

Department of Retailing and Tourism Management
2011 Research Publications

Peer-Reviewed Journal Articles Accepted, In Press or Published

Dasgupta, S., Probst, K. R., & **Wesley, S.** (2011, April). Hispanic consumers' willingness to purchase aquaculture product directly from farmers: Results from a recent survey. *Journal of Extension*, 49(2), Article No. 2RIB4.

Wesley, S., Lee, M. Y., & Kim, E. Y. (2011, Fall). The role of perceived consumer effectiveness and motivational attitude on socially responsible purchasing behavior in South Korea. *Journal of Global Marketing*. (In press).

Dasgupta, S., Probst, K. R., & **Wesley, S.** (2011, April). Hispanic consumers' willingness to purchase aquaculture product directly from farmers: Results from a recent survey. *Journal of Extension*, 49(2), Article No. 2RIB4.

Lee, Min-Young (2011). "The Games E-tailers Play": A Game Theory approach for solving e-tailing issues. *International Journal of Electronic Marketing and Retailing* 4(10), 49-61.

Solka, A.* Jackson, V. & **Lee, Min-Young** (2011). The Influence of gender and culture on generation Y consumer decision making styles. *International Review of Retail, Distribution and Consumer Research*. 21(4), 391-409.

Ko, E., Lee, M., **Lee, Min-Young.**, Phan, M., Kim, K-H, Hwang, Y. K., Burns, L.D. (2011). Product attributes' effects on perceived value and repurchase intention in Korea, USA, and France, *Journal of Global Scholars of Marketing Science* 21(3), 53-64.

Kim, Y-H., **Lee, Min-Young**, & Kim, Y-K. (2011). A new shopper typology: utilitarian and hedonic perspectives. *Journal of Global Academy of Marketing Science*, 21(2), 101-112.

Cotterill, D.G. & Easter, E.P. (2011) An Evaluation of Used Firefighter Turnout Gear to Determine the Durability of the Gear in Use. *ASTM F23 Ninth Symposium on Performance of Protective Clothing and Equipment: Emerging Issues and Technologies*. Book of Papers.

Cotterill, D.G., Easter, E.P. & Mullekom, J.V. (2011) Firefighter Turnout Gear Durability Study – Evaluation of Visibility Trim. *Journal of Fire Technology*, Article No. s10694-010-0189-2, Springer Vol 47, 601-613.

Other Publications:

Panel of Experts-Textiles. American Laundry News, monthly 2009 - 2011. (Easter)

Internal Unfunded Grants

Miller-Spillman, K.A. “Analysis of Ghanaian fabric dress designs that would sell in the US”.
To fund a half-time graduate student to start new stream of research, \$4,728.00, Research Activity Award, Fall 2011.

Unfunded External Grants

Lee, Min-Young [PI], Vanessa, J., & Wesley, S. (2011). *Innovative Farm Entrepreneurs: Developing direct farm program for Kentucky farmers by adopting Web 2.0 Social Networks*. Sustainable Community Innovation Grant, Southern Region Sustainable Agriculture Research and Education (SARE), **\$10,000**.

Jackson, V. [PI] & **Lee. Min-Young** [co-PI] (2011). *Enhancing Marketing Practices for Rural Retailers through Technology Assessment and Teaching*. National e-commerce Extension Initiative Grants, Southern Development Center, **\$25,000**.

Funded Internal Grants

Lee, Min-Young [PI] (2011). *Developing Retail Entrepreneurship online class*. Teaching Innovation and Incentive Funds, University of Kentucky, College of Agriculture, University of Kentucky. **\$11,000**.

Extension Refereed Publications

Miller-Spillman, K. A., Sigler, P. & Downey, J. M. (2011). *Becoming Body Wise*. In J. Tietyen's *Weight The Reality Series: Beyond the Basics*. University of Kentucky Extension Publications. FCS2-843 - Extending your Wardrobe Investment; FCS2-844 - Color is Key; FCS2-845 - Finding the Right Bra; FCS2-846 - How Do You See Your Body? FCS2-847 - Face Shape and Hair Care; FCS2-848 - Shed 5 Pounds with Wardrobe Basics; and FCS2-849 - Selecting Active Wear.

CONFERENCE PROCEEDINGS (ABSTRACT)/PRESENTATIONS:

Lee, Min-Young, Wesley, S. & Jackson, V. (2011). The use of consumer characteristics and

shopping behavior to identify socially responsible shopper segments. *International Textiles and Apparel Association*, Philadelphia, PA, November 2-6, Available online at www.itaonline.org

Lee, Min-Young (2011). Drivers of Socially Responsible Purchasing Behavior: A Cross-Cultural Investigation. *Next Retailing and Consumer Services Conference organized by European Institute of Retailing and Service Studies (EIRASS)*, San Diego, CA, July 15-18.

Invited lectures, speeches

Jackson, V. (April, 2011). E-Commerce, Kentucky Tennessee Institute for Sustainable Community Development, Southern Rural Retail Development, Pine Mountain State Resort Park, Pineville, KY 40977-0610.

Jackson, V. (May, 2011). Ecommerce & the Web 2.0 Era, Equity Foundation Grant Module, Paintsville, Kentucky Extension Facility.

SCHOLARLY PRESENTATIONS:

Invited Presentations:

Easter, E.P. (2011, September). *Textiles Update*. CSC Network, Franklin, TN

Cotterill, D.G. & Easter, E.P. (2011, June) An Evaluation of Used Firefighter Turnout Gear to Determine the Durability of the Gear in Use. ASTM F23 Ninth Symposium on Performance of Protective Clothing and Equipment: Emerging Issues and Technologies. Anaheim, CA.

Cotterill, D.G. & Easter, E.P. (2011, May). Retirement of Turnout Gear. Fire PPE Symposium, Charlotte, NC.

Zhang, L., & **LU, Ying (Tracy)** (2011). *MICE (Meetings, Incentives, Conventions, and Exhibitions) industry clusters using location quotient estimation: A case of Guangzhou, China*. The 8th International Conference on Innovation and Management (ICIM), November 30th – December 2nd, 2011, Kitakyushu, Japan.

LU, Ying (Tracy), Zhou, Y., & Cai, L. (2011). *Impacts of the gaming industry development in Macau: Perspectives from local residents*. The 7th China Tourism Forum, Oct 23rd – 25th, 2011, Haikou, Hainan, China.

Yang, Y., & **LU, Ying (Tracy)** (2011). *The PDR system for hotel employees in china: a case of Shangri-La hotel in Guangzhou*. The 2011 International Conference

7/13 on Strategic Management (ICSM), September 24th – 26nd, 2011, Sichuan, Chengdu, China.