

Department of Retailing and Tourism Management 2015 Research Publications

Refereed Journal Articles:

Cai, L., Wei, W., LU, Y., & Day, J.G. (2015). College students' decision-making for study abroad – Anecdotes from a U.S. hospitality and tourism internship program in China. *Journal of Travel and Tourism Teaching*, 15(1), 1-26. [The four authors contributed equally to this research and are considered co-first authors].

Cavender, R. & Kincade, D. H. (2015). A luxury brand management framework built from historical review and case study analysis. *International Journal of Retail and Distribution Management: Special Issue on Luxury in the Supply Chain*, 43(10/11), 1083-1100. doi: <https://doi.org/10.1108/IJRDM-07-2014-0103>

Lee, Min-Young, Jackson, V. Miller-Spillman, K. A. & Ferrell, E*. (2015). Female consumers' intention to be involved in Fair-Trade product consumption in the U.S.: The role of previous experience, product features and perceived benefits. *Journal of Retailing and Consumer Services*. 23, 91-98.

McQuerry, M., Klausling, S., Cotterill, D., Easter, E. (2015) Post-use analysis of firefighter turnout gear: phases I, II, & III. *ASTM Journal of Testing and Evaluation*.

Choi, S-H., LU, Y., & Cai, L. (2015). Determination as a dimension of conative loyalty. *Annals of Tourism Research*, 51(3), 51-53.

Wesley, S., Lee, Min-Young, Farashahi, B.*, Parks, L*. (2015). Exploring perceived product knowledge, credibility, and attractiveness of celebrity endorsers on influencing teen purchase intentions. *Journal of American Academy of Business*. 21(1), 200-207.

Refereed Papers Published in Proceedings and Symposium Publications:

McQuerry, M. (2015). *Post-Use Analysis of Firefighter Turnout Gear: Phases I, II, & III*. ASTM F23.80 Subcommittee on Flame and Thermal Hazards. (Directed by Easter, Elizabeth)

Refereed Abstracts Published in Conference Proceedings:

Lee, Min-Young & Park, H. (2015). Understanding socially conscious apparel shoppers. 2015 Global Fashion Management Conference (GFMC). Florence, Italy, June 25th-28.

Sengupta, A.* & Lee, Min-Young_ (2015). Brand analyses of global brands versus local brand in Indian apparel consumer market. 22nd Recent Advances in Retailing & Service Science. *European Institute of Retailing and Service Studies (EIRASS)*, Montreal Canada, July 27-30. p. 86.

Saunders, N.*, Jackson, V. Lee, Min-Young, & Spillman, K. (2015). Qualitative analysis of consumers' perceptions of retail shopping needs in a rural community. 22nd Recent Advances in Retailing & Service Science. *European Institute of Retailing and Service Studies (EIRASS)*, Montreal Canada, July 27-30. p83.

Scholarly Presentations:

Lee, Min-Young_ & Park, H. (2015). Understanding socially conscious apparel shoppers. 2015 Global Fashion Management Conference (GFMC). Florence, Italy, June 25th-28.

Sengupta, A.* & Lee, Min-Young_ (2015). Brand analyses of global brands versus local brand in Indian apparel consumer market. 22nd Recent Advances in Retailing & Service Science. *European Institute of Retailing and Service Studies (EIRASS)*, Montreal Canada, July 27-30. p. 86.

Saunders, N.*, Jackson, V. Lee, Min-Young, & Spillman, K. (2015). Qualitative analysis of consumers' perceptions of retail shopping needs in a rural community. 22nd Recent Advances in Retailing & Service Science. *European Institute of Retailing and Service Studies (EIRASS)*, Montreal Canada, July 27-30. p83.

Invited Lectures & Speeches:

Jackson, V. (March 17, 2015). What motivates a customer to buy your product or service? What motivates a client to do business with you instead of a competitor? National Association of Women Business Owners, Lexington, KY

Jackson, V. (Spring 2015). Networking in a social setting with a focus on attire and etiquette, National Society of Black Engineers, Lexington, Kentucky.