

**Department of Retailing and Tourism Management**  
**2012 Research Publications**

**Refereed Journal Articles**

Kim, Y-K. & **Lee, Min-Young**, & Park, S. (In press) Consumer Shopping Value: A multi-dimensional, gender-neutral measure. Submitted to *Journal of Business Research*, Accepted June 5, 2012, **SSCI**.

**Miller-Spillman, K. A.** & Addo, K. (2012, Spring). A Ghanaian Study Tour: Opportunity, Observations, and Implications. *Journal of Family and Consumer Sciences* 104 (2), 13-18.

**Lee, Min-Young**, & Wesley, S. (2012). Drivers of socially responsible purchasing behavior: A cross-cultural investigation. *International Journal of Applied Behavioral Economics*, 1(4), 41-52.

Wesley, S., **Lee, Min-Young**, & Kim, E. (2012). The role of perceived consumer effectiveness and motivational attitude in socially responsible purchasing behavior in South Korea, *Journal of Global Marketing*. 25(1), 29-44.

Klausing, S.T., Maloney, J. & Easter, E.P. (2012) Evaluating Dimensional Change in Home Laundry – Washer vs. Dryer, *AATCC Review*. AATCC Review. Vol 12, No. 6, November/December.

**Refereed Papers Published in Proceedings and Symposium Publications:**

Easter, E., Cinnamon, M., Baker, E. (2013). Assessing the impact of wash Cotterill, D.G. & Easter, E.P. (2012) 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 6-16-2011.

### **Peer Reviewed Book Chapters**

Bentley, A.\* Jackson, V. & **Lee, Min-Young** (2012). A quantitative study of Females: Ethnicity and its influence on body image, thin internalization and social comparison. In Miller-Spillman, K. Reilly, A. & Hunt-Hurst, P. (Eds.), *The Meanings of Dress* (3rd ed). New York: Fairchild.

### **Funded Internal Grants**

**Lee, Min-Young** [PI] (2012). *Developing distance learning class*. The distance learning course development fund, Distance Learning Programs, University of Kentucky. **\$1,500**

**Miller-Spillman, K. A.** (September, 2012). Consumer Preferences in Kentucky for Ghanaian Fabrics, funded a ½-time RA, School of HES, Research Activity Award, \$1,643.20.

Miller-Spillman, K., Michelman, S. & N. Huffman. (2012). Are required cross-cultural courses producing pluralistic students? In K. Spillman, A. Reilly and P Hunt-Hurst (Eds.). *Meanings of Dress (3<sup>rd</sup>) Edition*. New York: Fairchild Publications.

Thompson, M., & Michelman, S. (2012). The Mary Jane shoe: A return to innocence. In K. Spillman, A. Reilly and P Hunt-Hurst (Eds.). *Meanings of Dress (3<sup>rd</sup>) Edition*. New York: Fairchild Publications.

Michelman, S. O. (2012 and 2005). Reveal or Conceal: Examining the Meaning of Modesty in Postmodern America. In M. Damhorst, K. Miller, & S. Michelman (Eds.), *Meanings of Dress* (2nd ed., pp. 210-216). New York: Fairchild Publications.

Michelman, S. O. (2012, 2005,1999). From Habit to Fashion: Dress of Catholic Women Religious. In M. Damhorst, K. Miller, & S. Michelman (Eds.), *Meanings of Dress* (pp. 483-489). New York: Fairchild Publications.

### **Unfunded External Grants**

**Lee, Min-Young** [PI] (2012). *Ethical Consumerism: The role of previous experience, product features, and perceived benefits in Fair-Trade apparel shopping*. 2012 Fairchild Publications Textile and Apparel Faculty Grant, Fairchild Publication and International Textile and Apparel Association. **\$1,500**

Easter, E., P.I. *Firefighter Durability Research: Evaluating Used Firefighter's Gear to determine how Protection Levels Change over the Lifetime of the Garment*. FEMA-Fire Prevention and Safety R&D Grant. 6/2012 to 12/2013, \$750,000. (unfunded)

### **Books**

**Miller-Spillman, K. A.,** Reilly, A. & Hunt-Hurst, P. (Eds.). (2012). *The Meanings of Dress*. (3<sup>rd</sup> ed.) New York: Fairchild.

**Miller-Spillman, K. A. &** Graham, M. A. (2012). *Instructor's Guide, The Meanings of Dress*. (3<sup>rd</sup> ed.) New York: Fairchild.

### **Refereed Abstracts Published in Conference Proceedings**

Lee, Min-Young, Jackson, V., **Miller-Spillman, K.,** & Ferrell, E.\* (2012). Intention to be involved fair-trade product consumption: The role of previous experience, product features, and perceived benefits. 2012 Global Marketing Conference at Seoul, Korea, July 17-22.

**Miller-Spillman, K. A.** (2012). "Ghanaian Inspired Student Designs: Course Project in History of Costume," *ITAA Proceedings*, Proceedings of the International Textile and Apparel Association, Honolulu, Hawaii, November 15, 2012, <http://www.itaaonline.org/index-2.html>.

**LU, Ying (Tracy),** Adler, H., Cai, L., & Day, J.G. (2012). *Motivation of Chinese attendees for convention and exhibition tourism: Interdisciplinary perspectives*. International Convention and Expo Summit 2012, May 22nd – 24th, 2012, Hong Kong, China. **[Best Paper Award]**.

### **Published Abstracts:**

Cotterill, D.G. & Easter, E.P. (2012). 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 6-16-2011. p 20.

## **SCHOLARLY PRESENTATIONS:**

### **Invited Presentations:**

Easter, E.P. (2012, January). Disney World's Textile Services, Walt Disney World, Orlando, FL.

Cotterill, D.G., Klausing, S.T. & Easter, E.P. (2012, January). Post Use Analysis of Firefighter Turnout Garments Phases I & II, *NFPA 1851 Committee Meeting*. Orlando, FL, 1-12-2012.

Jackson, V. & **Lee, Min-Young** (2012). Advertising as a method of communicating social responsibility by large corporations. *24th Annual Ethnographic and Qualitative Research Conference (EQRC)* on June 1-2, Cedarville, OH.

**Lee, Min-Young**, Jackson, V., Spillman, K., Ferrell, E. \* (2012). Intention to be involved fair-trade product consumption: The role of previous experience, product features, and perceived benefits. *2012 Global Marketing Conference* at Seoul, Korea, July 17-22.

Maloney, J\*, **Lee, Min-Young**, & Jackson, V. (2012) Consumer willingness to purchase organic products: Application of the Theory of Planned Behavior. *Academy of Marketing Association/ American Collegiate Retailing Association Retailing Conference 2012 Triennial Conference* on April 18-21, 2012, Seattle, WA.

**Swanson, J.R.** (2012). *SAVE Tourism in the Polar Regions: A Research Exploration*. 3rd Conference of the International Polar Tourism Research Network (IPTRN); Nain, Newfoundland, Canada.