundation Virtual Collaboratory on Sustainable Business Practices Task Force,
2019-2021

Promotion and Tenure Guidelines Task Force, Co-Chair 2023-2025

Department of Consumer, Apparel, and Retail Studies

Promotion and Tenure Committee, Member 2005-06; Chair 2006-2014

Curriculum Committee, Member 2005-present

Assessment Committee, Member 2011-present

Strategy and Planning Committee, Member 2002-2004

Faculty Advisor, CARS Graduate Student Association, 2010-2015

Curriculum Revision Committee, Member 2003-2005

Joint Ph.D. Program Planning Committee, Member 2001-2004

Design Committee, Member 1998-2002

Advisory Board Education Committee, Member 1998-2003

Search Committee Chair:

Apparel Design position, 2019-2020

Consumer, Apparel and Retail Studies, two positions, 2015-2016

Department Head Position, 2013-2014

Consumer, Apparel, and Retail Studies Position, 2010-2011

Burlington Professorship Position, 2008-2009

Consumer, Apparel and Retail Studies Position, 2006-2007

Apparel Product Design Position, 2005 (spring)

Retail/Marketing Position, 2004

Design Position, 2002-2003

Search Committee Member:

Apparel Product Design Position, 2012-2013

Putman and Hayes Distinguished Professor, 2008-2009

Retail Positions (2), 2007-2008

Apparel Product Design Position, 2005 - 2006

Marketing Position, 1999-2003

Endowed Chair Position, 2000-2001

Department Chair Position, 1998-1999; 2004-2005

Design Positions (2), 1998-1999

Evaluation of Teaching Task Force Chair, 1999–2000

Library Representative, 1998-1999

International Programs Advisor, 2002–2003; 2004–2005

Interdisciplinary

Women's Studies Affiliate, UNCG 1998-present

Women's Studies Undergraduate Curriculum Committee, UNCG, Member 2002-2004

Women's Studies Faculty Development Committee, UNCG, Member 1998-2001

Master of Arts in Liberal Studies (MALS) Advisory Board, UNCG, Member 2006-2012

Professional

Textile and Apparel Accreditation Commission (TAPAC)

Board of Commissioners (Elected), 2022-2023, 2024-2026

Treasurer (Elected), 2023

Chair, Finance Committee, 2023

Vice President/President Elect (Elected), 2024

President (Elected), 2025

Costume Society of America:

Board Member (Elected), Costume Society of America, Southeastern Region, 2013-2015 and 2015-2017

Abstract Reviewer, Annual Meeting, 2017

Co-Chair, Costume Society of America Annual Symposium SE Region, Winston-Salem, NC, October 29-31, 2015.

International Textile and Apparel Association:

Vice President for Planning, 2005-2007

Committee Chair:

Intellectual and Philosophical Missions Committee, 2000-2004

Faculty Scholarships and Awards Committee, 2000-2001

Committee Member:

Research and Theory Development Committee, Member 1999-2001

Intellectual and Philosophical Missions Committee, Member 1999-2000; 2004-2005

Faculty Scholarships and Awards Committee, Member, 1999-2000

Reviewer:

ITAA Distinguished Scholar Award, 2002

Annual Meeting Research Abstracts, 1999-2001; 2003-2006; 2008-2024

Best Paper Award, Consumer Behavior Track, 2007

Paper of Distinction Award, Historic and Cultural Track, 2010, 2012, 2014, 2015, 2018;

Industry Track, 2012, 2018, 2021, 2023, 2024; Consumer Behavior Track, 2018, 2019, 2020, 2022

Editorships, Editorial Board Membership and Reviewing

(Inaugural) Deputy Editor, *Clothing and Textiles Research Journal*, 2020-2024 and 2024-present

Associate Editor, Social, Psychological, and Education track, *Clothing and Textiles Research Journal*, 2013-2016 and 2016-2019

Guest Co-Editor, *Clothing and Textiles Research Journal*, two-part special issue on the Future (with Mary Lynn Damhorst), 2005

Editorial Board Member, *Clothing and Textiles Research Journal*, 2001-2004

Editorial Board Member, *Fashion Practice: The Journal of Design, Creative Process and the Fashion Industry*, 2008-present

Research Manuscript Reviewer, *Clothing and Textiles Research Journal*, 2000-present

Research Manuscript Reviewer, *Journal of Fashion Marketing and Management*, 2009-present

Research Manuscript Reviewer, *Family and Consumer Sciences Research Journal*, 2010-present

Research Manuscript Reviewer, *Journal of Contemporary Ethnography*, 2009-present

Research Manuscript Reviewer, *International Review of Retail, Distribution, and Consumer Research*, 2009-present

Research Manuscript Reviewer, *Qualitative Market Research: An International Journal*, 2012-present

Research Manuscript Reviewer, *International Journal of Fashion Design, Technology and Education*, 2012-present

Research Manuscript Reviewer, *European Business Review*

Research Manuscript Reviewer, *Narrative Inquiry*

Research Manuscript Reviewer, *Journal of Retailing and Consumer Services*

Book Manuscript Reviewer, *Berg Publishers*

Book Manuscript Reviewer, *Taylor & Francis*

Book Manuscript Reviewer, *Fairchild Publications*

Ad Hoc Grant Proposal Reviewer, National Science Foundation (NSF), 2013

Proposal Reviewer, University of Missouri Columbia Medical School, 2015

Abstract Reviewer, Academy of Marketing Science annual meeting, 2014, 2016, 2019

External Promotion and/or Promotion and Tenure Reviewer: *University of Georgia; Colorado State University; Iowa State University; Hong Kong Polytechnic University; Louisiana State University; Cornell University; University of California Davis; Virginia Tech University; University of Hawaii; University of Delaware; Kansas State University; Mississippi State University; Washington State University; Michigan State University; University of Missouri, Columbia; University of Tennessee, Knoxville; University of South Carolina; West Virginia University; Baylor University; Kent State University.*

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

International Textile and Apparel Association (ITAA)

Association for Consumer Research (ACR)

American Association of Family and Consumer Sciences (AAFCS)

American Collegiate Retailing Association (ACRA)

Costume Society of America (CSA), 2009-2019

PROFESSIONAL DEVELOPMENT (SELECT)

Organizational Change in Uncertain Times: A Leadership Program for Higher Education, Workshop, Harvard School of Graduate Education, January-February 2024.

Generative AI in CARS Work Group, June 2024 and June 2025.

USDA/NIFA Proposal Development Workshop, May 8-11, 2023.

ADAPT 2023 Conference (online), University of North Carolina Greensboro, May 8-9, 2023.

Global Diversity and Inclusion Conference, American Association of Colleges and Schools of Business, December 16-17, 2021.

Master Teacher Workshop, UNCG, January 8-9, 2020

Workshop for Teaching Online, Division of Continual Learning, UNCG, May, 2016

ACE Leadership Workshop for New Department Heads, Chicago, IL, October 2014

Effective Grant Proposal Development workshop, UNC Translational and Clinical Sciences Institute, UNC Chapel Hill, November 29, 2011

Grants 101 Grant Institute workshop, NC State University, June 9-11, 2008

UNCG International Programs Center Faculty Led Study Abroad workshop, March 2006

Grant Writer's workshop; University of North Carolina, Greensboro, 2001-2002

Experience Business in Mexico, Mexico City and Cuernavaca, March 7-15, 2002

Phenomenological Philosophy workshop, University of Minnesota, June 12-14, 1998

Certificate: Preparing Future Faculty, University of Minnesota, 1996

OUTREACH

Since 1999 I have served as the Curator of the costume collection of the Consumer, Apparel, and Retail Studies department. Although it is a small collection and used primarily for teaching purposes, the pieces typically have connections to UNCG graduates (formerly the Women's College of NC). Along with accessions and record-keeping tasks, a fundamental aspect of my role as Curator is to respond to periodic requests for lectures or presentations of collection pieces by alumni and community groups.

Presentations

Hodges, Nancy. (2024). *The CARS Costume Collection*. Invited Presentation for UNCG Homecoming, University of North Carolina, Greensboro. October 4, 2024. Costume collection lecture and show and tell.

Hodges, Nancy. (2009). *What comes around, goes around: Trends of the 21st century*. Invited Presentation for the Class of 1959 Reunion, University of North Carolina, Greensboro, April 18, 2009. Costume collection lecture (two times) and show and tell.

Hodges, Nancy. (2007). *The CARS costume collection: A selection of pieces from the 1950s*. Invited Presentation to the HES Class of 1957, University of North Carolina, Greensboro, February 13, 2007. Costume collection lecture and show and tell.

Nelson, Nancy. (2002). *Fashion through the ages: Pieces from the Textile Products Design and Marketing costume collection*. Invited Presentation for the Shepard Center Adult Continuing Education Program, Greensboro, NC. May 9, 2002. Costume collection lecture and show and tell.

Nelson, Nancy. (2000). *Unraveling the threads of women's history: The costume of Dr. Anna Gove*. Women's Studies Colloquia, University of North Carolina, Greensboro. March 21, 2000. Costume collection lecture and show and tell.