

RTM GRADUATE FAULTY AREAS OF EXPERTISE

	Faculty Member	<u>Primary Area(s) of Expertise</u> (<i>Areas in which the faculty member could chair a thesis committee</i>)	<u>Other Area(s) of Expertise</u> (<i>Areas in which the faculty member could serve as a supporting committee member</i>)
MAT Faculty			
	Easter, Elizabeth	Textiles (Textile & apparel product development, quality, industries)	Textiles (any specialty area) Textile & Apparel Economics
	Jackson, Vanessa	Retailing/ Marketing (any area) International Merchandising/ Retailing Consumer Behavior (any area) Ecommerce	Retailing/ Marketing (any specialty area) International Merchandising/Retailing Consumer behavior (any area) Ecommerce
	Lee, Min-Young	Consumer behavior in new retail formats (e. g., ecommerce, m-commerce, virtual retailing, and online auctions), Experiential Retailing, International retailing and retailing for ethnic consumers.	Retail supply chain management Marketing Communication Corporate Social Responsibility
	Michelman, Susan	Social, psychological, cultural aspects of dress Historic costume/curatorial/museum Consumer behavior (depending on topic and method) Retailing/ marketing (depending on topic and method)	Social, psychological, cultural aspects of dress Historic costume/curatorial/museum Consumer Behavior Retailing/Marketing Textile & Apparel Industries Special Populations Decorative Arts
	Spillman, Kimberly	Social, psychological, cultural aspects of dress Historic costume/curatorial /museum Special	Social, psychological, cultural aspects of dress Historic costume/curatorial/museum Consumer Behavior Retailing/Marketing Textile & Apparel Industries
	Wesley, Scarlett	Retailing/ marketing (any area) Sustainable retailing Shopping behavior of niche markets Consumer behavior (any area) Market Segmentation	Retailing/Marketing (any area) Sustainable Retailing Shopping Behavior of Niche Markets Consumer Behavior (any area) Market Segmentation

HMT Faculty			
	Brown, Desmond	Sustainable tourism, small and medium hospitality and tourism enterprise economic development in developing countries, Kentucky tourism issues, didactic materials development	Sustainability Small and Medium Tourism Developments Tourism effects on markets
	Lu, Tracy	Hospitality and event management, consumer behavior in service settings, customer engagement strategies, loyalty programs, drivers of attendee loyalty to events, event impacts on host communities	Event Management Consumer Behavior Customer Engagement Strategies Customer Loyalty Marketing Event Attendance Event Planning
	Swanson, Jason	Tourism and planning policies, emerging trends in tourism industry, festival and event visitor research, tax implications on restaurant demands	Tourism and Planning Hospitality Trends Marketing Event Management Event Planning Restaurant trends Hotels/Bed and Breakfast