

RayeCarol Cavender, Ph.D.
Curriculum Vitae

Associate Professor
Department of Retailing & Tourism Management
College of Agriculture, Food & Environment
University of Kentucky

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Lexington, KY 40506
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Distribution of Effort					
	Teaching	Research	Service	Prof. Dev.	Admin.
FY 2024	51	9.9	24.1	0	15
FY 2023	64.5	9.9	20.6	5	0
FY 2022	59.5	30.5	10	0	0
FY 2021	50	40	10	0	0
FY 2020	51	39	10	0	0
FY 2019	61	30.5	5	3.5	0
FY 2018	64.5	30.5	5	0	0
FY 2017	73	22	5	0	0
FY 2016	73	27	0	0	0
Average	60.83	26.59	9.97	0.94	1.67

EDUCATION

Doctor of Philosophy: Apparel Business--June 2012
Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA
Dissertation: *The Evolution of Luxury: Brand Management of Luxury Apparel Brands, Old & New*

Master of Science in Consumer Affairs: Apparel and Textiles-- December 2007
Minor: International Studies
Auburn University, Auburn, AL
Thesis: *Effects of Physical and Social Capital on Employee Satisfaction at a Beach Resort in the Southeastern United States*

Bachelor of Science: Merchandising Management (*Summa Cum Laude*) -- May 2005
Minor: Spanish
Virginia Polytechnic Institute and State University, Blacksburg, VA

PROFESSIONAL EXPERIENCE

Fall 2022- Associate Professor with Tenure, Regular Title Series, Retailing and Tourism Management, University of Kentucky, Lexington, KY

Fall 2015- Assistant Professor, Regular Title Series, Retailing and Tourism Management, University of Kentucky, Lexington, KY
Spring 2022

Fall 2013- Assistant Professor, Retail Merchandising and Fashion Product Development, Summer 2015
Ohio University, Athens, OH

Fall 2012- Summer 2013	Visiting Assistant Professor, Retail Merchandising and Fashion Product Development, Ohio University, Athens, OH
Spring 2012	Adjunct Professor, Fashion Forecasting, Radford University, Radford, VA
Fall 2008- Fall 2011	Graduate Teaching Assistant; Graduate Research Assistant, Virginia Tech, Blacksburg, VA
Spring 2006	Graduate Teaching Assistant for Semester Study Abroad Program CHS@AU in Ariccia, Italy; Auburn University, AL
Fall 2005	Graduate Teaching Assistant, Auburn University, AL

OTHER EXPERIENCE

Real-world experiences that have helped shape my research and teaching include a variety of positions in retail, hospitality and tourism in Florida, Virginia, and New York.

Fall 2008- Summer 2012	Assistant Manager, Server, Bartender, Boudreaux's Restaurant, Blacksburg, VA
Summer 2006- Summer 2008	Fine Dining Server Copper Grill Lobster and Steakhouse, Destin, FL
Summer 2006- Fall 2007	Front Desk Operations Intern, Sandestin Golf and Beach Resort, Destin, FL
Summer 2005	Retail Operations Intern Sandestin Golf and Beach Resort, Destin, FL
Fall 2002- Spring 2005	Server Boudreaux's Restaurant, Blacksburg, VA
Summer 2004	Consumer Marketing Intern; Healthcare Division, Ogilvy Public Relations Worldwide, New York, NY

SCHOLARLY ACTIVITY

RESEARCH and GRANTS at UK

Note: First name listed indicates PI unless otherwise indicated.

Extramural Funded Research Grants (Total = \$10,217)

- 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.

Extramural Research Grants Under Review

2024 Li, M. & **Cavender, R. (co-PI)**. (2024). Promoting Sustainable Cotton using Social Media Analytics through Project-Based Learning. Sponsored by Cotton Inc.'s 2025 Cotton in the Curriculum Grant Program, \$15,237 requested.

Extramural Unfunded Research Grants

- 2024 Warsaw, P., **Cavender, R. (co-PI)**, Bessette, D., Farrell, A., Jackson, V., Kang, Y., Li, M., McKim, A., & Price, K. (2024). 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, \$125,000 requested.
- 2023 Li, M. & **Cavender, R. (co-PI)**. (2023). Fostering an Understanding of Circular Fashion and Cotton Sustainability in the Digital World Through Project-based Learning and Case Study Application. Sponsored by Cotton Inc.'s 2024 Cotton in the Curriculum Grant Program, \$35,157 requested.
- 2021 Wesley, S., **Cavender, R.**, Zhang, P., & Lee, M. Y. (2021). Enhancing Small Business Development in Rural Areas: Promoting Retailing and Hospitality Businesses Through Curriculum and Student Preparedness. Sponsored by USDA/NIFA Higher Education Challenge (HEC) Grants Program, \$150,000 requested.
- 2020 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.
- 2020 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.
- 2017 Wesley, S. C., **Cavender, R. (co-PI)**, Jackson, V. P., Lee, M.-Y., Turner-Pryor, M. L. (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, Sponsored by USDA/NIFA Higher Education Challenge (HEC) Grants Program, \$149,724 requested.

Extramural Funded Teaching Grants (Total = \$12,600)

- 2017-2018 Cavender, R. (AY 2017/2018). Target Stores Case Study Competition. Applied for and attained grant to hold case competition in RTM 425: Human Resource Management in partnership with Target Stores. Funding divided among five students on winning team. **\$3,500.**
- 2016-2017 Cavender, R. (AY 2016/2017). Target Stores Case Study Competition. Applied for and attained grant to hold case competition in RTM 425: Human Resource Management in partnership with Target Stores. Funding divided among five students on winning team. **\$3,500.**

- 2015- **Cavender, R.** (AY 2015//2016). Target Stores Case Study Competition. Applied for and
 2016 attained grant to hold case competition in RTM 425: Human Resource Management in partnership with Target Stores. Funding divided among five students on winning team. **\$5,600.**

Internal Funded Teaching Grants (Total = \$16,666)

- 2019 **Cavender, R.** (April 2019). University of Kentucky Libraries Alternative Textbook Grant Program. **\$2,500.**
- 2016 **Cavender, R.** (Fall 2016). Faculty Peer Mentor, Presentation U! Faculty Fellows Peer Mentoring Program, University of Kentucky. **\$500.**
- 2016 **Cavender, R.** (July 2016). Revision Grant for Distance Learning Course (MAT 572). University of Kentucky Center for the Enhancement of Learning and Teaching. **\$1,500.**
- 2016 **Cavender, R.** (July 2016). Revision Grant for Distance Learning Course (RTM 650). University of Kentucky Center for the Enhancement of Learning and Teaching. **\$1,500.**
- 2016 **Cavender, R.** (Spring 2016). Part-of-Term Course Development Grant (*Dress, Diversity, and the American Media*). University of Kentucky College of Agriculture, Food and Environment (CAFE) Student Success Team. **\$5,000.**
- 2016 **Cavender, R.** (Fall 2016). Part-of-Term Course Development Grant (*Dress, Diversity, and the American Media*). University of Kentucky College of Agriculture, Food and Environment (CAFE) Student Success Team. Taught course in spring 2016 and due to positive student/advisor feedback and impact on CAFE retention, recruited and agreed to teach course again in fall 2016. **\$2,666.**
- 2015- **Cavender, R.** (Fall 2015, Spring 2016, Fall 2016). Presentation U! Faculty Fellows Cohort #4.
 2016 Three semester long pedagogical program, University of Kentucky. **\$3,000.**

Extramural Unfunded Teaching Grants

- 2020 **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.

Internal Unfunded Teaching Grants

- 2016 **Cavender, R.** (April 2016). University of Kentucky Libraries Alternative Textbook Grant Program. \$1,500 requested. Review Committee suggested resubmission. Resubmitted and received funding in April 2019.

Hatch Project

- 2018 Jones, K. B. Sustainability initiatives and opportunities at American SME (small and medium-sized enterprises) and microenterprises on the periphery of the fashion locus. USDA NIFA/HATCH project through West Virginia University. Invited in Aug. 2018 to join as a Co-PI. Collaborative effort with colleague from West Virginia University to explore sustainable SME in the Appalachian regions of Kentucky and West Virginia. IRB approved, data collection delayed due to COVID-19, data collection will resume in fall 2021. 2018-2023.

Refereed Publications Submitted

Refereed Publications

Note: First position authorship indicates primary person responsible unless otherwise indicated.

SUMMARY OF SCHOLARY METRICS (Google Scholar as of July 2021)

- H-index: 5
- i10-index: 2
- Total citations: 111
- Peer reviewed journal articles: 12
- Peer reviewed journal articles after hired to UK: 10

SUMMARY OF RESEARCH GATE METRICS (Researchgate.net as of July 2021)

- Total Research Interest: 283.0¹
- Total Citations: 62
- Recommendations: 4
- Reads: 28,567

- 2022 **Cavender, R.**, Zhang, P., Jackson, V. P., & Wesley, S. (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.
- 2022 Sengupta, A., Wesley, S., **Cavender, R.**, & Lee, M.Y. (2022). 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>
- 2021 **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
- 2020 **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
- 2019 **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), 62-77. (IF & TC not available). Link to article: <https://www.ijaemr.com/link/370>

¹ Total Research Interest is the sum of the Research Interest for each research item an author has added to their profile. Every item has its own score, based on its citations, recommendations, and weekly reads from unique ResearchGate members.

² Research Interest on ResearchGate.net measures the impact of scholarly manuscripts by weighting the different forms of interaction (i.e., reads, recommendations, citations). To make scores more meaningful, excludes reads by non-ResearchGate members, multiple reads by a single researcher, and interactions from bots, crawlers and other automated systems.

- Researchgate.net (as of July 2021): 27 reads; 0 citations; 0.2 research interest
- 2019 **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
- 2019 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.
- 2019 **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
- 2018 **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.
- 2018 **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)
- ≈ 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
- 2018 **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
- 2015 **Cavender, R.** & Kincade, D. H. (2015). A luxury brand management framework built from historical review and case study analysis. *International Journal of Retail and Distribution Management: Special Issue on Luxury in the Supply Chain*, 43(10/11), 1083-1100. doi: <https://doi.org/10.1108/IJRDM-07-2014-0103> (IF & TC not available)
- Web of Science Impact Factor not available until 2018
 - Scopus Metric Year: 2015 | Category: Tourism, Leisure and Hospitality Management | CiteScore: 2.6 | Rank: 21/82 | Highest Percentile: 75th | SNIP: 1.478 | SJR: 0.542
 - Downloaded 446 times from Oct.-Dec.2015 (average download for issue was 272)
 - Researchgate.net (as of July 2021): 5,710 reads; 10 citations; 42.6 research interest
 - Publication submitted while at Ohio U. Revisions, resubmission, and publication at UK.

Manuscripts in Progress

- 2024 Li, M., **Cavender, R.**, & Lee, M. Y. Consumer Opinions on Fashion Greenwashing: Insights from Reddit Discussions. Target Journal: *Sustainability Special Issue: Sustainable Brand Management and Consumer Perceptions*.
- 2024 Lee, M. Y., **Cavender, R.**, & Jackson, V. P. Women Leadership in Academia: Barriers, Mentoring, and Resiliency among the Different Ethnic Groups. Target Journal: TBD.
- 2024 Lee, M. Y., **Cavender, R.**, Jackson, V. P., & Hanley, C. BIPOC Leadership Progression at Predominantly White Institutions (PWI) in Higher Education. Target Journal: TBD.

Refereed Presentations**International**

- 2024 Li, M., Lee, M. Y., & **Cavender, R.** (November 2024). Consumer Opinions on Fashion Greenwashing: Insights from Reddit Discussions. *International Textiles and Apparel Association 2024 Annual Conference*, Long Beach, CA.
- 2023 Lee, M. Y., **Cavender, R.**, & Jackson, V. P. (November 2023). Women Leaders in Academia: Barriers, Mentoring, and Resiliency among Different Ethnic Groups. *International Textiles and Apparel Association 2023 Annual Conference*, Baltimore, MD.
- 2022 **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.
- 2021 **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.
- 2020 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.
- 2020 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.
- 2020 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.
- 2019 **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.

- 2019 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.
- 2018 **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.
- 2017 **Cavender, R.** & Lee, M.Y., & Gannon, T. (November 2017). Exploring the effect of the 'sustainability factor' on fashion leaders' fast fashion avoidance. *International Textiles and Apparel Association 2017 Annual Conference*, St. Petersburg, FL.
- 2017 **Cavender, R.**, (2017, November 17). Facilitator for Special Session on the Future of Luxury, Proposal with peer review accepted, *International Textile and Apparel Association 2017 Annual Conference*, St. Petersburg, FL.
- 2016 **Cavender, R.** & Gannon, T. (November 2016). Engagement in cross-cultural large lecture classrooms: Using Top Hat technology to include students in the discussion. *International Textiles and Apparel Association 2016 Annual Conference*, Vancouver, BC.

National

- 2020 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.

University

- 2022 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.
- 2021 **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.
- 2020 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.

Invited Presentations

- 2022 **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.
- 2021 **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.

- 2019 **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.*
- 2016 **Cavender, R.** (October 7, 2016). Engagement in Cross-cultural Large Lecture Classrooms: Using Top Hat Technology to Include Students in the Discussion. *School of Human Environmental Sciences Research Seminar, University of Kentucky, Lexington, KY.*

Media

- 2024- **Member**, Maven Expert Community
Present
- 2024- **Member**, MarketScale Expert Community
Present
- 2024 Interviewed by student group (led by Claire Allen) about the effects of fast fashion, developed as a podcast to fulfill course requirement for WRD 111 (Lexington, KY), Mar. 2024.
- 2023 **Author**, "[The Forever 21 & Shein Partnership Makes Strategic Sense. It's still an Environmental Blight on the Retail Fashion Supply Chain](#)," *MarketScale*. (Nov. 29, 2023).
- 2023 Interviewed on "AI in the Classroom" by UK Journalism student (Brandy Jackson), content posted on Twitch and UK Journalism's YouTube Channel. (Lexington, KY), Oct. 9, 2023.
- 2023 Findings from two peer reviewed articles (i.e., Cavender, 2019; Cavender & Gannon, 2019) featured in Top Hat Software's Marketing Materials
- 2022 Interviewed during WRFL radio's, *Campus Voices* program to discuss the impact of fast fashion on the environment and human rights. (Lexington, KY), April 20, 2022.
- 2022 Interviewed student group for documentary called, *The Effects of Fast Fashion*, developed as project in a University of Kentucky freshman English class (Lexington, KY), April 6, 2022.
- 2021 Interviewed by *University of Kentucky EcoReps* for multimedia essay on the environmental and ethical impacts of the fast fashion industry, Nov. 2021.
- 2020 Provided quotes on Fast vs. Slow Fashion for *University of Tennessee Student Newspaper* (Knoxville, TN), Feb. 2020.
- 2018 Provided quotes on Fast vs. Slow Fashion for *On the Record* online magazine (Louisville, KY), Sept. 2018.
- 2015 Interviewed and included in article on luxury brand management for *The New Time Magazine* (Kiev, Ukraine), Dec. 2015.

RESEARCH AND GRANTS prior to UK Appointment in Fall of 2015

Extramural Funded Teaching Grants (Total = \$5,590)

- 2015 **Cavender, R.** (Spring-Fall 2015). Capacity Building with Botho University- Curriculum Development & Mentoring Grant. Developed *Retailing and Product Development* course for

Botho College and served as faculty mentor during first semester of instruction. Hospitality and Ecotourism Program, Botho College, Gaborone, Botswana. **\$5,590.**

Internal Funded Teaching Grants (Total = \$3,000)

2015 **Cavender, R.** (February 2015). Ohio University Honors Tutorial College Undergraduate Research Apprenticeship Grant. Funding for Undergraduate Honors Student, Cierra Boyd, for 2015-2016 academic year. **\$3000.** I applied for and received this grant for Ms. Boyd.

Internal Funded Research Grants (Total = \$3,119)

2014 **Cavender, R.** & Gannon, T. (October 2014). Patton College of Education Graduate Study and Educational Research Fund Committee. Engagement in large lecture classrooms through technology: Using Top Hat program to include students in the discussion. **\$1,119.**

2014 **Cavender, R.** (Summer 2014). One of six pre-tenure faculty selected to participate in the Patton College of Education Writing and Research Retreat, Ohio University, May 19-21, 2014; required participation in weekly meetings in AY14-15. **\$500.**

2013 **Cavender, R.** & Kincade, D. H. (AY 2013/2014). Pre-Tenure Mentorship Grant; Department of Human and Consumer Sciences, Ohio University. **\$1500.**

Internal Unfunded Research Grants

2014 **Cavender, R.** (February 2014). Ohio University Baker Fund Committee. Toward a working luxury brand management framework: An inside industry perspective. \$10,657.37 requested. Review Committee suggested resubmission.

Refereed Publications

2014 **Cavender, R.** & Kincade, D. H. (2014). Leveraging designer creativity for impact in luxury brand management: An in-depth case-study of designers in the Louis Vuitton Mœt Hennessy (LVMH) brand portfolio [Special Issue]. In J.H. Hancock, V. Manlow, G. Muratovski, & A. Peirson-Smith (Eds.), *Global Fashion Brands: Style, Luxury, and History* (pp. 199-214). Bristol, UK: Intellect. *(IF & TC not available)*

- Researchgate.net (as of July 2021): 1,698 reads; 3 citations; 14.3 research interest
- Google Scholar- cited by 3- as of July 2021

2014 **Cavender, R.** & Kincade, D. H. (2014). Management of a luxury brand: Dimensions and sub-variables from a case study of LVMH [Special Issue]. *Journal of Fashion Marketing and Management, Special Addition: Luxury Fashion Branding*, 18(2), 231-248. doi:

<http://dx.doi.org/10.1108/jfmm-03-2013-0041>

- Web of Science Impact Factor not available until 2018
- Scopus Metric Year: 2014 | Category: Business and International Management | CiteScore: 2.2 | Rank: 65/306 | Highest Percentile: 78th | SNIP: 1.365 | SJR: 0.657
- Identified by Emerald Insight (Mar. 2016) as an influential article recently published in the *Journal of Fashion Marketing and Management*; downloaded 752 times in first two months following publication.
- Researchgate.net (as of July 2021): 9,360 reads; 27 citations; 80.4 research interest
- Google Scholar- cited by 56 as of July 2021

Book Chapter

- 2012 Kelly, S.K., Bryant, F.K., **Cavender, R.**, Stevenson, K., & Vanheems, R. (2012). American Cancer Society Chicago Chapter Walk and Roll Event Marketing Campaign. In J.S. Kelly & S.K. Jones (Eds.), *The IMC Handbook: Readings & Cases in Integrated Marketing Communications* (pp.230-237). Chicago: Racom.

Refereed Presentations**International**

- 2014 **Cavender, R.** & Kincade, D.H. (April 2014). A luxury brand management framework built from historical review and case study analysis. *International Workshop on Luxury Retail Operations and Supply Chain Management*, Philadelphia, PA.
- 2013 **Cavender, R.** & Kincade, D. H. (October 2013). Growth trade-off variables in luxury brand management, *International Textiles and Apparel Association Annual Conference*, New Orleans, LA.

National

- 2015 **Cavender, R.** & Kincade, D.H. (March 2015). Key initiatives of successful Omni-channel marketing in the luxury goods industry. *American Collegiate Retailing Association 2015 Conference*, Miami, FL.
- 2013 **Cavender, R. & Kincade, D.H.** (March 2013). Leveraging designer impact in luxury brand management. *American Collegiate Retailing Association*, Nashville, TN.
- 2010 Bryant, F., **Cavender, R.**, & Kelly, S. (2010). A Case Study on the Illinois Division of the American Cancer Society. *Direct Marketing Educational Foundation*, San Francisco, CA. **3rd Place Case.**

Invited Presentations

- 2014 **Cavender, R.** (December 2014). Brand management in the postmodern luxury goods industry. *Gladys W. and David H. Patton College of Education Research Forum*, Ohio University, Athens, OH.
- 2010 Sackett, C., Farmer, L., Hall, M., **Cavender, R.**, & Cano, L. (2010). Impact of cohort learning on student growth. *Conference on Higher Education Pedagogy*, Virginia Tech, Blacksburg, VA.

TEACHING

TEACHING at UK**GRADUATE TEACHING****Graduate Courses Taught**

- Spring 2016-19, 2021 RTM 650-001- Surveys of Current Theories and Literature in Retailing and Tourism Management (F2F; University of Kentucky)

Spring 2018-19, '21-'23 RTM 650-201-Surveys of Current Theories and Literature in Retailing and Tourism Management (Online; University of Kentucky)

Graduate Independent Studies

Fall 2021 HMT 580- Trend Analysis in the Hospitality Industry, Euri Luce-Mead

Spring 2017 MAT 785- Human Resource Management in Retailing & Tourism Management, Brodie Clark

Fall 2016 MAT 785- Sustainable Development in Luxury, Tangmay Roberts

Graduate Committees

Fall 2023 Member, Capstone Project Committee, Holly Johnson, University of Kentucky
Member, Capstone Project Committee, Kennedy Raglin, University of Kentucky

Spring 2023 Member, Capstone Project Committee, Ellie Hughes, University of Kentucky
Member, Capstone Project Committee, Shelly Meyer, University of Kentucky
Member, Capstone Project Committee, Briona Roberts, University of Kentucky

Fall 2022 Member, Capstone Project Committee, Jenna Cottengim, University of Kentucky
Member, Capstone Project Committee, Maggie Jaworoski, University of Kentucky

Spring 2022 Member, Capstone Project Committee, Alexandra Burns, University of Kentucky
Member, Capstone Project Committee, Aneya Hardin, University of Kentucky
Member, Capstone Project Committee, Euri Luce-Mead, University of Kentucky
Member, Capstone Project Committee, Emily Snow, University of Kentucky

Fall 2021 Member, Capstone Project Committee, Abigail Frazier, University of Kentucky
Member, Capstone Project Committee, Katelyn Thompson, University of Kentucky

Spring 2020 Member, Coursework Committee, Suzie Dabbian, University of Kentucky

Fall 2021 Member, Thesis Committee, Suzie Dabbian, University of Kentucky
Thesis: Evaluating the Performance of Reusable Level 2 Isolation Gowns

Fall 2019 - Summer 2021 Member, Coursework Committee, Avery Wheeler, University of Kentucky
Member, Thesis Committee, Avery Wheeler, University of Kentucky
Thesis: Structural Firefighter: An Evaluation of PPE Cleaning Methods

Spring 2020 Member, Coursework Committee, Nakiya Brewer, University of Kentucky

Summer 2021 Member, Capstone Project Committee, Nakiya Brewer, University of Kentucky

Spring 2021 Member, Capstone Project Committee, Micaela Avare, University of Kentucky
Member, Capstone Project Committee, Tanjinora Barnes, University of Kentucky
Member, Capstone Project Committee, Laken Campbell, University of Kentucky
Member, Capstone Project Committee, Sarah Dolly, University of Kentucky

Spring 2020 Member, Capstone Project Committee, Nick Fazzino, University of Kentucky

Fall 2019	Member, Capstone Project Committee, Brad Younger, University of Kentucky Member, Capstone Project Committee, Taylor Rudd, University of Kentucky
Fall 2018- Summer 2019	Member, Coursework Committee, Virginia Groppo, University of Kentucky Member, Thesis Committee, Virginia Groppo, University of Kentucky Thesis: An Evaluation of Legging Performance in Response to Consumer Assessment
Spring 2016- Summer 2017	Member, Coursework Committee, Xavia Gantz, University of Kentucky Member, Thesis Committee, Xavia Gantz, University of Kentucky Thesis: Building an Inclusive Community by Empowering Youth through Sustainable Agricultural Education and Community Exploration
Spring 2016- Spring 2017	Member, Coursework Committee, Brodie Clark, University of Kentucky Member, Thesis Committee, Brodie Clark, University of Kentucky Thesis: Consumer Response to Table Spacing in a Fast Casual Restaurant
Spring 2016- Spring 2017	Member, Coursework Committee, Katie Hahnel, University of Kentucky Member, Thesis Committee, Katie Hahnel, University of Kentucky Thesis: An Analysis of Performance Claims in Athleisure
Fall 2015- Summer 2017	Member, Coursework Committee, Jeanne Badgett, University of Kentucky Member, Thesis Committee, Jeanne Badgett, University of Kentucky Thesis: An Evaluation of the Quality of Men's 100% Cotton Jersey Knit Shirts Representing Three Retail Categories
Fall 2016- Spring 2017	Member, Coursework Committee, Min Morris, University of Kentucky Member, Capstone Project Committee, Min Morris, University of Kentucky
Fall 2015- Fall 2016	Member, Coursework Committee, Tangmay Roberts, University of Kentucky Chair, Capstone Project Committee, Tangmay Roberts, University of Kentucky
Fall 2015- Summer 2016	Member, Thesis Committee, Behnoosh Farashahi, University of Kentucky Thesis: Quality Evaluation of Jeans at Three Price Categories

UNDERGRADUATE TEACHING

Undergraduate Courses Taught

Sp. '23, '24	MAT 247- Dress and Culture (University of Kentucky)
Fall '17- '24 Fall Only	MAT 572- International Merchandising (University of Kentucky; Online)
Fall '22-24 Fall Only	MAT 359- Sustainable Development in RTM (University of Kentucky)
Fall '23	MAT 570- E-tailing (University of Kentucky; Online)
Fall '15, '16	MAT 470- International Merchandising (University of Kentucky; Online)

Fall 2015 - RTM 425- Human Resource Management (University of Kentucky)
Spring 2022

Sp. '16, Fall '16 GEN 009- Dress, Diversity, and the American Media (University of Kentucky)

Undergraduate Independent Studies

Spring 2023 MAT 595- Shopify Account Development for AJ's Clothing, Ellie Hughes
Spring 2023 MAT 595- Coursera Google Project Management Certification, Heather Mercker
Fall 2018 MAT 595- Future Forecast for International Merchandising, Madeleine LaValle

Undergraduate Committees

Fall 2022- **Committee Chair** for Brandy Jackson, participant in University of Kentucky's
Spring 2023 Gaines Fellowship program (two-year program for outstanding undergraduates). I also worked with Brandy to secure the CAFE 2022-2023 Undergraduate Research Award for \$250.

Teacher Course Evaluations

- The table below lists my teacher course evaluation (TCE) scores for the following four courses:
 - MAT 247: Dress and Culture
 - RTM 425: Human Resource Management
 - MAT 470/572: International Merchandising
 - AFE 109: Dress, Diversity & the American Media
 - RTM 650: Survey of Current Theories and Literature
 - MAT 570: E-tailing
- For each course, my "Course Quality Mean" and "Teaching Quality Mean" appear next to the College "Course Quality Mean" and "Teaching Quality Mean" for the corresponding semester.

Semester/ Year	Course Name	No. of Students	Cavender Course Quality Mean	College Course Quality Mean	Cavender Teaching Quality Mean	College Teaching Quality Mean
Spring 2024	MAT 247	172	4.4	4.4	4.6	4.5
	RTM 650	4	N/A		N/A	
Fall 2023	MAT 570	44	4.5	4.4	4.6	4.5
	MAT 572	68	4.0		4.0	
	RTM 359	21	4.8		4.7	
Spring 2023	MAT 247	40	4.7	4.4	4.8	4.5
	RTM 650	7	N/A		N/A	
Fall 2022	MAT 572	74	4.0	4.3	4.3	4.5
	RTM 359	13	4.5		4.9	
Spring 2022	RTM 650	9	4.3	4.4	4.4	4.5
	RTM 425	41	4.6		4.9	
Fall 2021	MAT 572	52	4.3	4.2	4.4	4.5
	RTM 425	24	4.4		4.5	
Spring 2021	RTM 650	17	4.4	4.3	4.9	4.5
	RTM 425	51	4.1		4.8	
Fall 2020	MAT 572	46	4.21	4.25	4.54	4.48
	RTM 425	35	4.04		4.71	
Spring 2020	RTM 425	40	4.7	4.4	4.9	4.5

Fall 2019	MAT 572	40	4.4	4.3	4.5	4.3
	RTM 425	32	4.6		4.8	
Spring 2019	RTM 425	46	4.5	4.3	4.9	4.5
Fall 2018	RTM 425	45	4.7	4.3	4.7	4.4
	MAT 572	51	4.2		4.4	
Spring 2018	RTM 425	37	4.4	4.2	4.7	4.4
Fall 2017	RTM 425	34	4.7	4.2	4.8	4.3
	MAT 572	35	4.5		4.7	
Spring 2017	RTM 425	35	4.77	4.27	4.97	4.41
Fall 2016	AFE 109	25	4.79	4.23	4.95	4.35
	RTM 425	30	4.25		4.92	
	MAT 470	48	4.55		4.58	
Spring 2016	RTM 425	58	3.25	3.35	3.52	3.48
	AFE 109	30	3.71		3.76	
Fall 2015	RTM 425	30	3.38	3.29	3.75	3.40
	MAT 470	33	3.27		3.45	

Note: Teacher course evaluations for spring 2016 and before were conducted on a 4-point scale. In subsequent semesters, the evaluations were conducted on a 5-point scale.

Note: If courses listed on CV do not appear in this table, it is because the scores were not reported due to low enrollment.

TEACHING- OTHER

Other Credit and Non-Credit Instructional Activities

- Su. '26, '28, '30 **Program Director and Developer**, Kentucky Institute of International Studies (KIIS). Overseeing all coordination, logistics, and planning for the new KIIS Amsterdam Summer Program. Contracted to lead program for three summers.
- Summer 2024 **Course Developer and Instructor**, Kentucky Institute of International Studies (KIIS). Due to favorable feedback from summer '17 and '22, I was asked to teach my two courses, *Visual Merchandising* and *Fashion Design Market Trends*, on the KIIS Italy Summer 2024 Program, May 20-June 27, 2024.
- Summer 2022 **Course Developer and Instructor**, Kentucky Institute of International Studies (KIIS). Due to favorable feedback from summer 2017, I was asked to teach my two courses, *Visual Merchandising* and *Fashion Design Market Trends*, on the KIIS Italy Summer 2022 Program, May 25-June 22, 2022.
- Fall 2020 **Developed Module** for AFE 100 course in the College of Agriculture, Food and Environment titled, *Fashion and the Environment*, University of Kentucky.
- Fall 2019-Present **Program Developer and Coordinator**, University of Kentucky Retailing and Tourism Management Department /Regent's University Education Abroad Partnership.
- Summer 2018 **Collaborated** with Academic Coordinator on Assessment Plan Development for UK-required writing course in the Retailing and Tourism Management Department, University of Kentucky.

- Summer 2016-
Spring 2017 **Curriculum Development** for Department of Retailing and Tourism Online Master's Program. Adapted two courses, *International Merchandising* and *Survey of Current Theories and Literature* for online graduate course instruction, built courses into template format used for all RTM online master's courses, University of Kentucky.
- Summer 2017 **Course Developer and Instructor**, Kentucky Institute of International Studies (KIIS). Proposed two courses, *Visual Merchandising* and *Fashion Design Market Trends*. Selected from over 50 applicants to teach both courses as part of KIIS Italy Summer 2017 Study Abroad, May 28-June 25, 2017. Provided support to all 37 students over course of program and taught my two classes with 13 and 17 students respectively.
- Summer 2017 **Co-Instructor**, Transformative Travels: Exploring Greece, Department of Retailing and Tourism Management Study Abroad Program, 18 students, May 8-19, 2017, University of Kentucky.

Special Recognition

- Fall 2023 **Faculty Nominee**, 2023 MG-CAFE Diversity, Equity, Inclusion & Accessibility Awards. (University of Kentucky).
- Spring 2020 My article, Exploring Consumers' Understanding and Evaluation of their Ethical Consumption and Disposition, was used to develop a lesson plan for a module entitled, Consumers and their Demands, in a CSR class at Ohio State University.
- Spring 2020 Ethics in Practice 2.2: Slow Fashion Consumers. Research highlighted In *Ethics in the Fashion Industry* (2nd ed.) by V. Ann Paulins and Julie L. Hillery. New York, NY: Fairchild Publications.
- Fall 2017 *Teaching Top 25* Recognition. Acknowledged for RTM 425 being one of the Top 25 classes taught in the School of Human Environmental Sciences, based on Teacher Course Evaluation scores (University of Kentucky).
- Fall 2017 **Guest Panelist**, Presentation U! Faculty Fellows Cohort #8 Kickoff Luncheon-One of five faculty members identified from seven cohorts as "stellar Faculty Fellows." Invited to attend Cohort #8 Kickoff Luncheon to share Faculty Fellows program experiences (University of Kentucky).
- Spring 2017 **Guest Speaker**, Phi Upsilon Omicron Induction Ceremony, Honor Society for the Family and Consumer Sciences (University of Kentucky).

Teaching Honors and Awards

- Spring 2021 **RTM Department Nominee**, Outstanding Teaching Award (University of Kentucky)
- Spring 2017 **Nominee**, Ken Freedman Outstanding Advisor Award (University of Kentucky)

TEACHING prior to UK Appointment in Fall of 2015**GRADUATE TEACHING****Graduate Courses Taught**

Fall '12, '14 Sp. '14	Readings in Apparel, Textiles, and Merchandising (Ohio University)
Spring 2013-15	Theories in Merchandising (Ohio University)
Spring 2013	Trend Directions and Fashion Forecasting (Ohio University)
Fall 2012	Special Topics in Apparel, Textiles, and Merchandising (Ohio University)

Graduate Committees

Fall 2014- Fall 2015	Member, Thesis Committee, Kaleb Hoffer, Ohio University Thesis: An Ethnographic Exploration of Chinese Males' Identity through Dress
Fall 2012- Spring 2014	Member, Thesis Committee, Connor Goddard, Ohio University Thesis: Exploring the Efficacy of Consumer Education with Regard to Consumption of Luxury Counterfeit and Branded Merchandise
Fall 2012- Spring 2013	Member, Thesis Committee, Katie Snider, Ohio University Thesis: Geographic Determinants of Retail Window Displays

UNDERGRADUATE TEACHING**Undergraduate Courses Taught**

Fall '13-Sp. '15	Fashion and Culture (Ohio University)
Su. '13, '14, '15	Career Development for Customer Service Professions (Ohio University; Online)
Su. '13, '14, '15	Human Resources for Customer Service Professions (Ohio University; Online)
Sp. 2013-Su.'15	Retail Merchandising Internship Course (Ohio University; Online)
Fall '12, '13, '14	Product Development, Evaluation, and Distribution (Ohio University)
Fall 2012, Sp. 15	Retail Merchandising Promotional Strategy (Ohio University)
Fall 2012	Professional Career Search Strategies (Ohio University)
Spring 2012	Fashion Forecasting (Radford University)
Fall 2008, 2009	Clothing and People (Virginia Tech)
Fall 2005	Introduction to Textiles Lab (Auburn University)

Undergraduate Courses Taught (Graduate Teaching Assistant)

Fall 2011	Consumer Rights (Virginia Tech)
Fall 2011	Resource Management Online Course (Virginia Tech)
Fall 2008-2011	Introduction to Textiles and Introduction to Textiles Lab (Virginia Tech)
Fall '08, '09	Clothing Behavior Patterns (Virginia Tech)
Spring 2006	Assisted in delivering program content for CHS@AU in Italy (Study Abroad Program in Ariccia, Italy; Auburn University)
Fall 2005	Introduction to Textiles (Auburn University)

Undergraduate Honors Committee

- Fall 2015
Spring 2017 **Member**, Honors Committee, Cierra Boyd, Ohio University
Honors Thesis: The Influence of Visible Tattoos on Employment Opportunities in Fashion Retail Stores
- Fall 2012-
Spring 2013 **Member**, Honors Committee, Allison Goble, Ohio University
Honors Thesis: Investigating the Way Store Environment and Merchandise Assortment Interface to Create Effective Shopping Experiences

TEACHING- OTHER**Other Credit and Non-Credit Instructional Activities**

- Fall 2014-
Summer 2015 **Co-Director and Co-Developer** of *De la Mode: Apparel Merchandising in Paris* study abroad program, Inaugural trip in spring 2016, Department of Human and Consumer Sciences, Ohio University.
- Spring 2014-
Summer 2015 **Ohio University Liaison and Coordinator** for Ohio University Student Participants, West Virginia University Disegno Italia Study Abroad Program
- Spring 2013-
Summer 2015 **Coordinator and Industry Liaison**, Semester-long Internship Requirement, Department of Human and Consumer Sciences, Ohio University

Special Recognition

- Fall 2014 As Retail Merchandising Internship Coordinator, featured in the Patton College of Education's annual magazine, *Athenaeum*, "Internship Program Provides Patton College Seniors with Professional Experience" (Ohio University).
- May 2014 Research and referred publication in *Global Fashion Brands*, cited in the Virginia Tech College of Liberal Arts and Human Sciences newsletter, *News 2 Note*, p. 9 (Virginia Tech).
- Fall 2013 Selected by the Dean of the Patton College of Education for the "Faculty Spotlight", a section highlighting faculty accomplishments in College's online newsletter, *The Educator*, "RayeCarol Cavender Has an Eye on the Future. Not Her Future, But That of Every Student in Her Program" (Ohio University).

Teaching Honors and Awards

- Spring 2010 Outstanding Graduate Student Teaching Award, Department of Apparel, Housing, and Resource Management Virginia Tech, Blacksburg, VA.
- Spring 2009 Outstanding Graduate Student Teaching Award, Department of Apparel, Housing, and Resource Management, Virginia Tech, Blacksburg, VA.

Workshops Taught

- Fall 2012,
Sp. '13, '15 Resume and Cover Letter Workshop- Presented to Professional Retail Leaders student organization (15-25 students; Ohio University)

SERVICE AND OUTREACH

SERVICE AND OUTREACH at UK

Professional Service

- Fall 2023-
Present **Member**, Union of Concerned Researchers in Fashion
- Fall 2022-
Present **Member**, International Marketing Advisory Board, Woxsen University, Hyderabad, India
- Fall 2021 **Invited Guest Speaker**, Kritik Community of Practice Faculty-Led Workshop.
Presentation Title: Peer Learning, Research Projects and Group Research Papers
- Fall 2020-
Present **Member**, National Center for Faculty Development and Diversity
- Spring 2013-
Present **Member**, International Textile and Apparel Association (ITAA)
- **Conference Co-Chair**, ITAA Annual Conference 2025, St. Louis, MO.
 - **Member**, ITAA Executive Director Search Committee.
(One of four members, Sp./Su. '24)
 - **Conducted** ITAA Special Session on Affinity Group Formation. The Membership Committee's proposal was one of two proposals selected. (50+ Attendees, 2023 Annual Conference)
 - **VP of Operations Nominee**- Nominated by ITAA Council to run for VP position (Apr. 2023; Not Elected)
 - **VP of Planning Nominee**- Nominated by ITAA Council to run for VP position (Apr. 2022, Not Elected)
 - **VP of Education Nominee**- Nominated by ITAA Council to run for VP position (Apr. 2021, Not Elected)
 - **Invited Participant**, ITAA Strategic Planning Session. One of 28 members of ITAA leadership to participate in development of new ITAA Strategic Plan with Tecker International (Jan. 5-6, 2022, Virtual)
 - **Appointed** by ITAA Executive Director to consult with Tecker International and to support development of membership survey to inform development of new ITAA Strategic Plan (April 2021)
 - **Invited Contributor** to ITAA Called to Action Series on DE&I. Provided a review of: "A 12-Step Program for Decolonizing the University: A Webinar and Conversation with Dr. Rodney Coates" (Oct. '20)
 - Membership Committee (Sp. '15-Present; **Chair Elect- 2017; Chair- 2018-2021**)
 - **Contributor**, ITAA Oct. 2019 and Oct. 2020 Newsletter ("Message from the Membership Chair")
 - **Member**, Student Fellowship & Awards Committee (Sp. '13-Present)
 - **Chair**, Culture Track, ITAA Annual Conference ('18)
 - **Chair**, Popular Culture Track, ITAA Annual Conference ('16, '17)
 - **Track Representative**, Abstract and Paper Review Committee ('16, '17, '18, and '19 conferences)
 - **Presider**, Pedagogy Research Track (2016 Annual Conference)
 - **Member**, Public Relations Committee (Fall 2013)

Spring 2013-
Present **Member**, American Collegiate Retailing Association (ACRA)
 Chair, Hedonic Retailing, 2015 Conference, Miami, FL (Spring 2015)
 Reviewer, 2015 Conference Doctoral Best Paper (Fall 2014)

Fall 2012-
Present **Member**, National Retail Federation

University Service

Spring 2017-
Fall 2017 **Faculty Advisor**, University of Kentucky Chapter (LoveLex146) of International Human Rights Organization (Love146) Working to End Child Trafficking and Exploitation through Survivor Care and Prevention, University of Kentucky

Fall 2019,
Spring 2020 **Reviewer**, UK Education Abroad & Exchanges Scholarship, University of Kentucky

Fall 2017 **Reviewer**, UK Education Abroad New Horizons Scholarship, University of Kentucky

College/School Service

Fall 2023-
Present **Member**, Undergraduate Curriculum Committee, College of Agriculture, Food and Environment, University of Kentucky

Fall 2023-
Present **Member**, Visioning & Innovation for Student Success Committee, College of Agriculture, Food and Environment, University of Kentucky

Spring 2023 **Member**, Search Committee for MG-CAFE44 Advising Positions, College of Agriculture, Food and Environment, University of Kentucky

Fall 2022-
Present **Member**, College of Agriculture, Food and Environment, Diversity, Equity, Inclusion, and Accessibility (DEI&A) Awards Committee, University of Kentucky

Spring 2021-
Present **RTM Department Representative**, College of Agriculture, Food and Environment Diversity, Equity, Inclusion, and Accessibility (DEI&A) Committee, University of Kentucky

Spring 2021-
Present **Member**, Diversity Advisory Council, College of Agriculture, Food and Environment, Office of Diversity, University of Kentucky

Spring 2019-
Present **Member**, Office of Diversity Review Committee, College of Agriculture, Food and Environment, University of Kentucky

Fall 2022-
Spring 2023 **Mentor**, College of Agriculture, Food and Environment Faculty Mentor Program, University of Kentucky

Spring 2019-
Fall 2019 **Member**, CAFE Education Abroad Committee CAFE Education Abroad Committee, University of Kentucky

Fall 2017-
Spring 2019 **Member**, School of Human and Environmental Sciences Travel Support Committee, University of Kentucky

- Spring 2019 **Departmental Delegate**, Spring Faculty Meeting, College of Agriculture, Food and Environment, University of Kentucky
- Fall 2016 **Panel Participant**, College of Agriculture, Food and Environment New Faculty Workshop, University of Kentucky
- Spring 2016-
Fall 2016 **Member**, Human Environmental Sciences Communications Committee, University of Kentucky

Department Service

- Summer 2024 **Course Developer**, 4-H Teen Conference, Department of Retailing and Tourism Management, University of Kentucky
- Fall 2023-
Present **Director of Undergraduate Studies**, Department of Retailing and Tourism Management, University of Kentucky
- Spring 2023 **Member**, Search Committee for Department Chair, Department of Retailing and Tourism Management, University of Kentucky
- Spring 2022 **Member**, Search Committee for New Faculty Hire, Department of Retailing and Tourism Management, University of Kentucky
- Fall 2021 **Member**, Search Committee for New Faculty Hire, Department of Retailing and Tourism Management, University of Kentucky
- Spring 2020-
Present **Faculty Advisor**, The Fashion Crew, Department of Retailing and Tourism Management, University of Kentucky. Organization geared toward increasing awareness of retail career opportunities among UK students, with emphasis on diversity, equity, and inclusion.
- Spring 2019-
2020 **Member**, Curriculum and Marketing Committee, Department of Retailing and Tourism Management College of Agriculture, Food and Environment, University of Kentucky. Lead coordinator for RTM Newsletter development and distribution, marketing material development support, extensive work with RTM program review and implementation plan.
- Spring 2019 **Nominator**, Student of Excellence Awards, School of Human Environmental Sciences, University of Kentucky; Completed nomination and letter of support for nominee (Nakiya Brewer)
- Fall 2018 **Member**, Selection Committee for RTM Fashion Show Course, Department of Retailing and Tourism Management, University of Kentucky
- Summer 2018 **Member**, Search Committee for Academic Coordinator, Department of Retailing and Tourism Management, University of Kentucky
- Fall 2016-
Spring 2017 **Member**, Search Committee for Assistant Professor of Hospitality Management and Tourism, tenure-track position, Department of Retailing and Tourism Management, University of Kentucky

- Fall 2015-2021 **Co-Faculty Advisor**, National Retail Federation Student Association, University of Kentucky Chapter, University of Kentucky.
- Coordinated and attended trip to NRF Student Program in NYC (10 students in Jan. 2017; 7 in Jan. 2018; 7 students in Jan. 2020)
 - Mentored students in NRF Student Challenge Competition (Summer-Fall 2018)
 - Coordinated NRF Student Ambassador Requirements (Fall 2019-Fall 2020)

Journal Reviewer

Oct. '16, Apr. '18, **Peer Reviewer**, *Journal of Fashion Marketing and Management*
 Apr. '19, Oct. '19,
 Mar. '20, Apr. '20,
 May '23

Mar. '17, July '17 **Peer Reviewer**, *International Journal of Retail and Distribution Management*
 Oct. '20, Feb. '22,
 Mar. '23, May '23

Book Reviewer

Spring 2017 **Manuscript Reviewer**, International Retailing 3rd Ed., Bloomsbury Publishing

Fall 2015 **Book Reviewer**, International Retailing 2nd Ed., Bloomsbury Publishing

SERVICE AND OUTREACH prior to UK Appointment in Fall of 2015

Professional Service

Summer 2013 American Gaming Association (AGA)
Judge for the 13th Annual AGA Voice Communications Awards, Las Vegas, NV

University Service

Fall 2014-
 Spring 2015 **Member**, Built Environments Committee, Sustainable Ohio University
 Leaders (SOUL), Ohio University

Fall 2014-Sp. '15 **Faculty Advisor**, TOMs Campus Club, Ohio University

Fall 2014 **Faculty Participant**, Learning Community Faculty Panel Discussion, Ohio University

College Service

Spring 2015 **Member**, Responsibility Centered Management (RCM) Work Group, Patton College of Education, Ohio University

Fall 2014 **Reviewer**, Mini-Grants for Academic Engagement and Outreach, Patton College of Education, Ohio University.

Fall 2014- Spring 2015	Member , Patton College Graduate Leadership Group, Patton College of Education, Ohio University
Fall 2013	Presenter , Dean's Circle of Engagement, Patton College of Education, Ohio University
Fall 2013- Spring 2015	Member , Graduate Program Committee, Patton College of Education, Ohio University
Fall 2013- Spring 2015	Participant , Tenure-Seeking Faculty Mentoring Conversations, Patton College of Education, Ohio University

Department Service

Spring 2015	Faculty Representative for Ohio University, Global Retailing 2015 Conference, Tucson, AZ, April 22-24, 2015
Spring 2015	Member , Search Committee for Assistant/Associate Professor of Hospitality and Tourism, tenure-track position, Department of Human and Consumer Sciences, Ohio University
Spring 2015	Member , Search Committee for Family and Consumer Sciences Education Lecturer/Coordinator, Non-tenure track position, Department of Human and Consumer Sciences, Ohio University
Spring 2015	Member , Search Committee Retail Merchandising and Fashion Product Development Lecturer, Non-tenure track position, Department of Human and Consumer Sciences, Ohio University
Fall 2014	Lead Facilitator , Retail Merchandising and Fashion Product Development Program Planning and Review, Department of Human and Consumer Sciences, Ohio University
Fall 2014- Spring 2015	Faculty Advisor , Edge Magazine, Department of Human and Consumer Sciences, Ohio University
Fall 2014- Spring 2015	Faculty Advisor , Professional Retail Leaders, Department of Human and Consumer Sciences, Ohio University
Fall 2013- Spring 2015	Participant , Pre-Tenure Mentoring Meetings, Department of Human and Consumer Sciences, Ohio University
Fall 2013	Lead Facilitator , FashionSchools.org 2013 Survey, Department of Human and Consumer Sciences, Ohio University
Fall 2012- Spring 2015	Faculty Advisor , National Retail Federation Student Association Ohio University Chapter; Ohio University <ul style="list-style-type: none"> • Jan. '13, '14, '15- Attended NRF Student Program at NRF Big Show in NYC with Ohio University Students • Sept. '13- Attended NRF Student Program at NRF Shop.Org Summit in Chicago with Ohio University Students

- Fall 2012-
Spring 2015 **Faculty Advisor**, Fashion Associates, Department of Human and Consumer Sciences, Ohio University
- Fall 2012-
Spring 2015 **Member**, Undergraduate Honors Program Development Committee, Department of Human and Consumer Sciences, Ohio University
- Fall 2012-
Spring 2015 **Member**, Botho College (Botswana) Hospitality and Ecotourism Curriculum Development Committee, Department of Human and Consumer Sciences, Ohio University
- Fall 2008-
Fall 2011 **Member**, Graduate Student Organization for Department of Apparel, Housing, and Resource Management; **President** 2009-2011, Virginia Tech
- Fall '08- '11 **Department Representative**, Graduate Student Assembly, Virginia Tech

Journal Reviewer

- Fall 2014 **Peer Reviewer**, *International Journal of Retail and Distribution Management: Luxury in the Supply Chain Special Issue*
- Fall 2013 **Peer Reviewer**, *Fashion, Style, and Popular Culture: Music and Fashion Special Issue*
- Summer 2013 **Peer Reviewer**, *Journal of Fashion Marketing and Management: Luxury Fashion Branding Special Issue*

Book Reviewer

- Spring 2015 **Book Reviewer**, *Beyond Design 3rd Ed.*: Bloomsbury Publishing

PROFESSIONAL DEVELOPMENT

PROFESSIONAL DEVELOPMENT at UK

Tenure Related

- UK Tenure and Promotion Workshop, University of Kentucky, Nov. 29, 2018; Feb. 28, 2020; Feb. 26, 2021

Teaching Related

- "Strategies for Facilitating Effective Discussions," Center for the Enhancement of Learning and Teaching, University of Kentucky; Feb. 9, 2023
- "Sharing Strategies for Facilitating Community & Belonging," Center for the Enhancement of Learning and Teaching, University of Kentucky; Aug. 24, 2022
- "What our Students are Carrying: How to Respond to Racial and Identity-Based Trauma," Office of Equity, Inclusion and Social Justice, University of Kentucky, Feb. 15, 2021

- Completion and Discussion of Intercultural Development and Intercultural Conflict Style Inventory Assessments with Dr. Vanessa Jackson and Dr. Carol Hanley, Feb. 19, 2021
- Fall 2020/Spring 2021, Diversity, Equity and Inclusion Workshop Series, College of Agriculture, Food and Environment and Center for the Enhancement of Learning and Teaching, University of Kentucky; Sept. 24, Nov. 16, 2020; Feb. 9, Mar. 16, and Apr. 6, 2021
- Fall 2020 Cultivating Inclusion Series, College of Agriculture, Food and Environment, Office of Diversity, University of Kentucky; Sept. 3, Oct. 1, Nov. 5, and Dec. 3, 2020
- Global Engagement Academy- A University of Kentucky International Center Certification, Collaboration between UK International Center, Provost's Office and Human Resources, at the University of Kentucky, Completed six courses to earn certification (Internationalization at UK and Global Trends, Intercultural Communication, Chinese Culture 10, Global Mobility, Intercultural Business Communications: Theory & Practice, Global Health 101). Completed Nov. 25, 2020
- Attendee, University of Kentucky College of Agriculture, Food and Environment, CAFE Faculty Council Roundtable on DE&I: Sept 16, Oct. 21, Nov. 18, Dec. 16, 2020
- The Next Dimension for Online Education: Teaching Diversity and Difference, Webinar Sponsored by The Chronicle of Higher Education, Mar. 4, 2020
- Teaching for Equity Symposium, University of Kentucky, Mar. 22, 2019
- Lunch and Learn: Community of Concern Office, University of Kentucky, Sept. 10, 2018
- Liberating Structures Immersion Workshop, Presented by Michelle Jones, Senior Training Specialist, Human Resources, University of Kentucky, Aug. 15, 2018
- Campus Security Authority 2017 Training. Education Abroad, University of Kentucky, Mar. 28, 2017. Keep CSA status current through completion of annual online training module
- Education Abroad Health and Safety Orientation. Education Abroad, University of Kentucky, Mar. 28, 2017
- Lunch and Learn: Student Financial Literacy, University of Kentucky, Feb. 7, 2017
- Unconscious Bias Training, University of Kentucky, August 18-19, 2016
- How to Facilitate Difficult Dialogues in the Classroom, Presented by Kathy Obear, President of the Alliance for Change Consulting and Co-Founder of The Social Justice Training Institute, University of Kentucky, Sept. 27, 2016
- New Degree Planning and Course Registration Training, University of Kentucky, Sept. 8, 2016
- Designing Learning Activities for Distance Learning, Training Session with RTM Faculty to prepare for RTM Online Masters, University of Kentucky, June 13, 2016
- Canvas Learning Management System and Zoom Video Conferencing Training Session, University of Kentucky, June 8, 2016

- Participant, Presentation U! Classroom Teaching Observation. University of Kentucky, Mar. 30, 2016
- Creating a Culturally Competent Organizational Culture- Diversity: Achievement, & Culture-Building in Higher Education, Presented by Dr. Roger Cleveland, Feb. 17, 2016
- Blackboard to Canvas Migration Training Sessions. Information Technology Services, University of Kentucky, spring 2016

Research Related

- Participant, *The Steps of Data Analysis*, 6-week webinar, Instructor: William M. Bannon, Jr., PhD, Founder and CEO, StatsWhisperer, Sept. 2- Oct. 10, 2019
- Attendee, Friday Research Seminars, School of Human and Environmental Sciences, University of Kentucky; Sept. 2, 2016; Mar. 3, 2017; Feb. 2, Dec. 1, Nov. 1, 2018

PROFESSIONAL DEVELOPMENT prior to UK Appointment in Fall of 2015

Research Related

- Participant, Peer Review Workshop Presented by Dr. Sharron J. Lennon, Former Editor of Clothing and Textiles Research Journal (2007-2012), Ohio University, March 27, 2015
- Participant, "Write Winning NSF Grant Proposals" Workshop Presented by Grant Writers' Seminars and Workshops, Ohio University, February 2, 2015
- Participant, Patton College of Education Professional Development Workshop (STATA), Ohio University, July 7-11, 2014

Professional Affiliations

- Direct Marketing Educational Foundation (DMEF)
- Direct Marketing Association (DMA)

Collegiate Honor Society Membership

- Phi Kappa Phi National Honor Society
- Pi Upsilon Omicron National Honor Society
- Kappa Omicron Nu National Honor Society
- Omicron Delta Kappa National Honor Society
- Gamma Beta Phi National Honor Society
- Golden Key National Honor Society
- Phi Sigma Theta National Honor Society
- Phi Eta Sigma National Honor Society
- National Society of Collegiate Scholars