



### UPCOMING EVENTS

Thanksgiving  
Break

November 26-27

Fall

Commencement

December 13

### RHTM 2010 Career Fair

The **Retail, Hospitality, and Tourism Management Career Fair** will be held on **Thursday, February 11, 2010, 9:30 am to 12:30 pm**, in the Ball Room of the Carolyn P. Brown Memorial University Center.

We value you, our partners, and appreciate your participation in this event. Even though you may not have as many jobs and internships available this year, we think it is important for you to meet our students in a traditional career fair setup. There will be no cost to exhibit at the fair this year, but we ask that you contribute for breakfast and lunch. Be looking for the registration form in your email!

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### Retail Program Recognized

The amount of research being done by our retail faculty, ranks in the Top 20 internationally and in the Top 5 nationally, according to research done by Rod Runyan and RCS doctoral student, Jonghan Hyun, which has been accepted for publication in the *International Review of Retail, Distribution and Consumer Research*. They studied faculty and program productivity in the retail discipline by looking at research appearing in four key retailing journals over the past 15 years.

Runyan and Hyun found that UT rates in the Top 20 on two of three indices. Only seven US universities are in the top 20. Looking at national statistics, they found that UT:

- ranks fifth in total scholarly productivity,
- ranks second in output of scholars with doctorates from UT ,
- ranks 4th in the percentage of scholarly output in retailing coming from the retail program. That is, during the 15 years of data studied, 58 percent of the scholarly output in this area was produced by Retail and Consumer Sciences; the remainder was done by other UT departments,
- two current faculty members ranked in the Top 20 nationally in terms of productivity. Young-Kyung Kim ranked 8th and Ann Fairhurst ranked 17th.

### Evening with Arrington and Riedel a Great Success!

Eighty-two participants had a wonderful evening sampling Arrington wines served in the famous Riedel stemware. The tasting was led by Kip Summers, Arrington's winemaker, and Michael Leedle, Riedel's representative for the state of Tennessee. The event was sponsored by the Knoxville Hilton and Ruth's Chris Steak House. Carol Costello organized the event, and hospitality students assisted in the preparations.



### Your Fundraising Dollars at Work

Student enrichment funds allowed RCS doctoral students, Jeffrey Campbell, Vertica Bhardwaj, Jewon Lyu, Jonghan Hyun, and JeeSun Park to present their research at the Academy of Marketing Science/American Collegiate Retailing Association Triennial Conference, New Orleans, LA, September 30-October 3 along with RCS faculty members, Ann Fairhurst, Youn-Kyung Kim, Jeanie Lim, and Rod Runyan. Presentations included:

- Competitiveness of U.S. and Local Brands in the Indian market, by V. Bhardwaj and Y.-K. Kim.
- Customers' Love in Retailer-Customer Relationships, by H. Kim, Y.-K. Kim, L. Jolly, and A. Fairhurst.
- North American Author and Institution Rankings in Retailing Scholarship: 1994-2008, by R. Runyan and J. Hyun.
- The Topic of Retail Internationalization: A Multidimensional Approach on Psychic Distance, by J. Lyu, A. Fairhurst, and H. Lim.

- Multidimensional Approach to the Role of Culture in Consumer Innovativeness, by J. Park and H. Lim.
- Using Strategy and Structure to Become "Penney" Wise, by J. Campbell.

## Target Competition

Four student teams in Ann Fairhurst's Retail Management class participated in Target's Case Study Competition. The focus of the case study was sustainability. The project questions given to the student teams were

- 1) How can Target fulfill the guests' wants to support sustainability through its product offerings? and
- 2) How can Target communicate its sustainability in a meaningful, clear and concise way?

Students presented their creative solutions to Target executives on October 13. One team was selected to receive a \$4,000 scholarship. The winning team created a sustainable merchandising plan for personal care and beauty products and developed a private label line called "Sustainable Solutions."

The winning team pictured with Ann Fairhurst: Damon Williams, Nathan Rose, Kathleen Chill, Meredith Ginn. Plus, Andreanna Williamson (not pictured).



## Honors and Awards

Jeesun Park, Retail and Consumer Sciences doctoral student, has been selected by the RHTM faculty to be the ESPN Fellow in the Department of Retail, Hospitality, and Tourism Management.

## Projects/Activities

John Antun, Wanda Costen and Rod Runyan have had their article "Accurately Assessing Expectations Most Important to Restaurant Patrons: The Creation of the DinEX Scale." Accepted for publication by the *Journal of Foodservice Business Research*.

Rachel Chen was invited by the U.S. Travel Association to serve as a keynote speaker of the 3rd China-USA Tourism Directors Summit held at the Disney Resort in Florida, October 22-23. She presented "Travel and Tourism: A Sustainable Bull Market of the U.S. and China." Approximately 150 tourism commissioners and directors attended the summit.

Rod Runyan has had the research article, "A Cross-Cultural Study of Relationship Marketing Factors: Antecedents of Satisfaction in a Channel Setting," accepted for publication in the *Journal of Business Research*, with Brenda Sternquist and Jae-Eun Chung.

Wanda Costen is the new Secretary/Treasurer for SE CHRIE. She coordinated the review process and edited *Frontiers*, the refereed conference proceedings, for the SE CHRIE Fall Conference held at the University of Mississippi in October.

Wanda Costen is serving on the Editorial Board of the UT Libraries digital press, Newfound Press. The Newfound Press was established in 2005, and has since published 4 monographs. It currently has two books and a database under production. It also hosts a peer-reviewed journal.

The Culinary Institute has enrolled two additional rotations for a total of 8 rotations.

The Culinary Institute participated in the recent *Wine on the Water* event. Terry Williams, HRT undergraduate student, headed up a group of students. Chef Jerry Gardner took care of the culinary aspects.