

## **Department of Retailing and Tourism Management 2018 Research Publications**

### **Refereed Journal Articles:**

Cavender, R. & **Lee, Min-Young** (2018). Exploring the Influence of Sustainability Knowledge and Orientation to Slow Consumption on Fashion Leaders' Drivers of Fast Fashion Avoidance. *American Journal of Theoretical and Applied Business*, 4(3), 90-101.

Cavender, R. & **Lee, Min-Young** (2018). Identifying Apparel Consumer Typologies with the Potential for Slow Fashion. *International Journal of Business Management and Commerce*, 3(6), 1-16.

Cavender, R. (2018). The marketing of sustainability and CSR initiatives by luxury brands: Cultural Indicators, call to action, and framework. In C. K. Y. Lo & J. H. Brookshire (Eds.), *Sustainability in luxury fashion business* (pp. 29-49). Singapore: Springer. Link to article: [https://link.springer.com/chapter/10.1007/978-981-10-8878-0\\_3](https://link.springer.com/chapter/10.1007/978-981-10-8878-0_3)

**LU, Y.**, Chen, Z., & Law, R. (2018). Mapping the progress of social media research in hospitality and tourism management from 2004 to 2014. *Journal of Travel and Tourism Marketing*, 35(2), 102-118.

Wei, Z1., **Lee. Min-Young**, Shen, H. (2018). What Drives consumer in China to buy clothing online? Application of the technology acceptance model. *Journal of Textiles and Fibrous Materials*, 1, 1- 10. <https://doi.org/10.1177/2515221118756791>,

### **Funded Internal Grants:**

Lee, Min-Young [PI] (2018). *Revising distance learning class (MAT 570)*. The distance learning course development fund, Distance Learning Programs, University of Kentucky, \$1,500.

### **Refereed Abstracts Published in Conference Proceedings:**

Cavender, R. & Lee, M.Y. (November 2018). Identifying Apparel Consumer Typologies with the Potential for Slow Fashion. *International Textiles and Apparel Association 2018 Annual Conference*, Cleveland, OH.

Diddi, S., LeHew, M., **Wesley, S.**, Hawley, J., and Chi, T. (October 2018). Establishing research action networks to address challenges in a changing marketplace. International Textiles and Apparel Association, annual meeting in Cleveland, OH, October 2018.

**Invited Lectures & Speeches:**

Jackson, V. (2018). 'Pretty Girl Tea & Discussion about Black Professional Women and our Mental Health'. *Alpha Kappa Alpha Sorority, Inc. Connections Chair*, Gatton Student Center, University of Kentucky.

Jackson, V. (2018). Race and More: MAT 247 Dress and Culture.

Jackson, V. (2018). Guest Speaker. Ubuntu Weekend, The Graduate School Office of Diversity and Inclusion.

Jackson, V. (2018). African American Entrepreneurs from Lexington and Around the World. Dunbar High School. Black History Month.