

**Department of Retailing and Tourism Management**  
**2017 Research Publications**

**Refereed Journal Articles**

- Duffy, L., Kline, C., Swanson, J.R., Best, M., & McKinnon, H. (2017). Community development through agroecotourism in Cuba: An application of the community capitals framework. *Journal of Ecotourism*, 16(3), 203-221.
- Jackson, V. P., Wesley, S. C. (2017). Closing the gap between faculty and industry professional's importance of student soft skill proficiency. *The Journal of American Academy of Business*, 23(1), 54-60.
- Jackson, V and Johnson, W (2017). Race and Racism: The Black Male Experience in Sports in Critical Race Theory: Black Athletic Sporting Experiences in the United States. Billy J. Hawkins, Akilah R. Carter-Francique, Joseph N. Cooper . Palgrave Macmillan: NY, NY. Pp. 153-170.
- Li, J., Lu, Y. (January 2017). (2017). A review on international publications on Chinese culture and Chinese tourist behavior. *Tourism Tribune*, 32(9), 70-79.
- Lu, Y. (April 2016). (2017). A model of expectancy motivation for business event tourism: Evidence from China. *Event Management*, 21(4), 481-486.
- Lu, Y. (August 2016). (2017). The concept of loyalty in hospitality and tourism: Theoretical development, practice and future research directions. *To appear in International Journal of Qualitative Research in Service*, 2(4), 308-324.
- Park, H., Lee, Min-Young, & Koo, W. (2017). The four faces of apparel consumers: Identifying sustainable consumers for apparel. *Journal of Global Fashion Marketing*, 8(4), 298-312. (Lee developed original research idea and research framework. I wrote, introduction, results and discussion parts)
- Spillman, K., Lee, Min-Young, Huffman, N. Yoo, J. & Kim, Y.J. (2017). Dress and the Public, Private and Secret Self Model during emerging adulthood. *Fashion, Style & Popular Culture*, 4(3), 383-401. (Lee analyzed the data and wrote methodology and results section)
- Wei, W., Lu, Y., Hua, N. (August 2016). (2017). Attendees' user experience of social media technology during multiphase participation in conventions: A consumption values approach. *Event Management*, 21(3), 347-364.

Wei, W., Lu, Y., Miao, L., Cai, L., Wang, C.-Y. (August 2016). (2017). Customer-Customer interactions (CCIs) at conferences: An identity approach. *Tourism Management*, 59(20), 154-170.

Wesley, S., Jackson, V & Lee, Min-Young (2017). The Perceived Importance of Core Soft Skills Between Retailing and Tourism Management Students, Faculty and Businesses. *Employee Relations*, 39(1), 79-99. SSCI.

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

Lee, M-Y & Jackson, V. P. (2017). Organization-Centered Vs. Customer-Centered: The Effectiveness of Organizations' Orientations and Message Framing on Donation Intention to Nonprofit Organizations. Recent Advances in Retailing and Consumer Science Conference, The European Institute of Retailing and Services Studies (EIRASS), Vancouver, Canada, July 26-29.

### **Books**

Edgell, D. & Swanson, J.R. (2017). *Tourism policy and planning: yesterday, today and tomorrow. Second Edition*. Chinese Language Edition. Beijing: Routledge.

### **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.

### **Funded External Grants**

Cavender, R. (AY 2017/2018). Target Stores Case Study Competition. Applied for and 2018 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. \$3,500.

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. (Principal), "'What's Next, Kentucky?'" Conversation Event Project for HMT570 - Event Planning & Coordination 2017", Kentucky Campus Compact, Foundation, \$2,000.00, start: September 2017, end: December 2017).

Lu, Y. (Principal), "The Role of Meeting Size on Attendees' Psychological and Consequence Behavior: A Social Anxiety Approach", Research Activity Award, College, \$2,100.00, start: 2016, end: 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).

### **Funded Internal Grants**

Lee, Min-Young [PI] (2017). Organization-centered vs. customer-centered: The effectiveness of organizations' orientations and message framing on donation intention to nonprofit organizations. Research Activity Awards, College of Agriculture, Food, & Environment, University of Kentucky, \$1,500. (Research presented at 24th Recent Advances in Retailing & Service Science conference held by *European Institute of Retailing and Service Studies*, 2017)

Jackson, V., Wesley, S. & Lee, Min-Young [co-PI] (2014). Creating a reciprocal relationship between rural/urban businesses, educators and students utilizing Soft Skills and experiential learning environments. HES Extension Activity Awards, University of Kentucky, \$4,854.97. (Publications: *Employee Relations*, 2017)

### **Unfunded External Grants**

Wesley, S. C., Cavender, R. (co-PI), Jackson, V. P., Lee, M.-Y., Turner-Pryor, M. L. (2017). Focus on Soft Skills: Investing in the Preparedness of Diverse Undergraduate and Graduate Student Populations through Concentrated Curriculum Opportunities in Agriculture and Human Sciences, Sponsored by USDA/NIFA Higher Education Challenge (HEC) Grants Program, \$149,724 requested.

### **Conference Proceeding, Full Paper**

Lu, Y., Wei, W., Wu, L., Swanson, J., Getz, D. (2017). (2017). *Is Higher Attendance, the Better?— Examining the Impacts of Conference Size on Attendees' Psychological Responses and Consequence Behavior*. The 4th International Conference on Events (ICE).

Meng, Z., Cai, L., Lu, Y. (2017). (2017). *Nostalgia and authenticity — Subjective well-being of Chinese rural-urban migrants*. International Society of Travel & Tourism Educators (ISTTE).

### **Presentations**

Easter, E. P. (Presenter & Author), Clothes Care Research Consortium Biannual Meeting, "To Evaluate the Impact of the Dryer on the Clothes Load - Phase 2," Clothes Care Research Consortium Proctor and Gamble, GE Appliances and Cotton INC, Invited, Louisville, KY, United States. (2018 & 2017).

Easter, E. P. (Presenter & Author), Engineering Week 2017 - Laundry Training, "Detergency 101 - Soils, Soiling and Soil Removal," GE APPLIANCES, Invited, Louisville, KY, United States. (2017).

Easter, E. P. (Presenter & Author), Clothes Care Research Consortium Biannual Meeting, "Evaluating Performance Textiles after Washing with the 2018 Energy Requirements for Water and Temperature," Clothes Care Research Consortium Proctor and Gamble, GE Appliances and Cotton Inc., Invited, Cincinnati, OH, United States. (May 5, 2017).

### **Scholarly Presentations**

Cavender, R. Lee, Min-Young, & Gannon, Trina (2017). Exploring the effect of the "Sustainability Factor" on fashion leaders fast-fashion avoidance. *International Textiles and Apparel Association*, St. Petersburg, FL. November 12-16, Available online at [www.itaonline.org](http://www.itaonline.org)

Dale, K., Wesley, S. C., Showcase of Undergraduate Scholars, "Small group dynamics: Transitioning from the classroom to study abroad," University of Kentucky, Lexington, KY, United States. (April 26, 2017).

Jung, Y. & Lee, Min-Young. (October 2017). Re-envisioning fundraising practice and teaching in the context of higher arts administration education. International Conference on Social Theory, Politics and the Arts, Minneapolis, MN.

Lee, Min-Young, & Jackson, V. (2017). Organization-Centered vs. Customer-Centered: The effectiveness of Organization's Orientations and Message Framing on Donation Intention to Nonprofit Organizations. 24th Recent Advances in Retailing & Service Science. *European Institute of Retailing and Service Studies (EIRASS)*, Vancouver Canada, June 26-29. P46.

Wesley, S. C., Phi Upsilon Omicron Alumni Chapter, "Retailing and Tourism Management Department online master's program: What is it all about?," Lexington, KY, United States. (October 23, 2017)

### **Invited Presentations**

Jackson, V, (2017). Guest Speaker. Ubuntu Weekend, The Graduate School Office of Diversity and Inclusion.

Jackson, V. (2017). Graduate Students of Color Professional Development Colloquium Panel Discussion, University of Kentucky, Lexington Kentucky.

Lee, Min-Young, Cultural differences in Retailing and Tourism Management, Shanghai Normal University, Shanghai, China, June 1, 2017.

### **Conference Presentations**

Kang, A. Y. & Legendre, T. S. The Role of Personality Congruence among Brands, Recruiters, and Applicants: Internal Brand Management during the Anticipatory Socialization Process. Poster presented at: 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX. Jan, 2017.

### **Refereed Presentations**

Cavender, R. & Lee, M.Y., & Gannon, T. (November 2017). Exploring the effect of the 'sustainability factor' on fashion leaders' fast fashion avoidance. International Textiles and Apparel Association 2017 Annual Conference, St. Petersburg, FL.

Cavender, R., (2017, November 17). Facilitator for Special Session on the Future of Luxury, Proposal with peer review accepted, International Textile and Apparel Association 2017 Annual Conference, St. Petersburg, FL.

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

Lee, H. Y. \*\*, Zhang, P., Swanson, J.R., & Lu, Y. (2017). *Examining tourist non-purchase intention of peer-to-peer accommodation: Impeding factors and perceived risks*. Poster Presentation at the HES 2017 All-School Conference, Lexington, KY.

Lu, Y., Wei, W., Wu, L., Swanson, J.R., & Getz, D. (2017). *Is Higher Attendance, the Better?—Examining the Impacts of Conference Size on Attendees' Psychological Responses and Consequence Behavior*. The 4th International Conference on Events (ICE), December 12<sup>th</sup> –14<sup>th</sup>, 2017, Orlando, FL.