

**Department of Retailing and Tourism Management  
2010 Research Publications**

**Referred Journal Articles**

- Lee, Min-Young** & Jackson, V. (2010). Consumer awareness and evaluation of retailers' social responsibility: An exploratory approach into ethical purchase behavior from a U.S. perspective, *Journal of Global Academy of Marketing Science*, 20(1), 48-57.
- Kim, H. & **Lee, Min-Young** (2010). Emotional loyalty and share of wallet: A contingency approach, *Journal of Retailing and Consumer Services*, 17(5), 333-339.
- Jackson, V. & **Lee, Min-Young** (2010). Generation Y in a Global Market: A Comparison of South Korean and American Female Decision Making Styles. *Journal of the Korean Society of Clothing and Textiles*, 34(6), 902-912.

**Peer-Reviewed Journal Articles**

- Dasgupta, S., **Wesley, S.**, & Probst, K. R. (2010). Hispanic consumer perceptions of Kentucky-grown pigs. *Journal of the Kentucky Academy of Science*, 70(1-2), 54-58.

**Books and Peer-Reviewed Book Chapters**

- Wesley, S.**, Fowler, D. C., & Vazquez, M. E. (2010). Retail personality and the Hispanic consumer: Attitudes about American retailers. In L. Schiffman & L. Kanuk (Authors), *Consumer Behavior* (10<sup>th</sup> ed.). New York, NY: Prentice Hall.

**Peer-Reviewed Papers Presented at a Conference and Published in Conference Proceedings**

- Chatelain, A. & **Wesley, S.** (2010). It's a jungle out there! Exploring entertailing and the generation y consumer. *Proceedings of the American Collegiate Retailing Association (ACRA) Winter Conference*. New York, NY. 11-23.

**Peer-Reviewed Abstracts Presented at a Conference and Published in Conference Proceedings**

- LeHew, M. A., **Wesley, S.**, & Jager, A. (2010). Importance of environmental apparel consumption on consumers' environmental apparel knowledge: Should retailers and producers serve as sustainability educators? *Proceedings of Global Marketing Conference at Tokyo – "Marketing in a Turbulent Environment"*. Tokyo, Japan.

### **Invited Presentations**

- Dasgupta, S., Probst, K. R., & **Wesley, S.** (2010, July). Marketing livestock to Hispanic consumers in Kentucky. KY State University Farm Field Day. Frankfort, KY.
- Dasgupta, S., Probst, K. R., & **Wesley, S.** (2010, July). Marketing seafood products to Hispanic consumers in Kentucky, KY State University Farm Field Day. Frankfort, KY.
- Wesley, S.** (2010, September). The Kentucky plaid project: An overview. Kentucky Association for State Extension Professionals. Lexington, KY.
- Wesley, S.** (2010, August). What is going on with the Kentucky plaid project. HES Fall 2010 Retreat – “Our Iceberg is Melting”. Lexington, KY.
- Miller-Spillman, K. A.** “Student Designs for World Equestrian Games: Project in History of Costume,” Costume Society of America, Southeastern Region, Asheville, NC, September 12, 2010.
- Easter, E. P. (2010, October). *Textile Care & Maintenance*. Presentation for Association of Home Equipment Educators Technical Conference, Hebron, KY.
- Kline, C. & **Swanson, J.R.** (2010). *Factors Affecting Tourism Entrepreneurship in the North Carolina Mountains*. Tourism Entrepreneurship Conference at the NeXt Research Centre in the School of Business & Economics at Wilfrid Laurier University; Waterloo, Ontario, Canada.

### **CONFERENCE PROCEEDINGS (ABSTRACT)/PRESENTATIONS:**

- Ko, E., Lee, M., **Lee, Min-Young.**, Phan, M., Hwang, Y. K., Chae, H. Jang, J (2010). The effect of intrinsic and extrinsic product attributes on perceived value and repurchase intention about jeans brand: Cross cultural comparison among South Korea, United States, and France, 2010 Global Marketing Conference at Tokyo, Japan, Sep. 9-12. p. 768.
- Josh, P. & **Lee, Min-Young** (2010). Millennial Students Blog and Learn in retail merchandising course. *Proceedings of American Collegiate Retailing Association*, Orlando, FL, June 22-25. p. 110-125
- Kim, Y-H., **Lee, Min-Young**, & Kim, Y-K (2010). A new shopper typology: Utilitarian and hedonic perspectives. *Proceedings of American Collegiate Retailing Association*, Orlando, FL, June 22-25. p. 180-181.

### **Refereed Chapters in Books**

- Michelman, S. O. & K. Miller-Spillman (Forthcoming, 2010). Dress and gender. In Eicher, J. (Ed), *Encyclopedia of World Dress and Fashion*. Oxford: Berg Publishers.

Day, T. M., Tronzo, A., Dillery, L., Foley, E., Smothers, L. & Spear, K. (2010). *Arrr you planning a special event?* Presented at the Kentucky Recreation and Park Society's Annual Conference and Trade Show, Lake Barkley State Resort Park, KY

### **Funded Internal Grants**

**Lee, Min-Young** [PI] (2010). *Assess use of Social Networks as a profit center for rural farmers*. Research Activity Award, College of Agriculture, University of Kentucky. **\$1,200.**

Brown, D. O., **Miller-Spillman, K. A.**, Lee, M. Y. and Joshi, P. (2010). Small Business Tourism Study of Bluegrass Region, Research Activity Award, \$2,970.24.

**Miller-Spillman, K. A.** (May, 2010). Empowering Ghanaian Women through Economic Development in the Sewn Product Industry, RAA, School of HES Futuring Fund, \$3,000.000

### **Unfunded external grants**

**Lee, Min-Young** [PI] & Jackson, V. (2010). *Adopting Web 2.0 Social Networks for Marketing and Distribution Channels for Farmers and Food Buyer*. Sustainable Community Innovation Grants, Southern Region Sustainable Agriculture Research and Education (SARE), **\$10,000.**

Easter, E., P.I. *DuPont Company/University of Kentucky Research Study on Evaluating Used Technical Rescue Gear to Determine Appropriate Retirement Age*. National Institute of Standards and Technology (NIST)" account of FY 2011 Commerce, Justice, Science and Related Agencies Appropriations Bill. (submitted 10/2010 for \$1.0 million – unfunded)

### **Unfunded internal grants**

Josh, P. and **Lee, Min-Young** [co-PI] (2010). *Merchandising, Apparel and Textiles (MAT) Club educational Trip 2011*. Barnhart Fund for Excellence, University of Kentucky, **\$975.**

### **Editor Invited / Reviewed Publications**

Michelman, S. O. & **Miller-Spillman, K. A.** (2010). Gender-related aspects of dress. In J. Eicher (Ed.), *Berg Encyclopedia of World Dress and Fashion, Vol.3, The United States and Canada*, (pp. 227-232). Oxford: New York: Oxford University Press. Print version.

Michelman, S. O. & **Miller-Spillman, K. A.**, 'Gender- related aspects of dress.' In *Berg Encyclopedia of World Dress and Fashion: The United States and Canada*. Edited by Joanne B. Eicher. Oxford: New York: Oxford University Press. Part of the Berg Fashion Library (2010). URL: <http://www.bergfashionlibrary.com/page/encyclopedia/-berg-encyclopedia-of-world-dress-and-fashion>. On-line version.

### **Other Publications – National**

**Miller-Spillman, K. A.** (2010, July/August). Researching Reenactors: Civil War Survey 2009. *Camp Chase Gazette*, 37, 34-36.

**Miller, K. A.** (1999-2000, Dec.-Jan.). Survey Research with Reenactors. *The Citizens' Companion*, 6, 31-33.

### **Other Publications – Regional**

**Miller-Spillman, K. A.** (2010, July). UK Professor Melds Apparel and Horses in Student and Academic Research Projects, Bluegrass Equine Digest, TheHorse.com July 2, 2010, p. 6-7. URL: <http://www.thehorse.com/-ViewArticle.aspx?ID=16696>