

**Department of Retailing and Tourism Management**  
**2019 Research Publications**

**Refereed Journal Articles**

Easter, E., Badgett, J. (2019) An Evaluation of the Quality of Men's 100% Cotton Jersey Knit T-Shirts', *Journal of Textile Science & Fashion Technology*, 3(2): 2019. Impact Factor 2.2.

Kang, A. Y., Legendre, T. S., & Cartier, E. A. (2019). Personality Congruence Among Brands, Recruiters, and Applicants During the Anticipatory Socialization Process. *Journal of Hospitality & Tourism Research*, 43(8), 1302-1325. [SSCI] [SSCI Indexed & Australian Business Deans Council (ABDC) Journal Quality List - A Level]

Meng, M., Cai, L., Day, J., Tang, C.H., Lu, Y. (2019). Effects of nostalgia on subjective well-being – Evidence from rural China. *Journal of Heritage Tourism*, 14(5/6), 506-524.

Swanson, J. & Cavender, R. (2019). Generational perceptions of prosperity on the niche tourism island destination of Ikaria, Greece. *International Journal of Tourism Anthropology*, 7(1), 40-59.

**Refereed Papers Published in Proceedings and Symposium Publications**

McQuerry, M., Cao, A.\*\*, & Easter, E. (4/10/2019). Wash lifespan analysis of surgical gown durability concerning impact penetration and hydrostatic pressure. 2019 Proceedings of AATCC International Conference. Fort Worth, TX.

**Refereed Publications**

Cavender, R. (2019). Exploring how instructor role, student engagement, and student response systems interface to facilitate cross-cultural learning in a large-lecture diversity course. *International Journal of Advanced Engineering and Management Research*, 4(3), 6277. (IF & TC not available). Link to article: <https://www.ijaemr.com/link/370>

- Researchgate.net (as of July 2021): 27 reads; 0 citations; 0.2 research interest

Cavender, R., Howell, A., Hillery, J. L., Paulins, V. A., & Jestratijevic, I. (2019). Exploring consumers' understanding and evaluation of their ethical consumption and disposition *Journal of Textile Science & Fashion Technology*, 2(3), 1-8. doi: <http://dx.doi.org/10.33552/JTSFT.2019.02.000536> (IF & TC not available).

- Researchgate.net (as of July 2021): 276 reads; 1 citations; 3.9 research interest

Cavender, R. & Gannon, T. (2019). Engagement in cross-cultural large lecture classrooms: Using Top Hat technology to include students in the discussion. *Journal of Human Sciences and Extension*, 7(1), 39- 54. Link to article: <https://www.jhseonline.com/article/view/805> (IF & TC not available)

- Researchgate.net (as of July 2021): 17 reads; 1 citation; 0.6 research interest

Swanson, J. & Cavender, R. (2019). Generational perceptions of prosperity on the niche tourism island destination of Ikaria, Greece. *International Journal of Tourism Anthropology*, 7(1), 40-58. doi: <http://dx.doi.org/10.1504/IJTA.2019.098104> • Scopus Metric Year: 2019 | Category: Anthropology | CiteScore: 1.1 | Rank: 147/411 | Highest Percentile: 64th | SNIP: 0.416 | SJR: 0.21

- Researchgate.net (as of July 2021): 210 reads; 2 citations; 4.6 research interest.

### **Book Chapters**

Kang, A. Y. & Legendre, T. S. Managing tourist experience through social media: Evidence from South Korea. *The Routledge Handbook of Tourism Experience Management and Marketing*. Routledge.

### **Funded Internal Grants**

Cavender, R. (April 2019). University of Kentucky Libraries Alternative Textbook Grant Program. \$2,500.

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

Muzhen Li: Professional Development Travel Grant from Graduate Professional Council, University of Missouri, \$300 (2019-2020)

Swanson, J. *Value co-creation through sustainable farm-to-table food system: Perspectives from stakeholders*. (with Dr. Pei Zhang-PI and Dr. Vanessa Jackson). Kentucky Agriculture Experimental Station Hatch Project. \$15,049

Swanson, J. *Ashland Oil Endowed Professorship in Human Environmental Sciences*. College of Agriculture, Food and Environment. (Three year endowed professorship). \$30,000

### **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).

Paulins, V. A., Hillery, J. L., Malcom, N. L., Howell, A. L., Martindale, A., Adikorley, R., & Cavender, R. (Funded Dec. 2019). Ohio University Baker Fund. The Meaning of the Pussyhat: Voices of Women from Marginalized Populations. \$10,217. My work on this grant includes data collection via interview, qualitative data analysis, and manuscript writing. The grant funding is located at Ohio University. 12/16/2019-1/6/2022.

### **Unfunded External Grants**

Wesley S., C., Principal, Cavender R., Jackson V., P., Lee M.-Y., Turner-Pryor M., L., "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 National Institute of Food and Agriculture, \$149,724.00 requested, \$0.00 granted. Date Submitted: June 1, 2017.

### **Conference Proceeding**

Tang, T.W., Lu, Y., Tsai, T.C., Wang, T.C. (2019). (2019). *Exploring the Visual Clues of the Tourist Hotel's Wellness Service Image*. The 5th World Research Summit for Tourism and Hospitality.

### **Scholarly Presentations**

Cavender, R. (Presenter & Author), Lee, M.-Y. (Author Only), Wesley, S. C. (Author Only), International Textiles and Apparel Association/Regent's University 2019 Joint Conference, "An Exploration of Consumer Accountability for Sustainability in the Fast Fashion Industry," International Textiles and Apparel Association/Regent's University, London, United Kingdom. (August 1, 2019).

### **Peer Reviewed Conference Presentations**

Li, M., Lang, C., & Zhao, L. (2019) "Understanding Consumers' Online Fashion Renting Experiences: A Data-Mining Approach", International Textile and Apparel Association Annual Conference, Las Vegas, NV.

Li, M., Rana, M., & Zhao, L. (2019) "A Study of Sustainability Practices of US Fashion Brands Through Dictionary-Based Text Analysis", International Textile and Apparel Association Annual Conference, Las Vegas, NV.

Rana, M., Li, M., Zhao, L., & Ha-Brookshire, J. (2019) "U.S. Fashion Brands Endeavors Toward Sustainability from the Kaizen Perspective: A Data-mining Based Lexical Analysis", International Textile and Apparel Association Annual Conference, Las Vegas, NV.

Zhao, L., Sun, P., & Li, M. (2019) "The Effect of Sustainable Fashion Brands' Posts on Customers' Emotions in Social Media", International Textile and Apparel Association Annual Conference, Las Vegas, NV.

### **Invited Presentations**

Cavender, R. (March 1, 2019). Identifying Apparel Consumer Typologies with the Potential for Slow Fashion. School of Human Environmental Sciences Research Seminar, University of Kentucky, Lexington, KY.

Swanson, J.R. US State Department Overseas Security Advisory Council (OSAC) Academia Working Group; Lexington, KY Panelist: *Education Abroad from a Faculty Perspective (2019)*

### **Conference Presentations**

Kang, A. Y. & Legendre, T. S. The Effect of Purchase Motivation and Consumption Setting on Restaurant Brand Choice: Consumption Values Theory Perspectives. APacCHRIE and EuroCHRIE Conference, Hong Kong, China. May, 2019.

Kang, A. Y. & Legendre, T. S. Personality Congruence among Brands, Recruiters, and Applicants: Internal Brand Management during the Anticipatory Socialization Process. The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX. Jan, 2019.

### **Presentations**

Easter, E. P. (Presenter & Author), Engineering Week 2019 - Laundry Training, "Stains and Stain Removal," GE Appliances, Invited, Louisville, KY, United States. (2019).

### **Refereed Presentations**

Cavender, R., Lee, M.Y., & Wesley, S. (August 2019). An exploration of consumer accountability for sustainability in the fast fashion industry. International Textiles and Apparel Association/Regent's University 2019 Joint Conference, London, England, United Kingdom.

Howell, A., Cavender, R., Hillery, J. L., Paulins, V. A., & Jestratijevic, I. (October 2019). Consumer dissonance between behavior and values of ethical consumption and disposal. International Textiles and Apparel Association 2019 Annual Conference, Las Vegas, NV.