

Department of Retailing and Tourism Management
2021 Research Publications

Refereed Journal Articles

Cavender, R. & Lee, Min-Young, Wesley, S. (2021). The Impact of Slow Fashion Orientation (SFO) on Socially Responsible Apparel Consumption (SRC): Moderating Effects of Industry Irresponsibility and Consumer Irresponsibility. *International Journal of Business and Social Science*, 12(2), 1-15. <https://doi:10.30845/ijbss.v12n2p1>

Grosso, V. E. & Easter E. P., (2021) Evaluation of Leggings Selected by Athleisure Consumers” *Journal of Textile Science & Fashion Technology*, 7(4) 2021. Impact Factor 2.2

McQuerry M., Easter E. P., & Cao A. (2021) Disposable versus Reusable Medical Gowns: A Performance Comparison, *American Journal of Infection Control*. 49(5): May 2021. Impact Factor 2.918.

Sengupta, A., Wesley, S., Cavender, R. and Lee, M-Y. (2021). Global vs local: analysis of the consumer-brand relationships in India, *International Journal of Retail & Distribution Management*, 50(3), 361-376. <https://doi.org/10.1108/IJRDM-08-2020-0306>

Refereed Published Abstracts & Presentations

Cavender, R., Zhang, P., & Jackson, V. P. (November 2021). The connection between instructional effectiveness and career success as moderated by career motivation, career self-efficacy, soft skill development, and attitudes toward higher education. *International Textiles and Apparel Association 2021 Annual Conference*, Virtual.

Jackson, V., Hanley, C. (2021). Stimulating higher education leadership progression - an institutional framework for Black, Indigenous, People of Color.

Peer Reviewed Publications

Li, M., & Zhao, L. (2021). Exploring Global Fashion Sustainability Practices through Dictionary-Based Text Mining. *Clothing and Textiles Research Journal*. [SSCI Indexed].

Swanson, J.R. (2021). Future, tourism. In J. Jafari & H. Xiao (eds.), *Encyclopedia of Tourism*.

Zhao, L., Li, M., & Sun, P. (2021). Neo-Fashion: A Data-Driven Fashion Trend Forecasting System Using Machine Learning through Catwalk Analysis. *Clothing and Textiles Research Journal*. [SSCI Indexed].

Peer Reviewed Conference Presentations

Li, M., Zhao, L. & Srinivas, S. (2021). "It's about Inclusion! Mining Online Reviews to Understand the Needs of Adaptive Clothing Consumers", International Textile and Apparel Association Annual Conference, Virtual Conference.

Li, M., & Zhao, L. (2021). "Competing in the Digital Age: Understanding the Customer Experience of Department Stores through Mobile App Reviews", International Textile and Apparel Association Annual Conference, Virtual Conference.

Funded Internal Grants

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

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.

Tanaka, K. (Co-Principal), Boyd, D. A. (Co-Principal), Lu, Y. (Co-Principal), Wu, D. (Co-Principal), Maske, H. X. (Co-Principal), Takenaka, A. (Co-Principal), Kwon, D. L. (Co-Principal), Wang, R. (Co-Principal), Matias, C. (Co-Principal), Yam, S.-y. (Co-Principal), Sizemore, M. R. (Co-Principal), Basu, S. (Co-Principal), Wang, Y. (Co-Principal), "Stories of Asian Americans and Pacific Islanders in Kentucky", Sustainability Challenge Grant, University, \$22,670.00, start: July 2021, end: June 2022).

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., Co-Investigator, Lee M.-Y., Co-Investigator, Zhang P., Co-Investigator, "Enhancing Small Business Development: Promoting the Growth of Retailing and Hospitality Businesses in Rural Areas Through Curriculum Development and Student Preparedness," Sponsored by National Institute of Food and Agriculture, \$150,000.00 requested, \$0.00 granted. Date Submitted: March 18, 2021.

Non-Sponsored Projects

Wesley, S. C. (Principal), "MAT 414 and MAT 559 Teaching Gift", Elisabeth Goth, LLC, \$100000. (August 2021 - May 2022). Description: This funding was obtained for teaching initiatives in MAT 414 - Merchandising Strategy Analysis and MAT 559 - Fashion Show Production. The funds were using to implement experiential learning activities in both courses.

Books

Jackson, V., Holland, Jacqueline and Miller, J. R. (July 2021). African Americans in the Human Sciences. ISBN: 978-1-7936-4894-5. Lexington Books.

Refereed Publications

Cavender, R., Lee, M.Y., & Wesley, S. (2021). The impact of slow fashion orientation (SFO) on socially responsible consumption (SRC); moderating effects of industry irresponsibility and consumer irresponsibility. *International Journal of Business and Social Science*, 12(2), 1-15. (IF & TC not available).<http://dx.doi.org/10.30845/ijbss.v12n2p1>

- Researchgate.net (as of July 2021): 41 reads; 0 citations; 1.1 research interest2

Sengupta, A., Wesley, S., Cavender, R., & Lee, M.Y. (2021). Global vs local: analysis of the consumer-brand relationships in India. *International Journal of Retail and Distribution Management*, 50(3), 361-376. <https://doi.org/10.1108/IJRDM-08-2020-0306>

Conference Proceeding

Chen, j., Lu, Y. (2021). (2021). *Attitude Change towards Virtual Event Websites: Comparing Customer Reviews before and during the COVID-19 Pandemic*. The 40th Annual Conference of ISTTE [Best Paper Award].

Conference Presentations

Kang, A. Y. & Baker, M. A. How Do Customers Perceive Corporate Social Responsibility Messages during COVID-19?: The Moderating Role of Customer Altruistic Values. The 2021 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. July, 2021. □ Kang, A. Y., Legendre, T. S., Lee, A. S., & Baker, M. A. Sharing the Pain: The Role of Ethical Idealism and Firm Responses to the Covid-19 Pandemic. WFCHRIE Conference. Feb, 2021.

Presentations

Easter, E.P. (Presenter & Author). Master Clothing Volunteer Training, "What's New in Linens", University of Kentucky Family & Consumer Sciences, Invited, Embassy Suites, Lexington, KY. (10/2021).

Easter, E.P. (Presenter & Author). Master Clothing Volunteer Training, “Basics of Textiles: Get to Know Fibers & Fabrics”, University of Kentucky Family & Consumer Sciences, Invited, Embassy Suites, Lexington, KY. (2021).

Invited Presentations

Cavender, R. (2021, April 20). The True Cost: Post-screening discussion. Invited Guest Speaker, University of Kentucky Waste Reduction Week, University of Kentucky, Lexington, KY.

Refereed Presentations

Cavender, R., Zhang, P., & Jackson, V. P. (November 2021). The Impact of Instructional Effectiveness on Soft Skills Development among College Students: Mediating and Moderating Mechanisms. International Textiles and Apparel Association 2021 Annual Conference, Virtual.

Cavender, R., Lee, M. Y., Jackson, V. P., & Hanley, C. (2021, December 10). Comparing the barriers, resiliency and mentoring experiences of women of color and white women leaders in academia. University of Kentucky Women’s Forum, Lexington, KY.