

Department of Retailing and Tourism Management
2020 Research Publications

Refereed Journal Articles

Cavender, R., Swanson, J.R., & Wright, K. (2020). Transformative Travel: Transformative Learning through Education Abroad in a Niche Tourism Destination. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 27.

Chen, J., de Groote, J., Petrick, J. F., Lu, Y., Nijkamp, P. (2020). (2020). Travelers' willingness to pay and perceived value of time in ride-sharing: an experiment on China. *Current Issues in Tourism [Impact Factor: 4.147]*, 23(23), 2972-2985.

https://api.elsevier.com/content/abstract/scopus_id/85087159785

Easter, E., Badgett, J. (2020) An Evaluation of the Quality of Men's 100% Cotton Jersey Knit White T-Shirts', *Journal of Textile Science & Fashion Technology*, 5(5): 2020. Impact Factor 2.2.

Legendre, T. S., Jarvis, N., Kang, A. Y., Jamal, G., & Jackson, J. (2020). Rescuing imperfect produce: The effects of stigma disclosure strategies, controllability, and aesthetics. *International Journal of Hospitality Management*, 85, 102443. [SSCI] [SSCI Indexed & Australian Business Deans Council (ABDC) Journal Quality List – A+ Level]

Tang, T. W., Zhang, P., Lu, Y., Wang, T. C., Tsai, C. L. (2020). The effect of tourism core competence on entrepreneurial orientation and service innovation performance in tourism small and medium enterprises. *Asia Pacific Journal of Tourism Research [Impact Factor: 2.02]*, 25(2), 89-100.

Refereed Publications

Cavender, R., Swanson, J., & Wright, K. (2020). Transformative travel: Transformative learning through education abroad in a niche tourism destination. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 27(November 2020), 1-13.

<https://doi.org/10.1016/j.jhlste.2020.100245> Web of Science Metric Year: 2020 |

Category: Education & Educational Research | JIF: 1.762 | TC: 661 | Rank by JIF:

183/264 | JCI Percentile: 62.40 | Rank by JCI: 272/722

- Researchgate.net (as of July 2021): 51 reads; 4 citations; 3.0 research interest

Funded Internal Grants

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)

Wells, J., Jackson, V., Matias, C.E. and DaMaris Hill. (2020). Stimulating higher education leadership progression - an institutional framework for BIPOCs. 31,000.00.

Unfunded External Grants

Bessette, D., Cavender, R. (co-PI), Farrell, A., Jackson, V., McKendree, M., McKendree, R., McKim, A., Taxis, T., Tyler, Q., & Warsaw, P.* (2020). Fostering Diverse Leaders through Food, Agriculture, Natural Resources and Human (FANH) Sciences: A Multi-State Project. Sponsored by USDA/NIFA Higher Education Multicultural Scholars Program, \$200,000 requested. *Investigators listed in alpha order.

Cavender, R. (2020). Proposal to develop course entitled, Dress, Diversity, and the American Media. Interfaith Youth Core's Racial Equity & Interfaith Cooperation Faculty Award. \$1,000 requested.

Warsaw, P., Cavender, R. (co-PI), McKendree, M., McKim, A., & Taxis, T. (2020). Making Inclusive Leadership an Educational Strength (MILES): Building a Multi-Institutional Network on Leadership Development in Multicultural Education. Sponsored by NSF INCLUDES Planning Grants, \$100,000 requested.

Wesley, S., Lee, M., Cavender, R., Jackson, V. (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. National Institute of Food and Agriculture. \$150,000. (unfunded).

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.

Easter E. P. & McQuerry M., "Product Development and Evaluation of 'Tough Cotton® Leggings, Cotton in the Curriculum, Works," Sponsored by Cotton Incorporated, \$20,294.00, January 1, 2020 - December 31, 2020.

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.

Peer Reviewed Publications

Lang, C., Li, M., & Zhao, L. (2020). Understanding consumers' online fashion renting experiences: A text-mining approach. *Sustainable Production and Consumption*. 21, 132144. [SSCI Indexed].

Peer Reviewed Conference Presentations

Li, M., & Zhao, L. (2020). "Online Adaptive Clothing Shopping Experience: Text-Mining of Product Titles and Consumer Reviews", International Textile and Apparel Association Annual Conference, Virtual Conference.

Zhao, L., Sun, P., & Li, M. (2020). "Neo-Fashion: A Data-Driven Fashion Trend Forecasting System Using Machine Learning through Catwalk Analysis", International Textile and Apparel Association Annual Conference, Virtual Conference.

Conference Presentations

Kang, A. Y. & Baker, M. A. Viewing the Customer as a Potential Employee: The Application of Brand-centered Training to Customers. The 2020 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. July, 2020.

Presentations

Easter, E. P. (Presenter & Author), Engineering Week 2020 - Laundry Training, "Color Basics & Colorfastness," GE Appliances, Invited, Louisville, KY, United States. (2020).

Scholarly Presentations

Lee, M.-Y., Cavender, R., Wesley, S. C., International Textile and Apparel Association 2020 Annual Conference, "The Impact of Slow Fashion Orientation (SFO) on Socially Responsible Consumption (SRC); Moderating Effects of Industry Irresponsibility and Consumer Irresponsibility.," International Textile and Apparel Association, Cleveland, OH, United States. (November 2020).

Wesley, S. C., International Textiles and Apparel Association Annual Meeting 2020, "Visible Thinking for a Data-Driven Experiential Ecosystem in a Disruptive Marketplace," International Textiles and Apparel Association (ITAA), United States. (November 17, 2020).

Wesley, S. C., Diddi, S., Fiore, A.-M., Karpova, E., International Textiles and Apparel Association Conference 2019, "Establishing interdisciplinary, international, and multi-Institutional collaborations: Implications for textiles and apparel scholars," International Textiles and Apparel Association (ITAA), Las Vegas, NV, United States. (October 2020).

Refereed Presentations

Jackson, V. P., & Cavender, R. (2020, December 9). An examination of race, barriers, mentoring and leadership styles of women as leaders in academia. University of Kentucky Womxn+ Conference, Lexington, KY.

Lee, M.Y., Cavender, R., & Wesley, S. (November 2020). The impact of slow fashion orientation (SFO) on socially responsible consumption (SRC); moderating effects of industry irresponsibility and consumer irresponsibility. International Textiles and Apparel Association 2020 Annual Conference, Virtual.

Lee, M.Y., Cavender, R., & Wesley, S. (May 2020). The impact of slow fashion orientation (SFO) on socially responsible consumption (SRC); moderating effects of industry irresponsibility and consumer irresponsibility. 2020 International Conference on Clothing and Textiles, Busan, Korea; Conference cancelled due to COVID pandemic.

Paulins, V. A., Hillery, J. L., Cavender, R., & Jestratijevic, I. (November 2020). Consumer behaviors regarding sustainability that affect demands shaping corporate social responsibility policies in fashion and hospitality industries. International Textiles and Apparel Association 2020 Annual Conference, Virtual.

Sengupta, A., Wesley, S., Cavender, R., & Lee, M.Y. (March 2020). Comparison of global and local apparel brands in India. American Collegiate Retailing Association 2020 Annual Conference, New Orleans, LA. Submitted as a full paper. Conference cancelled due to coronavirus pandemic.

Invited Presentations

Swanson, J.R. UK Alumni Association Great Teachers on Great Challenges; Lexington, KY
Panelist: *Food Service in the Time of COVID-19 (2020)*

Swanson, J.R. FCS Summer Series Webinar; Lexington, KY Main Presenter: *Oh, the Places You'll Go! (2020)*

Swanson, J.R. CAFE Office of Philanthropy and Alumni CAFE Conversations; Lexington, KY
Panelist: *How COVID-19 has Changed Teaching (2020)*

Conference Proceeding, Abstract

Chen, J., Zhang, P., Lu, Y. (October 2020). (2021). *Co-created values of Human Robot Interaction in mega event and the mediating role of front-line employees*. The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism.