

**Department of Retailing and Tourism Management**  
**2014 Research Publications**

**Refereed Journal Articles**

- Brown, D. Spillman, K., Lee, Min-Young, & Lu, T. (2014). Factors influencing small tourism business performance: The case of Central Kentucky, United States. *Journal of Hospitality Marketing & Management*, 23(7), 768-789. Social Science Citation Index (SSCI). (Lee designed the research, collected data, ran the analysis, and wrote the results and discussion section).
- Brown, D. & Swanson, J.R. (2014). Agritourism activity participation in Kentucky. *International Journal of Hospitality and Event Management*, 1(2), 135-146.
- Brown, D. (2014). Skills Development Training Among Women Hospitality Entrepreneurs in Southern Sudan. *Journal of Women's Entrepreneurship and Education*, Vol. 19, No. 1.
- Brown, Omotayo D and Penn, J (2014). The Cost of Bed Bug Anxiety: Travelers' Willingness to Pay to Avoid them. *The Consortium Journal*. Vol. 19, No 1.
- Graham, M.\*, Jackson, V. & Lee, Min-Young (2014). The effect of personal scandal on celebrity athletes and shopper's purchase intentions and attitude favorability. *Journal of Customer Behavior*, 13(4), 271-290. (Lee helped to design the research, analyzed data, and helped to write the paper, and served as a co-chair of MS student thesis).
- Jackson, V., Miller, J. (2014) Getting and staying in the mainstream: African American Women's contributions To the Human Sciences, *Family & Consumer Sciences Research Journal*, 43(1), 78-91. \*Best Paper Award (Family and Consumer Science Research Journal)
- Jiang, J., Wu, X., Lu, Y. (2014). Towards a better understanding of the relationships between tourism involvement and place attachment: Evidence from rural tourism destinations in China. *International Journal of Tourism Anthropology*, 3(3), 245-260.
- Kim, Y-K. & Lee, Min-Young, & Park, S. (2014) Consumer Shopping Value: A multi-dimensional, gender-neutral measure. *Journal of Business Research*, 67, 2884-2890, Social Science Citation Index (SSCI). (I designed the research, collected data, ran the analysis, wrote the results and discussion section, and was PI on the grant)
- Kline, C., Greenwood, J., Swanson, J.R., & Cardenas, D., (2014). Paddler market segments: Expanding experience use history segmentation. *Journal of Destination Marketing and Management*, 2(4), 228-240.

- Maloney, J.\*, Lee, Min-Young, Jackson, V., & Spillman., K. (2014). Consumer willingness to purchase organic products: Application of the Theory of Planned Behavior. *Journal of Global Fashion Marketing*. 5(4), 308-321. DOI: 10.1080/20932685.2014.925327. (I helped to design the research, analyzed data, and helped to write the paper, and served as a chair of MS student thesis).
- McQuerry, M., Klausning, S., Cotterill, D., Easter, E. (2014) A post-use evaluation of turnout gear using. NFPA 1971 standard on protective ensembles for structural firefighting and NFPA 1851 on selection, Care and maintenance. *Journal of Fire Technology*, Article DOI: 10.1007/s10694-014-0446-x, Springer.11/25/14. Impact Factor 2.239
- Swanson, J.R. & Hosier, A. (2014). Tourism sages prognosticate: The next 40 years of the tourism industry. *Tourism Recreation Research*, 39(3), 361-378.
- Yoo, J., Zhou, Y. ", Lu, Y. (2014). The moderating effects of resident characteristics on perceived gaming impacts and gaming industry support: The case of Macao. *Journal of Travel and Tourism Marketing*, 31(2), 229-250.

### **Refereed Publications**

- Cavender, R. & Kincade, D. H. (2014). Leveraging designer creativity for impact in luxury brand management: An in-depth case-study of designers in the Louis Vuitton M et Hennessy (LVMH) brand portfolio [Special Issue]. In J.H. Hancock, V. Manlow, G. Muratovski, & A. Peirson-Smith (Eds.), *Global Fashion Brands: Style, Luxury, and History* (pp. 199-214). Bristol, UK: Intellect. (IF & TC not available)
- Researchgate.net (as of July 2021): 1,698 reads; 3 citations; 14.3 research interest
  - Google Scholar- cited by 3- as of July 2021 R. Cavender CV Page 10 of 25
- Cavender, R. & Kincade, D. H. (2014). Management of a luxury brand: Dimensions and subvariables from a case study of LVMH [Special Issue]. *Journal of Fashion Marketing and Management*, Special Addition: Luxury Fashion Branding, 18(2), 231-248. doi: <http://dx.doi.org/10.1108/jfmm-03-2013-0041>
- Web of Science Impact Factor not available until 2018
  - Scopus Metric Year: 2014 | Category: Business and International Management | CiteScore: 2.2 | Rank: 65/306 | Highest Percentile: 78th | SNIP: 1.365 | SJR: 0.657
  - Identified by Emerald Insight (Mar. 2016) as an influential article recently published in the *Journal of Fashion Marketing and Management*; downloaded 752 times in first two months following publication.
  - Researchgate.net (as of July 2021): 9,360 reads; 27 citations; 80.4 research interest
  - Google Scholar- cited by 56 as of July 2021

### **Refereed Published Abstracts & Presentations**

Ferrell, E., Lee, M., Spillman, K., Jackson, V. & Kimbrel, C. (2014). Consumer's motivation for purchasing Fairtrade clothing, International Textiles & Apparel Association Conference, Charlotte, NC.

Jackson, V. P., Miller-Spillman, K. A. & Miller, J. R. (2014, July). African American Women in the Human Sciences: A Review of Research and Leadership Contributions to the Well Being of African American Individuals, Families and Communities. Paper presented at the International Federation for Home Economics Pre-Council Symposium, London, Ontario.

### **Peer Reviewed Book Chapters**

Spillman, K. & Lee, Min-Young (2014). Female Civil War reenactors' dress and magic moments. In Williams, K.M., Laing, J. & Frost, W. (Eds.), *Fashion, Design and Events*. (Routledge Advances in Events Research Book Series) (pp. 69-83). London: Routledge.

### **Funded Internal Grants**

Cavender, R. & Gannon, T. (October 2014). Patton College of Education Graduate Study and Educational Research Fund Committee. Engagement in large lecture classrooms through technology: Using Top Hat program to include students in the discussion. \$1,119.

Cavender, R. (Summer 2014). One of six pre-tenure faculty selected to participate in the Patton College of Education Writing and Research Retreat, Ohio University, May 19-21, 2014; required participation in weekly meetings in AY14-15. \$500.

Swanson, J.R., *HMT Building Bridges Statewide* (with Johnson County FCS Agent Brenda Cockerham). Charles E. Barnhart Fund for Excellence. \$950

Swanson, J.R., *Sponsored Program Development Grant – HMT/FAM to Greece* (with Dr. Amy Hosier). UK Education Abroad. \$1,000.

### **Funded External Grants**

Easter E. P., "Quality Control Lab for NAILM," Sponsored by Association for Linen Management, January 1, 1988 - December 31, 2023; \$1,019,855.00.

Easter E. P., "Cotton Incorporated Laundry Study," Sponsored by Cotton Incorporated, \$229,574.00, January 1, 2012 - December 31, 2016.

Lu, Ying (Principal), "The Heartland of the United States as Destinations for the Inbound Market from China," Sponsored by Purdue University, Total Funding \$10,000.00, Total Projected Funding \$10,000.00. (September 1, 2013 - July 31, 2017).

Lu, Y., "THE INFLUENCE OF SOCIAL MEDIA ON ATTENDEE BEHAVIOR", National Institute of Food and Agriculture, Federal, start: October 1, 2012, end: September 30, 2017).

Lu, Y. (Principal), "A Sponsored Internship and Study Abroad Program in China", Education Abroad UK Sponsored Program Development Grant, University, \$1,500.00, start: 2013, end: 2014).

Lu, Y. (Grad/Prof Student), "Social Media Research in Hospitality and Tourism Management: A Review and Research Agenda", Graduate Student Travel Fund, University, \$400.00, start: 2013, end: 2014).

### **Unfunded Internal Grants**

Cavender, R. (February 2014). Ohio University Baker Fund Committee. Toward a working luxury brand management framework: An inside industry perspective. \$10,657.37 requested. Review Committee suggested resubmission.

Wesley S., C., Jackson V., P., Lee M.-Y., Lu Y., Swanson J., R., "Creating a Reciprocal Relationship between Rural/Urban Businesses, Educators and Students: Core Course Development Utilizing Soft Skills and Experiential Learning Environments," Sponsored by National Institute of Food and Agriculture, \$300,000.00 requested, \$0.00 granted. Date Submitted: April 4, 2014.

### **Conference Proceeding**

Chen, Z. ", Lu, Y. (2014). *Social media research in hospitality and tourism management: A review and research agenda*. The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism.

### **Scholarly Presentations**

Ferrell, E.\*, Lee, Min-Young, Spillman, K. Jackson, V. & Kimbrell, C\*. (2014). Consumers' motivation for purchasing fair-trade clothing. *International Textiles and Apparel Association*, Charlotte, NC, November 12-16, Available online at [www.itaonline.org](http://www.itaonline.org)

Sengupta, A\*., Lee, Min-Young, Spillman, K. & Jackson, V. (2014). Usage of clothing care-labels among college youth: Analysis of length of information, awareness, risk perception and confidence. *International Textiles and Apparel Association*, Charlotte, NC, November 12-16, Available online at [www.itaonline.org](http://www.itaonline.org)

Spillman, K., Lee, Min-Young, Graham, M\*. & Cho, B\*. (2014). Made in Ghana: Strategic marketing of ethnic items. *International Textiles and Apparel Association*, Charlotte, NC, November 12-16, Available online at [www.itaonline.org](http://www.itaonline.org)

### **Invited Presentations**

Cavender, R. (December 2014). Brand management in the postmodern luxury goods industry. Gladys W. and David H. Patton College of Education Research Forum, Ohio University, Athens, OH.

Jackson, V., Austin, M. (2014). Tenure & Promotion: A Journey worth taking. Kentucky Association of Blacks in Higher Education, DoubleTree, Lexington, KY.

Jackson, V. (fall, 2014). Dress for Success. Health Science Students, Public Health Building, University of Kentucky.

Swanson, J.R. Bath County Wildcat Leadership Shark Tank; Owingsville, KY Guest Expert (CEDIK): *Tourism in Your County and in Kentucky*

Swanson, J.R. LA 975 – Advanced Landscape Architecture Studio; University of Kentucky Guest Lecturer: *Trail Development and Tourism Opportunities in the Cumberland Gap Area*

### **Refereed Presentations**

Cavender, R. & Kincade, D.H. (April 2014). A luxury brand management framework built from historical review and case study analysis. International Workshop on Luxury Retail Operations and Supply Chain Management, Philadelphia, PA.

### **Peer-Reviewed Conference Papers and Presentations**

Pansukum, S.\* & Swanson, J.R. (2014). *Evaluating cultural heritage attractions in the southeastern United States through the lens of youth travel* (poster presentation). Southeast Travel and Tourism Research Association Annual Conference; Lexington, Kentucky.

Wei, W., Lu, Y., Swanson, J.R., & Getz, D. (2014). *Attendee behavioral differences and perceived ROI at small-scale versus large-scale meetings: A comparison and implications for the hospitality industry*. The 19<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism; Houston, Texas.

Swanson, J.R., Liggett, D., & Roldan, G. (2014). *Antarctic Tourism Policy of the Gateway States: Current Comparisons and Future Opportunities*. 3rd Conference of the International Polar Tourism Research Network (IPTRN); Christchurch, New Zealand.