

KAES publication list 2006
MAT

Refereed Journal Articles

Fowler, Deborah C.; Wesley, Scarlett C.; and Vazquez, Maria Elena. (2006). How May Retailers Respond to the Hispanic Immigration and Ethnicity Trends in Non-Traditional Growth Areas? *The Journal of Shopping Center Research*. Vol. 12 (No. 2), 133-152.

Jackson, V.P. and Kwon, H. (2006). Gift Giving: The Interaction between Gender, Gift Recipient, and Group Identity Importance by Product Category, *Journal of the Korean Society of Clothing and Textiles*, 30 (12), 1759-1767.

Jackson, V.P. and Kwon, H. (2006). Qualitative Assessment of Korean and American Consumers Decision Making Styles, *International Journal of Human Ecology*, 7(1), 53-65.

Kwon, H. and Michelman, S. (2006). Comparison of Consumers' Perception on Fashion Website Attributes: Between Fashion Experts and General Consumers. *The E-business Review*. 6, 103-106.

Miller-Spillman, K. A., Jackson, V.P. & Huffman, N. (2006). Cross-cultural learning in a university-wide course. *Journal of Family and Consumer Science*, 98(3), 62-67.

Wesley, Scarlett C.; Fowler, Deborah C.; and Vazquez, Maria Elena. (2006) Retail Personality and the Hispanic Consumer: Attitudes About American Retailers, *Managing Service Quality*. Vol. 16 (March).167-184.

Wesley, Scarlett C.; LeHew, Melody; and Woodside, Arch. (2006). Consumer Decision-Making Styles and Mall Shopping Behavior: Building Theory Using Exploratory Data Analysis and the Comparative Method, *Journal of Business Research*, Vol. 59 (No. 5), 535-548