

Retail Education Today

■ www.acraretail.org

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▼ Ask the expert

How do I integrate sustainability into my course?

Q: I am a new assistant professor with little experience in curriculum development. I want to integrate sustainability into a course that targets a variety of majors, such as business and design. What strategy could I adopt to make the course valuable to students from different academic backgrounds, covering some broad topics while staying focused?

A: Consider adopting an interdisciplinary textbook that will offer a broad understanding of sustainability, such as *The Designer's Atlas of Sustainability* (Thorpe) or *Landmarks for Sustainability* (Visser). This provides a broad, foundational understanding.

Then, require students could conduct research activities about sustainability initiatives and applications relevant to their field.

Develop a mechanism for sharing these, like discussions, debates, Pinterest boards or blogging activities. This takes pressure off of you while engaging students in a field-specific activity. Students will be more receptive to hearing about applications from other fields when it is interrelated with those from their field.

The most important ingredient in course development is ample illustrations of real life, industry applications, whether these are presented by you or the student.

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ACRA's 2012-2013 Initiatives Enhance Member Benefits

▼ President's Report

Dear ACRA member:

I am honored to be chosen as president of ACRA and am working hard with the current board and Claudia Mobley, ACRA's past president, to maintain and improve your ACRA experience.

Among our initiatives are to:

- Increase ACRA's visibility through jointly promoting conferences with other academic organizations.
- Improve our web site. We plan to have members list their research interests and courses regularly taught. This feature will better enable ACRA members find co-authors, work together to increase sample sizes in research studies, and to share teaching ideas. We also are looking at search engine optimization software to increase the number of ACRA Web site hits.
- Strengthen our relationships with major professional organizations such as the NRF, ICSC and others.
- Explore broadening our membership base to include a broader range of faculty and professionals as members.
- Review and enhance the ACRA member value proposition.
- Continue to improve the number and quality of submissions



Barry Berman

to our annual spring academic conference.

Dues notices will be sent via e-mail in October. Please encourage colleagues to join ACRA.

We welcome your ideas and your

participation in making ACRA an even better organization. We also encourage you to contribute material to *Retail Education Today*. On behalf of the current ACRA board, we wish you an enjoyable and productive academic year.

Hoping to seeing "you all" in Nashville at our Spring 2013 academic conference. See the Call for Papers contained in this newsletter.

A final note is one of sadness. Long time ACRA "Hall of Fame" member, Myron Gable, Professor Emeritus of Marketing and Retail Management at Shippensburg University, passed away August 9th. Myron was a good friend, a role model, and a true scholar.

Sincerely,
Barry Berman



▼ RET Call for Papers

Dear ACRA members:

Manveer and I are very excited to be serving ACRA this year as the new editorial team! We would like to take a moment to communicate our vision for the newsletter and discuss some opportunities that will unfold over the next several issues.

Our vision for the newsletter is to continue to pursue the goals of former Editor Jason Carpenter by continuing to enhance the look of the newsletter and also identifying mechanisms to increase the quality of the newsletter's content. Specifically, we seek to improve the quality of the newsletter's content by increasing the number and focus of our peer-reviewed articles and engaging doctoral students in these opportunities. Additionally, we would like to continue to heighten awareness among ACRA members about emerging issues important to the retail industry.



Cosette Armstrong

New Features to RET

The Buzz

Recently attended a retail trade conference? Send us a 200-word synopsis of where you went, who was there, and what the major themes of the conference were!

RET Special Issues

RET will feature a special call for each quarterly issue. Graduate students are especially encouraged to submit for these calls. RET is indexed in Cabell's, offering a platform for students to publish in a refereed publication. Papers should be approximately 1000-4000 words and should be unpublished and non-copyrighted. Papers will undergo a double-blind referee process. The author(s) will retain copyright of their paper. The editor, along with at least one reviewer, will pursue a policy of timely and meaningful review of each

paper. Papers should comply with APA guidelines.

We have determined the following topics for the next three issues. Feel free to suggest a pertinent issue you would like to learn more about for future issues!

December 2012 Special Issue:

Sustainability in the Retail Industry

Deadline for submissions: November 1, 2012

With growing environmental problems sustainability is a critical issue that retailers, marketers, and educators need to address. In the forthcoming issue of Retail Education Today, we invite discourse related to sustainability and seek research articles, teaching articles, and case studies on sustainability in the retail industry and related sectors.

February 2012 Issue:

Retailing in a Global Marketplace

Deadline for submissions: January 1, 2013

Receding trade barriers have

given way to a global marketplace, whereby retailers are no longer constrained to their home countries. More than ever before, retailers are exploring diverse economic and cultural consumer segments across nations. However, catering to a global marketplace introduces unique norms and challenges. In the February issue of Retail Education Today, we invite discourse related to challenges and opportunities of retailing in a global context. RET seeks research articles, teaching articles, and case studies.

May 2012 Issue: Technology in the Retail Industry



Manveer Mann

Deadline for submissions: April 1, 2013

Technology is playing a critical role in gaining market share and attracting consumers in the current retail landscape. Consequently, retailers are increasingly utilizing and streamlining technology for a seamless customer experience across shopping channels. Educators are also devoting more time to technology in their classes, training tomorrow's retailers to effectively utilize technology to connect with customers. In the May issue of Retail Education Today, we invite discourse related to effective use of technology in the retail industry and related sectors. RET seeks research articles, teaching articles, and case studies.

Features that will Change

Ask the Expert

The traditional Ask the Expert feature of the newsletter will now be focused on each month's special topic. Check out this month's Ask the Expert, inspired by our special call for the December issue.

Features that will Continue

Feature Articles

We are always looking for feature articles about innovative teaching or leadership strategies relevant to the retail industry and its sectors. These papers should emphasize issues and topics relevant to faculty in the classroom. These papers will be reviewed by the RET editors for publication.

All RET submissions can be made in Microsoft Word and sent by email to the Editor (cosette.armstrong@okstate.edu) and Associate Editor (rmmann@odu.edu). We look forward to serving you!

Cosette M. Armstrong
Editor

Manveer Mann
Associate Editor

▼ Position Announcements

Assistant/Associate Professor Retail and Consumer Sciences, University of Tennessee

Position: tenure track, nine month salary commensurate with experience and qualifications. Qualifications: Ph.D. required in retailing, consumer behavior, marketing, merchandising or closely related field. Undergraduate and graduate teaching competence/apptitude essential. Success in research and ability to obtain research funding. Experience directing graduate research desirable.

Responsibilities: for teaching and research in retail and consumer sciences. Direct graduate student research. Enhance scholarship through excellent teaching and publishing in top-tier refereed journals. Seek funding opportunities. Maintain active relationships with industry professionals. Participate in planning and coordinating the undergraduate and graduate programs. Teach undergraduate and graduate courses. Advise graduate students. Available: August 1, 2013. Screening of applications begins January 7, 2013 and continue until position is filled.

Send letter of application, curriculum vitae, teaching philosophy and research/scholarly statements, three letters of reference and transcripts to: Dr. Heejin Lim, Search Chair, 1215 W. Cumberland Ave., Retail and Consumer Sciences, University of Tennessee, Knoxville, TN 37996-1911, Phone: 865-974-2141, e-mail: hlim@utk.edu



Assistant/Associate Professor California State Polytechnic University, Pomona

The Apparel Merchandising & Management Department in the College of Agriculture at California State Polytechnic University, Pomona (Cal Poly Pomona) invites applications for a tenure-track position at the rank of Assistant or Associate Professor to begin Fall 2013. Candidates with specializations in textile technology are especially welcomed to apply.

The Position: The new faculty member will develop and teach state-of-the-art undergraduate and graduate classes in one or more of the following areas: textiles, textile technology, digital design for textiles/apparel, emerging technologies and ecommerce for the apparel industry. The position requires excellence in teaching and advising, professional and scholarly achievements, and a commitment to service to the university. The successful candidate will demonstrate leadership potential for the advancement of their area within the department.

▼
**Advertise your position
opening in the next
issue
of *Retail Education
Today!***

Cost: \$100

Includes:

- ▼ Position posting in *Retail Education Today*
- ▼ Position posting on ACRA Web site
- ▼ E-mail blast to membership

Assistant Professor in Apparel Studies University of Arkansas

Applicants whose work incorporates a global perspective and a commitment to diversity in higher education are particularly encouraged to apply.

Assistant Professor in Apparel Studies. There is a minimum expectation of 0.25 FTE dedicated to scholarly research in the workload, with no more than 4 courses per year. This is a 9-month, tenure-track, faculty position beginning August 2013 or until filled.

Job Description: We seek an outstanding individual to teach and conduct innovative research in Apparel Studies in relation to product development and functional design. The individual must develop a strong extramurally-funded research program that addresses the needs in accord with the focus of the Arkansas Agricultural Experiment Station. The successful candidate will also contribute to the instructional programs in Apparel Studies.

▼ Join us in Nashville!

This year's conference will be held at the Gaylord Opryland Resort and Convention Center in the Music city: Nashville, TN! Gaylord Opryland is a landmark Nashville hotel, resting on nine acres of indoor gardens under climate controlled glass atriums with an extraordinary selection of dining, shopping, and recreation options.

Conference Co-Chairs

Ann Fairhurst,
fairhurs@utk.edu
University of Tennessee

Youn-Kyung Kim,
ykim13@utk.edu
University of Tennessee

Accommodations and Conference Fee

Conference fees and hotel rates will be posted in the full conference announcement, forthcoming soon on the ACRA website.

Conference Announcement and Call for Papers

Competitive sessions will consist of presentations of papers that have been accepted following a blind-review process. The deadline for paper submissions is October 31, 2012 and decisions will be provided by December 3, 2012. A number of special sessions will also be presented.

Call for Workshop Proposals

Workshops designed to improve teaching, research, writing or presentation skills are welcome. Additionally, workshops focused on industry topics are also encouraged.

Special Tours

The Conference Co-Chairs are working to put together some great local tours. Potential companies are Dollar General and Tractor Supply.

Best Papers

ONE best paper will be selected from full papers for a \$1000 prize. Two runners up will each receive \$500. Additionally, two doctoral papers will be recognized with \$500 each. Winning authors will be recognized at the conference.

Submission Guidelines

Authors have two options to submit papers to the Conference: extended abstracts or full papers.

1) Submit an extended (up to 5 double-spaced pages) to Conference Co-Chairs. These will be reviewed for acceptance by Co-Chairs only.

2) Submit a full paper (up to 25 double-spaced pages) to the appropriate

Track Chair. These will be double-blind reviewed. These papers will be considered for best paper awards.

3) NOTE: only full papers will be considered for Best Paper awards.



*It's a quaint, old mystical city
where legends and idols have stood
It's a place, where dreams come to harbor
A country boy's Hollywood
- Marty Stuart*

Proposals can be submitted to one of the co-chairs using the same timeline as manuscripts. Workshops should be designed for delivery within a 60 minute period.



▼ Conference Paper Guidelines

General Rules for Competitive Papers

(1) Please submit your paper as a WORD attachment to the appropriate track chair/conference co-chair before October 31, 2012. The paper's title page should indicate the contact author & all contact information.

(2) Full Papers should not exceed 25 double-spaced typed pages, including exhibits, references, and appendices. Extended abstracts should not exceed 5 double-spaced pages including references.

(3) Full papers will be double-blind reviewed. Name(s) of the author(s), their affiliations, and the title of the paper should only appear on the title page. Authors should not reveal their identities in any way in the manuscript. Extended abstracts also should have all author information on the title page.

(4) For full papers, the title of the paper – but not the name(s) of the author(s) – should be at the top of page 1 followed by a single-spaced abstract not exceeding 100 words. The body of the paper should be double-spaced and follow APA style.

(5) To be considered for acceptance, the paper/abstract or a similar version of it MUST NOT: a) have been previously published, b) have been accepted for publication elsewhere, c) be under consideration for publication elsewhere, and d) be submitted for review elsewhere during the conference review process.

(6) At least one author of an accepted paper MUST agree to: a) pre-register for the conference upon acceptance; b) appear at the conference to present the paper.

(7) Authors uncertain regarding the track to which their paper should be sent may submit papers directly to Youn-Kyung Kim ykim13@utk.edu and she will forward the paper to an appropriate track.

Tracks and Chairpersons Information
Branding: Haejung Kim (Univ. of North Texas) Haejung.Kim@unt.edu

Consumer/Shopper Behavior:
Mary Ann Eastlick (Univ. of Arizona) eastlick@u.arizona.edu

Corporate Social Responsibility and Sustainability: Minyoung Lee (Univ. of Kentucky) minyoung.lee@uky.edu

Entrepreneurship and Small Business:
Linda Niehm (Iowa State Univ.) niehm@iastate.edu

E-tailing, Technology, and Social Media: Heejin Lim (Univ. of Tennessee) hlim@utk.edu

Food Retailing: Jeff Campbell (Univ. of South Carolina) jcampbell@hrsm.sc.edu

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Leigh Southward (Univ. of Arkansas) csouthwa@uark.edu

Retail Management: Marguerite Moore (North Carolina State Univ.) marguerite_moore@ncsu.edu

Potpourri: Youn-Kyung Kim (Univ. of Tennessee) ykim13@utk.edu



▼ Special Issue Call for Papers

Ethics, Corporate Social Responsibility and Sustainability in Marketing Education

Submission Deadline: November 1, 2012

According to the World Economic Forum, the license to operate in a global market requires that an organization become engaged in society, and recent economic, social-political, and natural disasters have all served to highlight the fragility of the global marketplace. A variety of terms have been used to describe companies and their accountability to society in response to a fragile global marketplace: ethical decision making, social responsibility, sustainable development, corporate governance, corporate citizenship, and triple bottom line. Essentially, companies worldwide are being held responsible for issues such as: not harming the environment, treating employees fairly, dealing truthfully and transparently with consumers, fair pricing, ensuring responsible supply chain management, reducing climate change impact, improving education/skills in the community, listening/responding to public concerns, increasing global economic stability, helping reduce the rich-poor gap, reducing human rights abuses, supporting charities/community projects, and solving social problems.

It is no longer questioned as to whether or not companies should be good corporate citizens; rather, the concern in the 21st century is how businesses can become good citizens. Unfortunately, there is little reported formalization and documentation in business education that equips students to matriculate into companies doing business in a 21st century operating environment in which good citizenship is the norm and not the exception. Thus, the overall objective of this special issue of the Journal of Marketing Education is to bring together scholarship that addresses how business and society are intertwined in our classrooms and among our students. Manuscripts for this special issue on "Ethics, Corporate Social Responsibility, and Sustainability in Marketing Education" are likely to follow one of the following four formats:

Pedagogical Tools

This format will focus upon how issues related to these topics can be incorporated into the marketing classroom. Of particular interest will be pedagogical tools that are innovative and have sparked interest within the student population or external relationships with businesses or outside organizations, which support student learning in an applied context.

Framework for Marketing Curriculum Content

This format is applicable for departments, programs, courses, etc. in which ethics, corporate social responsibility, and sustainability topics provide an overall framework for guiding course and/or content development. Programmatic efforts to bring such issues to the forefront of educational planning are highly encouraged. This work might be related to the AACSB accreditation/reaccreditation process.



Research within a Student Population

This format embraces educational research projects that collect data from students with respect to a wide variety of content. Examples might include student mastery of ethics content, social responsibility, and sustainability concepts or other assessment measures of learning or knowledge mastery, perceptions of sustainability, and ethical reasoning, to name a few.

Cross-Functional Partnerships

Manuscripts addressing any of the numerous topics are encouraged, and the manuscript does not have to be restricted to the marketing classroom/student. We welcome cross-functional submissions about educating our future business leaders in this domain.

Potential contributors should feel free to contact the co-editors with any questions concerning interest and/or appropriateness of topics and formats. All manuscripts will be judged on their scholarly merits, the soundness of the conceptual and methodological approaches, and overall ability to advance the marketing education literature. Authors should follow the general submission guidelines of the Journal of Marketing Education found in recent issues or online at <http://jmd.sagepub.com>.

Manuscript submissions should be sent electronically to both of the special issue co-editors:

Professor Victoria Crittenden, Boston College
victoria.crittenden@bc.edu

Professor Linda Ferrell, University of New Mexico
LFerrell@mgt.unm.edu

▼ ACRA says Goodbye to Dr. Myron “Mike” Gable

By Susan Fiorito and Martin Topol

Dr. Myron “Mike” Gable, ACRA Hall of Fame member, past president of ACRA, dear friend, colleague and mentor passed away quietly in his sleep at home on August 9, 2012. He will be greatly missed by those of us who were fortunate enough to have known and worked with him. He left the world a better place to work and live and the retailing academic profession more open and understanding. The following tribute was written and published in the ACRA newsletter in 2006 (with minor updating changes).

Myron, known to his friends as Mike was born in New York City in the Bronx. He lived and went to school there, working in the record industry for 23 years after graduating from college. Not long after completing his doctorate at NYU, Mike moved to Pennsylvania and spent most of the next 23 years teaching as a Professor of Marketing and Retail Management at Shippensburg University. Mike later joined Purdue University as Professor of Retail Management but decided to return to Shippensburg University after one year.

Mike’s teaching experience also included a number of semesters teaching at New York University, the University of Maine and in Puerto Rico. Tirelessly devoted to students, Mike took on additional administrative responsibilities. At Shippensburg, Mike served as Department Chair for 11 years and Acting Dean for two years. An avid tennis player, Mike also assisted in coaching Shippensburg’s tennis team in his spare time! Mike was involved in retailing from a very early age, even before he could secure the necessary working papers. Employed by the Ansonia Shoe Company, he learned many of the basic tenets of retailing from on-the-job experience and skillful observation. His interest in retailing was not surprising, as many of his family members, including his father, were engaged in retailing all of their lives. Mike lived and breathed retailing, understood the intricacies of selling and sales presentation, and earned numerous promotions while moving on to work for the RCA Company’s phonograph record division after graduating college. He ultimately built his sales territory, (a relatively small geographical area in lower Manhattan), into his division’s leading sales territory in the entire United States! Mike never rested on his laurels; he always set another, higher goal to achieve both at work and in his academic career.

He has published close to 100 articles in refereed journals over the years. Thirteen of them appear in the Journal of Retailing and three trace the rising status of women in department store retailing over a span of 20 years. This comes as no surprise to those who know Mike; he enjoys the research process from start to finish, and remains thoroughly focused on the task from early stages of formulating and testing of hypotheses, to the discovery and interpretation of results into meaningful findings. Although retired from Shippensburg University since 1992, he remained an active researcher with fourteen articles and one text book published since his “retirement.”

Mike also was an active presenter, having made close to 100 presentations at academic conferences and at least six



presentations at the National Retail Federation’s Annual Convention. To his credit, many research initiatives had more than an academic payoff. Several research projects benefited clients and important segments of the retailing industry. Of particular note are a series of studies undertaken by Mike for the benefit of the Pennsylvania Retail Association over a 20 period beginning in 1972 which led to the passage of legislation favorable to retailers in the State of Pennsylvania. Similar successes were earned from research findings based on research conducted during Mike’s sabbaticals at the corporate headquarters of leading record industry retailing chains (Musicland and Record World).

Mike’s writing activities also extended to co-authorship of retailing textbooks, book chapters, and book reviews for leading marketing journals (e.g., the Journal of Marketing).

A further testament to Mike’s initiative and drive are his contributions to academic organizations. Mike had been a faithful member of the American Collegiate Retailing Association since 1972. He was ACRA’s President from 1984 to 1986. During his tenure, he worked with Stan Hollander and Jay Lindquist in 1984 while they were members of the Board of Governors of the Academy of Marketing Science and conceived the plans for the first AMS/ACRA Conference, and the first triennial joint meeting in 1991. These meetings provided a vibrant and fruitful conference atmosphere that attracted attendees from all over the world.

Recognition of Mike’s achievements led to his being named to ACRA’s Hall of Fame (one of only eight academics) in 1992. But this paled in comparison to the recognition and respect of his beloved family, earned by his commitment to them. Mike had been married to his wife Ruth for over 60 years. They were a gracious and generous couple, who have made the lives of so many people they touched all the more pleasant and precious. They enjoyed their lives in Sarasota where other non-academic pleasures such as music and art and the challenges of golf occupied part of their day. Their two lovely children, now grown, have provided them with the joys of not only being grandparents several times over, but also the added joy of being great grandparents.



▼ Meet the Board



BARRY BERMAN is the Walter H. 'Bud' Miller Distinguished Professor of Business at Hofstra University. He is also Director of the EMBA Program at Hofstra. Barry is co-author of *Retail Management: A Strategic Approach* (12th Ed., Prentice Hall) and author of *Competing in Tough Times: Lessons from LL Bean, Trader Joes, Costco*

and *Other World Class Retailers* (Financial Time Press). His articles have appeared in *Business Horizons*, *California Management Review*, and the *International Journal of Retail and Distribution Management*.

Barry Berman has been co-chair of the AMS/ACRA Triennial Retailing Conference for 2000, 2003, 2006 and 2009. He is co-chair of the AMA/ACRA Conference for 2012. Barry has been Vice President of ACRA from 2010-2012. Barry has also been the founding co-chair of the Retail Management Strategic Interest Group at the American Marketing Association.



DR. SUSAN S. FIORITO is a Professor at Florida State University since 1990. She has published her research in the *Journal of Retailing*, *Entrepreneurship: Theory and Practice*, the *International Journal of Retail, Distribution and Consumer Research*, *Fashion Marketing and Merchandising*,

Clothing and Textiles Research Journal, *International Journal of Retail and Distribution Management*, *Journal of Retailing and Consumer Services*, and the *Journal of Small Business Management*. Susan was the first woman president of ACRA from 1992 to 1994. Prior to this position she was also the secretary, vice president and NRF liaison for ACRA and was a conference chair or co-chair for four ACRA Spring Conferences. She has also been a track chair for the AMS/ACRA Triennial Retailing Conference since 1991. Susan has served one term as the ACRA treasurer and one year as interim treasurer.

Leadership is about empathy. It is about having the ability to relate and to connect with people for the purpose of inspiring and empowering their lives."
- Oprah Winfrey



ROD RUNYAN is Professor and Director of the School of Family and Consumer Sciences at Texas State University. FCS enrolls approximately 1,500 students, both graduate and undergraduate, with 40 faculty and staff. Rod maintains an active research agenda, with his work appearing in scholarly outlets such as the *Journal of Retailing*,

International Marketing Review, *Journal of Business Research*, *International Review of Retail, Distribution and Consumer Research*, and the *Journal of Marketing Management*.

As Vice President of ACRA, Rod continues to be committed to the growth of the organization, strengthening the research focus of the organization, and raising the profile of ACRA in the scholarly community, just as he did while serving the past two years as ACRA Secretary.



JANE SWINNEY is an Associate Professor of Merchandising at Oklahoma State University. Following time as a manager and buyer in retailing she transitioned to the academic world. Her research interests are primarily in the areas of entrepreneurial orientation and rural retailing. She has published in the *Journal of Small Business Management*, the *Journal of Business Venturing*, the *Journal of Developmental Entrepreneurship*, and *Entrepreneurship Theory and Practice*. She is also an active member of the United States Association of Small Business and Entrepreneurship.

As Secretary of ACRA Jane is committed to continuing the growth in the organization she has seen during her 5 years as a member. She wants to encourage graduate students to make membership in the organization a priority arena for sharing their research work.



American Collegiate Retailing Association
educating tomorrow's retail leaders

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Position listings, ads and feature
articles can be submitted for review
at any time. Please send submissions
in electronic format to the Editor and
Associate Editor.

**Publication deadline for Vol. 32
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