

Department of Merchandising, Apparel and Textiles

2009 Refereed Journal Articles

- Doty, K.C. & **Easter, E.P.** (2009). An Analysis of the Care & Maintenance of Performance Textiles and Effects of Care on Performance. *AATCC Review*, 9(5) 37-42.
- Lee, H., Fairhurst, A., & **Lee, M.-Y.** (2009). The Importance of self-service kiosks in developing consumers' retail patronage intentions. *Managing Service Quality*, 19(6) 687-701.
- Lee, M.-Y.**, Atkins, K. & Kim, Y-K. (2009). Virtual communities: Impact of commercial orientation on attitudes toward virtual communities. *International Journal of Electronic Marketing and Retailing* 2(3) 220-238.
- Lee, M.-Y.**, Fairhurst, A., and **Wesley, S.C.** (Summer, 2009). Corporate Social Responsibility: A Review of the Top 100 Retailers. *Corporate Reputation Review* 12(2) 140-158.
- Lee, M.-Y.**, Kim, Y-K, & Fairhurst, A. (2009). Shopping values in online auctions: Their antecedents and outcomes. *Journal of Retailing and Consumer Services*, 16(1) 75-82.
- Lee, M.-Y. and Wesley, S.C.** (2009). Shopping Smart: The Moderating Influence of Time Pressure and Shopping Enjoyment. *Journal of Distribution Research* 14(4) 49-62.

2009 Books and Peer-Reviewed Book Chapters

- Wesley, S.C.**, Fowler, D.C., and Vazquez, M.E. (March, 2006). Retail Personality and the Hispanic Consumer: Attitudes About American Retailers, *Managing Service Quality*, Vol. 16:167-184 reprinted in *Consumer Behavior 10e*, Schiffman, L. & Kanuk, L. (2009), page 142, Prentice Hall.