

Department of Retailing and Tourism Management
2015 Research Publications

Refereed Journal Articles

- Cai, L., Wei, W., Lu, Y., Day, J. (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.
- Choi, S., Lu, Y. (2015). Determination as a dimension of conative loyalty. *Annals of Tourism Research*, 51(3), 51-53.
- Kline, C., Cardenas, D., Schneider, P., & Swanson, J.R. (2015). Using a community tourism development model to explore equestrian trail tourism potential in Virginia. *Journal of Destination Marketing & Management*, 4(2), 79-87.
- 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. Social Science Citation Index (SSCI). (PI on the grant)
- McQuerry, M., Klausing, S., Cotterill, D., Easter, E. (2015) Post-use analysis of firefighter turnout gear: Phases I, II, & III. *ASTM Journal of Testing and Evaluation*. Impact Factor 1.264.
- Swanson, J.R., Liggett, D., & Roldan, G. (2015). Conceptualizing and enhancing the argument for port state control in the Antarctic gateway states. *Polar Journal*, 5(2), 361-385.
- 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. (Dr. Lee helped to design the research, analyzed data, helped to write the paper and served on student's MS thesis committee).

Refereed Published Abstracts & Presentations

- Saunders, N.*, Jackson, V., Lee, M. Y., & Spillman, K. (2015). A qualitative analysis of consumers' perceptions of retail shopping needs in a rural community. Recent Advances in Retailing and Consumer Services Science by European Institute of Retailing and Service Studies (EIRASS). Montreal, Canada. July 27-30, 2015.

Peer Reviewed Publications

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> (IF & TC not available)

- Web of Science Impact Factor not available until 2018
- Scopus Metric Year: 2015 | Category: Tourism, Leisure and Hospitality Management | CiteScore: 2.6 | Rank: 21/82 | Highest Percentile: 75th | SNIP: 1.478 | SJR: 0.542
- Downloaded 446 times from Oct.-Dec.2015 (average download for issue was 272)
- Researchgate.net (as of July 2021): 5,710 reads; 10 citations; 42.6 research interest
- Publication submitted while at Ohio U. Revisions, resubmission, and publication at UK.

Swanson, J.R. (2015). Future, tourism. In J. Jafari & H. Xiao (eds.), *Encyclopedia of Tourism*, Springer, DOI 10.1007/978-3-319-01669-6_365-1.

Book Review

Lu, Y. (2015). *A Landscape of Travel: The Work of Tourism in Rural Ethnic China* (3rd ed., vol. 26, pp. 472-473). *The Australian Journal of Anthropology*.

Conference Proceeding

Choi, S., Lu, Y., Cai, L. A. (2015). *Dynamism of attitudinal and behavioral outcomes by variety-seeking traits: A case of Chinese tourists*. The 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit.

Chen, Z. ", Lu, Y. (2015). *Customer loyalty in hospitality and tourism research: Theory, practice, and future directions*. EIRASS 2015: European Institute of Retailing and Services Studies 22nd International Conference.

Choi, S., Lu, Y., Cai, L. A. (2015). *Tourist loyalty: A reexamination of scope and dimensions*. The 2015 ICHRIE Annual Conference.

Choi, S., Lu, Y., Cai, L. A. (2015). *A Closer look at conative tourist loyalty: An exploratory examination of contextual variation*. Tourism Travel and Research Association (TTRA) Conference.

Peer Reviewed Book Chapters

Swanson, J.R., Kline, C., & Slocum, S.L. (2015). Exploring the Decision-making of the University SAVE Market. In S.L. Slocum, C. Kline, & A. Holden (Eds.), *Scientific tourism: Researchers as travelers* (66-79). London: Routledge.

Funded Internal Grants

Cavender, R. (Fall 2015, Spring 2016, Fall 2016). Presentation U! Faculty Fellows Cohort #4. Three semester long pedagogical program, University of Kentucky. \$3,000.

Cavender, R. (February 2015). Ohio University Honors Tutorial College Undergraduate Research Apprenticeship Grant. Funding for Undergraduate Honors Student, Cierra Boyd, for 2015-2016 academic year. \$3000. I applied for and received this grant for Ms. Boyd.

Funded External Grants

Cavender, R. (AY 2015//2016). Target Stores Case Study Competition. Applied for and attained grant to hold case competition in RTM 425: Human Resource Management in partnership with Target Stores. Funding divided among five students on winning team. \$5,600.

Cavender, R. (Spring-Fall 2015). Capacity Building with Botho University- Curriculum Development & Mentoring Grant. Developed Retailing and Product Development course for Botho College and served as faculty mentor during first semester of instruction. Hospitality and Ecotourism Program, Botho College, Gaborone, Botswana. \$5,590.

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), "Distance Learning Course Grant", UK Analytics & Technology, University, \$3,000.00, start: 2015, end: 2015).

Refereed Presentations

Cavender, R. & Kincade, D.H. (March 2015). Key initiatives of successful Omni-channel marketing in the luxury goods industry. American Collegiate Retailing Association 2015 Conference, Miami, FL.

Scholarly Presentations

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

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.

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.

Invited Presentations

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.

Peer-Reviewed Conference Papers and Presentations

Kline, C., Swanson, J.R., & Yankholmes, A. (2015). *Exploring the University SAVE Market*. 24th Nordic Symposium on Tourism and Hospitality Research; Reykjavik, Iceland.

Swanson, J.R. & Burrows, E.V.** (2015). *Board Governance of Annual Sport Events: Skills, Relationships, and Structure* (poster presentation). Travel and Tourism Research Association Annual Conference; Portland, Oregon.