

Retail Education Today

■ www.acraretail.org

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Tentative Agenda for Spring 2013 ACRA Conference

This year's conference will be held at the Gaylord Opryland Resort and Convention Center, a landmark Nashville hotel. Watch for full conference details at [ACRAretail.org!](http://ACRAretail.org)

Wednesday, March 20

- Opening reception
- Registration

Thursday, March 21

- Breakfast/Business meeting
- Research presentations
- Lunch
- Industry panel
- Research presentations
- Dinner and line dancing at the Wild Horse Saloon

Friday, March 22

- Breakfast & Industry Speaker: Chris Lane, Director of Retail Operations, Gaylord Opryland
- Research presentations
- Lunch
- Visit to Tractor Supply Co.
- Evening free

Saturday, March 23

- Breakfast
- Research presentations
- Conference ends



Greetings from ACRA Secretary Jane Swinney

Dear ACRA member,
I am currently serving the organization as your secretary. As the executive board meets we keep at the forefront improving the organization to meet the membership needs. ACRA is committed to advancing retail education at both the graduate and undergraduate levels and to helping faculty continue to be relevant in their classes.

The conference in Nashville will allow each person attending to hear from colleagues about their research in tracks ranging from technology and e-tailing to branding. There will be a workshop on using smartphone applications in the classroom to enhance learning and another workshop on internship realities with a conversation on whether internships should be included in the curriculum. We look forward to quality presentations from the home



and gift retailer Kirkland's and the very successful retailer Tractor Supply and their Chief Merchandising Officer. The quality of research paper submissions was impressive this year and I feel you will gain a lot from your colleague's presentations. Our membership base is strong and the financial health of the organization is very good. The executive board believes that membership in ACRA will continue to grow and the networking among members will result in new collaborations. As you read this issue of the ACRA newsletter take the time to review the publication productivity of the membership. We look forward to seeing you in Nashville! If you have not sent me your conference registration please access it online and fax or email it to me.

Sincerely,
Jane Swinney

▼ RET Call for Papers

May 2013 Special Issue: Technology in the Retail Industry

**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.

Graduate students are especially encouraged to submit for this call. 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.

Feature Articles

Feature articles about innovative teaching or leadership strategies relevant to the retail industry and its sectors are always welcome! These papers should emphasize issues and topics relevant to faculty in the classroom and not exceed 1500 words. These papers will be reviewed by the RET editors for publication.



How to Submit to RET

All RET submissions should be submitted in a Microsoft Word document and sent by email to the Editor (cosette.armstrong@okstate.edu) and Associate Editor (mmann@odu.edu).



Cosette
Armstrong
Editor

Call for 2013 Publications by ACRA Members

To recognize the accomplishments of ACRA members and facilitate collaboration among the membership, we will now highlight the latest publications by ACRA members! Please forward references to your publications that are in print (not "in press") during 2013 to the RET editors. References should be provided in APA format. We will include them in the upcoming newsletter!

Have a Special Issue topic you would like to see in the next RET?

Forward your Special Issue concept to the RET Editors, including the purpose and justification statement about a relevant issue related to retailing. If possible, please recommend at least two potential reviewers for the issue. The Special Issue concept must demonstrate potential for both research and teaching applications.



Manveer
Mann
*Associate
Editor*

▼ Ask the expert



Q: Global retailing has been catching immense momentum in past years. Retailers are increasingly looking to enter new markets like Asia, Africa, and South America due to continual growth in these regions. In order to meet the needs of these diverse economic and cultural environments, knowledge and sensitivity to the local needs and preferences is critical. As educators, how can we ensure that our courses and programs go beyond theories and provide our students with valuable practical experiences so that they are fully cognizant of the challenges of a global marketplace?

A: I try to diversify the resources that students can use and read for this class. I use several textbooks and a number of academic articles to explain concepts, propositions, and theories that support business practices in a global market. To supplement these materials and provide more in-depth real-world examples,

I use case studies published by Harvard Business Review. I try to select cases to cover various countries including emerging countries. Students analyze, present, and discuss each case extensively by searching for further information. These business cases not only serve as a wonderful bridge that connects theory and practice but also challenge our students to think more critically and realistically. Furthermore, to provide a more hands-on learning experience, I incorporate a multi-cultural collaborative project. Last semester, my students in Global Retailing class collaborated with Korean students in two universities to develop entry and expansion strategies for American brands into the

Korean market, which is unique and very competitive. Using the class Facebook page created for this project, students exchanged information and insights to learn about differences in culture and retail environment. Additionally, I encourage students to subscribe to a daily newspaper such as NRF SmartBrief or Shop.org SmartBrief so that they are fully aware of challenges as well as opportunities in the current global



economy.

Sang-Eun Byun, Ph.D.
Associate Professor
Consumer and Design Sciences
Auburn University

▼ Position Announcements

Lecturer in Innovation and Entrepreneurship in the College of Textiles, North Carolina State University

The Department is searching for a faculty member to teach in the areas of Innovation and Entrepreneurship applicable to Fashion and Textile Design, and Fashion and Textile Management. Responsibilities include teaching duties and promoting student learning in the design and management of fashion and textile products. Faculty rank is Lecturer for one year (2012-2013) and is a non-tenure track position.

Candidate should have a graduate degree, with PhD preferred, in textile management related discipline from a recognized University. Position Number is 00001528. Click [HERE](#) to apply!

The Department of Textile and Apparel, Technology and Management educates undergraduate and graduate students for careers in the fiber, textile, fashion, and retail complex. Degrees awarded include a BS degree in Fashion and Textile Management, a BS in Textile Technology, a MS/MT in Textiles and a Ph.D. in Fiber and Polymer Science and Textile Technology Management.

Assistant/Associate Professor in Apparel Merchandising and Management, 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.

Click [HERE](#) for application form!

Address all communication to:
Faculty Search Committee
c/o Dr. Cindy Regan
Apparel Merchandising and Management Department
California State Polytechnic University,
Pomona
3801 W. Temple Ave

▼
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

E-mail Jane Swinney
(jane.swinney@okstate.edu)
for more information.

Pomona, CA 91768
Phone: 909.869.2083 FAX:
909.869.4333
Email: cregan@csupomona.edu

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

▼ Position Announcements, cont.

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.

Responsibilities: Teach undergraduate and graduate courses in apparel studies; Conduct innovative, extramurally-funded research in apparel product development and functional design; mentor honors and graduate students; and, engage in collaborative efforts with professionals in apparel industry to address quality of life and sustainability issues. Responsibilities also include student advising and mentoring, participation on committees, curriculum development, and professional engagement within the State of Arkansas, nationally and internationally.

Qualifications: Required: 1) Ph.D. in apparel and textiles, merchandising or closely related discipline, 2) experience in undergraduate and graduate teaching and advising 3) Strong technology skills in industry specific software (Kaledo Collection, Print, Knit Weave; Gerber Accumark; Optitex) 4) demonstrated excellence in research, extramural funding in product development and functional design, 3) the ability

to participate collaboratively in interdisciplinary research efforts, and 4) strong communication skills.

Applicants need to provide a letter of application, professional resume, and official transcripts – sent directly from the granting institution, and name & contact information of four professional references to:

Dr. Laurie Apple
c/o Nancy Simkins
Chair, Apparel Studies Search
Committee
School of Human Environmental
Sciences
HOEC 118
1 University of Arkansas
Fayetteville AR 72701-1201

**Visit the [ACRA](#)
website for full position
descriptions!**

Assistant Director for Retail Technology: Illini Union University of Illinois at Urbana- Champaign

The Illini Union is a complex organization on a large and very diverse campus of over 40,000 students. Serving as the community center for the campus, the Union provides a robust student activities program, coordinates volunteer initiatives and resources, oversees the Office of Registered Organizations, and several student-funding boards. With over \$350,000 SF in multiple facilities across campus, the Union provides food services, operates a full service college store, computer store, recreation center, convenience store, hotel and is also responsible

for campus-wide vending services. The Illini Union budget approaches \$30 M and employs over 160 full and part time staff along with an additional 300 students.

Position Functions and Major Responsibilities: Reporting to the Senior Associate Director for Retail and Auxiliary Operations, the Assistant Director for Retail Technology will help develop and manage the store for retail technology operations within the Illini Union organization. This position will ensure that all copy, content, and product in the retail technology store is accurate and consistent while bridging the communications between customer experience, operations, marketing and merchandising to meet the needs of our customers.

The Assistant Director for Retail Technology will develop annual sales plans, strategies, and tactics for the retail technology store as well as prepare both a sales budget and an inventory budget on an annual basis. The Assistant Director will research and stay abreast of industry trends and reviews and be able to analyze and assess the effectiveness of all existing operations and current needs based on new technology and the market. This position will monitor other web sites and develop methods for strategically analyzing customer behavior and feedback. S/he will use this information to makes adjustments to the retail technology store based on the needs of the student population and the campus community. The Assistant Director

▼ Position Announcements, cont.

will hire, train and supervise full-time staff members as well as student employees ensuring that they are knowledgeable on products and can advise customers on appropriate products to meet their technological needs.

Qualifications: Bachelor's degree is required, preferably in Business, Marketing, Information Technology or a related field. Master's degree is preferred. The successful candidate must have three years of experience in the technology retail industry and possess excellent supervisory and customer service skills. A strong knowledge of retail operating principles, practices and procedures, including budgeting, accounting, marketing, cashiering, and inventory control is also required. The ability to work with diverse students, faculties, and other constituents of the University community is a must. Preference may be given to candidates with previous experience in a higher education retail environment or experience with social media or web-based marketing initiatives.

Proposed Starting Date: As soon as possible.

Application Deadline: May 28, 2012. Click [HERE](#) to complete online application!

For additional information regarding the application procedures, please contact:

Illini Union
Staff Development and Human Resources

217-333-3660 (phone)
iuemployment@illinois.edu

Assistant Director for Virtual Stores Illini Union University of Illinois at Urbana- Champaign

The Illini Union is a complex organization on a large and very diverse campus of over 40,000 students. Serving as the community center for the campus, the Union provides a robust student activities program, coordinates volunteer

**Visit the [ACRA](#)
website for full position
descriptions!**

initiatives and resources, oversees the Office of Registered Organizations, and several student-funding boards. With over \$350,000 SF in multiple facilities across campus, the Union provides food services, operates a full service college store, computer store, recreation center, convenience store, hotel and is also responsible for campus-wide vending services. The Illini Union budget approaches \$30 M and employs over 160 full and part time staff along with an additional 300 students.

Position Functions and Major Responsibilities: Reporting to the Senior Associate Director for Retail and Auxiliary Operations, the Assistant Director for Virtual Stores will help develop and manage the e-commerce store for retail operations within the Illini Union organization. This position will ensure that all copy, content, and product in the e-commerce store is accurate

and consistent while bridging the communications between customer experience, operations, marketing and merchandising to meet the needs of our customers.

The Assistant Director for Virtual Stores will develop annual sales plans, strategies, and tactics for the e-commerce store as well as prepare both a sales budget and an inventory budget on an annual basis. The Assistant Director will research and stay abreast of industry trends and reviews and be able to analyze and assess the effectiveness of all existing operations and current needs based on new technology and the market. This position will monitor other web sites and develop methods for strategically analyzing customer behavior and feedback. S/he will use this information to makes adjustments to the e-commerce store based on the needs of the student population and the campus community. The Assistant Director will hire, train and supervise full-time staff members as well as student employees ensuring that they are knowledgeable on products and can advise customers on appropriate products to meet their needs.

Qualifications: Bachelor's degree is required, preferably in Business, Marketing or a related field. Master's degree is preferred. The successful candidate must have three years of experience in the virtual retail environment and possess excellent supervisory and customer service skills. A strong knowledge of retail

▼ Position Announcements, cont.

operating principles, practices and procedures, including budgeting, accounting, marketing, cashiering, and inventory control is also required. The ability to work with diverse students, faculties, and other constituents of the University community is a must. Preference may be given to candidates with previous experience in a higher education retail environment or experience with social media or web-based marketing initiatives.

Appointment Status: This is a 12-month, full-time academic professional position.

Proposed Starting Date: As soon as possible.

Application Deadline: May 21, 2012

Click [HERE](#) to complete an online application!

For additional information regarding the application procedures, please contact:
Illini Union
Staff Development and Human Resources
217-333-3660 (phone)
iuemployment@illinois.edu

[Assistant Professor of Retailing](#)
[Department of Retailing,](#)
[University of South Carolina](#)

The College of Hospitality, Retail and Sport Management and the Department of Retailing at the University of South Carolina invites applications for the position of tenure track Assistant Professor of

Retailing.

Qualified candidates must possess or expect to earn a doctorate degree in retailing, merchandising or a closely related area by the start date of August 16, 2013. The successful candidate will be expected to teach undergraduate and/or graduate courses covering topics such as applied merchandise planning, category management, and/or space planning. Special consideration will be given to those with relevant industry expertise including knowledge of industry-specific software such as JDA. The successful candidate will also be expected to demonstrate an active, innovative, applied research agenda; the potential to seek external funding to support research and graduate students; and provide service that is beneficial to the department, college, university, and the industry at large.

The Department is part of the College of Hospitality, Retail and Sport Management (HRSM). We are one of the largest Retailing Programs in the country, with more than 500 majors and 175 minors. We offer a bachelor's degree in Retailing, with specializations in either Retail Management or Fashion Merchandising, as well as a Master of Retailing degree. Our program is a leader on campus in terms of providing internship opportunities for our undergraduates through strong relationships with leading companies in the industry.

The University of South Carolina's main campus is located in the capital city of Columbia, and is close to mountains and the coast. It is ranked by the Carnegie Foundation for the

Advancement of Teaching as an institution of "very high research activity." With approximately 30,000 students, 350 degree programs, and a nationally-ranked library system, the university is often considered to be one of the most beautiful campuses in an urban setting, with a population of over 650,000 in the greater metropolitan area.

The review of applications will begin March 15, 2013 and will continue until the position is filled. Click [HERE](#) for a full job description, requirements, and application.

If you have any questions or would like additional information, please contact the search committee chair, Dr. Jung-Hwan Kim, at 803-777-0489 or jhkim@mailbox.sc.edu.

Visit the [ACRA](#) website for full position descriptions!

Special Issue on Sustainable Fashion Supply Chain Management: The European Scenario

European Management Journal

In the fashion industry, disposable fashion under the fast fashion concept has become a global trend which has its fundamental root in Europe. Under this trend, fashion supply chain chains must be highly responsive and able to produce products even in a very small quantity to satisfy the market needs. New styles will appear in the market within a very short time and European fashion brands such as H&M, Mango, and Zara can reduce the whole process cycle from conceptual design to a final ready to sell “wellproduced and packaged” product in the retail store within a few weeks.

Under this trend, debates related to sustainability arise. For example, is this kind of disposable fashion under fast fashion concept environmentally unfriendly? From the consumer side, the answer seems to be definitely “yes” because the consumers will only use the fashion items for a short period and then replace them by new ones. However, from the supply chain side, the fast fashion concept helps to better match supply and demand and lowers inventory levels. Moreover, since many fast fashion companies (such as Zara) adopt a local sourcing approach and get supply from local manufacturers, the corresponding carbon footprint is much reduced (and hence more environmental friendly) compared to the more traditional offshore sourcing.

It is well known that the largest advocate of sustainability in fashion comes from Europe where we find a considerable amount of sustainability-conscious consumers and organizations. A recent report on consumer survey for textile and clothing products has, for example, shown that in 2009 62.7% of consumers in Finland were very concerned and interested about products’ environmental impacts and 28.3% somewhat concerned and interested (Caniato et al. 2012). In terms of carbon emission reduction, the UK’s Carbon Trust is aspired to achieve a 60% reduction target from the 1990 level by 2050 in the UK(Allwood et al. 2008). In fact, for the past two decades, Europe has been very successful in

decoupling greenhouse gas emission from GDP growth. A substantial real GDP growth of about 30% for the “EU15 countries” was achieved between 1995 and 2010 while the amount of greenhouse gas emission was substantially decreased by more than 10% over this period of time (Schaltegger and Csutora 2012). There is also no doubt that Europe is the renowned “origin of fashion” and leading the world in terms of its initiatives of implementing many sustainability related measures. As a consequence, it is timely to examine the latest managerial issues and practices around sustainable fashion supply chain management in Europe.

In this special issue of the European Management Journal, we seek to publish the latest research on sustainable fashion supply chain management in Europe. See the [full announcement](#) for a list of important research questions we aim to address.

The aim of this special issue is to disseminate state-of-the-art methods and management principles for investigating and analyzing pertinent issues related to sustainable fashion supply chain management.

To prepare their manuscript, authors are asked to closely follow the “Instructions to Authors” of the European Management Journal (EMJ). Manuscripts will be refereed according to the standards of EMJ. *Manuscripts should be submitted via EMJ’s electronic submission system by 31 August 2013.*

The Guest Editors invited for this special issue are:
Chun-Hung CHIU, Sun Yat-Sen University, China

Tsan-Ming CHOI, The Hong Kong Polytechnic University, Hong Kong

Kannan GOVINDAN, University of Southern Denmark, Denmark

Xiaohang YUE, University of Wisconsin-Milwaukee, USA

▼ Publications by ACRA Members

Congratulations to the following authors for their scholarly contributions during
2011-2013!

▼ 2013

Armstrong, C.M. & LeHew, M.L.A. (2013). A case study in sustainability and fashion education: Adventures on the green. *Journal of Sustainability Education, Winter*(4).

Freathy, P. & Calderwood E. (2013). Changing patterns of behaviour: the impact of Internet adoption upon island communities. *Journal of Retailing and Consumer Services* 13(1), 111 - 119.

Jai, T., Burns, D. L. & King, N. J. (2013). The effect of behavioral tracking practices on consumers' shopping evaluations and repurchase intention toward trusted online retailers. *Computers in Human Behavior*, 29, 901-909.

Lee, H-J., Fairhurst, A., & Cho, H-J. (2013). Gender differences in consumer evaluations of service quality: Self-service kiosks in retail. *The Service Industries Journal*, 33(2), 248-265.

Lee, H-J. & Yang, K. (2013). Interpersonal service quality, self-service technology (SST) service quality, and retail patronage. *Journal of Retailing and Consumer Services*, 20(1), 51-57.

Lee, M., Kim, Y-K, & Lee, H-J. (2013). Adventure versus gratification: Emotional shopping in online auctions. *European Journal of Marketing*, 47(1/2).

Manjeshwar, S., Sternquist, B. and Good, L.K. (2013). Decision making of Asian buyers: An Asian perspective. *Qualitative Marketing Research*, 16(1), 38 - 52.

Minahan, S. M., Huddleston, P.T., Behe, B. K. & Fernandez, R. T. (2013, January). Conducting Field Research in Retail Stores: A meandering path to a successful research project. *International Review of Retail, Distribution and Consumer Research*, 1-15.



▼ 2012

Armstrong, C.M. & LeHew, M.L.A. (2013). A case study in Armstrong, C.M. & LeHew, M.L.A. (2012). Shifting the dominant social paradigm in the apparel industry: Acknowledging the pink elephant. Invited contribution to Spillman, K.A., Reilly, A., & Hunt-Hurst, P., *The Meaning of Dress* (3rd ed.). New York, NY: Fairchild Books.

▼ 2012 Publications by ACRA Members, cont.

Bahng, Y., & Kincade, D. H. (2012). The relationship between temperature and sales: Sales data analysis of a retailer of branded women's business wear. *International Journal of Retail and Distribution Management*, 40(6) 410 - 426.

Byun, S. and B. Sternquist (2012) Here-today-gone-tomorrow: consumer reactions to perceived limited availability. *Journal of Marketing Theory and Practice*, 20(2), 227-238.

Byun, S.-E., Kim, H.-J., & Duffey, M. (2012). A multi-course collaborative project within a global context: Multi-dimensional learning outcomes for merchandising and interior design majors. *Clothing and Textiles Research Journal*, 30(3), 200-216.

Damminga, C., Wu, J., & Johnson, K.K.P. (2012). The effect of lifestyle and shoppable fashion product displays on consumers' approach and avoidance behavior. *Journal of Global Fashion Marketing*, 3(3), 108-118.

Campbell, J., Line, N., Runyan, R. & Swinney, J. (2012). The moderating effect of family ownership on firm performance: An examination of entrepreneurial orientation and social capital. *Journal of Small Business Strategy*, 21(2), 27-45.

Chung, J.E., Stoel, L., Xu, Y., & Ren, J. (2012). Predicting Chinese consumers' purchase intentions for imported soy-based dietary supplements. *British Food Journal*, 114(1), 143-161.

Eastlick, Mary Ann, Claudia Ratto, Sherry L. Lotz, & Anubha Mishra (2012). Exploring Antecedents of attitude toward co-producing a retail checkout service utilizing a self-service technology. *The International Review of Retail, Distribution, and Consumer Research*, 22(4) 337-364.

Findlay A. & Sparks, L. (2012). Far from 'the magic of the mall': Retail (Change) in 'other places'. *Scottish Geographical Journal*, 128(1), 24-41.

Freathy, P. & O'Connell, F. (2012). Spending time, spending money: passenger segmentation in an international airport. *The International Review of Retail, Distribution and Consumer Research*, 22(4) 397-416.

Gil, L., Kwon, K.N., Good, L.K., & Johnson, L.W (2012). Impact of self on luxury brands among teens. *Journal of Business Research*. 65(10), 1425-1433.

Ha, S., & Stoel, L. (2012). Online apparel retailing: Roles of e-shopping quality and experiential e-shopping motives. *Journal of Service Management*, 23(2), 197-215.

Hurst, J.L., Good, L.K., & Gardiner, P. (2012). Conversion intentions of interns: What are the motivating factors? *Education + Training*, 54(6), 504-522.

Jeong, S.W., Stoel, L., & Chung, J. (2012). Impacts of store type importance and country of origin: Exploring the case of dietary supplements in the Chinese market. *International Journal of Retail & Distribution Management*, 40(6), 471-487.

Jones, R., Runyan, R.C. & Kim, Y.K. (2012). Brand experience: Single-brand retailers in the on-line environment. *Journal of Marketing at Retail*, 1(2), 17-30.

▼ 2012 Publications by ACRA Members, cont.

Kim, J., & Johnson, K.K.P. (2012). The impact of moral emotions on cause-related marketing campaigns: A cross-cultural examination. *Journal of Business Ethics*.

Kim, H., Kang, J. M., & Johnson, K. K. P. (2012). Effect of consumer relationship proneness on perceived loyalty program attributes and resistance to change. *International Journal of Retail and Distribution Management*, 40(5), 376-387.

Kincade, D. H., & Gibson, F. Y. (2012). Retail classroom meets business practice through a service-learning component. *Journal of Textile and Apparel, Technology Management*, 7(3), 1-14.

Koo, W., Knight, D.K., Yang, K., & Xiang, Z. (2012). Generation Y consumers' value perceptions toward apparel mobile advertising: Functions of modality and culture. *International Journal of Marketing Studies* 4(2), 56-66.

Lee, J.E., Cho, J.R., & Stoel, L. (2012). Store attributes as determinants of store loyalty: Moderating effect of rural versus urban apparel shoppers. *The Research Journal of the Costume Culture*, 20(1), 99-110.

Line, N. & Runyan, R.C. (2012). Hospitality marketing research: Recent trends and future directions. *International Journal of Hospitality Management*, 31(2), 477-488.

Line, N., Runyan, R.C., Costen, W.C., Frash, R. & Antun, J. (2012). Where everybody knows your name: The role of homophily in restaurant customers' expectations. *Journal of Hospitality Marketing & Management*, 21(1), 1-19.

Linz, S.J., Good, L., & Busch, M. (2012). Does worker loyalty pay? Evidence from transition economies. *Evidence-Based HRM: A Global Forum For Empirical Scholarship*, 1(1).

Minahan, S.M., Huddleston, P.T., & Bianchi, C. (2012). Costco and the Aussie Shopper: A case study of the market entry of an international retailer. *International Review of Retail, Distribution and Consumer Research*, 1-23.

Minahan, S. M. & Huddleston, P. T. (2012). Shopping with my mother: reminisces of adult daughters. *International Journal of Consumer Studies*, 1-6.

Mun, J., Janigo, K., & Johnson, K.K.P. (2012). Tattoo and self. *Clothing and Textiles Research Journal*, 30(2), 134-148.

Rhee, J., & Johnson, K.K.P. (2012). Predicting adolescents' apparel brand preferences. *Journal of Product & Brand Management*, 21(4), 255-264.

Rhee, J., & Johnson, K.K.P. (2012). Investigating relationships between adolescents' self-concept and brand preference. *Young Consumers*, 13(1), 74-85.

Rosenbaum, M. S., Walsh, G., & Wozniak, R. (2012). Family allowances as reverse retail discrimination. *International Journal of Retail and Distribution Management*, 40(5), 342 – 359.

▼ 2012 Publications by ACRA Members, cont.

Rosenbaum, M. S., & Martin, D. (2012). WearingCommunity: Why customers purchase a service firm's logo products. *Journal of Services Marketing*, 26(5), 310-321.

Rosenbaum, M. S., & Walsh, G. (2012). Service nepotism in the marketplace. *British Journal of Management*, 23(2), 241-256.

Rosenbaum, M. S., & Wong, I.A. (2012). The Effect of instant messaging services on society's mental health. *Journal of Service Marketing*, 26(2), 124-136.

Runyan, R.C, Ge, B., Dong, B. & Swinney, J.L. (2012). Entrepreneurial orientation in cross-cultural settings: Testing for measurement invariance in the construct. *Entrepreneurship Theory & Practice*, 36(4), 819-836.

Runyan, R.C., Kim, J.H. & Baker, J. (2012). The mall as bazaar: How kiosks and salespeople influence consumer shopping behavior. *Journal of Marketing Management*, 28(1/2), 85-102.

Ryu, J. & Swinney, J. (2012). Aligning Business owners for a successful downtown brand. *Journal of Place Management and Development*, 5(2), 102-118.

Ryu, J., Swinney, J. Muske, G. & Zachary, R. (2012). Business orientation, goals and satisfaction of Korean-American business owners. *East Asian Journal of Business Management*, 2(2), 5-11.

Spears, D. L., & Rosenbaum, M.S. (2012). The packaged tourist: A Japanese and American perspective. *Tourismos*, 7(1), 19-40.

Srivastava-Dabbas, C., Sternquist, B. & Mahi, H. (2012). Organized retailing in India: Upstream channel structure and management. *Journal of Business and Industrial Marketing*, 27(3), 176-195.

Sullivan, P., Bonn, M. A., Bhardwaj, V., & Dupont, A. (2012). Mexican national cross-border shopping: Exploration of retail tourism. *Journal of Retailing & Consumer Services*, 19(6), 596-604.

Sullivan P., Kang, Y., & Heitmeyer, J. (2012). Shopping involvement and experiential value: Gen Y retail apparel patronage. *The International Review of Retail, Distribution and Consumer Research*, 22(5): 459-483.

Swinney, J.L., Lang, C. & Runyan, R.C. (2012). An exploration of rural community branding efforts from the perspective of community residents. *International Journal of Rural Management*, 8(1/2), 35-47.

White, T.B. & Hong, Y. (2012). Building Trust to Increase Purchase Intentions: The Signaling Impact of Low Pricing Policies. *Journal of Consumer Psychology*, 22, 384-394.

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▼ Spring Conference



Over 300 retailing professionals, consultants, senior executives, and our “future retail leaders” will attend the Global Retailing Conference this coming April at the fantastic Loews Ventana Canyon Resort in Tucson. Click [HERE](#) to see companies that have attended the conference!

As if April weather wasn't reason enough to spend a couple days at a sunny Tucson resort, the University of Arizona's Terry J. Lundgren Center for Retailing puts together what's become one of the most thought provoking, smart, future-focused, and engaging events on retailing trends and strategies. Whether you're an independent retailer, business executive, CEO, marketer, HR executive or a future retail leader, this conference brings together the most innovative business leaders who share best practices that attendees can apply to their own businesses.

Our theme this year, Accelerate Your Brand – Get Ahead of Your Shopper will focus on new ways businesses are engaging customers and encouraging advocacy. By using tools such as digital advancements, marketing strategies, and consumer behavior studies, retailing companies have a better understanding on how to communicate with their customers. Now in its 17th year, the Global Retailing Conference promises an engaging venue with great opportunities to develop relationships. Click [HERE](#) to watch a slideshow about the conference!

▼ 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.



SUSAN S. FIORITO has been 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.



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.



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