



American Collegiate Retailing Association
educating tomorrow's retail leaders

Retail Education Today

President's Corner

Inside this issue:

President's Corner	1
Winter Conference Information	2
Winter Conference Schedule	2
2008 Conference Registration Information	3
Call for Papers	4
Student Charrette	5
Call for Papers—RET	5
Treasurer's Report	6
Student Competition	6
Future Conferences	6
Position Openings	7
ACRA Contacts	8

HAPPY NEW YEAR

The *New York Times Style Magazine* recently proclaimed "Toronto is the new L.A., the cultural capital of the moment." After I chuckled, I thought, "Does this also mean we'll get increased pollution, gridlock and crime?" *Toronto is the new L.A...* This unexpected statement jolted my mind and forced me to reflect on Toronto **and** retailing from different perspectives.

After attending the *Society for Marketing Advances (SMA) Conference* in San Antonio, we drove outside of the city and visited *The Shops at La Cantera*, an upscale center with 120+ stores. As we did a walk-through of the main floor of Neiman Marcus (same old, same old), I asked a sales associate a very banal question, "Which way is the **mall**?"

As we strolled into the sunny, 83°F **outdoors**, we entered into a totally different world of retailing. The sights and sounds were serene and spa-like, with beautiful landscaping and seating areas; the sound of water flowing had a calming effect and made me want to wander in and out of every store at my leisure. Through this unexpected shopping experience we received knowledgeable and friendly ser-

vice that was consistent throughout the stores we visited; the center was easy to navigate and relatively compact; the retail mix included some international retailers (*Tous, Aldo*) along with a few specialty retailers that are not ubiquitous (*The Art of Shaving, Lilly Pulitzer*). See www.theshopsatlacantera.com.



As we *engage in*, *anticipate*, or merely *observe* this year's holiday shopping experience, do we "expect the unexpected?" Will *Christmas 2007*

raise the bar, creating excitement and new standards for 2008? Alternatively, will shoppers feel like they're merely fulfilling their holiday obligations, fighting the crowds, just like in the past? The answer is, "It depends..." on many variables. What we do know is that the world of retailing might become boring if the customer and the media don't demand change.

As retail educators and researchers it's our role to seek out and be at the forefront of the development of new types of shopping experiences and standards for the industry. Simply put, we are change agents and sources of innovation

through our teaching, research, consulting and service.

The *ACRA/NRF Winter Conference* is quickly approaching and it's an important venue for the exchange of innovative ideas. Conference details to date are listed on page 2 and the ACRA website will provide up-to-date information. Barry Berman and Chuck Mellon are working on a retail industry visit that will provide a unique learning experience. We encourage you to attend the *ACRA Winter Conference* and to participate in all of our activities: *Business Meeting, Paper Session, Industry Visit, NRF's BIG SHOW*. Register for NRF as an *Educator* and that will automatically register you for the *ACRA Winter Conference*. Our activities begin early on Sunday morning, January 13th. As always, further details will be available through www.acraretail.org and on site at NRF. We look forward to seeing you and... *expect the unexpected*.

Happy Holidays and Merry Christmas to you and your extended families!

All the best,

Donna Smith

Ryerson University
ACRA President

ACRA Winter Conference Coming

Many ACRA members do not realize that the Winter Conference is held in conjunction with the National Retailing Federation's annual conference. The winter conference is open to all ACRA members—not just presenters. The “must attend” event for retailers from around the world is better known internationally as Retail's BIG Show and will take place Sunday, January 13 through Wednesday, January 16,



2008 at the Jacob K. Javits Convention Center in New York City.

The show attracts more decision-making retail executives than any other event of its kind. It's a chance for ACRA professors to join retail practitioners and renew old, and make new friendships.

The cost of registration for educators is \$295. The website address is <http://events.nrf.com/annual08/pu>

[blic/Content.aspx?ID=1555](http://www.nrf.com/blic/Content.aspx?ID=1555)

The general NRF website is www.nrf.com.

This year the best paper from the ACRA conference will be published in the International Journal of Retail and Distribution Management.

Contact:

David J. Burns, Chair
Dept. of Marketing
Xavier University

Winter Conference Schedule

The Winter ACRA meeting will be held on Sunday, Jan 13, 2008. Although the rooms have not been finalized, there will be signs at the Javits center to direct ACRA members. Below is a preliminary schedule:

Sunday January, 13, 2008

8:30—9:45—ACRA Business Meeting

10:00—11:30 — Paper presentations (2 concurrent sessions)

Monday, January 14, 2008

Retail Tour - Details to be announced

The following ACRA papers will be presented in the sessions on Sunday:

Take Me Out to the Ballgame: How Does a Minor League Retailer Approach Their Marketing? A Review and Call to Action

James R. (Doc) Ogden, Kutztown University
Denise T. Ogden, Penn State Lehigh Valley

Cause-Brand Alliance Effectiveness for Unfamiliar Brands Partnered with Familiar Causes

Mary Beth Harbin, Auburn University
Sandra Forsythe, Auburn University

Consumer Satisfaction on E-tail Features: Applications of Cognitive Miser Theory

Stella Papastylanou, Purdue University
JungKun Park, Purdue University

The Effect of Implicit Time-Limited Cues on In-Store Hoarding and Purchase Acceleration

Sang-Eun Byun, Auburn University
Brenda Sternquist, Michigan State Univ.

A Qualitative Evaluation of the Effects of Captive Audience Networks on Mall Atmospherics

Andrew Newman, Manchester Business School
Charles Dennis, Brunel University

Sourcing Practices of Small Businesses that Sell Apparel and Related Products

Hye-Shin Kim, University of Delaware
Marsha Dickson, University of Delaware
Jo Kallal, University of Delaware

Managing Retail Returns: Creating a Balance Between a Solvent Customer Return Policy and Enhanced Customer Retention

Lauren R. Skinner, University of Alabama at Birmingham
R. Glenn Richey, University of Alabama
Kristy E. Reynolds, University of Alabama
Peter Ralston, S.P. Richards

The Effect of Acculturation on the Shopping Preferences of Hispanic Consumers

David J. Burns, Xavier University
Mary Conway Dato-on, Rollins College
Chris Manolis, Xavier University

ACRA 2008 Annual Meeting



Durango and Silverton Narrow Gauge Railroad



Downtown Durango

For information contact Paul McGurr (970-247-7543)

Thursday May 15, 2008

Dinner – On campus. Talk by Rocky Mountain Chocolate Factory Vice President Franchise Development and Operations

Evening – Board meeting

Friday May 16, 2008

Morning – DSNRR – Train to Silverton

Lunch – Silverton Grand Imperial Hotel; talk by Silverton retailer

Afternoon – Bus or train return to Durango

Free time to explore historic downtown Durango

Dinner and evening – BBQ at Paul McGurr’s house

Saturday May 17, 2008

Annual meeting and presentations on campus

Lunch – On campus with presentation by Downtown Durango

Afternoon – Downtown retail/gallery walk



Host Institution
Fort Lewis College



Campus View

REGISTRATION FORM

Name: _____

Title: _____

University: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Registration Fee: (please check appropriate box(es))	Early Registration	After March 31, 2008
ACRA member.....	<input type="checkbox"/> \$250.00	<input type="checkbox"/> \$275.00
Non-ACRA member (includes one year membership)	<input type="checkbox"/> \$300.00	<input type="checkbox"/> \$325.00
Graduate Student.....	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$225.00
Spouse / Companion (includes meals and activities)	<input type="checkbox"/> \$100.00	<input type="checkbox"/> \$100.00

Spouse/companion name _____

Total Fee Enclosed: _____

Please make registration fee checks payable to: ACRA Please return this form and your check for registration fees to:

Paul McGurr, ACRA Spring Conference Registration, Fort Lewis College, School of Business Administration
1000 Rim Drive, Durango, CO 81301

Call For Papers



Conference or Publication	Due Date	Description	Contact
Spring 2008 ACRA Conference Theme: Tourism Retailing Durango, CO May 15—18, 2008	Jan. 30, 2008	All papers will be double-blind reviewed. The best papers (in each track) will be published in <i>International Journal of Service Industry Management</i> (Track A) and <i>Journal of Customer Behavior</i> (Track B). At least one author must be a member of ACRA. Reviewers are also needed for this conference.	JungKun Park Purdue University 814 W. State St. 314 West Lafayette, IN 47905 Acra@purdue.edu
<i>Journal of Retailing</i> Special Issue: Modeling the Retail Phenomenon	March 31, 2008	The special issue will be published in the <i>Journal of Retailing</i> in early to middle 2009. We invite both empirical and analytic models. Papers should be submitted to journal at (JournalOfRetailing@mail.wvu.edu or jr@coba.usf.edu) with a cover letter indicating that the paper is intended for the Special Issue. See www.elsevier.com/locate/jretai for submission guidelines.	Special Edition Co-Editors: Professor James D. Hess University of Houston Bauer College of Business Department of Marketing 334 Melcher Hall Houston, TX 77204-6021 Phone: 713-743-4175 Email: jhess@uh.edu Professor Praveen K. Kopalle Dartmouth College Tuck School of Business at Dartmouth 100 Tuck Hall Hanover, NH 03755 Phone: 603-646-3612 E-mail: praveen.k.kopalle@dartmouth.edu
<i>Journal of Retailing</i> Special Issue: Consumer Behavior and Retailing	March 31, 2008	Manuscripts that focus on consumer behavior in retail settings are welcome. Manuscripts testing theoretical propositions tied to consumer behavior are particularly relevant. Papers should be submitted to <i>Journal of Retailing</i> (JournalOfRetailing@mail.wvu.edu or jr@coba.usf.edu) with a cover letter indicating that the paper is intended for the Special Issue. See www.elsevier.com/locate/jretai for submission guidelines.	Special Issue Co-Editors: Professor William O. Bearden Bank of America Chair Professor in Marketing Moore School of Business University of South Carolina Columbia, SC 29208 Phone: 803-777-4914 Email: bbearden@moore.sc.edu or wbearden1@sc.rr.com Professor David M. Hardesty 455Q Gatton College of Business & Economics University of Kentucky Lexington, KY 40506-0034 Phone: 859-257-9419 Email: david.hardesty@uky.edu
<i>Retail Management</i> 7th Edition Levy and Weitz		Call for Cases for possible inclusion in the 7th edition of <i>Retail Management</i> (see article this issue)	Prof. Barton Weitz Warrington College of Business Adm University of Florida email: bart.weitz@cba.ufl.edu

ACRA Student Charrette—March 25-29

Ryerson University's Ted Rogers School of Retail Management is pleased to host the 2008 ACRA/Ryerson Charrette. The dates for this year's event are Tuesday March 25 through Saturday, March 29 at Ryerson University, Toronto, Canada.

If you want your students to gain extensive experiences in retailing, then the ACRA Student Charrette is a perfect fit.

The Charrette is a cross-disciplinary, integrative activity in which students are placed in diverse teams to creatively solve a complex problem. The students work together to develop a solution to an assigned problem and present their findings to a panel of internal and external community members.

The ACRA Charrette will bring together an international, interdisciplinary group of students to participate in a team-based, applied learning environment. An international group of faculty



will define a problem statement for the students which forms the basis of a team-based, applied learning experience. This problem will be designed to connect interdisciplinary elements and relate to the context of diverse curricula.

The Charrette will use a five day format:

Day 1 - Arrival, Welcome Reception (Evening—City Tour if arrive early)

Day 2 - Charrette begins.

Day 3 - Team meetings, further research, presentation preparation

Day 4 - Team presentations, Judges Feedback and Scores, Awards, Closing Reception

Day 5—Free time for personal tours; Departure.

If you are interested in bringing a team to participate, please contact Donna Smith (full contact information is on the back page).

tion is on the back page).

ACRA Student Charrette
Contact Person
Donna Smith
drsmith@ryerson.ca

Call for Papers - Retail Education Today

Retail Education Today (RET) is inviting ACRA members to submit completed papers related to retailing. The papers will be double blind reviewed and those selected will be published. At least one author must be a member of ACRA. Membership applications are available online at <http://acraretail.org/>. Abstracts will not be considered for review. Papers submitted must not have

been published, accepted for publication or under consideration for publication elsewhere. Authors of accepted papers must submit the final paper by the specified deadline. Submit manuscripts for consideration to Denise Ogden (dto2@psu.edu). RET is a quarterly publication of ACRA and is listed in *Cabell's Directory of Publishing Opportunities in Marketing*.

Treasurer's Report

Final dues notices will be sent out this month. If you have not yet paid your dues, you still have time to send in the payment and be listed in the membership directory.

Please welcome the following new ACRA members:

Erin Armendinger - University of Pennsylvania

Leticia McKinney - Immaculata College

Gallayanee Yaoyuneyang - University of Southern Mississippi

Paul McElhone - University of Alberta



Wei Song - Strayer University

Min-Young Lee - University of Kentucky

Beth Harben - Auburn University

Hyun-Joo Lee - University of Tennessee

Scott Fay - University of Florida

Kate Carroll - East Carolina University

Kim McKeage - Longwood University

Will Conard - American International University - London

Rebecca Blair - University of Alabama

Lauren Skinner - University of Alabama at Birmingham

Hye-Young Kim - Washington State University.

If you have any questions, feel free to contact me at mcgurr_p@fortlewis.edu.

- *Paul McGurr*
Fort Lewis College
ACRA Treasurer

Reminder - Student Competition

For those of you who have teams competing in the Rocky Mountain Chocolate Factory student competition, here are some important reminders:

All submissions must be sponsored by an ACRA member. Membership materials are available at the ACRA website www.acraretail.org.

Submission Deadline: January 10th, 2008

- Submit entries as email attachments in a Word format to Hyunjoo Oh at Hyunjoo.oh@cba.ufl.edu
- All submissions must be accompanied by a



cover letter from the sponsoring faculty member.

- A confirmation of receipt will be sent within three days.
- Any ACRA member willing to serve as a reviewer for the student competition, please contact Hyunjoo Oh.
- The five finalists will be judged by RMCF senior management who will choose the final winners.

Upcoming Conferences

- Jan. 13-16, '08 —ACRA Winter Conference/NRF Convention, New York City
- Spring '08: ACRA Spring Conference, Durango, CO (See article in this issue)
- Jan '09: ACRA Winter Conference/NRF Convention, New York City

Position Openings

For rates on posting a position announcement or ad, contact the editor. The complete listing is available on the ACRA website at <http://www.acraretail.org/PositionAnnouncements.htm>. Notification when a position is filled is appreciated.

University	Position	Rank	To Start	Review of Applicants Begins
Kansas State University, Manhattan, KS	Dept. of Apparel, Textiles, and Interior Design	Asst 9 M Tenure Track	Not indicated	Jan. 7, 2008
East Carolina University Greenville, NC	Merchandising	Asst 9 M Tenure Track	ASAP	Current-until position filled
University of Tennessee Knoxville, TN	Retail and Consumer Sciences	Asst/Assoc/Full 9 M Tenure Track	Aug. 2008	Jan. 7, 2008
North Carolina State University, Raleigh, NC	Product Design and Development	Asst/Assoc/Full	Not indicated	Current—until position filled
California State Polytechnic Univ. Pomona, CA	Fashion Retailing/Apparel Management	Asst 9 M Tenure Track	Sept. 2008	Jan. 25, 2008

Editor
Denise T. Ogden
Penn State - Lehigh Valley
8380 Mohr Lane
Fogelsville, PA 18051
(W) 610 285-5156

E-mail
dto2@psu.edu

ACRA Contacts

A quarterly Publication of the American Collegiate Retailing Association
www.acraretail.org



Opinions expressed are not necessarily endorsed by ACRA or its officers.

Retail Education Today is distributed free of charge to ACRA members and the leadership of associated trade organizations, sibling organizations, and interested retailers. The cost to the general public is \$5.00 per issue, payable to the ACRA Treasurer.

Submit address changes to Paul McGurr, ACRA Treasurer. Do not send changes of address to the editor of Retail Education Today!

*Copyright 2007
ACRA and Denise T. Ogden*

*Publication Deadline for Vol. 28
No. 3
Jan 27, 2008*

Feature articles can be submitted for review at anytime. Send submissions in electronic format to the editor.

President

Donna Smith
School of Retail Management
Ryerson University
350 Victoria Street
Toronto, ONT Canada M5B 2K3
(O) (416) 979-5000 Ext. 4827
(F) (416) 979-5324
drsmith@ryerson.ca

Vice President

David J. Burns
Department of Marketing
Williams College of Business
Xavier University
3800 Victory Parkway
Cincinnati, OH 45207-3214
(O) (513) 745-3956
(F) (513) 745-3692
Burnsd@xavier.edu

Past President

Sandra Forsythe
Department of Consumer Affairs
Auburn University
308 Spidle Hall
Auburn, AL 36849
(O) (334) 844-6458
(F) (334) 844-1340
forsysa@auburn.edu

Secretary

Leslie Stoel
Textiles and Clothing
The Ohio State University
265 Campbell Hall
1787 Neil Avenue
Columbus, OH 43210-1295
(O) (614) 688-8594
(F) (614) 688-8133
stoel.1@osu.edu

Treasurer

Paul McGurr
School of Business Administration
Fort Lewis College
1000 Rim Drive
Durango, CO 81301
(O) (970) 247-7543
(F) (970) 247-7205
mcgurr_p@fortlewis.edu

Membership Chairperson

Robert Robicheaux
219 Business-Engineering Complex
1150 10th Avenue South
Birmingham, AL 35294-4460
(O) (205) 934-4648
(F) (205) 934-0058
bobr@uab.edu

ICSC Liaison

Martin Topol
Department of Marketing
Lubin School of Business
Pace University
1 Pace Plaza |
New York, NY 10038-1502
(O) (212) 618-6452
(F) (212) 618-6410
mtopol@pace.edu

NRF Liaison

Sandra Forsythe
Department of Consumer Affairs
Auburn University
308 Spidle Hall
Auburn, AL 36849
(O) (334) 844-6458
(F) (334) 844-1340
forsysa@auburn.edu

New York Conference Liaison

Barry Berman
mktbxb@hofstra.edu

Chuck Mellon
mktcam@hofstra.edu
Hofstra University
222 Weller Hall
Hempstead, NY 11549
(O)516-463-5711

Development Chairperson

Jane Thomas
Department of Marketing
Winthrop University
5724 Maylin Lane
Charlotte, NC 28210
(O) (803) 323-2186
(F) (803) 323-3960
Thomasj@winthrop.edu

Member-at-Large

John Fernie
Heriot Watt University
Riccarton
Edinburgh, Scotland EH14 4AS
(O) (441) 786 467412
J.Fernie@hw.ac.uk

Clearinghouse Coordinator

Carol Kaufman-Scarborough
School of Business
Rutgers University
227 Penn St.
Camden, NJ 08102
(O) (856) 225-6592
(F) (856) 225-6231
c Kaufman@camden.rutgers.edu

Director of ACRA Hall of Fame

Susan Fiorito
Textiles and Consumer Sciences
Florida State University
312 Sandels
College of Human Sciences
Tallahassee, FL 32306-1492
(O) 850 644-9883
(F) 850 645-4673
sfiorito@fsu.edu

Conferences

Ann Fairhurst
College of Human Ecology
230 Jessie Harris Building.
University of Tennessee –
Knoxville
Knoxville, TN 37996-1900
(O) (865) 974-6609
(F) (865) 974-5236
Fairhurs@utk.edu

Webmasters

Nancy Stanforth
Bill Hauck
School of Fashion Design
and Merchandising
Kent State University
Kent, OH 44242
Nancy: (O) (330) 672-0139
(F) (330) 672-3772
nstanfor@kent.edu
Bill: (O) (330) 672-0135
(F) (330) 672-3772
whauck@kent.edu

Doreen Burdalski
Fashion Department
Albright College
13th and Bern Streets
PO Box 15234
Reading, PA 19612-5234
(O) 610 921-7811
dburdalski@alb.edu

Student Intern

Jordy Lucier
Ryerson University
jordynn@gmail.com