

Indicators of Social Change in the Marketplace: Producers, Retailers, and Consumers

NCCC065 Annual Report

Includes: Minutes, Impact Nuggets, New Facilities and Equipment, Unique Project Related Findings, Accomplishment Summaries, Impact Statements, Published works, Scientific and Outreach Oral Presentations, Fund Leveraging, and Other relevant accomplishments/activities.

Reporting Period: November 2013-October 2014

Respectfully Submitted by Jana M. Hawley, Secretary, December 1, 2014

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NCCC065 - Annual Meeting Minutes

Detroit Marriott Livonia, Detroit, Michigan

Sunday, November 2, 2014 from 9am-12pm, and 2pm-5pm

Monday, November 3, 2013 from 9:30am-1pm: Willy's Tour 10:00; Shinola Tour 11:30 - 12:30.

Attendance:

Rita Kean, University of Nebraska, Lincoln, Project Advisor
Nancy Miller, Colorado State University
Sonali Diddi, Colorado State University
Mary Lynn Damhorst, Iowa State University
Brenda Sternquist, Michigan State University
Jaeha Lee, North Dakota State University
Leslie Stoel, Ohio State University
Minjeong Kim, Oregon State University
Jane Hegland, South Dakota State University
Scarlett Wesley, University of Kentucky
Jana Hawley, University of Missouri
Joan Ellis, Washington State University

Welcome and Introductions

Meeting called in session at 9:00am by Chair Leslie Stoel. Welcome to new member Sonali Diddi from Colorado State University. All attendees introduced themselves.

Approval of 2013 meeting minutes

Joan Ellis moved to approve the minutes. Jane Hegland seconded. Minutes were approved as submitted.

Additions to Agenda

The agenda for Monday was discussed. The tour to Willy's will be first, followed by the tour of Shinola World Headquarters. We will leave hotel at 9:20. Willy's tour is at 10:00, Shinola headquarters is at 11:30. Meeting will be over by 12:30 so that members can make it to airport in time for departures.

Announcements

Jana Hawley has taken a position at the University of Arizona as Director of the Norton School effective Jan 5, 2015. She will remain on the NCC-065. University of Arizona is a land grant university and Jana plans to stay on NCCC065. She has approval for AES support from University of Arizona.

Meeting registration cost was announced and individual payment schedule calculated (room rental divided by number of members attending). Vice-Chair made arrangements for paying the room rental fee. The Conference fee is \$25.86 per attending member.

Leadership

There are no leadership positions open this year. No elections were held. Each officer position holds a two-year term with progression into higher leadership after each term. When a new secretary is elected, they have a 6 year leadership commitment. Next election for secretary will be Fall 2015 meeting.

The membership discussed the need for an *Information Manager* to manage a variety of ongoing digital projects. This role will be responsible for building and managing a website, uploading videos and digital documents, and managing social media. Information Manager is not an executive leadership role.

It was moved to add an additional leadership person: Information Manager with a 2 year renewable commitment. This position is not part of the Executive Board.

- Jane Hegland moved.
- Nancy Miller seconded
- Motion passed

Election for Information Manager was held:

- Joan Ellis nominated Scarlet Wesley for Information manager.
- Nancy Miller seconded
- Scarlet Wesley elected

Leadership for the next 4 years includes:

2014: Chair - Leslie Stoel, Vice-Chair - Joan Ellis,; Secretary - Jana Hawley

2015: Chair - Leslie Stoel; Vice-Chair - Joan Ellis; Secretary - Jana Hawley; information manager Scarlet Wesley

2016: Chair - Joan Ellis; Vice-Chair, Jana Hawley; Secretary (TBD) ; information manager Scarlet Wesley

2017: Chair—Joan Ellis; Vice-Chair, Jana Hawley, Secretary (same as 2016); information manager TBD

The next election will be held at the 2015 annual meeting. A new secretary will be elected. For a review of leadership position responsibilities, see minutes from 2012 annual meeting.

Old Business - Reports/Issues

Updates were provided regarding NCCC065 sponsored initiatives for 2013-2014

LinkedIn social networking site. This initiative meets Objective #1.

The LinkedIn space is called: *NCCC065: Indicators of social change in the Marketplace*. Site needs to become more active or delete. There are 18 people in the group. Joan Ellis read the list of members. There has been no activity on the linked in space for several years.

There was a discussion on the purpose of the linked in space.

- Should the account be used as an internal or external tool? Other platforms include email, Google docs, dropbox,
- The group decided that the linked in space should be for external networking rather than internal communication
- Information Manager will be responsible for managing the LinkedIn space.
- Our linked in account should be used as an external networking tool.

NCCC65 November 2014 ITAA Special Topics Session. This objective meets Objective #1

Project title: *“Educators Professional Development—Building Successful Learning Communities,”*

Rita Kean, Joan Ellis, and Nancy Miller proposed a workshop that looked at student success. It was accepted. Six people registered but the workshop was cancelled because of low enrollment. The members suggested that the workshop needs to be proposed again but marketed better. Suggestions:

- Distinguish between the proposed session and the experiential learning that most already do.
- Submit as a concept paper/themed sessions.
- Use the short video of Scott Vanderway, WSU extension specialist to highlight the planned speaker.

Project title: *Leaning toward leadership.*

Jane Hegland submitted a special topics session on leadership. It was accepted by the session was cancelled for low enrollment.

Both Student Success and Leadership sessions will be proposed again next year.

ACRA. No proposals were submitted for ACRA.

USDA Conference Grant

Nancy Miller submitted Proposal #2014-05485, *Entrepreneurship, Technology, and Innovation Conference: Enhancing Opportunities for Bringing Textile and Apparel Manufacturing to Rural Communities*. The proposal received positive feedback and high marks but was not recommended for funding. NCCC065 members were co-PIs on the proposal.

Even though the project was not awarded, the grant proposal launched the Colorado Apparel Manufacturing Summit at Colorado State University. The purpose of this program was for economic development in rural areas, primarily focused on skill development for sewing. The project focused on cut and sew centers and small-batch design operations. CSU continues to build strong networks in this area and plans to continue this program.

Grantsmanship workshop. Nothing to report.

New Business - Reports/Issues/Plans

Administrator Report:

Rita Kean, NCRA Administrator, reported that the NCCC065 renewal application is due in 2015. The project deadlines are:

NCCC065 leadership will develop outline	April 15 th , 2015
Make assignments for renewal writing	July 15 th
First draft of renewal due	August 15 th
Get feedback of draft	September 1 st
Request to write a proposal:	September, 2015
Objectives section due:	October 15 th , 2015
AES offices submit forms:	November 15 th , 2015
Completed Proposal due:	December 1st, 2015
Review forms due in NIMSS:	December 15 th , 2015

Objective #1: Provide opportunities for scholars to identify emerging issues, develop mutual research interests, build collaborative research partnerships, and share/critique research ideas on Social Change in the Marketplace

Objective #2: Identify funding opportunities and strengthen grantwriting skills of researchers studying Social Change in the Marketplace

Objective #3: Identify strategies to increase the rigor of research methods and analysis techniques and to improve the quality of publications on Social Change in the Marketplace.

For more information on the renewal process, see
http://ncra.info/MSR_ApprovalProcess.php

Planned projects to meet the initiatives include:

Objective #1:

- ITAA special topics sessions that were submitted for 2014 will be resubmitted for 2015 since they were accepted but low enrollment caused cancellation.
- Members will review other NCCC and NC projects to see what collaborations are possible.

Objective #2: Members were encouraged to join collaborative research networks such as Community of Science (now Pivot). This objective is an area of ongoing need. No specific plans were made. Members will report at next meeting on their progress of this initiative.

Objective #3: A lengthy discussion was held on developing a web-based space for a collection of important research method videos. Minjeong Kim provided a list of videos for experimental design. Each member was assigned the task of finding up to 5 high-quality videos on research methods.

Renewal of the NCCC065 project will be due in 2015. Members all agreed that we would submit the renewal. The above NCCC065 objectives were discussed. Members agreed that Objective #1 is critical, Objective #2 is an ongoing need and members should continue to identify and obtain external support. We should also work to strengthen extra mural writing skills. Objective #3 is critical.

An additional objective will be considered that would develop future researchers for social change in the marketplace. Discussion was held on conducting an environmental scan of member universities that are utilizing undergraduate research. An assessment of outcomes would also be conducted. There was also discussion on identifying and encouraging companies related to the project to fund undergraduate research. A special topics session on models of UG research should be proposed to ITAA or ACRA.

2015 Annual NCCC065 meeting will be held October 9-10th in Kansas City. This will be a working meeting to finalize proposal.

Station Reports:

Brief updates were provided on significant university and program initiatives by each institution present. Focus was on three levels below plus any initiatives related to social change:

- Major initiatives at university level
- New things in college
- Most attention at departmental level
- Individual initiatives related to three objectives

The 2015 meeting will be held in Kansas City. Meeting dates are October 9-10, 2015. Joan Ellis, Vice President, will make arrangements. The meeting will focus on the renewal application.

Other New Business

Members organized the video methods project. Each member will select 2-3 best examples of videos for research methods. We will put these in our webspace to be accessed by anyone. This project meets Objective #3.

Video methods assignments are due March 1, 2015. Assignments are:

Experimental design - Minjeong Kim
Sampling, quantitative & qualitative - Juanjuan Wu
SEM - Sonali Diddi
Latent growth curve - Brenda Sternquist
Case studies - Jane Hegland
Observation - Scarlett Wesley
Regression - Joan Ellis
Interview techniques - Mary Lynn Damhorst
Focus groups - Jana Hawley
Survey development - Leslie Stoel
Mediation/moderation analysis - JaeHa Lee

ANOVA/MANOVA - Cindy Jasper
Conjoint analysis - Melody Lehew
Cluster analysis - Melody LeHew
Triangulation - Cindy Jasper

Action Items

- Each member will search for best video examples of the methodology assigned to them. The videos will be sent to Scarlet Wesley and are due March 1st, 2015
- Scarlet Wesley will develop a website for NCCC065.
- Scarlet Wesley will manage social media for NCCC065.
- Joan Ellis will make arrangements for 2015 meeting in Kansas City
- The special topics from this year (ITAA) will be resubmitted for 2015 meeting. Due date is February 1st. Additional marketing of the sessions is strongly encouraged.
- Members will prepare renewal of NCCC065. Assignments will be sent by April 15th with due date of July 15.
- Members will propose a special topics on conducting undergraduate research for presentation at the 2015 ITAA annual meeting. Due Feb. 1st, 2015.

Business meeting was adjourned at 5:00 p.m. on Sunday, November 2nd.

Members toured Willy's and Shinola World Headquarters on Monday, November 3rd. Both companies are strong representations of business conducting sustainable practices. Meeting adjourned at 12:00.

Station Reports--Compiled

Impact Statements

Colorado State University:

Colorado State University co-sponsored the first Colorado Apparel Manufacturer Summit, Denver 10/9/14. Over 200 design and manufacturing firms discussed how to support apparel production in Colorado and laid plans for continued discussion.

The results of Diddi's study presented valuable insights for apparel retail brands engaged in CSR or planning to incorporate CSR policies in their corporate agenda. Findings suggested that apparel retailers, whenever possible, should integrate CSR related information in their strategic marketing activities to increase consumer awareness of existing socially responsible business practices, which in turn will enhance brand image.

Textile and apparel manufacturers across Colorado became aware of common challenges facing further development of their industries. They have agreed to work together to seek solutions and advance awareness of the potential breadth and depth of production across the state. Both long standing companies and new entrepreneurial companies recognized the value of exchanging ideas. Having assisted in launching the first Apparel Manufacturing Summit, Colorado State University will facilitate development of this exchange.

Kansas State University:

Kansas State University hosted a two-day roundtable of textile and apparel educators, environmental science educators and industry professionals. Roundtable objectives were to identify: key environmental sustainability challenges; essential knowledge and skills young professionals need upon entering industry; scientific foundational knowledge underpinning environmental sustainability issues; and effective mechanisms for preparing textile and apparel educators to infuse climate change/environmental science concepts into curriculum.

Michigan State University:

Professional buyers in retail organizations are directly responsible for performing complex functions such as the gatekeeping of consumer choice and the management of inventory, the most important current asset on the retail balance sheet. As retailers move to new foreign markets, they encounter distinct institutional environments, which further complicate buying decisions. There is a gap in the literature on the role of institutional pressures on retail buying strategies.

The deliverables are 44 professionally edited short videos (3-6 minutes long) for use in teaching international business, international retailing or retail buying. Funding came from a USDA Challenge Grant.

North Dakota State University:

The majority of Asian consumer studies investigated the two of the world's largest emerging markets, China and India. The North Dakota State University research project provided the U.S. fashion industry with insights into a new emerging market, Vietnam.

The online graduate student experience study enhanced our understanding of the benefits and challenges of offering a successful on-line program. Results will be used to make changes in curriculum and delivery of courses.

Oregon State University:

The Oregon State University Advantage was introduced in 2013 and has quickly become known as a one-stop shop to connect businesses with talent pools at the university including high-achieving students and world-class faculty researchers as well as cutting-edge research equipment to drive innovations for the goal of economic progress in Oregon and the nation. The current OSU Advantage Accelerator participants include Bauer Labs LLC, Buybott, FanTogether, Micromolecular structure characterization, OnBoard Dynamics, Multicopter Northwest, Pilki, Valliscor LLC, and Waste3Watergy. In particular, Onboard Dynamics Inc., which is a spin off from the OSU Cascade campus, has secured more than \$3 million to commercialize on-vehicle natural gas compression technology developed by an OSU engineering faculty.

The School of Design and Human Environment offered its 28th Career Symposium for students in the SDHE. The theme of the 2014 symposium was "Designing for Tomorrow's Business, Innovating Yourself Today." This is a 100% students-led event from theme ideation to final execution of the entire event. Over 350 students from the School attended the symposium and over 60 industry speakers represented over 30 companies. The event gives students an opportunity to listen and learn from the industry's best on how to prepare themselves to enter the industry upon graduation, and gives companies the opportunity to network and recruit eager students ready to enter the industry.

South Dakota State University

Four goals for SDSU's Strategic Plan *Impact 2018* include academic excellence, research and innovation, outreach, and ensure high performance through enhanced financial management and governance systems. State and national benchmarks identify progress made against the strategic plan.

Researchers at Ohio State University revealed that the most common type of loyalty program used by retailers, utilitarian, price-focused loyalty programs that offer a discount after repeated purchases, are not salient for many customers because they are not unique and the rewards are not relevant.

The Ohio State University

An Ohio State researcher, in collaboration with researchers at Iowa State University and Western Michigan University found evidence that survival of small, independently owned retail and service businesses in rural communities depends on local residents' optimism about

the success of new businesses, and optimism is a consequence of residents' attitude towards change and local norms dictating the community role of such businesses.

Evidence from our loyalty program research supports a change in knowledge about loyalty program rewards. Loyalty programs that are different and that offer rewards that are relevant to customers are likely to be more effective than one-size-fits-all programs offering primarily utilitarian (price-oriented) rewards. This evidence is valuable to the millions of small business owners across rural communities who offer, or are considering offering loyalty programs for their customers.

Evidence from our rural, small business survival research supports a change in knowledge about the importance of the local social forces on business success and survival. A social environment that welcomes new business start-ups is more likely to foster success and positive attitudes towards change, as well as expectations that retail and service businesses play positive roles in the community are key elements underlying a welcoming social environment. This evidence is valuable to the economic development community because it suggests that a diverse economic base that welcomes both light and heavy industry provides a strong foundation for a robust local economy.

University of Minnesota:

University of Minnesota has developed recommendations for online apparel retailers to upgrade to mass customization 2.0 (MC2.0), which fosters interactive online communities.

University of Missouri:

The Department of Textile and Apparel Management (TAM) focuses on all aspects of the global supply chain with regard to textile and apparel products. As the industry is faced with social, economic, technological, political, and environmental challenges, TAM provides timely research that contributes to a better understanding for society and industry. TAM has developed a strong department culture that is committed to preparing students to be innovative leaders in the global textile and apparel supply chain.

Faculty members in Textile and Apparel Management at Mizzou conduct applied research and creative scholarship on various topics across the sustainable global supply chain. The ultimate goal of the Department's research efforts is to solve problems for consumers, industry, government, and society. Ha-Brookshire and Hawley (2013) published the global supply chain management (GSCM) model that identifies research areas across the supply chain. The GSCM model illustrated below shows the wide variety of areas in which faculty could conduct research, and indeed TAM faculty research is reflected across many of the areas in the figure including global sourcing, sustainability, consumer economics, history, branding, cultural, biological, psychological, design, and product development.

New Facilities and Equipment

Colorado State University:

Colorado State University established a textile nanotechnology Lab and purchased a atomic microscope for the building of nanoparticles in research efforts. Nanotechnology lab projects include medical applications in recognizing infections, extraction of lithium from US lake water, and tracking of water in fracking processes.

Colorado State University is near completion on an expansion and renovation of the Avenir Museum of Design and Merchandising building project. Conservation and storage control systems have been purchased and over 20,000 historical artifacts will be returned to the building.

Iowa State University:

Iowa State University's Textile science and product development facilities are expanding due to Lloyd endowed chair position: Installation of ISU Apparel, Merchandising, and Design comfort lab equipment completed. Space identified and testing equipment for new textile and product development lab ordered.

Iowa State University's Apparel design studio lab completed in fall 2013.

General approval for the Main Street Business Incubator project, developed by Linda Niehm and Eulanda Sanders, has been acquired from administration. Plans for location of the center are under revision.

Oregon State University:

In the fall of 2014, College of Business moved into a new building, Austin Hall. Austin Hall includes ten classrooms, a 250-seat auditorium, collaborative team rooms, faculty offices, a behavioral research center and event space. This new building is designed to provide "learning streets" that support growing collaborative works amongst students and faculty.

As part of the efforts to build a more inclusive community for student success, the new classroom building, the Asian and Pacific Cultural Center, the Lonnie B. Hariss Black Cultural Center, and the Student Experience Center are all under construction and open in the Fall 2015.

University of Missouri:

TAM facilities are in both Gwynn Hall and Stanley Hall at the University of Missouri. During FY2012-2014, we were in temporary spaces while Gwynn Hall was completed renovated. In January 2014, we moved back into new spaces including the following named spaces made possible from our generous donors:

Kellwood Apparel Technology Lab
Dickerson Technology Lab
Knipschild Design Research Lab
Fillepello Historic Costume Exhibition Gallery
Ha-Brookshire Graduate Student Offices

A generous donation was given to start the Bloch Digital Archives which now holds Stylesight and Sourcing Journal. VogueArchives are currently being acquired. Students and researchers will have access to these sources. New scholarships include The Payless Endowed Scholarship.

University of Wisconsin

The School of Human Ecology at the University of Wisconsin – Madison established an experimental lab for research on consumer behavior and retailing, financial behavior, and charitable giving. It is housed in the newly designed building, Nancy Nicholas Hall, and is jointly administered with the School of Business. It has the latest computer and eye tracking equipment for experimental studies.

Unique Project Related Findings.

Colorado State University:

Colorado State University's, Drs. Nancy Miller and Ruoh-Nan Yan measured Millennial student's perceptions of product manufacturing origins. Three hundred CSU students participated in this exploratory study with findings suggesting strong relationships exist among product traditional attributes, such as price and style, and social cause oriented attributes, such as environmental concerns and working conditions, and the five consumption values pertaining to function, emotion, condition, social and epistemic.

Findings of a study by Dr. Sonali Diddi at Colorado State University revealed that consumers' knowledge of environmental issues in the apparel industry, moral norms, expectations of ethical behavior, attitudes towards patronizing apparel retail brands engaged in Corporate Social Responsibility (CSR) were all important predictors of U.S. consumers' intentions to patronize socially responsible apparel retail brands. An important theoretical contribution of this study was that it supported previous research that indicated extending the theory of reasoned action and theory of planned behavior to include measures of values and moral norms in ethical. Findings from this study provided an understanding of the significant roles of universalism values and moral norms in consumers' attitude formation, expectations and patronage intentions for apparel products.

Collaborative research conducted by NCCC65 members from Colorado, Washington, and Nebraska provided insights to building success for students in the fields of merchandising. Qualitative data from 23 industry professionals offered suggestions for shaping curriculum that will generate graduates who can be successful in a variety of positions with the global textile and apparel industry complex.

Iowa State University:

Identified statistics expert to appear in short film on latent growth modeling.

North Dakota State University:

Vietnamese consumers would purchase from U.S. fashion brands because of perceived product benefits such as brand reputation and trendiness, rather than actual product benefits such as quality and durability. Therefore, U.S. fashion brands should focus on image -building marketing activities to be successful in Vietnam. In addition, Vietnamese consumers look for value-added products when shopping at U.S. fashion brands. Vietnam might be a good market for high-end, U.S.-made clothing.

Benefits of the online graduate program that former graduates identified include job opportunities, receiving salary increases, personal and professional development, as well as

earning a degree. Students also valued different perspectives represented and the interaction with individuals from diverse backgrounds; the relevance of diversity in preparing for success in a global industry was noted. Students reported gaining a better understanding of the broad and diverse scope of a merchandising career.

Oregon State University:

To enhance research competencies, the NCCC065 group began building a database of online resources about research methods.

The Ohio State University:

Membership-based loyalty programs have become a common offering by most customer-facing businesses, such as retailers, restaurants, or hotels, seeking to sustain long-term relationships with their customers. However, their success in doing so has been spotty, likely because most programs use only price-oriented rewards. Our results show that to be successful, businesses offering loyalty programs must 1) distinguish their loyalty program from competitors in a way that is meaningful to customers, and 2) provide loyalty rewards that are relevant to customers. In particular, the typical utilitarian rewards typically provided are not highly salient to many customers.

The presence and survival of independently-owned retail and service businesses plays a key role in the economic health of rural communities. Our research shows that community-level attitudes toward change and local norms regarding the role of small retail and service firms in the community impact local residents' optimism about potential success of new firms and optimism impacts survival of such firms. Community size does impact the effect of attitudes and norms on optimism for survival, such that as community size increases, the influence of attitudes and norms become more important to the likelihood of survival.

University of Minnesota

University of Minnesota findings suggest that users who held positive attitudes toward the co-design experience believed that people who are important to them support their usage of co-design websites and enjoyed the website, intended to use the co-design site in the future. Attitudes toward the co-design experience were found to exert the strongest influence on behavioral intention among all its hypothesized predictors. In comparison, the utilitarian functions of a mass customization website, such as its usefulness and offerings of co-designed products were found not as important to users regarding their intention for future usage of the site.

Research at University of Minnesota contributes to theory construction by extending the traditional TAM model to incorporate both the variables "enjoyment" and "social presence" to apply to specific online apparel co-design retail environments. It contributes to the understanding of a major shift in consumption value regarding online co-design offerings from a utilitarian to an experiential perspective. It can also guide practical decisions relating to enhancing user co-design experience and websites' upgrading to MC2.0.

University of Missouri

Dr. Pamela Norum had an article published in Family and Consumer Research Journal that was picked up by the blogosphere and has made great impact! The article deals with the gap of understanding by millennials in terms of clothing repair and maintenance.

Drs. Ha-Brookshire and Hawley used Mizzou Advantage grant funds to host a *Futuring our Discipline* visioning retreat in Sedona, AZ. The focus was on the future of the textile and apparel industry. Thirteen faculty members from across the country attended. Results include a special session at the 2014 annual meeting at ITAA, a monograph of papers, and a special issue for the *Clothing and Textiles Research Journal*.

Drs. Ha-Brookshire and Norum hosted an online global workshop on teaching sustainability.

TAM underwent its 5 year program review in preparation for HLC Accreditation which takes place next year.

University of Wisconsin

On October 22, 2014 the Kohl's Center for Retailing Excellence hosted a conference titled "The Future Perfect Retail Conference!" This year's focus was on technology. National industry experts shared how the latest technological innovations can help retailers better connect with customers, augment their brand's retail experience, cultivate customer loyalty and ultimately drive ROI now and well into the future. Students had the opportunity to learn, problem-solve and network with industry professionals and learn about 2015 internships and job openings.

Accomplishment Summaries.

Colorado State University:

Submission May 2014 - AFRI Agriculture Economics and Rural Communities Program Area 4, Entrepreneurship, Technology, and Innovation Conference Proposal.

Enhancing Opportunities for Bringing Textile and Apparel Manufacturing to Rural America. Not Funded

Specific objectives of this conference were to:

- 1) underscore the multiplier effect that entrepreneurship and manufacturing innovation has on productivity gains, economic growth, and standards of living;
- 2) provide demonstrated efforts of recent entrepreneurial start-ups or refocused manufacturing;
- 3) build networks of researchers, educators, practitioners, political officers, and community leaders to continue the discussions; and
- 4) stimulate development of rural businesses that contribute to US productivity and increase manufactured exports.

Examination of significant social change in the marketplace - How one company is meeting consumer demand for US made products by producing and retailing from regenerated buildings in mid-town Detroit.

- 1) On-site interactions at Shinola production, corporate offices, and two retail facilities
- 2) Facilitating a focused discussion about this company's success/challenges, national consumer response, employment growth, and the overall impact on Detroit's economic revitalization.
- 3) Findings will provide comparative conference information as to how small business creation and expansion can serve as the engine of economic growth in rural areas.

Michigan State University

Using the critical incident analysis technique, we analyze successful and unsuccessful decisions of retail buyers in the US, China, India, South Korea and Turkey. Critical incidents are matched with theoretical evidence to generalize the outcome, providing evidence-based decision-making. They can be accessed at

<http://globaledge.msu.edu/industries/retail/resources>, with the individual videos visible when you select the resource,

<http://globaledge.msu.edu/global-resources/global-best-buying-practices-video-library>.

North Dakota State University:

A research project has been developed to investigate Vietnamese consumer behaviors and perceptions about foreign fashion brands. Two hundreds and five Vietnamese consumers completed an online survey on importance of product benefits, perceived advantage of U.S. fashion brands over Vietnamese brands and preference for U.S. fashion brands.

Another research have developed to assess online graduate students' experience in collaboration with faculty in other institutions. A multiple-case study technique was used to examine the impact of the Great Plains Interactive Distance Education Alliance (GPIDEA) online graduate program on the professional careers of the 42 students who have graduated from the program since it began in 2005. Twenty-one graduates were interviewed.

Oregon State University:

The Campaign for OSU has exceeded its goal of raising \$1 billion on behalf of Oregon State University, raising more than \$1.1 billion. The success of the Campaign allowed the university to add 77 endowed faculty positions and also to establish more than 600 new scholarship and fellowship funds for students.

The College of Public Health and Human Sciences became received CEPH (Council on Education for Public Health) accreditation in June, 2013 and became the State's only accredited college of public health.

The School of Design and Human Environment (SDHE) in the College of Business has completed its first phase of major undergraduate curriculum revisions. As a result, the common design foundation and core curriculum has been built for all students in the School including Apparel Design, Graphic Design, Interior Design, and Merchandising Management. Program-level curriculum revisions were also made and the new curriculum is expected to roll out Fall 2015.

South Dakota State University:

Major University Initiatives:

2014-2015 marks Year 2 of the new strategic plan: Impact 2018.

1. Promote academic excellence through quality programs, engaged learners, and an innovative teaching and learning environment.

2. Generate new knowledge, encourage innovations and promote artistic and creative works that contribute to the public good and result in social, cultural, or economic development for South Dakota, the region, the nation, and the world.
3. Extend the reach and depth of the University by developing strategic programs and collaborations.
4. Secure human and fiscal resources to ensure high-performance through enhanced financial, management, and governance systems.

2014-2015 also marks a transition to decentralized budget model.

College Initiatives: In summer 2011, College of Education and Human Sciences Leadership established four college-wide initiatives: *Internationalization*, *Sustainability*, *Transformational Learning*, and *Wellness*, and is working to establish and expand efforts in these directions.

Department Initiatives: The Department of *Consumer Sciences* (CS) includes programs in Interior Design, Apparel Merchandising, Consumer Affairs, Hospitality Management, Aviation; additional undergraduate minors in Events and Facilities Administration, Leadership (LEAD), and Leadership and Management of Nonprofit Organizations (LMNO); and graduate programs in Family Financial Planning and Merchandising. Consumer Sciences is also home to two SDSU Extension Programs: Family Resource Management and Community Development.

Our president has been on a mission to connect faculty who have similar goals and interests through development of scholarly communities; two that I'm involved with are the Design Faculty Initiative and the Management Faculty Initiative. Design faculty at SDSU are situated across the university in 4 departments within 3 different colleges (with Interior Design in my department). In July 2015, ID will leave the department and join the new Division of Design (DoD).

Faculty involved in management-related programs are situated across the university in 5 departments within 4 different colleges (programs in my department include Hospitality Management, Consumer Affairs, Aviation, and the LMNO Minor). By allowing these scholars to continue to function in their home departments / colleges and yet connecting them to like-minded colleagues across the campus - the outcomes for multidisciplinary and cross-disciplinary collaborations in teaching, research, and outreach are amazing, and the logistics for insuring success are complex. These are absolutely worthwhile endeavors that require careful and constant management and leadership as we work across colleges, departments, and disciplines to break down traditional barriers of thought and practice.

A major goal for Impact 2018 is to gain accreditation for all programs that have that potential. In 2013, the Interior Design program was reaccredited and the Aviation program earned initial accreditation. In October 2014, the Hospitality Management program will engage with site visitors who will evaluate readiness for ACPHA Accreditation.

University of Kentucky:

College of Agriculture at University of Kentucky has changed its name to the College of

Agriculture, Food, and Environment. The college also has a new dean, Nancy Cox, who was the Associate Dean for Research prior to accepting the Dean position.

The Department of Merchandising, Apparel and Textiles (MAT) at the University of Kentucky changed its name to the Department of Retailing and Tourism Management (RTM) with two majors - Merchandising, Apparel and Textiles (MAT) and Hospitality Management and Tourism (HMT). Also this year, the RTM Department created a new Masters in Retailing and Tourism Management with two formal options Merchandising, Apparel and Textiles (MAT) and Hospitality Management and Tourism (HMT). With this new master's degree, students are given the option of completing a thesis or doing an industry internship. The RTM Department now has a permanent department chair after operating several years with an interim chair. The RTM Department has two open positions this year, a tenure track faculty position in the Merchandising, Apparel and Textiles area and an academic coordinator that will work with the undergraduate program and teach one undergraduate course per semester.

The Department of Retailing and Tourism Management has continued to pursue sustainable activities within the department. For the 6th year, MAT participated in Cotton Inc.'s program From Blue to Green denim drive. The denim collected from this drive is used to produce insulation used in Habitat for Humanity homes. The Department of Retailing and Tourism Management through the efforts of the MAT Club and students were able to collect enough denim to insulate over 18 homes this year.

The RTM Department has continued to work on the UK Plaid Project, a learning experience where student's take the Official Plaid of the University of Kentucky and design products for production and sale. The RTM Department has been able to grant student's travel awards for study abroad experiences using royalty money generated from this project.

The College of Agriculture, Food and Environment recently began a certificate program for undergraduates Distillation Wine and Brewing Studies. The RTM Department will offer a class for the certificate called Kentucky Bourbon Hospitality and Tourism. The bourbon industry makes around a tremendous economic impact in Kentucky. Participation in the program will help our department promote local opportunities for our students.

University of Minnesota:

Building upon the Technology Acceptance Model (TAM) (Davis, 1989), Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA), and research on online co-design researchers at University of Minnesota hypothesized and tested an online apparel co-design experience model. Results uncovered the factors that affected the construct of apparel online co-design experience with .82 of its variances explained by the four identified variables: Perceived ease of use, enjoyment, social presence, and attitude toward the co-designed product.

The researchers were one of the first to coin the term MC2.0 and conceptualize and identify user perception of MC2.0 features as one important predictor of user attitude towards online apparel co-design experience.

Washington State University:

University:

- Newly promoted Provost, Dr. Dan Bernardo from interim Provost to permanent position. He has been very active in promoting recruitment and retention efforts for faculty and students. <https://news.wsu.edu/2014/04/29/president-names-dan-bernardo-provost-executive-vp/#.VE17nU10yJA>
- Beginning stages of starting a new medical school on the Spokane campus.
- New strategic plan out this year
- New Vice-president of Research, Dr. Chris Keane
<http://officeofresearch.wsu.edu/About.aspx>

College:

- With the departure of Dean Bernardo into the provosts office, we have a new Dean, Dr. Ron Mittelhammer.
<http://cahnr.wsu.edu/leadership/>
- The formation of a new Center for Transformational Learning and Leadership as a hub for all things related to internships, leadership development, and other experiential learning opportunities.
<http://ctl.cahnr.wsu.edu/>

Department:

- Joan Elis assumed the department chair role in May 2013
- The department relocated to newly renovated facilities over the summer of 2014.
 - New spaces include:
 - Three new classrooms equipped with state of the art equipment (computers, projectors, full AV sound, Sypodium and document cameras)
 - Two new product development studios seating 23 each. Includes full class AV and new Bernina 560 machines, 12 sergers machine per space.
 - Includes two new cover stitch machines in one lab.
 - New computer lab with 25 new computers, full class AV.
 - Software includes Lectra CAD, Adobe suite, Microsoft suite
 - Functional apparel and textile teaching and research laboratory including 3D body scanner, sweating hotplate, weather-o-meter, Instron, Thermography, Porometer, Spectrophotometer, Hydrostatic pressure tester, and basic fabric classification equipment
 - New visual merchandising lab with mock retail store fixtures and full class AV
- Hired one new tenure line faculty member, Dr. Debbie Christel and two new instructors.
- Searching for a new tenure line with an expertise in electronic and mobile commerce
- Dr. Hang Liu is developing a process to recycle cotton back into spinnable fiber using environmentally sustainable materials. This represents a shirt-to-shirt approach to environmentally sustainable apparel.

- Drs. Debbie Christel and Linda Bradley have conducted research to determine the needs of post bariatric patients and are in the process of developing post bariatric undergarments to prominent healthy outcomes for post-surgical patients.

Published Written Works:

Bold denotes NCCC065 member.

Book Chapters

Hawley, J. M. (2014). Chapter 15: Textile recycling. In E. Worrell and Markus A. Reuter (Eds.) "Handbook of Recycling: State-of-the-Art for Practitioners, Analysts, and Scientists. Chennai: Elsevier. Received 2014 Publication Award from the International Solid Waste Association at the World Congress in San Paulo, Brazil

Jasper, C.R. & Savikhin Samek, A. (In Press) Improving Charitable Giving in the Developed World. Prepared for "The Use of Field Experiments to Address Developed World Policy Issues," Eds, John List and Robert Metcalfe.

Kim, J., & **Kim, M.** (2014). The Power of Consumers in the Process of Value Co-creation. In J. Kandampully (Ed.), *Customer Experience Management: Enhancing Experience and Value Through Service Management* (pp. 153-164). Kendall Hunt.

Journal Articles

Armstrong, C. M., & **LeHew, M. L. A.** (2014). Barriers and mechanisms to the integration of sustainability in textile and apparel education: Stories from the front line. *Fashion Practice*, 6(1), 59-86.

Armstrong, C. M., & **LeHew, M. L. A.** (2013). A case study in sustainability and fashion education: Adventures on the green. *Journal of Sustainability Education*, 4 (January). Retrieved from http://www.jsedimensions.org/wordpress/content/a-case-study-in-sustainability-and-fashion-education-adventures-on-the-green_2013_02/

Braaten, A.W. and DeLong, M.R. "Shawls of the Germans from Russia: Connections to the Past," *Textile History*, Nov. 2013, 44(2), Maney Publications: London.

Choi, Y., Y. Huang and **B. Sternquist** (2014) The effects of the salesperson characteristics on buyer-seller relationships. *Journal of Business and Industrial Marketing*.

Diddi, S. & Marcketti, S. (2014). The role of museum exhibits in teaching textiles related courses. *Journal of Family and Consumer Sciences*, 106 (1): 47-49.

Faust, V., **Jasper, C.R.**, Kaufman, A., & Nellis, M. (2014). Cooperative Inquiry in Human Ecology: Historical Roots and Future Applications. *Family and Consumer Sciences Research Journal*, 42(3), 267-277.

- Frazier, B., Stoel, L., Niehm, L., & Eckerson, N. (2013). Optimism for new business survival in rural communities: An institutional perspective. *Journal of Small Business and Entrepreneurship*, 26(5), 443-462. DOI: 10.1080/08276331.2013.876761
- Garrin, A., Jablon, S. and Diddi, S. 'Professional development and networking: Cornerstones to graduate student success.
- Ha, S., & Stoel, L. (2014). Designing loyalty programs that matter to customers. *The Service Industries Journal* (2012 ISI SCI Impact Factor 1.017). DOI: 10.1080/02642069.2014.871531
- Ha-Brookshire, J., & Hawley, J. M. (2014). Trends of research published by *Clothing and Textiles Research Journal* (1993-2012) and outlook for future research. *Clothing and Textiles Research Journal*, 32(4), 251-265.
- Ha- Brookshire, J. and Hawley, J. M. (2013). Envisioning the clothing and textile-related discipline for the 21st century: Its scientific nature and domain from the global supply chain perspective. *Clothing and Textiles Research Journal*. 31(1), 17-31 ®
- Hu, H. & Jasper, C.R (2014). The Impact of Consumer Shopping Experience on Consumer Channel Decision. *Academy of Marketing Studies Journal*.
- Hwang, C.H., Lee, Y., Karpova, E. and Diddi, S. 'Don't buy this jacket: Effect of anti-consumption advertisement on consumer attitude and purchase intention of apparel products'. International Textiles and Apparel Association, Charlotte, NC November, 2014.
- Janigo, K. and J. Wu. 2014 (in press). Collaborative redesign of used clothes as a sustainable fashion solution: Exploring consumer involvement and experience for potential business opportunities. *Fashion Practice: The Journal of Design, Creative Process & the Fashion Industry*.
- Jasper, C.R. (2014) Charity and Philanthropic Giving. In Reiboldt W. and Horn Mallers, M. (Ed.) *Consumer Survival: Encyclopedia of Consumer Rights, Safety, and Protection*. New York: ABC-CLIO. Volume 1, 108-111
- Jasper, C.R., Vincenti, V., & Goebel, K.P. (2014, Spring) *The Candle*. Power of Attorney and the Financial Exploitation of Elders: Impact on Families, 95 (1), 14-15.
- Jasper, C.R., & Waldhart, (2014), Internet and Distance Channel Use and European Consumer Complaint Behavior. *The International Review of Retail, Distribution and Consumer Research*, 23(2), 137-151.
- Kang, J-Y. M., K. K. P. Johnson, and J. Wu. 2014. Consumer style inventory and intent to social shop online for apparel using social networking sites. *Journal of Fashion Marketing and Management*. 18(3): 301-320.
- Kim, E., & Damhorst, M. L. (2013). U.S. fashion trends in the 1980s: Postmodern and modern styles of dressing of female college students. *International Journal of Costume and Fashion*, 13(2), 65-77.
- Kim, H., & Damhorst, M. L. (2013). Gauging concerns with fit and size of garments among young consumers in online shopping. *Journal of Textile and Apparel, Technology and Management*, 8(3). Available at <http://ojs.cnr.ncsu.edu>

Lennon, S., Lee, J., Kim, M., & Kim, K. P. (2014). Antecedents of Consumer Misbehavior on Black Friday: A Social Responsibility View. *Fashion, Style & Popular Culture*, 1(2), 193-212

Li, Ming & Ellis, J.L. (2014) Consumers' willingness to pay using an experimental auction methodology: Applications to brand equity. *International Journal of Consumer Studies* (38). 435-440

Miller, N. J., Yan, R.-N., & Calamari, S. (2014). Occasionally Open Always an Experience: Limiting Store Hours, *International Journal of Retailing and Distribution Management*, 42 (2): 92-105.

Manjeshwar, S, B. Sternquist and L. Good (2013) Decision Making of Retail Buyers: Perspectives from China and India. *Qualitative Marketing Research*. 16 (1). 38-52.

Ruppert-Stroescu, M. and Hawley, J. M. (2014). A typology for creativity in fashion design and development. *Fashion Practice: The Journal of Design, Creative Process & the Fashion Industry*. Bloomsbury. 6(1), 9-36. ®

Southworth, S., & Kim, M. (2014). Marketing strategies to alleviate risk and build trust for emerging online brands: Case of an Asian cosmetic brand entering into the US. *Journal of Digital and Social Media Marketing*, 2(1), 79-90.

Vincenti, V., Browne, L., Betz-Hamilton, A., Jasper, C.R. (In Press) Secrecy and Elder Power of Attorney Financial Exploitation Within the Family System. *Journal of Consumer Education*.

Watchravesringhan, K., Hodges, N., Yurchisin, J., Hegland, J., Karpova, E., Marcketti, S., Yan, R.-N. (2013, March). Modeling entrepreneurial career intentions among undergraduate Students: An examination of the moderating role of entrepreneurial knowledge and skills. *Family & Consumer Science Research Journal*, 41, (3), 325-342. (Awarded Best Paper in Apparel Category)

Wu, J., J.Y. Kang, C. Damminga, H-Y. Kim and K.P.K. Johnson. 2014 (in press). MC 2.0: Testing an apparel co-design experience model. *Journal of Fashion Marketing and Management*. 19(1).

Yoo, J., & Kim, M. (2014). The effects of online product presentation on consumer responses: Mental imagery perspective. *Journal of Business Research*, 67(11), 2464-2472.

Yoo, J., & Kim, M. (2014). The effects of home page design on consumer responses: Moderating role of brand familiarity and centrality of visual product aesthetics. *Computers in Human Behavior*, 38, 240-247.

Yu, U., Kozar, J. M., & Damhorst, M. L. (2013). Influence of multiple age identities on social comparison, body satisfaction, and appearance self-discrepancy for women across the life span. *Family and Consumer Sciences Research Journal*, 41(4), 375-392.

Encyclopedia Entries

Jasper, C.R. (2014) The Jungle. In Reiboldt, W. and Horn Maller, M. (Ed.) *Consumer Survival: Encyclopedia of Consumer Rights, Safety, and Protection*. New York: ABC-CLIO. Volume 2, 545-547

Jasper, C.R. (2014) American Council of Consumer Interests. In Reiboldt, W. and Horn Maller, M. (Ed.) *Consumer Survival: Encyclopedia of Consumer Rights, Safety, and Protection*. New

York: ABC-CLIO. Volume 1, 18-20

Wu, J. 2014 (in press). Cheongsam. In *The encyclopedia of ethnic clothing in the United States*. AltaMira Press.

Wu, J. 2014 (in press). Mao Suit. In *The encyclopedia of ethnic clothing in the United States*. AltaMira Press.

Master's Theses:

Das, D. (2013, July). Exploration of the unique firm resources described by Indian apparel export firms for their competitive advantages. Unpublished master's thesis. University of Missouri.

Davis, L. (2013). *African American women's use of cosmetics products in relation to their attitudes and self-identity* (Unpublished masters thesis). Iowa State University, Ames.

Lee, Y. (2014). *Older women's experiences with online apparel shopping* (unpublished masters thesis). Iowa State University, Ames.

Link, S. (2013). A Case Study of the Garrobo Project. *Unpublished Master's Thesis*. University of Missouri.

Sheng-chen Lin (2013). The role of values in purchase intention of organic apparel. Unpublished master's thesis. Washington State University. Ellis, committee chair.

Shin, E. (2013). *Exploring consumers' fit perception and satisfaction with apparel fit in general* (Unpublished masters thesis). Iowa State University, Ames.

Dissertations:

Bhaduri, G. (2014, May). Perfect or Imperfect Match: Impact of Brand Schema, Information Transparency and Source of Claim on Apparel Brand's Sustainability Claims. Unpublished Doctoral Dissertation.

Grotts, A. (July, 2014). Our Own Worst Enemy: A Case Study of the Etsy Craft Entrepreneurship Program in Rockford, Illinois. Unpublished Doctoral Dissertation. University of Missouri, Columbia.

Hwang, J. (2013). *Fashion designers' decision-making process: The influence of cultural values and personal experience in the creative design process* (Unpublished doctoral dissertation). Iowa State University, Ames. (co-chair with Eulanda Sanders)

Jones, K. (July, 2014). Looking at Fashion Through Green-Colored Glasses: A Multimodal Critical Discourse Analysis of Vogue's Sustainable Fashion Editorials. Unpublished Doctoral Dissertation. University of Missouri, Columbia.

Park, B. (2014). Millennial consumers' cause-related product purchase decision-making process and the influence of social media. Unpublished Dissertation, The Ohio State University [Advisor-L. Stoel].

Ridgway, J. (July, 2014). Women's Self Perceptions: An Exploratory Study of Optical Illusion Garments. Unpublished Doctoral Dissertation. University of Missouri, Columbia.

Scientific and Outreach Oral Presentations.

Include workshops, colloquia, conferences, symposia, and industry meetings in which you presented and/or organized. See below for formatting. **Bold** indicates NCCC065 member.

Armstrong, C. M., **Hawley, J.**, Hiller Connell, K. Y., **LeHew, M. L. A.**, & Ruppert-Stroescu, M. (2013). Fashion detox: The sustainable living challenge [Abstract]. *Proceedings of the FASHION and Social Responsibility Symposium*. University of Minnesota, St. Paul, MN.

Braaten, A.W. "Hastings Needle Work: A Business in Context," The LeDuc Historic Estate, June 28, 2014, Hastings, MN.

Braaten, A.W. "The Artistry of Hastings Needle Work" to Designing Quilters, Oct. 3, 2013 in Fargo, ND.

Braaten, A.W. "Support and Structure: Undergarments through History," North Dakota Chapter of the Daughters of the American Revolution, Nov. 2, 2013, in ERHCC, Fargo, ND.

Braaten, A.W. "Tireless Ambassadors: Hina Dolls from Japan," Fargo-Moorhead Home Economics, Nov. 20, 2013, Fargo, ND.

Davis, L., & **Damhorst, M. L.** (2014, April). *African American women's use of cosmetics products in relation to their attitudes and self-identity*. Paper presented to the Popular Culture Association annual meeting, Chicago, IL.

Ellis, J., **Stoel, L.**, **Chattaraman, V.**, **Damhorst, ML**, **Hawley, J.** **Kim, M.** & **Lennon, S.** (2013). *Research Sampling: Building a Forward Vision*. Special topics session held at the annual meeting of the International Textile and Apparel Association. New Orleans.

Frazier, B., Niehm, L., & **Stoel, L.** (March 2014). Rural social media champions: Drivers of social media use. Oral presentation at American Collegiate Retailing Association (ACRA) 2014 Annual Conference, Dallas, TX.

Grotts, A. and **Hawley, J.** (2013, October 18). Moving beyond tradeoffs: Creating shared value through mutually beneficial relationships. *Proceedings of the International Textile and Apparel Association*, New Orleans, LA.

Ha-Brookshire, J., & **Hawley, J.** (2013, October 18). Research Trend Analysis of Clothing and Textiles Research Journal from the Global Supply Chain Management Perspective, *International Textile and Apparel Association Annual Conference*, New Orleans, USA

Hawley, J. M. and Ha-Brookshire, J. (2013). What Can Clothing and Textile Disciplines Do for Sustainable Development? Abstract submitted to the Fashion And...Symposium. Minneapolis, MN. Paper accepted, not presented due to family emergency.

Hiller Connell, K. Y., Armstrong, C. M., **LeHew, M. L. A.**, Ruppert-Stroescu, M. & **Hawley, J.** (2013). You are doing what? Motivations for fashion acquisition abstinence process.

Proceedings of the International Textile and Apparel Association, 70. Abstract available at <http://www.itaonline.org/>

Hodges, N., Watchravesringkan, K., Yurchisin, J., Childs, M., Karpova, E., Marcketti, S., Hegland, J.E., and Yan, R-N. (2013). Women and Small Apparel Business Ownership: A Cross-cultural Exploration of the Entrepreneurial Experience. *International Textile and Apparel Association Annual Meeting Proceedings #70*, October 2013, New Orleans, LA.

Jones, K. and Hawley, J. (2013, October 18). The house always wins: Designer appointments at historic fashion houses. International Textile and Apparel Association National Conference, New Orleans, LA, USA

Lang, C., Armstrong, C. M., Hiller Connell, K. Y., Ruppert-Stroescu, M., & LeHew, M. L. A. (2014). Fashion detox: The challenges and benefits of consumption abstinence among college students. [Abstract]. *Proceedings of the International Textile and Apparel Association*.

Lee, J.E., & Stoel, L. (March 2014). The effect of tensile price claim on customers' perceptions for online price discounts. Oral presentation at American Collegiate Retailing Association (ACRA) 2014 Annual Conference, Dallas, TX.

Lee, J.E., Kim, P., & Stoel, L. (March 2014). Fast fashion retailers: Online retail internationalization. Oral presentation at American Collegiate Retailing Association (ACRA) 2014 Annual Conference, Dallas, TX.

Lee, J. (2014, February). What Will Make Consumers Reward or Punish a Company? International Conference on Education and Social Sciences Proceedings. Istanbul, Turkey.

LeHew, M. L. A., Armstrong, C. M., Hiller, K. Y. (2013). Infusing Environmental Sustainability into Textile and Apparel Curriculum: Professional Development Needs for a Discipline in Transition. *Proceedings of the International Textile and Apparel Association, 70*. Abstract available at <http://www.itaonline.org/>

LeHew, M. L. A., Armstrong, C. M., Hiller, K. Y., Hustvedt, G., & Anderson, B. (2013). Making climate change a functioning thread in the baccalaureate curriculum: Transforming fiber, textiles, and clothing education. *NACTA Journal, 57* (Supplement 1), 92. Abstract retrieved from <http://www.nactateachers.org/vol-57-nacta-journal-abstracts.html>

Lennon, S., Lee, J., Kim, M., & Johnson, K.K.P. (October 2013). Men (and women) shopping on the darkside: Consumer misbehavior on Black Friday. Paper presented at the *International Textiles and Apparel Association Annual Meeting*, New Orleans, LA.

Leonas, K., Boorady, L., Bye, M., Hawley, J., Miller, N. (2013, October 18) Special Topics. Getting Tenure. Special Topics presented at at International Textile and Apparel Association annual meeting, New Orleans, LA.

Mamp, M., & Damhorst, M. L. (2013, October). *The art and Bohemian character of Ethel Wallace*. Paper presented at International Textile and Apparel Association annual meeting, New Orleans, LA.

Miller, N.J., Besser, T. L, and Hughes, A. 'Small sized retailer's strategies for operating in small sized communities: Examining Networked versus non-networked firms'. American Collegiate Retailing Association Dallas, TX. March 26-29, 2014.

Mukumbi, K. and B. Sternquist (2014) Drivers of Corporate Sustainability Investment among Retailers and Food Manufacturers: Evidence from the U.S., Europe and Africa. Proceedings of Academy of International Business, Vancouver, Canada.

Perry, A. L., Damhorst, M. L., & Ogle, J. P. (2013, October). *The relationship among weight controllability, weight-based stereotypes and attitudes, and weight loss behaviors*. Paper presented at International Textile and Apparel Association annual meeting, New Orleans, LA.

Perry, A. L., Lee, J., Li, R., & Damhorst, M. L. (2013, October). *Image, social role and social weight of Chinese women on the covers of Popular Cinema from 1950 to 2012*. Paper presented at International Textile and Apparel Association annual meeting, New Orleans, LA.

Seo, M., Kim, M., & Lee, H. (October 2014). Domestic Manufacturing Strategy and Business Performance: The Small Manufacturing Fashion Firm's Perspective. *International Textiles & Costume Culture Congress*, Jeonjoo, Korea.

Sohn, M., Ha-Brookshire, J., Balakrishnan, B., D'Souza, N., Hawley, J., Parsons, J., & Stealey, J. (2013, October 17). *Interdisciplinary Teaching Strategy: Creating Digital/Virtual Student Project Showcases*. Oral presentation at the International Textiles and Apparel Association Conference, New Orleans, Louisiana.

Song*, S., & Kim, M. (October 2013). Strategies for Building Brand Equity for Unfamiliar Companies. Paper presented at the *International Textiles and Apparel Association Annual Meeting*, New Orleans, LA.

Sternquist, B. (20014) Strategic International Retail Expansion (SIRE). Proceedings of Academy of International Business, Vancouver, Canada

Watchravesringhan, K., Hodges, N., Yurchisin, J., Hodges, N., Watchravesringkan, K., Yurchisin, J., Childs, M., Karpova, E., Marcketti, S., Hegland, J., and Yan, R-N. Women and Small Apparel Business Ownership: A Cross-cultural Exploration of the Entrepreneurial Experience.

Williams, Johnson, K.K, Gloria and Jasper, C.R. (2014, November 14). Special Topics Session: Biographies and Legacies of Textile and Clothing Scholars: Methods and Substance. Panel presented at the annual meeting of the International Textile & Apparel Association. Charlotte, NC.

Yoo, J., & Kim, M. (October 2013). Factors affecting initial trust in an online shopping. Paper presented at *the International Textiles and Apparel Association Annual Meeting*, New Orleans, LA.

Other Creative Work
South Dakota State University

Hodges, N., Watchravesringkan, K., Yurchisin, J., **Hegland, J.E.**, Karpova, E., Marcketti, S., and Yan, R. (2013). Internet-based learning modules developed for use by textiles and apparel faculty and focused on small and medium sized businesses. Seven different modules include active, problem-based learning activities, case studies, lectures, and videos designed to integrate global learning into existing courses. Modules include: (1) *Professional Development*, (2) *Supply Chain*, (3) *Retailing*, (4) *Merchandising*, (5) *History and Culture*, (6) *Consumer Behavior*, and (7) *Product Development*. Website address: [to be determined]

Wu, J. 2014. Wall of Design: University of Minnesota's College of Design. Part of the Walking Gallery in the Minneapolis Downtown Cultural District.

Fund Leveraging

Specifically, collaborative grants between stations and members.

Sternquist, B. Koo Foundation G

Manikowske, L., Lyons, N., **LeHew, M.**, & Bennur, S. (2013). *Outcomes of Graduates of Master of Science in Merchandising GP-IDEA Program*. Grant funding from Great Plains Distance Education Alliance. Team project with KSU, UN-L, and SDSU. Amount funded \$14,900.

Chinese clothing designers: A systems perspective, Imagine Fund, Mcknight Foundation, UMN. Jul. 2014-Jun. 2017: \$5,000

Minnesota Agricultural Experiment Station Projects (Supports partial salary and graduate research assistant each year): Co-Designing Apparel Merchandise Presentation using 3D Technology: Exploring a New Paradigm of Experiential Visual Merchandising. Oct. 2012-Oct. 2015

Mizzou Advantage funds were used to host an intercollegiate visioning conference in Sedona during June, 2014. Projected outcomes include a special topics session at the 2014 ITAA meeting, monograph, and special issue of CTRJ. Participating schools include:

- Colorado State University
- Iowa State University
- Oregon State University
- University of Hawaii
- University of California-Davis
- University of Minnesota
- University of Missouri
- University of Nebraska
- University of North Texas
- University of Rhode Island

Other Relevant Accomplishments and Activities

Dr. Sonali Diddi, recent Iowa State University graduate, joined the Department of Design and Merchandising. She is now the state representative on this project. Her background is in apparel industry environmental and sustainable practices.

Dr. Nancy Miller was named a Fellow for the International Textiles and Apparel Association, November 2014.

Mary Lynn Damhorst, Iowa State University, Initiated the International Textile and Apparel Association ad hoc Online Conference Committee. The committee will examine ways to make annual conferences available online so that presentations and posters can be viewed after the conference takes place. This will expand access to scholarly content.

The University of Missouri is in flux with a newly hired Chancellor, a search in progress for a new Provost, and three current dean positions open. Stephen Jorgensen, Dean of the College of Human Environmental Sciences has announced his retirement effective August, 2015 but a search committee has not yet been formed. The Department of Textile and Apparel Management is currently searching for a assistant/associate professor for product development.

Dr. Jana Hawley was named ITAA Fellow for 2013.

APPENDIX: Station Reports—Organized by State

Colorado State University

NCCC065 Project Station Report

Respectfully Submitted by: Nancy Miller and Sonali Diddi

1. Impact Nugget: A concise statement of advancements, accomplishments and impacts. (Limit to 1-2 sentences)

Colorado State University co-sponsored the first Colorado Apparel Manufacturer Summit, Denver 10/9/14. Over 200 design and manufacturing firms discussed how to support apparel production in Colorado and laid plans for continued discussion.

2. New Facilities and Equipment. Include production areas, sensors, instruments, and control systems purchased/installed.

Colorado State University established a textile nanotechnology Lab and purchased a atomic microscope for the building of nanoparticles in research efforts. Nanotechnology lab projects include medical applications in recognizing infections, extraction of lithium from US lake water, and tracking of water in fracking processes.

Colorado State University is near completion on an expansion and renovation of the Avenir Museum of Design and Merchandising building project. Conservation and storage control systems have been purchased and over 20,000 historical artifacts will be returned to the building.

3. Unique Project Related Findings. List anything noteworthy and unique learned this year.

Colorado State University's, Drs. Nancy Miller and Ruoh-Nan Yan measured Millennial student's perceptions of product manufacturing origins. Three hundred CSU students participated in this exploratory study with findings suggesting strong relationships exist among product traditional attributes, such as price and style, and social cause oriented attributes, such as environmental concerns and working conditions, and the five consumption values pertaining to function, emotion, condition, social and epistemic.

Findings of a study by Dr. Sonali Diddi at Colorado State University revealed that consumers' knowledge of environmental issues in the apparel industry, moral norms, expectations of ethical behavior, attitudes towards patronizing apparel retail brands engaged in Corporate Social Responsibility (CSR) were all important predictors of U.S. consumers' intentions to patronize socially responsible apparel retail brands. An important theoretical contribution of this study was that it supported previous research that indicated extending the theory of

reasoned action and theory of planned behavior to include measures of values and moral norms in ethical. Findings from this study provided an understanding of the significant roles of universalism values and moral norms in consumers' attitude formation, expectations and patronage intentions for apparel products.

Collaborative research conducted by NCCC65 members from Colorado, Washington, and Nebraska provided insights to building success for students in the fields of merchandising. Qualitative data from 23 industry professionals offered suggestions for shaping curriculum that will generate graduates who can be successful in a variety of positions with the global textile and apparel industry complex.

4. Accomplishment Summaries. Draft one to three short paragraphs (2 to 5 sentences each) that summarize research or outreach accomplishments that relate to the project objectives. Please use language that the general public can readily comprehend.

NCCC065 Project Objective 1: provide opportunities for scholars to identify emerging issues, develop mutual research interests, build collaborative research partnerships, and share/critique research ideas on Social Change in the Marketplace.

2014 Activities of NCCC065 Members to address Objective 1:

- Submission May 2014 - AFRI Agriculture Economics and Rural Communities Program Area 4, Entrepreneurship, Technology, and Innovation Conference Proposal.
Enhancing Opportunities for Bringing Textile and Apparel Manufacturing to Rural America. Not Funded

Specific objectives of this conference were to:

- 5) underscore the multiplier effect that entrepreneurship and manufacturing innovation has on productivity gains, economic growth, and standards of living;
 - 6) provide demonstrated efforts of recent entrepreneurial start-ups or refocused manufacturing;
 - 7) build networks of researchers, educators, practitioners, political officers, and community leaders to continue the discussions; and
 - 8) stimulate development of rural businesses that contribute to US productivity and increase manufactured exports.
- Examination of significant social change in the marketplace - How one company is meeting consumer demand for US made products by producing and retailing from regenerated buildings in mid-town Detroit.
 - 4) On-site interactions at Shinola production, corporate offices, and two retail facilities
 - 5) Facilitating a focused discussion about this company's success/challenges, national consumer response, employment growth, and the overall impact on Detroit's economic revitalization.
 - 6) Findings will provide comparative conference information as to how small business creation and expansion can serve as the engine of economic growth in rural areas.

4 or 5. Impact Statements. Please draft 2 or 3 impact statement summaries related to the project objectives. Statements should be quantitative when possible and be oriented towards the general public. This is perhaps the most difficult yet most important part of the report.

The results of Diddi's study presented valuable insights for apparel retail brands engaged in CSR or planning to incorporate CSR policies in their corporate agenda. Findings suggested that apparel retailers, whenever possible, should integrate CSR related information in their strategic marketing activities to increase consumer awareness of existing socially responsible business practices, which in turn will enhance brand image.

Textile and apparel manufacturers across Colorado became aware of common challenges facing further development of their industries. They have agreed to work together to seek solutions and advance awareness of the potential breadth and depth of production across the state. Both long standing companies and new entrepreneurial companies recognized the value of exchanging ideas. Having assisted in launching the first Apparel Manufacturing Summit, Colorado State University will facilitate development of this exchange.

5 or 6. Published Written Works. Include scientific publications, trade magazine articles, books, posters, websites developed, and any other relevant printed works produced. Please use the formatting in the examples below.

Miller, N. J., Yan, R.-N., & Calamari, S. (2014). Occasionally Open Always an Experience: Limiting Store Hours, *International Journal of Retailing and Distribution Management*, 42 (2): 92-105.

Diddi, S. & Marcketti, S. (2014). The role of museum exhibits in teaching textiles related courses. *Journal of Family and Consumer Sciences*, 106 (1): 47-49.

6 or 7. Scientific and Outreach Oral Presentations. Include workshops, colloquia, conferences, symposia, and industry meetings in which you presented and/or organized. See below for formatting.

Miller, N.J., Besser, T. L, and Hughes, A. 'Small sized retailer's strategies for operating in small sized communities: Examining Networked versus non-networked firms'. American Collegiate Retailing Association Dallas, TX. March 26-29, 2014.

Hwang, C.H., Lee, Y., Karpova, E. and Diddi, S. 'Don't buy this jacket: Effect of anti-consumption advertisement on consumer attitude and purchase intention of apparel products'. International Textiles and Apparel Association, Charlotte, NC November, 2014.

Garrin, A., Jablon, S. and Diddi, S. 'Professional development and networking: Cornerstones to graduate student success.

8. Fund leveraging, specifically, collaborative grants between stations and members.

Members of NCCC065 submitted a proposal May 2014 to AFRI's Foundational Program, Agriculture Economics and Rural Communities Program Area 4- Entrepreneurship, Technology, and Innovation.

"Entrepreneurship, Technology, and Innovation Conference: Enhancing Opportunities for Bringing Textile and Apparel Manufacturing to Rural America." Not funded.

8 or 9. Other relevant accomplishments and activities.

Dr. Sonali Diddi, recent Iowa State University graduate, joined the Department of Design and Merchandising. She is now the state representative on this project. Her background is in apparel industry environmental and sustainable practices.

Dr. Nancy Miller was named a Fellow for the International Textiles and Apparel Association, November 2014.

Iowa State University
NCCC065 Project Station Report
Respectfully Submitted by Mary Lynn Damhorst

1. Impact Nugget: A concise statement of advancements, accomplishments and impacts. (Limit to 1-2 sentences)

2. New Facilities and Equipment. Include production areas, sensors, instruments, and control systems purchased/installed.

Textile science and product development facilities are expanding due to Lloyd endowed chair position: Installation of ISU Apparel, Merchandising, and Design comfort lab equipment completed. Space identified and testing equipment for new textile and product development lab ordered.

Apparel design studio lab completed in fall 2013.

General approval for the Main Street Business Incubator project, developed by Linda Niehm and Eulanda Sanders, has been acquired from administration. Plans for location of the center are under revision.

3. Unique Project Related Findings. List anything noteworthy and unique learned this year.

Identified statistics expert to appear in short film on latent growth modeling.

4. Accomplishment Summaries. Draft one to three short paragraphs (2 to 5 sentences each) that summarize research or outreach accomplishments that relate to the project objectives. Please use language that the general public can readily comprehend.

4. Impact Statements. Please draft 2 or 3 impact statement summaries related to the project objectives. Statements should be quantitative when possible and be oriented towards the general public. This is perhaps the most difficult yet most important part of the report.

5. Published Written Works. Include scientific publications, trade magazine articles, books, posters, websites developed, and any other relevant printed works produced. Please use the formatting in the examples below.

Journal articles:

Kim, E., & Damhorst, M. L. (2013). U.S. fashion trends in the 1980s: Postmodern and modern styles of dressing of female college students. *International Journal of Costume and Fashion*, 13(2), 65-77.

Kim, H., & Damhorst, M. L. (2013). Gauging concerns with fit and size of garments among young consumers in online shopping. *Journal of Textile and Apparel, Technology and Management*, 8(3). Available at <http://ojs.cnr.ncsu.edu>

Yu, U., Kozar, J. M., & Damhorst, M. L. (2013). Influence of multiple age identities on social comparison, body satisfaction, and appearance self-discrepancy for women across the life span. *Family and Consumer Sciences Research Journal*, 41(4), 375-392.

Proceedings:

Mamp, M., & Damhorst, M. L. (2013). The art and Bohemian character of Ethel Wallace [Abstract]. *ITAA Proceedings*. Available at <http://www.itaonline.org>

Perry, A. L., Damhorst, M. L., & Ogle, J. P. (2013). The relationship among weight controllability, weight-based stereotypes and attitudes, and weight loss behaviors [Abstract]. *ITAA Proceedings*. Available at <http://www.itaonline.org>

Perry, A. L., Lee, J., Li, R., & Damhorst, M. L. (2013). Image, social role and social weight of Chinese women on the covers of *Popular Cinema* from 1950 to 2012 [Abstract]. *ITAA Proceedings*. Available at <http://www.itaonline.org>

Master's Theses:

Lee, Y. (2014). *Older women's experiences with online apparel shopping* (unpublished masters thesis). Iowa State University, Ames.

Davis, L. (2013). *African American women's use of cosmetics products in relation to their attitudes and self-identity* (Unpublished masters thesis). Iowa State University, Ames.

Shin, E. (2013). *Exploring consumers' fit perception and satisfaction with apparel fit in general* (Unpublished masters thesis). Iowa State University, Ames.

Dissertations:

Hwang, J. (2013). *Fashion designers' decision-making process: The influence of cultural values and personal experience in the creative design process* (Unpublished doctoral dissertation). Iowa State University, Ames. (co-chair with Eulanda Sanders)

6. Scientific and Outreach Oral Presentations. Include workshops, colloquia, conferences, symposia, and industry meetings in which you presented and/or organized. See below for formatting.

Davis, L., & Damhorst, M. L. (2014, April). *African American women's use of cosmetics products in relation to their attitudes and self-identity*. Paper presented to the Popular Culture Association annual meeting, Chicago, IL.

Mamp, M., & Damhorst, M. L. (2013, October). *The art and Bohemian character of Ethel Wallace*. Paper presented at International Textile and Apparel Association annual meeting, New Orleans, LA.

Perry, A. L., Damhorst, M. L., & Ogle, J. P. (2013, October). *The relationship among weight controllability, weight-based stereotypes and attitudes, and weight loss behaviors*. Paper presented at International Textile and Apparel Association annual meeting, New Orleans, LA.

Perry, A. L., Lee, J., Li, R., & Damhorst, M. L. (2013, October). *Image, social role and social weight of Chinese women on the covers of Popular Cinema from 1950 to 2012*. Paper presented at International Textile and Apparel Association annual meeting, New Orleans, LA.

7. Fund leveraging, specifically, collaborative grants between stations and members.

Am working with an interdisciplinary team from kinesiology, psychology, and apparel sciences to examine use of body scans in weight/health management programs for female college freshmen who are overweight or obese. We are examining how body scans can be used to increase motivation and involvement in longitudinal programs that increase moderate exercise behaviors. An NIH R-22 grant application is in progress.

Am working with colleagues at Colorado State and Washington State Universities to develop a grant proposal to the American Society for Metabolic and Bariatric Surgery for development of an information website for friends and family of bariatric patients. The need for the website was identified in interviews of bariatric patients.

8. Other relevant accomplishments and activities.

Initiated the International Textile and Apparel Association ad hoc Online Conference Committee. The committee will examine ways to make annual conferences available online so that presentations and posters can be viewed after the conference takes place. This will expand access to scholarly content.

Kansas State University
NCCC065 Station Report
Respectfully Submitted by Melody LeHew

1. Impact Nugget: A concise statement of advancements, accomplishments and impacts. (Limit to 1-2 sentences)

Kansas State University hosted a two-day roundtable of textile and apparel educators, environmental science educators and industry professionals. Roundtable objectives were to identify: key environmental sustainability challenges; essential knowledge and skills young professionals need upon entering industry; scientific foundational knowledge underpinning environmental sustainability issues; and effective mechanisms for preparing textile and apparel educators to infuse climate change/environmental science concepts into curriculum.

2. New Facilities and Equipment. Include production areas, sensors, instruments, and control systems purchased/installed.

Kansas State University - nothing to report.

3. Unique Project Related Findings. List anything noteworthy and unique learned this year.

Kansas State University - nothing to report.

4. Accomplishment Summaries. Draft one to three short paragraphs (2 to 5 sentences each) that summarize research or outreach accomplishments that relate to the project objectives. Please use language that the general public can readily comprehend.

Kansas State University - nothing to report.

4. Impact Statements. Please draft 2 or 3 impact statement summaries related to the project objectives. Statements should be quantitative when possible and be oriented towards the general public. This is perhaps the most difficult yet most important part of the report.

Kansas State University - nothing to report.

5. Published Written Works. Include scientific publications, trade magazine articles, books, posters, websites developed, and any other relevant printed works produced. Please use the formatting in the examples below.

Armstrong, C. M., & LeHew, M. L. A. (2014). Barriers and mechanisms to the integration of sustainability in textile and apparel education: Stories from the front line. *Fashion Practice*, 6(1), 59-86.

Armstrong, C. M., & LeHew, M. L. A. (2013). A case study in sustainability and fashion education: Adventures on the green. *Journal of Sustainability Education*, 4 (January). Retrieved from http://www.jsedimensions.org/wordpress/content/a-case-study-in-sustainability-and-fashion-education-adventures-on-the-green_2013_02/

6. Scientific and Outreach Oral Presentations. Include workshops, colloquia, conferences, symposia, and industry meetings in which you presented and/or organized. See below for formatting.

Armstrong, C. M., Hustvedt, G., Hiller Connell, K. Y., LeHew, M. L. A., & Anderson, B. G. (2014). The implicit nature of holistic sustainability education: The student perspective at Green Mountain College. [Abstract]. *Proceedings of the Association for the Advancement of Sustainability in Higher Education*. (forthcoming)

Lang, C., Armstrong, C. M., Hiller Connell, K. Y., Ruppert-Stroescu, M., & LeHew, M. L. A. (2014). Fashion detox: The challenges and benefits of consumption abstinence among college students. [Abstract]. *Proceedings of the International Textile and Apparel Association*. (forthcoming)

LeHew, M. L. A., Armstrong, C. M., Hiller, K. Y. (2013). Infusing Environmental Sustainability into Textile and Apparel Curriculum: Professional Development Needs for a Discipline in Transition. *Proceedings of the International Textile and Apparel Association*, 70.

Abstract available at <http://www.itaonline.org/>

Hiller Connell, K. Y., Armstrong, C. M., LeHew, M. L. A., Ruppert-Stroescu, M. & Hawley, J. (2013). You are doing what? Motivations for fashion acquisition abstinence process. *Proceedings of the International Textile and Apparel Association, 70*. Abstract available at <http://www.itaonline.org/>

Armstrong, C. M., Hawley, J., Hiller Connell, K. Y., LeHew, M. L. A., & Ruppert-Stroescu, M. (2013). Fashion detox: The sustainable living challenge [Abstract]. *Proceedings of the FASHION and Social Responsibility Symposium*. University of Minnesota, St. Paul, MN.

LeHew, M. L. A., Armstrong, C. M., Hiller, K. Y., Hustvedt, G., & Anderson, B. (2013). Making climate change a functioning thread in the baccalaureate curriculum: Transforming fiber, textiles, and clothing education. *NACTA Journal, 57* (Supplement 1), 92. Abstract retrieved from <http://www.nactateachers.org/vol-57-nacta-journal-abstracts.html>

7. Fund leveraging, specifically, collaborative grants between stations and members.

Kansas State University - nothing to report.

8. Other relevant accomplishments and activities.

Kansas State University - nothing to report.

Michigan State University
NCCC065 Station Report
Respectfully Submitted by Brenda Sternquist

Impact Nugget:

Professional buyers in retail organizations are directly responsible for performing complex functions such as the gatekeeping of consumer choice and the management of inventory, the most important current asset on the retail balance sheet. As retailers move to new foreign markets, they encounter distinct institutional environments, which further complicate buying decisions. There is a gap in the literature on the role of institutional pressures on retail buying strategies.

Accomplishments:

Using the critical incident analysis technique, we analyze successful and unsuccessful decisions of retail buyers in the US, China, India, South Korea and Turkey. Critical incidents are matched with theoretical evidence to generalize the outcome, providing evidence-based decision-making. They can be accessed at

<http://globaledge.msu.edu/industries/retail/resources>, with the

individual videos visible when you select the resource,

<http://globaledge.msu.edu/global-resources/global-best-buying-practices-video-library>.

Impact Statements:

The deliverables are 44 professionally edited short videos (3-6 minutes long) for use in teaching international business, international retailing or retail buying. Funding came from a USDA Challenge Grant.

Format for Published Works (arrange alphabetically):

Refereed Journal Articles

*Choi, Y., Y. Huang and B. Sternquist (2014) The effects of the salesperson characteristics on buyer-seller relationships. *Journal of Business and Industrial Marketing*.

*Manjeshwar, S, B. Sternquist and L. Good (2013) Decision Making of Retail Buyers: Perspectives from China and India. *Qualitative Marketing Research*. 16 (1). 38-52.
Symposium Proceedings

*Mukumbi, K. and B. Sternquist (2014) Drivers of Corporate Sustainability Investment among Retailers and Food Manufacturers: Evidence from the U.S., Europe and Africa. Proceedings of Academy of International Business, Vancouver, Canada.

*Sternquist, B. (2014) Strategic International Retail Expansion (SIRE). Proceedings of Academy of International Business, Vancouver, Canada.

Funding

Sternquist, B. Koo Foundation Grant, Michigan State University \$5,000

North Dakota State University

NCCC065 Station Report

Respectfully Submitted by Jaeha Lee

Unique Project Related Findings:

Vietnamese consumers would purchase from U.S. fashion brands because of perceived product benefits such as brand reputation and trendiness, rather than actual product benefits such as quality and durability. Therefore, U.S. fashion brands should focus on image -building marketing activities to be successful in Vietnam. In addition, Vietnamese consumers look for value-added products when shopping at U.S. fashion brands. Vietnam might be a good market for high-end, U.S.-made clothing.

Benefits of the online graduate program that former graduates identified include job opportunities, receiving salary increases, personal and professional development, as well as earning a degree. Students also valued different perspectives represented and the interaction with individuals from diverse backgrounds; the relevance of diversity in preparing for success in a global industry was noted. Students reported gaining a better understanding of the broad and diverse scope of a merchandising career.

Accomplishments:

A research project has been developed to investigate Vietnamese consumer behaviors and perceptions about foreign fashion brands. Two hundreds and five Vietnamese consumers completed an online survey on importance of product benefits, perceived advantage of U.S. fashion brands over Vietnamese brands and preference for U.S. fashion brands.

Another research have developed to assess online graduate students' experience in collaboration with faculty in other institutions. A multiple-case study technique was used to examine the impact of the Great Plains Interactive Distance Education Alliance (GPIDEA) online graduate program on the professional careers of the 42 students who have graduated from the program since it began in 2005. Twenty-one graduates were interviewed.

Impact Statements:

The majority of Asian consumer studies investigated the two of the world's largest emerging markets, China and India. The North Dakota State University research project provided the U.S. fashion industry with insights into a new emerging market, Vietnam.

The online graduate student experience study enhanced our understanding of the benefits and challenges of offering a successful on-line program. Results will be used to make changes in curriculum and delivery of courses.

Published Written Works:

Refereed Journal Articles

Braaten, A.W. and DeLong, M.R. "Shawls of the Germans from Russia: Connections to the Past," *Textile History*, Nov. 2013, 44(2), Maney Publications: London.

Lennon, S., Lee, J., Kim, M, & Kim K. K. P. (2014). Antecedents of Consumer Misbehavior on Black Friday: A Social Responsibility View. *Fashion, Style & Popular Culture*, 1(2), 193-212

Poster Presentations

Lee, J. (2014, February). What Will Make Consumers Reward or Punish a Company? International Conference on Education and Social Sciences Proceedings. Istanbul, Turkey.

Scientific and Outreach Oral Presentations:

Braaten, A.W. "Hastings Needle Work: A Business in Context," The LeDuc Historic Estate, June 28, 2014, Hastings, MN.

Braaten, A.W. "The Artistry of Hastings Needle Work" to Designing Quilters, Oct. 3, 2013 in Fargo, ND.

Braaten, A.W. "Support and Structure: Undergarments through History," North Dakota Chapter of the Daughters of the American Revolution, Nov. 2, 2013, in ERHCC, Fargo, ND.

Braaten, A.W. "Tireless Ambassadors: Hina Dolls from Japan," Fargo-Moorhead Home Economics, Nov. 20, 2013, Fargo, ND.

Funds

Manikowske, L., Lyons, N., LeHew, M., & Bennur, S. (2013). *Outcomes of Graduates of Master of Science in Merchandising GP-IDEA Program*. Grant funding from Great Plains Distance Education Alliance. Team project with KSU, UN-L, and SDSU. Amount funded \$14,900.

The Ohio State University
NCCC065 Station Report
Respectfully Submitted by Leslie Stoel

1. Impact Nugget: A concise statement of advancements, accomplishments and impacts. (Limit to 1-2 sentences)

Researchers at Ohio State University revealed that the most common type of loyalty program used by retailers, utilitarian, price-focused loyalty programs that offer a discount after repeated purchases, are not salient for many customers because they are not unique and the rewards are not relevant.

An Ohio State researcher, in collaboration with researchers at Iowa State University and Western Michigan University found evidence that survival of small, independently owned retail and service businesses in rural communities depends on local residents' optimism about the success of new businesses, and optimism is a consequence of residents' attitude towards change and local norms dictating the community role of such businesses.

2. New Facilities and Equipment.
None

3. Unique Project Related Findings.

4. Accomplishment Summaries. Draft one to three short paragraphs (2 to 5 sentences each) that summarize research or outreach accomplishments that relate to the project objectives. Please use language that the general public can readily comprehend.

Membership-based loyalty programs have become a common offering by most customer-facing businesses, such as retailers, restaurants, or hotels, seeking to sustain long-term relationships with their customers. However, their success in doing so has been spotty, likely because most programs use only price-oriented rewards. Our results show that to be successful, businesses offering loyalty programs must 1) distinguish their loyalty program from competitors in a way that is meaningful to

customers, and 2) provide loyalty rewards that are relevant to customers. In particular, the typical utilitarian rewards typically provided are not highly salient to many customers.

The presence and survival of independently-owned retail and service businesses plays a key role in the economic health of rural communities. Our research shows that community-level attitudes toward change and local norms regarding the role of small retail and service firms in the community impact local residents' optimism about potential success of new firms and optimism impacts survival of such firms. Community size does impact the effect of attitudes and norms on optimism for survival, such that as community size increases, the influence of attitudes and norms become more important to the likelihood of survival.

4. Impact Statements. Please draft 2 or 3 impact statement summaries related to the project objectives. Statements should be quantitative when possible and be oriented towards the general public. This is perhaps the most difficult yet most important part of the report.

Evidence from our loyalty program research supports a change in knowledge about loyalty program rewards. Loyalty programs that are different and that offer rewards that are relevant to customers are likely to be more effective than one-size-fits-all programs offering primarily utilitarian (price-oriented) rewards. This evidence is valuable to the millions of small business owners across rural communities who offer, or are considering offering loyalty programs for their customers.

Evidence from our rural, small business survival research supports a change in knowledge about the importance of the local social forces on business success and survival. A social environment that welcomes new business start-ups is more likely to foster success and positive attitudes towards change, as well as expectations that retail and service businesses play positive roles in the community are key elements underlying a welcoming social environment. This evidence is valuable to the economic development community because it suggests that a diverse economic base that welcomes both light and heavy industry provides a strong foundation for a robust local economy.

5. Published Written Works.

Ha, S., & Stoel, L. (2014). Designing loyalty programs that matter to customers. *The Service Industries Journal* (2012 ISI SCI Impact Factor 1.017). DOI: 10.1080/02642069.2014.871531

Frazier, B., Stoel, L., Niehm, L., & Eckerson, N. (2013). Optimism for new business survival in rural communities: An institutional perspective. *Journal of Small Business and Entrepreneurship*, 26(5), 443-462. DOI: 10.1080/08276331.2013.876761

6. Scientific and Outreach Oral Presentations.

Frazier, B., Niehm, L., & Stoel, L. (March 2014). Rural social media champions: Drivers of social media use. Oral presentation at American Collegiate Retailing Association (ACRA) 2014 Annual Conference, Dallas, TX.

Lee, J.E., & Stoel, L. (March 2014). The effect of tensile price claim on customers' perceptions for online price discounts. Oral presentation at American Collegiate Retailing Association (ACRA) 2014 Annual Conference, Dallas, TX.

Lee, J.E., Kim, P., & Stoel, L. (March 2014). Fast fashion retailers: Online retail internationalization. Oral presentation at American Collegiate Retailing Association (ACRA) 2014 Annual Conference, Dallas, TX.

7. Fund leveraging, specifically, collaborative grants between stations and members.
None.

8. Other relevant accomplishments and activities.
None.

Refereed Journal Articles

Ha, S., & Stoel, L. (2014). Designing loyalty programs that matter to customers. *The Service Industries Journal* (2012 ISI SCI Impact Factor 1.017). DOI: 10.1080/02642069.2014.871531

Frazier, B., Stoel, L., Niehm, L., & Eckerson, N. (2013). Optimism for new business survival in rural communities: An institutional perspective. *Journal of Small Business and Entrepreneurship*, 26(5), 443-462. DOI: 10.1080/08276331.2013.876761

Presentations & Proceedings

Frazier, B., Niehm, L., & Stoel, L. (March 2014). Rural social media champions: Drivers of social media use. Oral presentation at American Collegiate Retailing Association (ACRA) 2014 Annual Conference, Dallas, TX.

Lee, J.E., & Stoel, L. (March 2014). The effect of tensile price claim on customers' perceptions for online price discounts. Oral presentation at American Collegiate Retailing Association (ACRA) 2014 Annual Conference, Dallas, TX.

Lee, J.E., Kim, P., & Stoel, L. (March 2014). Fast fashion retailers: Online retail internationalization. Oral presentation at American Collegiate Retailing Association (ACRA) 2014 Annual Conference, Dallas, TX.

Other Publications

NA

Association Publications

NA

Dissertations

Park, B. (2014). Millennial consumers' cause-related product purchase decision-making process and the influence of social media. Unpublished Dissertation, The Ohio State University [Advisor-L. Stoel].

Theses

Park, S. (2014). Fair Trade Website Content: Effects of Information Type and Emotional Appeal Type. Unpublished Thesis, The Ohio State University [Advisor-L. Stoel].

Grants Received

External

NA

Internal

NA

Awards

NA

Oregon State University
NCCC065 Station Report
Respectfully Submitted by Minjeong Kim

1. Impact Nugget:

The Oregon State University Advantage was introduced in 2013 and has quickly become known as a one-stop shop to connect businesses with talent pools at the university including high-achieving students and world-class faculty researchers as well as cutting-edge research equipment to drive innovations for the goal of economic progress in Oregon and the nation. The current OSU Advantage Accelerator participants include Bauer Labs LLC, Buybott, FanTogether, Micromolecular structure characterization, OnBoard Dynamics, Multicopter Northwest, Pilki, Valliscor LLC, and Waste3Watergy. In particular, Onboard Dynamics Inc., which is a spin off from the OSU Cascade campus, has secured more than \$3 million to commercialize on-vehicle natural gas compression technology developed by an OSU engineering faculty.

2. New Facilities and Equipment.

In the fall of 2014, College of Business moved into a new building, Austin Hall. Austin Hall includes ten classrooms, a 250-seat auditorium, collaborative team rooms, faculty offices, a behavioral research center and event space. This new building is designed to provide “learning streets” that support growing collaborative works amongst students and faculty.

As part of the efforts to build a more inclusive community for student success, the new classroom building, the Asian and Pacific Cultural Center, the Lonnie B. Hariss Black Cultural Center, and the Student Experience Center are all under construction and open in the Fall 2015.

3. Unique Project Related Findings.

To enhance research competencies, the NCCC065 group began building a database of online resources about research methods.

4. Accomplishment Summaries.

The Campaign for OSU has exceeded its goal of raising \$1 billion on behalf of Oregon State University, raising more than \$1.1 billion. The success of the Campaign allowed the university to add 77 endowed faculty positions and also to establish more than 600 new scholarship and fellowship funds for students.

The College of Public Health and Human Sciences became received CEPH (Council on Education for Public Health) accreditation in June, 2013 and became the State's only accredited college of public health.

The School of Design and Human Environment (SDHE) in the College of Business has completed its first phase of major undergraduate curriculum revisions. As a result, the common design foundation and core curriculum has been built for all students in the School including Apparel Design, Graphic Design, Interior Design, and Merchandising Management. Program-level curriculum revisions were also made and the new curriculum is expected to roll out Fall 2015.

4. Impact Statements.

The School of Design and Human Environment offered its 28th Career Symposium for students in the SDHE. The theme of the 2014 symposium was "Designing for Tomorrow's Business, Innovating Yourself Today." This is a 100% students-led event from theme ideation to final execution of the entire event. Over 350 students from the School attended the symposium and over 60 industry speakers represented over 30 companies. The event gives students an opportunity to listen and learn from the industry's best on how to prepare themselves to enter the industry upon graduation, and gives companies the opportunity to network and recruit eager students ready to enter the industry.

5. Published Written Works.

Book Chapters

Kim, J., & Kim, M. (2014). The Power of Consumers in the Process of Value Co-creation. In J. Kandampully (Ed.), *Customer Experience Management: Enhancing Experience and Value Through Service Management* (pp. 153-164). Kendall Hunt.

Refereed Journal Articles

Yoo, J., & Kim, M. (2014). The effects of online product presentation on consumer responses: Mental imagery perspective. *Journal of Business Research*, 67(11), 2464-2472.

Southworth, S., & Kim, M. (2014). Marketing strategies to alleviate risk and build trust for emerging online brands: Case of an Asian cosmetic brand entering into the US. *Journal of Digital and Social Media Marketing*, 2(1), 79-90.

Yoo, J., & Kim, M. (2014). The effects of home page design on consumer responses: Moderating role of brand familiarity and centrality of visual product aesthetics. *Computers in Human Behavior*, 38, 240-247.

6. Scientific and Outreach Oral Presentations

Seo, M., Kim, M., & Lee, H. (October 2014). Domestic Manufacturing Strategy and Business Performance: The Small Manufacturing Fashion Firm's Perspective. *International Textiles & Costume Culture Congress*, Jeonjoo, Korea.

Song*, S., & Kim, M. (October 2013). Strategies for Building Brand Equity for Unfamiliar Companies. Paper presented at the *International Textiles and Apparel Association Annual Meeting*, New Orleans, LA.

Yoo, J., & Kim, M. (October 2013). Factors affecting initial trust in an online shopping. Paper presented at *the International Textiles and Apparel Association Annual Meeting*, New Orleans, LA.

Lennon, S., Lee, J., Kim, M., & Johnson, K.K.P. (October 2013). Men (and women) shopping on the darkside: Consumer misbehavior on Black Friday. Paper presented at the *International Textiles and Apparel Association Annual Meeting*, New Orleans, LA.

7. Fund leveraging, specifically collaborative grants between stations and members.
8. Other relevant accomplishments and activities.

South Dakota State University
NCCC065 Station Report
Respectfully Submitted by Jane Hegland

South Dakota State University - College of Education and Human Sciences (CEHS) -
Department of Consumer Sciences (DCS)

1. Impact Nugget: A concise statement of advancements, accomplishments and impacts.

Four goals for SDSU's Strategic Plan *Impact 2018* include academic excellence, research and innovation, outreach, and ensure high performance through enhanced financial management and governance systems. State and national benchmarks identify progress made against the strategic plan.

2. New Facilities and Equipment. Include production areas, sensors, instruments, and control systems purchased/installed.

None currently connected to the CEHS at SDSU.

3. Unique Project Related Findings. List anything noteworthy and unique learned this year.

Major University Initiatives:

2014-2015 marks Year 2 of the new strategic plan: Impact 2018.

5. Promote academic excellence through quality programs, engaged learners, and an innovative teaching and learning environment.

6. Generate new knowledge, encourage innovations and promote artistic and creative works that contribute to the public good and result in social, cultural, or economic development for South Dakota, the region, the nation, and the world.
7. Extend the reach and depth of the University by developing strategic programs and collaborations.
8. Secure human and fiscal resources to ensure high-performance through enhanced financial, management, and governance systems.

2014-2015 also marks a transition to decentralized budget model.

College Initiatives:

In summer 2011, College of Education and Human Sciences Leadership established four college-wide initiatives: *Internationalization*, *Sustainability*, *Transformational Learning*, and *Wellness*, and is working to establish and expand efforts in these directions.

Department Initiatives:

The Department of *Consumer Sciences* (CS) includes programs in Interior Design, Apparel Merchandising, Consumer Affairs, Hospitality Management, Aviation; additional undergraduate minors in Events and Facilities Administration, Leadership (LEAD), and Leadership and Management of Nonprofit Organizations (LMNO); and graduate programs in Family Financial Planning and Merchandising. Consumer Sciences is also home to two SDSU Extension Programs: Family Resource Management and Community Development.

Our president has been on a mission to connect faculty who have similar goals and interests through development of scholarly communities; two that I'm involved with are the Design Faculty Initiative and the Management Faculty Initiative. Design faculty at SDSU are situated across the university in 4 departments within 3 different colleges (with Interior Design in my department). In July 2015, ID will leave the department and join the new Division of Design (DoD).

Faculty involved in management-related programs are situated across the university in 5 departments within 4 different colleges (programs in my department include Hospitality Management, Consumer Affairs, Aviation, and the LMNO Minor). By allowing these scholars to continue to function in their home departments / colleges and yet connecting them to like-minded colleagues across the campus - the outcomes for multidisciplinary and cross-disciplinary collaborations in teaching, research, and outreach are amazing, and the logistics for insuring success are complex. These are absolutely worthwhile endeavors that require careful and constant management and leadership as we work across colleges, departments, and disciplines to break down traditional barriers of thought and practice.

A major goal for Impact 2018 is to gain accreditation for all programs that have that potential. In 2013, the Interior Design program was reaccredited and the Aviation program earned initial accreditation. In October 2014, the Hospitality Management program will engage with site visitors who will evaluate readiness for ACPHA Accreditation.

4. Accomplishment Summaries. Draft one to three short paragraphs (2 to 5 sentences each) that summarize research or outreach accomplishments that relate to the project objectives. Please use language that the general public can readily comprehend.

See scholarship outcomes on page #4.

5. Impact Statements. Please draft 2 or 3 impact statement summaries related to the project objectives. Statements should be quantitative when possible and be oriented towards the general public. This is perhaps the most difficult yet most important part of the report.

None noted.

6. Published Written Works. Include scientific publications, trade magazine articles, books, posters, websites developed, and any other relevant printed works produced. Please use the formatting in the examples below.

See listing on page #4.

7. Scientific and Outreach Oral Presentations. Include workshops, colloquia, conferences, symposia, and industry meetings in which you presented and/or organized. See below for formatting.

See listing on page #4.

8. Fund leveraging, specifically, collaborative grants between stations and members.
9. Other relevant accomplishments and activities.

None noted.

Published Works (arrange alphabetically):

Refereed Journal Publication:

Watchravesringhan, K., Hodges, N., Yurchisin, J., Hegland, J., Karpova, E., Marcketti, S., Yan, R-N. (2013, March). Modeling entrepreneurial career intentions among undergraduate Students: An examination of the moderating role of entrepreneurial knowledge and skills. *Family & Consumer Science Research Journal*, 41, (3), 325-342. (Awarded Best Paper in Apparel Category)

Presentation:

Hodges, N., Watchravesringkan, K., Yurchisin, J., Childs, M., Karpova, E., Marcketti, S., Hegland, J., and Yan, R-N. Women and Small Apparel Business Ownership: A Cross-cultural Exploration of the Entrepreneurial Experience.

Other Creative Work:

Hodges, N., Watchravesringkan, K., Yurchisin, J., Hegland, J.E., Karpova, E., Marcketti, S., and Yan, R. (2013). Internet-based learning modules developed for use by textiles and apparel faculty and focused on small and medium sized businesses. Seven different modules include active, problem-based learning activities, case studies, lectures, and videos designed to integrate global learning into existing courses. Modules include: (1) *Professional Development*, (2) *Supply Chain*, (3) *Retailing*, (4) *Merchandising*, (5) *History and Culture*, (6)

Consumer Behavior, and (7) Product Development. Website address: [to be determined]

Peer Reviewed Abstract:

Hodges, N., Watchravesringkan, K., Yurchisin, J., Childs, M., Karpova, E., Marcketti, S., Hegland, J.E., and Yan, R-N. (2013). Women and Small Apparel Business Ownership: A Cross-cultural Exploration of the Entrepreneurial Experience. *International Textile and Apparel Association Annual Meeting Proceedings #70*, October 2013, New Orleans, LA.

University of Kentucky

NCCC065 Station Report

Respectfully submitted by Scarlet Wesley

College of Agriculture at University of Kentucky has changed its name to the College of Agriculture, Food, and Environment. The college also has a new dean, Nancy Cox, who was the Associate Dean for Research prior to accepting the Dean position.

The Department of Merchandising, Apparel and Textiles (MAT) at the University of Kentucky changed its name to the Department of Retailing and Tourism Management (RTM) with two majors - Merchandising, Apparel and Textiles (MAT) and Hospitality Management and Tourism (HMT). Also this year, the RTM Department created a new Masters in Retailing and Tourism Management with two formal options Merchandising, Apparel and Textiles (MAT) and Hospitality Management and Tourism (HMT). With this new master's degree, students are given the option of completing a thesis or doing an industry internship. The RTM Department now has a permanent department chair after operating several years with an interim chair. The RTM Department has two open positions this year, a tenure track faculty position in the Merchandising, Apparel and Textiles area and an academic coordinator that will work with the undergraduate program and teach one undergraduate course per semester.

The Department of Retailing and Tourism Management has continued to pursue sustainable activities within the department. For the 6th year, MAT participated in Cotton Inc.'s program From Blue to Green denim drive. The denim collected from this drive is used to produce insulation used in Habitat for Humanity homes. The Department of Retailing and Tourism Management through the efforts of the MAT Club and students were able to collect enough denim to insulate over 18 homes this year.

The RTM Department has continued to work on the UK Plaid Project, a learning experience where student's take the Official Plaid of the University of Kentucky and design products for production and sale. The RTM Department has been able to grant student's travel awards for study abroad experiences using royalty money generated from this project.

The College of Agriculture, Food and Environment recently began a certificate program for undergraduates Distillation Wine and Brewing Studies. The RTM Department will offer a class for the certificate called Kentucky Bourbon Hospitality and Tourism. The bourbon industry makes around a tremendous economic impact in Kentucky. Participation in the program will help our department promote local opportunities for our students.

NC Project Station Report Content:

1. Impact Nugget: A concise statement of advancements, accomplishments and impacts. (Limit to 1-2 sentences)

University of Minnesota has developed recommendations for online apparel retailers to upgrade to mass customization 2.0 (MC2.0), which fosters interactive online communities.

2. New Facilities and Equipment. Include production areas, sensors, instruments, and control systems purchased/installed.

N/A

3. Unique Project Related Findings. List anything noteworthy and unique learned this year.

University of Minnesota findings suggest that users who held positive attitudes toward the co-design experience believed that people who are important to them support their usage of co-design websites and enjoyed the website, intended to use the co-design site in the future. Attitudes toward the co-design experience were found to exert the strongest influence on behavioral intention among all its hypothesized predictors. In comparison, the utilitarian functions of a mass customization website, such as its usefulness and offerings of co-designed products were found not as important to users regarding their intention for future usage of the site.

4. Accomplishment Summaries. Draft one to three short paragraphs (2 to 5 sentences each) that summarize research or outreach accomplishments that relate to the project objectives. Please use language that the general public can readily comprehend.

Building upon the Technology Acceptance Model (TAM) (Davis, 1989), Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA), and research on online co-design researchers at University of Minnesota hypothesized and tested an online apparel co-design experience model. Results uncovered the factors that affected the construct of apparel online co-design experience with .82 of its variances explained by the four identified variables: Perceived ease of use, enjoyment, social presence, and attitude toward the co-designed product.

The researchers were one of the first to coin the term MC2.0 and conceptualize and identify user perception of MC2.0 features as one important predictor of user attitude towards online apparel co-design experience.

4. Impact Statements. Please draft 2 or 3 impact statement summaries related to the project objectives. Statements should be quantitative when possible and be oriented towards the general public. This is perhaps the most difficult yet most important part of the report.

Research at University of Minnesota contributes to theory construction by extending the traditional TAM model to incorporate both the variables "enjoyment" and "social presence" to apply to specific online apparel co-design retail environments. It contributes to the

understanding of a major shift in consumption value regarding online co-design offerings from a utilitarian to an experiential perspective. It can also guide practical decisions relating to enhancing user co-design experience and websites' upgrading to MC2.0.

5. Published Written Works. Include scientific publications, trade magazine articles, books, posters, websites developed, and any other relevant printed works produced. Please use the formatting in the examples below.

Refereed Journal Articles

Wu, J., J.Y. Kang, C. Damminga, H-Y. Kim and K.P.K. Johnson. 2014 (in press). MC 2.0: Testing an apparel co-design experience model. *Journal of Fashion Marketing and Management*. 19(1).

Janigo, K. and J. Wu. 2014 (in press). Collaborative redesign of used clothes as a sustainable fashion solution: Exploring consumer involvement and experience for potential business opportunities. *Fashion Practice: The Journal of Design, Creative Process & the Fashion Industry*.

Kang, J-Y. M., K. K. P. Johnson, and J. Wu. 2014. Consumer style inventory and intent to social shop online for apparel using social networking sites. *Journal of Fashion Marketing and Management*. 18(3): 301-320.

Encyclopedia Entries

Wu, J. 2014 (in press). Cheongsam. In *The encyclopedia of ethnic clothing in the United States*. AltaMira Press.

Wu, J. 2014 (in press). Mao Suit. In *The encyclopedia of ethnic clothing in the United States*. AltaMira Press.

Other Creative Works

Wu, J. 2014. Wall of Design: University of Minnesota's College of Design. Part of the Walking Gallery in the Minneapolis Downtown Cultural District.

6. Scientific and Outreach Oral Presentations. Include workshops, colloquia, conferences, symposia, and industry meetings in which you presented and/or organized. See below for formatting.

Conference Presentation with Published Abstract

Wu, J., J. Wu and N. Yoo. 2014. Communicating store image through atmospherics: An observational study of small fashion boutiques in Minnesota. Fashion and Communication Symposium, St. Paul, MN.

7. Fund leveraging, specifically, collaborative grants between stations and members.

Chinese clothing designers: A systems perspective, Imagine Fund, Mcknight Foundation, UMN. Jul. 2014-Jun. 2017: \$5,000

Minnesota Agricultural Experiment Station Projects (Supports partial salary and graduate research assistant each year): Co-Designing Apparel Merchandise Presentation using 3D Technology: Exploring a New Paradigm of Experiential Visual Merchandising. Oct. 2012-Oct. 2015

8. Other relevant accomplishments and activities.

N/A

University of Missouri
NCCC065 Station Report
Respectfully Submitted by Jana Hawley

1. Impact Nugget: A concise statement of advancements, accomplishments and impacts:

The Department of Textile and Apparel Management (TAM) focuses on all aspects of the global supply chain with regard to textile and apparel products. As the industry is faced with social, economic, technological, political, and environmental challenges, TAM provides timely research that contributes to a better understanding for society and industry. TAM has developed a strong department culture that is committed to preparing students to be innovative leaders in the global textile and apparel supply chain.

2. New Facilities and Equipment. Include production areas, sensors, instruments, and control systems purchased/installed.

TAM facilities are in both Gwynn Hall and Stanley Hall at the University of Missouri. During FY2012-2014, we were in temporary spaces while Gwynn Hall was completed renovated. In January 2014, we moved back into new spaces including the following named spaces made possible from our generous donors:

- Kellwood Apparel Technology Lab
- Dickerson Technology Lab
- Knipschild Design Research Lab
- Fillepello Historic Costume Exhibition Gallery
- Ha-Brookshire Graduate Student Offices

We also received a generous donation to start the Bloch Digital Archives which now holds Stylesight and Sourcing Journal. VogueArchives are currently being acquired. Students and researchers will have access to these sources.

New scholarships include
Payless Endowed Scholarship

3. Unique Project Related Findings. List anything noteworthy and unique learned this year.

Dr. Pamela Norum had an article published in Family and Consumer Research Journal that was picked up by the blogosphere and has made great impact! The article deals with the gap of understanding by millennials in terms of clothing repair and maintenance.

Drs. Ha-Brookshire and Hawley used Mizzou Advantage grant funds to host a *Futuring our Discipline* visioning retreat in Sedona, AZ. The focus was on the future of the textile and apparel industry. Results include a special session at the 2014 annual meeting at ITAA, a monograph of papers, and a special issue for the *Clothing and Textiles Research Journal*.

Drs. Ha-Brookshire and Norum hosted an online global workshop on teaching sustainability.

TAM underwent its 5 year program review in preparation for HLC Accreditation which takes place next year.

Accomplishment Summaries. Draft one to three short paragraphs (2 to 5 sentences each) that summarize research or outreach accomplishments that relate to the project objectives. Please use language that the general public can readily comprehend.

Impact Statements. Please draft 2 or 3 impact statement summaries related to the project objectives. Statements should be quantitative when possible and be oriented towards the general public. This is perhaps the most difficult yet most important part of the report.

Faculty members in Textile and Apparel Management conduct applied research and creative scholarship on various topics across the sustainable global supply chain. The ultimate goal of the Department's research efforts is to solve problems for consumers, industry, government, and society. Ha-Brookshire and Hawley (2013) published the global supply chain management (GSCM) model that identifies research areas across the supply chain. The GSCM model illustrated below shows the wide variety of areas in which faculty could conduct research, and indeed TAM faculty research is reflected across many of the areas in the figure including global sourcing, sustainability, consumer economics, history, branding, cultural, biological, psychological, design, and product development.

Published Written Works. Include scientific publications, trade magazine articles, books, posters, websites developed, and any other relevant printed works produced. Please use the formatting in the examples below.

Peer Reviewed Articles

Ha-Brookshire, J., & Hawley, J. (2014). Trends of research published by *Clothing and Textiles Research Journal* (1993-2012) and outlook for future research. *Clothing and Textiles Research Journal*, 32(4), 251-265.

Ruppert-Stroescu, M. and Hawley, J. M. (2014). A typology for creativity in fashion design and development. *Fashion Practice: The Journal of Design, Creative Process & the Fashion Industry*. Bloomsbury. 6(1), 9-36. ®

Ha- Brookshire, J. and Hawley, J. M. (2013). Envisioning the clothing and textile-related discipline for the 21st century: Its scientific nature and domain from the global supply chain perspective. *Clothing and Textiles Research Journal*. 31(1), 17-31 ®

Chapter in Edited Volume

Hawley, J. M. (2014). Chapter 15: Textile recycling. In E. Worrell and Markus A. Reuter (Eds.) "Handbook of Recycling: State-of-the-Art for Practitioners, Analysts, and Scientists. Chennai: Elsevier. Received 2014 Publication Award from the International Solid Waste Association at the World Congress in San Paulo, Brazil

Dissertations

Jones, K. (July, 2014). Looking at Fashion Through Green-Colored Glasses: A Multimodal Critical Discourse Analysis of Vogue's Sustainable Fashion Editorials. Unpublished Doctoral Dissertation. University of Missouri, Columbia.

Grotts, A. (July, 2014). Our Own Worst Enemy: A Case Study of the Etsy Craft Entrepreneurship Program in Rockford, Illinois. Unpublished Doctoral Dissertation. University of Missouri, Columbia.

Ridgway, J. (July, 2014). Women's Self Perceptions: An Exploratory Study of Optical Illusion Garments. Unpublished Doctoral Dissertation. University of Missouri, Columbia.

Bhaduri, G. (2014, May). Perfect or Imperfect Match: Impact of Brand Schema, Information Transparency and Source of Claim on Apparel Brand's Sustainability Claims. Unpublished Doctoral Dissertation.

Thesis

Link, S. (2013). A Case Study of the Garrobo Project. Unpublished Master's Thesis. University of Missouri.

Das, D. (2013, July). Exploration of the unique firm resources described by Indian apparel export firms for their competitive advantages. Unpublished master's thesis. University of Missouri.

Scientific and Outreach Oral Presentations. Include workshops, colloquia, conferences, symposia, and industry meetings in which you presented and/or organized. See below for formatting.

Papers presented at conferences:

Grotts, A. and Hawley, J. (2013, October 18). Moving beyond tradeoffs: Creating shared value through mutually beneficial relationships. *Proceedings of the International Textile and Apparel Association*, New Orleans, LA.

Jones, K. and Hawley, J. (2013, October 18). The house always wins: Designer appointments at historic fashion houses. International Textile and Apparel Association National Conference, New Orleans, LA, USA

Hiller Connell, K. Y., Armstrong, C. M., LeHew, M. L. A., Ruppert-Stroescu, M., & Hawley, J. (2013, October 16). "You are doing what?" Motivations for fashion acquisition abstinence process [Abstract]. *Proceedings of the International Textile and Apparel Association*, New Orleans, LA.

Sohn, M., Ha-Brookshire, J., Balakrishnan, B., D'Souza, N., Hawley, J., Parsons, J., & Stealey, J. (2013, October 17). *Interdisciplinary Teaching Strategy: Creating Digital/Virtual Student Project Showcases*. Oral presentation at the International Textiles and Apparel Association Conference, New Orleans, Louisiana.

Ha-Brookshire, J., & Hawley, J. (2013, October 18). Research Trend Analysis of Clothing and Textiles Research Journal from the Global Supply Chain Management Perspective, *International Textile and Apparel Association Annual Conference*, New Orleans, USA

Leonas, K., Boorady, L., Bye, M., Hawley, J., Miller, N. (2013, October 18) Special Topics. Getting Tenure.

Ellis, J., Stoel, L., Chattaraman, V., Damhorst, ML, Hawley, J. Kim, M. & Lennon, S. (2013). *Research Sampling: Building a Forward Vision*. Special topics session held at the annual meeting of the International Textile and Apparel Association. New Orleans.

Hawley, J. M. and Ha-Brookshire, J. (2013). What Can Clothing and Textile Disciplines Do for Sustainable Development? Abstract submitted to the Fashion And...Symposium. Minneapolis, MN. Paper accepted, not presented due to family emergency.

Hawley, J. M. and Littrell, M. (2013). Trash or Treasure! Opportunities and Challenges for Artisan Enterprise from Recycled Waste. Abstract submitted to the Fashion And...Symposium. Minneapolis, MN. Paper accepted, not presented due to family emergency.

Armstrong, C., Hawley, J. M., Hiller-Connell, K. and LeHew, M. (April, 2013). Fashion Detox: The sustainable living Challenge. Paper presented at the Fashion And...Symposium. Minneapolis, MN.

Fund leveraging, specifically, collaborative grants between stations and members.

Mizzou Advantage funds were used to host an intercollegiate visioning conference in Sedona during June, 2014. Projected outcomes include a special topics session at the 2014 ITAA meeting, monograph, and special issue of CTRJ. Participating schools include:

- Colorado State University
- Iowa State University
- Oregon State University
- University of Hawaii
- University of California-Davis
- University of Minnesota
- University of Missouri
- University of Nebraska
- University of North Texas
- University of Rhode Island

Other relevant accomplishments and activities. The University of Missouri is in flux with a newly hired Chancellor, a search in progress for a new Provost, and three current dean positions open. Stephen Jorgensen, Dean of the College of Human Environmental Sciences has announced his retirement effective August, 2015 but a search committee has not yet been

formed. The Department of Textile and Apparel Management is currently searching for a assistant/associate professor for product development.

University of Wisconsin-Madison
NCCC065 Station Report
Respectfully Submitted by Cynthia Jasper

Impact Nugget:

On October 22, 2014 the Kohl's Center for Retailing Excellence hosted a conference titled "The Future Perfect Retail Conference!" This year's focus was on technology. National industry experts shared how the latest technological innovations can help retailers better connect with customers, augment their brand's retail experience, cultivate customer loyalty and ultimately drive ROI now and well into the future. Students had the opportunity to learn, problem-solve and network with industry professionals and learn about 2015 internships and job openings.

1. New Facilities and Equipment:

The School of Human Ecology at the University of Wisconsin - Madison established an experimental lab for research on consumer behavior and retailing, financial behavior, and charitable giving. It is housed in the newly designed building, Nancy Nicholas Hall, and is jointly administered with the School of Business. It has the latest computer and eye tracking equipment for experimental studies.

2. Published Written Works:

Jasper, C.R. & Savikhin Samek, A. (In Press) Improving Charitable Giving in the Developed World. Prepared for "The Use of Field Experiments to Address Developed World Policy Issues," Eds, John List and Robert Metcalfe.

Vincenti, V., Browne, L., Betz-Hamilton, A., Jasper, C.R. (In Press) Secrecy and Elder Power of Attorney Financial Exploitation Within the Family System. *Journal of Consumer Education*.

Hu, H. & Jasper, C.R (2014). The Impact of Consumer Shopping Experience on Consumer Channel Decision. *Academy of Marketing Studies Journal*.

Faust, V., Jasper, C.R., Kaufman, A., & Nellis, M. (2014). Cooperative Inquiry in Human Ecology: Historical Roots and Future Applications. *Family and Consumer Sciences Research Journal*, 42(3), 267-277.

Jasper, C.R. (2014) Charity and Philanthropic Giving. In Reiboldt W. and Horn Mellers, M. (Ed.) *Consumer Survival: Encyclopedia of Consumer Rights, Safety, and Protection*. New York: ABC-CLIO. Volume 1, 108-111

Jasper, C.R. (2014) The Jungle. In Reiboldt, W. and Horn Mallers, M. (Ed.) *Consumer Survival: Encyclopedia of Consumer Rights, Safety, and Protection*. New York: ABC-CLIO. Volume 2, 545-547

Jasper, C.R. (2014) American Council of Consumer Interests. In Reiboldt, W. and Horn Maller, M. (Ed.) *Consumer Survival: Encyclopedia of Consumer Rights, Safety, and Protection*. New York: ABC-CLIO. Volume 1, 18-20

Jasper, C.R., Vincenti, V., & Goebel, K.P. (2014, *Spring*) *The Candle*. Power of Attorney and the Financial Exploitation of Elders: Impact on Families, 95 (1), 14-15.

Jasper, C.R., & Waldhart, (2014), Internet and Distance Channel Use and European Consumer Complaint Behavior. *The International Review of Retail, Distribution and Consumer Research*, 23(2), 137-151.

3. Scholarly Presentations:

Williams, Johnson, K.K, Gloria and Jasper, C.R. (2014, November 14). Special Topics Session: Biographies and Legacies of Textile and Clothing Scholars: Methods and Substance. Panel presented at the annual meeting of the International Textile & Apparel

Washington State University
NCCC065 Station Report
Respectfully Submitted by Joan Ellis

University:

- Newly promoted Provost, Dr. Dan Bernardo from interim Provost to permanent position. He has been very active in promoting recruitment and retention efforts for faculty and students. <https://news.wsu.edu/2014/04/29/president-names-dan-bernardo-provost-executive-vp/#.VE17nU10yJA>
- Beginning stages of starting a new medical school on the Spokane campus.
- New strategic plan out this year
- New Vice-president of Research, Dr. Chris Keane
<http://officeofresearch.wsu.edu/About.aspx>

College:

- With the departure of Dean Bernardo into the provosts office, we have a new Dean, Dr. Ron Mittelhammer.
<http://cahnrs.wsu.edu/leadership/>

- The formation of a new Center for Transformational Learning and Leadership as a hub for all things related to internships, leadership development, and other experiential learning opportunities.
<http://ctl.cahnr.wsu.edu/>

Department:

- Joan Elis assumed the department chair role in May 2013
- The department relocated to newly renovated facilities over the summer of 2014.
 - New spaces include:
 - Three new classrooms equipped with state of the art equipment (computers, projectors, full AV sound, Sypodium and document cameras)
 - Two new product development studios seating 23 each. Includes full class AV and new Bernina 560 machines, 12 sergers machine per space.
 - Includes two new cover stitch machines in one lab.
 - New computer lab with 25 new computers, full class AV.
 - Software includes Lectra CAD, Adobe suite, Microsoft suite
 - Functional apparel and textile teaching and research laboratory including 3D body scanner, sweating hotplate, weather-o-meter, Instron, Thermography, Porometer, Spectrophotometer, Hydrostatic pressure tester, and basic fabric classification equipment
 - New visual merchandising lab with mock retail store fixtures and full class AV
- Hired one new tenure line faculty member, Dr. Debbie Christel and two new instructors.
- Searching for a new tenure line with an expertise in electronic and mobile commerce

Select departmental research accomplishments related to social change:

Dr. Hang Liu is developing a process to recycle cotton back into spinnable fiber using environmentally sustainable materials. This represents a shirt-to-shirt approach to environmentally sustainable apparel.

Drs. Debbie Christel and Linda Bradley have conducted research to determine the needs of post bariatric patients and are in the process of developing post bariatric undergarments to prominent healthy outcomes for post-surgical patients.

Outputs

Peer reviewed articles:

Li, Ming & Ellis, J.L. (2014) Consumers' willingness to pay using an experimental auction methodology: Applications to brand equity. *International Journal of Consumer Studies* (38). 435-440

Master thesis:

Sheng-chen Lin (2013). The role of values in purchase intention of organic apparel.

Unpublished master's thesis. Washington State University. Ellis, committee chair.