

**Department of Retailing and Tourism Management**  
**2022 Research Publications**

**Refereed Journal Articles**

- Cavender, R., Zhang, P., Jackson, V. P., Wesley, S. C. (2022). The impact of instructional effectiveness on soft skills development among college students: Mediating and moderating mechanisms. *Journal of Textile Science & Fashion Technology*, 10(1), 1-11.
- Easter, E., & Dabbain, S. (2022) Evaluating the Performance of Reusable Level 2 Isolation Gowns, *Journal of Infection Control*, Submitted.
- Kang, A. Y. & Baker, M. A. (2022). Which CSR Message Most Appeals to You? The Role of Message Framing, Psychological Ownership, Perceived Responsibility and Customer Altruistic Values. *International Journal of Hospitality Management*, 106, 103287. [SSCI Indexed & Australian Business Deans Council (ABDC) Journal Quality List – A+ Level]
- Lu, T., Wei, W., Wu, L., Swanson, J., & Getz, D. (2022). The Role of Meeting Size in Attendees' Psychological Response and Consequence Behavior: A Social Anxiety Approach. *Event Management*, 26(7), 1623-1635. <https://doi.org/10.3727/152599522X16419948694784>
- McQuerry M. & Easter E. P., (2022) Wildland Firefighting Personal Protective Clothing Cleaning Practices in the United States, *Fire Technology Journal*, 58, 1667-1688 February 2022. Impact Factor 2.239.
- Park, H. & Lee, M.-Y. (2022). The Two-Sided Effect of the COVID-19 Pandemic on Online Apparel Renting. *Sustainability*, 14, 16771. <https://doi.org/10.3390/su142416771>
- Sengupta, A., Wesley, S. C., Cavender, R., Lee, M.-Y. (2022). Global vs local: analysis of the consumer-brand relationships in India. *International Journal of Retail & Distribution Management*, 50(3), 361-376.
- Zhao, L., Lee, S. H., Li, M., & Sun, P. (2022). The Use of Social Media to Promote Sustainable Fashion and Benefit Communications: A Data-Mining Approach. *Sustainability*, 14(3), 1178.

**Refereed Presentations**

- Cavender, R., Thompson, K., & Wesley, S. (October 2022). Exploring knowledge gaps in merchandising curriculums: Perceptions of recent retail internship participants. International Textiles and Apparel Association 2022 Annual Conference, Denver, CO.
- Jackson, V. P., Hanley, C., & Cavender, R. (2022, March 25). Stimulating higher education leadership progression: An institutional framework for black, indigenous, people of color. Presentation to Provost's Office, University of Kentucky, Lexington, KY.

### **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.

### **Peer Reviewed Book Chapters**

Swanson, J. & Johannigman, T<sup>\*\*</sup>. (2022). Autoethnography of Culture and Heritage Tourism Documentary Production: A Story of Tourism Story Telling. In Campos, A.C. & Almeida, S. (Eds.), *Global Perspectives on Strategic Storytelling in Destination Marketing*. IGI Global: Pennsylvania, USA. 9781668434369

### **Refereed Publications Submitted**

Cavender, R., Zhang, P., Jackson, V. P., & Wesley, S. (Accepted). The impact of instructional effectiveness on soft skills development among college students: Mediating and moderating mechanisms. *Journal of Textile Science & Fashion Technology*.

### **Scholarly Presentations**

Cavender, R., Thompson, K., Wesley, S., International Textiles and Apparel Association 2022 Annual Conference, "Exploring Knowledge Gaps in Merchandising Curricula: Perceptions of Recent Retail Internship Participants," Denver, CO, United States. (October 28, 2022).

Wesley, S. C., Bluegrass Home Economist, "Fashion Show: Behind the Scenes at the Color Me Spring Annual Event," Bluegrass Home Economist, Lexington, KY, United States. (January 27, 2022).

### **Presentations**

Easter, E. P. (Presenter & Author), Engineering Week 2022 - Laundry Training, "Laundry Tips and Tricks", GE Appliances, Invited, Louisville, KY, United States. (10/6/2022).

Easter, E.P. (Presenter & Author). Master Clothing Volunteer Training, "Soils and Stains in the Laundry", University of Kentucky Family & Consumer Sciences, Invited, Embassy Suites, Lexington, KY. (10/3/2022).

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. (10/3/2022).

### **Conference Proceeding**

Chen, J., Lu, Y. (October 2022). *The Role of Festivals in Rural Community Development: A Literary Synthesis*. The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism

### **Conference Presentations**

Kang, A. Y. & Baker, M. A. Human versus technology provider smiles: Not all smiles are equal. The 2022 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. August, 2022.

Kang, A. Y. & Baker, M. A. Creating memorable experience in service encounters: The moderating role of technology fatigue. The 2022 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. August, 2022.

Kang, A. Y., Baker, M. A., & Legendre, T. S. Service encounter research: An integrative bibliometric review. The 2022 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. August, 2022.

McQuerry, M & Easter, E. Wildland firefighting personal protective clothing cleaning practices in the United States. 4th Global Summit on Future Materials Science and Research. Las Vegas, NV (virtual) (11/8/2022).

### **Invited Presentations**

Cavender, R. (2022, April 13). Who bears responsibility for sustainable development? Invited Guest Speaker, University of Kentucky Waste Reduction Week, University of Kentucky, Lexington, KY.

Swanson, J.R. James B. Beam Institute Whiskey Webinar Featured Presenter: *Bourbon Tourism (2022)*