

Department of Merchandising, Apparel and Textiles

2008 Refereed Journal Articles

- Easter, E.P.** Fabric technology: Highperformance fabrics meet the daily demands of high-traffic applications. *Upholstery Journal*, June/July:14-19.
- Jackson, V. P, Miller-Spillman, K.A.,** and Kwon, H.J. (2008). American and Korean Consumers Perceived Importance of Group Identity on Gift Giving Purchase Behavior. *International Journal of Human Ecology*
- Kim, Y., **Michelman, S.,** Seock, Y., Lee, S. (2008). The Analysis of Sub-Factors of Modesty-Immodesty Concepts in the United States and South Korean College Women. *Journal of the Korean Society of Clothing and Textiles*. Vol. 32(6).
- Lee, M-Y.,** Kim, Y-K, & Kim, H-Y. (2008). Segmenting online auction consumers. *Journal of Customer Behavior* 7(2), 135-148.
- Lee, M-Y.,** Kim, Y-K., Pelton, L., Knight, D., & Forney, J. (2008). Factors affecting Mexican consumers' purchase intention toward a U.S. apparel brand. *Journal of Fashion Marketing and Management*, 12(3), 294-307.
- Lee, M-Y.,** Knight, D., & Kim, Y-K. (2008). Brand Analysis of a U.S. Global Brand in Comparison with Local Brands in Mexico, Korea, and Japan. *Journal of Product and Brand Management*, 17(3), 163-174.

2008 Books and Peer-Reviewed Book Chapters

- Spillman, K.** (2008). Male Civil War Reenactors' Dress and Magic Moments. In Reilly, A. and Cosbey, S. (Eds.), *The Men's Fashion Reader* (pp. 445-464). New York: Fairchild Books, Inc.