

## Research conducted by our Merchandising, Apparel, and Textiles faculty members includes:

- Cross-cultural Consumer Decision Making
- Soft Skills Development
- Women in Leadership
- Rural Retail Development
- Corporate Social Responsibility and Socially Responsible Consumption
- Consumer behaviors in new retail formats
- International retailing and retailing for ethnic consumers
- Sustainable Development/ Sustainability in the Retail Industry
- Shopping Behavior of Specialty Markets
- Consumer Decision Making
- Laundry fundamentals of consumer and institutional textiles
- Quality Control evaluation of apparel and textiles
- Protective clothing
- Immigrant Women's Dress: Identity and Acculturation
- Relationship between social, cultural and personal identity and dress
- Relationship between emotional and physical disability and appearance
- Feminist theory and meanings of dress
- Dress and gender
- Omnichannel Retailing Strategy
- Sustainable Fashion
- Digital Innovations in Fashion Retailing

## Research conducted by our Hospitality Management and Tourism faculty members includes:

- Hospitality and Event Management
- Consumer behavior in service settings
- Consumer engagement strategies, loyalty programs, drivers of attendee loyalty to events, and impacts of events on host communities
- Tourism planning for the Abraham Lincoln National Heritage Area in Central, Illinois
- Aspiring Innkeeper's Guide for the Bed & Breakfast Association of Kentucky
- Analysis of paddle trail demand in North Carolina
- Emerging trends in tourism industry business sectors throughout the United States
- Festival and event visitor research
- Tax implications on restaurant demand
- Tourism Policy in Antarctica
- Poverty alleviation in developing countries through sustainable tourism
- Small and medium hospitality & tourism enterprise economic development in developing countries
- Tourism issues in Kentucky
- Curriculum and didactic materials development in hospitality & tourism at both the university and vocational & tertiary levels