

KAES publications 2007
MAT
Bold denotes MAT faculty

Refereed Journal Publications

Easter, E.P. (2007). Impact of Energy Savings on Clothes Care-the Interaction of New Developments in Appliances, Additives and Textiles. *Journal of Environmental Monitoring & Restoration*, Vol 3. No. 1, 167-175.

Fowler, D., **Wesley, S.** & Vazquez, M. (2007). Simpatico in store retailing: How immigrant Hispanic emic interpret U.S store atmospherics and interactions with sales associates, *Journal of Business Research*, Vol. 60 (No. 1), pp. 50-59.

LeHew, M. & **Wesley, S.** (2007). Tourist shoppers' satisfaction with regional shopping mall experiences, *International Journal of Culture, Tourism and Hospitality Research*, Vol. 1 (No. 1), pp. 82-96.

Kim, Y., **Michelman, S.**, Seock, Y. and Koh, A. (2007). A Comparative Cross-cultural Study of Contemporary Modesty and Immodesty in American and South Korean College Women. *Journal of the Korean Society of Clothing and Textiles*, Vol. 31, No. 6, pp. 923-932.

Preeti, J., Kwon, H. & Jackson, V. (2007). The effects of consumer demographics on the perception of website attributes in Korea, *Journal of Fashion Marketing and Management*, 11,4, 1361-2026..

Other Research Publications

Easter, E.P. (2007). Textile Superhighways: High-Traffic Commercial Upholstery, *Industrial Fabric Products Review*. Sept 2007, 48-54.

Easter, E.P. (2007). Environmental Impact of Laundry. *Future Fashion White Papers*, Earth Pledge, New York, NY, 2007, 94-104.

Lee, M. & Kim, Y-K. (2007). A cross-cultural brand analysis: Comparison between global brand and local brand. p. 261 in Sharma et al. eds. Proceedings, *Academy of Marketing Science*, Coral Gables, Florida, May 22-25, 2007.

Lee, M., Fairhurst, A. & Kim, Y-K. (2007). The games e-tailers play: A game theory approach for solving e-tailing problem. p. 6 in Burns ed. Proceedings, *American Collegiate Retailing Association 2007 winter conference*, New York, NY, January 13-16.