

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.
- Farashahi, B., Easter, E., Annett-Hitchcock, K. (2018) "Price and perceived product quality: a comparison of denim jeans in three price categories", *Journal of Fashion Marketing and Management: An International Journal*, Vol. 22 Issue: 3, pp.369-386, <https://doi.org/10.1108/JFMM-10-2017-0104>. Impact Factor 3.329.
- Lu, Y., Chen, Z., Law, R. (June 2017). (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.
- Pansukkum, S.* & Swanson, J.R. (2018). Youth visitors' travel experiences in cultural heritage attractions: A case study of Ayutthaya Historical Park. *APEIT Journal*, 7(1), 20-33.
- 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>, ¹ Visiting Scholar (2015-2016) (Lee developed research framework and helped analyze data and helped write the paper)

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.
- Yeonjung Kang: Research Grant, University of Houston (2017 – 2018) (Applied and received) Research Assistant — Primary investigator: Legendre, T. S. University of Houston New Faculty Grant (\$5,990) Commercialization of Edible Insect Food Product
- Swanson, J.R., Transformative Travels: Exploring Kentucky (television production for KET). UK FCS Mini-grant. \$5,000
- Swanson, J.R., Transformative Travels: Exploring Kentucky (television production for KET). College of Agriculture, Food and Environment. \$10,000

Swanson, J.R., Transformative Travels: Exploring Kentucky (television production for KET).
UK Family and Consumer Science Extension Program. \$3,700

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.

Lu, Y. (Principal), "HMT570 - Service Learning Projects", The Charles E. Barnhart Fund for
Excellence, College, \$900.00, start: July 1, 2018, end: June 30, 2019).

Muzhen Li: Research Grant from Graduate Student Association- Textile and Apparel
Management, University of Missouri, \$1,500 (2018-2021)

Pei Zhang [PI] & **Min-Young Lee** [co-PI] (2018). The Downturn of Chinese tourism Shopping
in Japan: Impeding Factors and Coping Strategies. Fiscal 2018 Grant for Japan-Related
Research Projects, The Sumitomo Foundation, **\$10,000**.

Peer Reviewed Publications

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 (IF & TC not
available)

- \approx 2,600 downloads, 2 citations as of July 2021 according to Springer Link data
- Researchgate.net (as of July 2021): 4,919 reads; 5 citations; 52.7 research interest

Cavender, R., & Lee, M. Y. (2018). Identifying apparel consumer typologies with the potential
for slow fashion. *International Journal of Business Management and Commerce*, 3(6), 1-
16. Link to article: <http://ijbmcnet.com/images/Vol3No6/1.pdf> (IF & TC not available)

- Researchgate.net (as of July 2021): 779 reads; 3 citations; 11.4 research interest.

Cavender, R., & Lee, M. Y. (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. (IF & TC not
available) doi: 10.11648/j.ajtab.20180403.12

- 1,137 views, 177 downloads as of July 2021 according to Science Publishing Group data.
- Researchgate.net (as of July 2021): 2,430 reads; 5 citations; 28.5 research interest

Li, G., & Li, M. (2018). Sampling theorem and efficiency comparison of three local minimum
variance unbiased estimators of the mean and variance of the exponential distribution.
Cogent Mathematics & Statistics, 5(1) [ESCI Indexed].

Peer Reviewed Book Chapters

Pansukkum, S*. & Swanson, J.R. (2018). Cultural heritage tourism through the lens of youth: The case of Thai youth visitors to Ayutthaya Historical Park, Thailand. In Wang, Y., Shakeela, A., Kwek, A., & Khoo-Lattimore, C. (Eds.), *Managing Asian Destinations* (261-277). Singapore: Springer.

Books

Edgell, D. & Swanson, J.R. (2018). *Tourism policy and planning: yesterday, today and tomorrow. Third Edition*. London: Routledge.

Conference Proceeding

Clark, H. ., Lu, Y. (2017). *Effects of Table Spacing on Consumers' Dining Experience in a Fast-Casual Restaurant*. The 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism.

Clark, H., Lu, Y. (2017). *Effects of Table Spacing on Consumers' Dining Experience in a Fast-Casual Restaurant*. The 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism.

Conference Proceeding, Full Paper

Lu, X., Lu, Y. (2018). *A Review of Host-Guest Research in Peer-to-Peer (P2P) Accommodation*. The 37th Annual Conference of ISTTE.

Meng, M., Cai, L., Lu, Y. (2018). "Reincarnation" and "Fortress Besieged": Impacts of Traditional Chinese Philosophical Values on Modern Chinese Rural-urban Migrants at Rural Destinations..

Shi, J., Lu, Y., Cai, L. (2018). *Revitalizing China's Countryside through Shared Rural Tourism*. Asia-Pacific CHRIE conference 2018.

Presentations

Easter, E. P. (Presenter & Author), Engineering Week 2018 - Laundry Training, "Laundry Tips and Tricks," GE Appliances, Invited, Louisville, KY, United States. (2018).

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), NFPA 1851 Committee Meeting, "Review of the Validation of Fire Fighter Personal Protective Ensemble - 'How Clean is Clean?'," National Fire Protection Association, Invited, Los Angeles, CA, United States. (2018).

Scholarly Presentations

Diddi, S., LeHew, M., Wesley, S. C., Hawley, J., Chi, T., International Textiles and Apparel Association Annual Conference 2018, "Establishing research action networks to address challenges in a changing marketplace.," International Textiles and Apparel Association (2018), Cleveland, OH, United States. (October 2018).

Invited Presentations

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.

Conference Presentations

Kang, A. Y. & Legendre, T. S. The Role of Mature Employees in the Quality and Brand Evaluation. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX. Jan, 2018.

Refereed Presentations

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.

Other Presentations

Meuret, R. (2018) Millennials and Workforce Development in Kentucky

Meuret, R. (2018) Meuret, R Louisville Convention and Visitors Bureau Workforce Development