

ANN E. FAIRHURST

1215 W. Cumberland Avenue  
Retail, Hospitality & Tourism  
Management  
University of Tennessee  
Knoxville, TN 37996-1911  
865-974-6609 (office)  
fairhurs@utk.edu

## EDUCATION

1985, Ph.D., Clothing, Textiles and Merchandising, Oklahoma State University  
Dissertation Title: "Consumer Involvement Related to Patronage  
Behavior for Apparel Stores" Advisor: Dr. Kathryn Greenwood

1977, M.S., Home Economics, Indiana State University

1975, B.S., Clothing and Textiles, Purdue University

## PROFESSIONAL EXPERIENCE

|                  |  |
|------------------|--|
| 2011-Present     | Interim Head of Department of Retail, Hospitality<br>and Tourism Management                      |
| 2001-Present     | Professor of Retail and Consumer Sciences<br>University of Tennessee, Knoxville, TN              |
| 1993-August 2001 | Associate Professor of Retailing and Consumer Sciences<br>University of Tennessee, Knoxville, TN |
| 1985-1993 May    | Assistant Professor of Apparel Merchandising<br>Indiana University, Bloomington, IN              |

1977-1983

Instructor of Clothing and Textiles

University of Wisconsin, Stevens Point, Stevens Point, WI

## PUBLICATIONS

### ARTICLES IN REFEREED JOURNALS

Lee, H.J., Fairhurst, A. & Cho, H-J. (2011). Gender differences in consumer evaluations of service quality: Self-service kiosks in retail. The Service Industries Journal, 1-18.

Kim, H., Kim, Y-K., Jolly, L., & Fairhurst, A. (2010). The role of love in satisfied customers' relationships with retailers. The International Review of Retail, Distribution and Consumer Research, 20(3), 285-296.

Kumar, A., Fairhurst, A. & Kim, Y.K. (2011). Ethnocentric tendencies of Indian Consumers: Impact on Preference for Domestic Versus Foreign Products. The International Review of Retail, Distribution and Consumer Research, 21(4), 323-341.

Sneed, C.T. & Fairhurst, A.E. (2010). From the Boardroom to the Farmers' Market: Using Activity System Mapping to Explore a Farmers' Market Competitive Advantage. Journal of Agriculture, Food Systems and Community Development, 1(1), 149-159.

Park,J. & Fairhurst, A. (2010). Consumer Perception of Social Presence in e-Tail Websites. Journal of the Korean Society of Clothing and Textiles, 34(6), 997-1007.

Lee, H., Fairhurst, A. & Lee, M. (2009). The Importance of Self-Service Kiosks in Developing Consumers' Retail Patronage Intentions. Managing Service Quality, 19(6), 687-701.

Lee, M., Fairhurst, A. & Wesley, S. (2009). Corporate Social Responsibility: A Review of

the Top 100 US Retailers. Corporate Reputation Review, 12(2), 140-159.

Lee, M., Kim, Y. & Fairhurst, A. (2009). Shopping Value in Online Auctions: Their Antecedents and Outcomes. Journal of Retailing and Consumer Services, 16, 75-82.

Fairhurst, A., Costello, C. & Holmes, A. (2007). An Examination of Shopping Behavior of Visitors to Tennessee According to Tourist Typologies. Journal of Vacation Marketing, 13(4), 311-320.

Anderson, J.L., Jolly, L.D. & Fairhurst, A.E. (2007). Customer Relationship Management in Retailing: A Content Analysis of Retail Trade Journals. Journal of Retail & Consumer Services, 14, 394-399.

Kim, H., Kim, Y.K., Jolly, L. & Fairhurst, A. (2007). Satisfied Customers' Love Toward Retailers: A Cross-product Exploration. In Angela Y. Lee & Dilip Soman (Eds.), Advances in Consumer Research, Vol 35 (pp. 507-515), Duluth, MN: Association for Consumer Research.

Kim, Y., Jolly, L., Fairhurst, A. & Atkins, K. (2005). Mixed-Use Development: Creating A Model of Key Success Factors. Journal of Shopping Center Research, 12(1), 53-76.

Carpenter, J. & Fairhurst, A. (2005). Consumer Shopping Value, Satisfaction, and Loyalty for Retail Apparel Brands. Journal of Fashion Marketing and Management, 9(3), 256-269.

Carpenter, J.M., Moore, M. & Fairhurst, A. (2005). Consumer Shopping Value for Retail Brands. Journal of Fashion Marketing and Management, 9(1), 43-53.

Moore, M. & Fairhurst, A. (2003). Marketing Capabilities and Firm Performance in Fashion Retailing. Journal of Fashion Marketing and Management, 1(4), 386-397.

Moore, M., Kennedy, K. & Fairhurst, A. (2003). Cross-cultural Equivalence of Price Perceptions Between U.S. and Polish Consumers. International Journal of Retail & Distribution Management, 31(5), 268-279.

Costello, C. & Fairhurst, A. (2002). Purchasing Behavior of Tourists Towards Tennessee Made Products. International Journal of Hospitality and Tourism Administration, 3(4), 7-18.

Lee, E., Fairhurst, A. & Dillard, S. (2002). Usefulness of Ethnicity in International Consumer Marketing. Journal of International Consumer Marketing, 14(4), 25-49.

Fair, N.B., Fairhurst, A.E., & Costello, C. (2001). Impact of September 11, 2001 on Consumer Spending: A Look At Holiday Spending. Journal of Textile and Apparel Technology and Management, 2(1), 1-6.

Lindquist, J.D., Vida, I., Plank, R.E. & Fairhurst, A. (2001). The Modified CETSCALE: Validity Tests in the Czech Republic, Hungary, and Poland. International Business Review, 10, 505-516.

Vida, I. & Fairhurst, A.E., Reardon, J. (2000). Determinants of International Retail Involvement: A Large U.S. Retail Chains Case. Journal of International Marketing, 8(4), 370-60.

LeHew, M.L. & Fairhurst, A.E. (2000). U.S. Shopping Mall Attributes: An exploratory investigation of their relationship to retail productivity. International Journal of Retail and Distribution Management, 28, (6), 261-279.

Gable, M., Fairhurst, A., Dickinson, R. & Harris, L. (2000). Improving Students' Understanding of the Retail Advertising Budgeting Process. Journal of Marketing Education, 22 (2), 120-128.

Vida, I. & Fairhurst, A.E. (1999). Factors Underlying the Phenomenon of Consumer

Ethnocentricity: Evidence From Four Central European Countries, The International Review of Retail, Distribution and Consumer Research, 9, (4), 321-337.

Good, L. & Fairhurst, A.E. (1999). Met Expectations During the Role Transitions of Retail Executive Trainees. International Journal of Retail and Distribution Management, 27 (9), 350-361.

Vida, I. & Fairhurst, A. (1998). International expansion of the U.S. retail industry: A theoretical approach for future investigations. Journal of Retailing and Consumer Services, 5, (3), 143-151.

Fairhurst, A.E., Gable, M. & Dickinson, R. (1996). Determining advertising budgets for service enterprises. Journal of Services Marketing, 10(6), 18-32.

Yu, H., Fairhurst, A.E. & Lennon S.J. (1996). Small retail store buyers' response to apparel markets: Perceptions and choices. Journal of Small Business Management, 34(4), 14-22.

Fairhurst, A.E., Lennon S.J. & Yu, H. (1996). Retail buyers' and manufacturers' sales representatives' perceptions of market show services in small apparel markets. Clothing and Textiles Research Journal, 14(3), 161-168.

Lennon, S.J. & Fairhurst, A.E. Categorization of the Quality Concept. (1994). Home Economics Research Journal, 22, (3), 267-285.

Yu, H. & Fairhurst, A.E. Influence of Country-of-origin on American Consumers' Evaluation of Apparel Products Made in Korea. (1994, Nov.) Journal of Korean Society of Clothing and Textiles, 18, (5), 704-715.

Fairhurst, A.E., Jones, M.H. & Kunkoff, K. Charles James Recreated. (1993). Costume, 27 79-85.

Fiorito, S.S. & Fairhurst, A.E. Consumption of Buyers' Job Content in Large and Small Retail Firms. (1993). Clothing and Textiles Research Journal, 11, (3), 8-15.

Gable, M., Fairhurst, A. & Dickinson, R. The Use of Benchmarking to Enhance Marketing Decision Making. (1993). Journal of Consumer Marketing, 20, (1).

Fairhurst, A.E. & Good, L.K. Teaching Marketing Concepts: An Ethnographic Approach. (1993). Marketing Education Review, 3, (3), 47-51.

Fairhurst, A.E. Fashion Retail Education: A Guide for Home Economics. (1991). Illinois Teacher, 34, (4), 150-152.

Lennon, S.J., Fairhurst, A. & Peatross, F. Apparel and Furniture Attribute Importance As A Function of Self-Monitoring. (1991). Home Economics Research Journal, 9, (4), 292-302.

Fairhurst, A.E. Ethics in Retailing: Perceptions of Apparel Merchandising Students. (1991). Home Economics Forum, 5, (2), 20-23, 13.

Fairhurst, A. & Fiorito, S. Retail Buyers Decision Making Process: An Investigation of Contributing Variables. (1990). International Review of Retail, Distribution and Consumer Research, 1, (1), 87-100.

Lennon, S., Fairhurst, A. & Davis, L. Effects of Apparel Classification on Attitudes Toward Apparel Shopping. (1989). Perceptual and Motor Skills, 68, 485-486.

Fairhurst, A., Good, L.K. & Gentry, J.W. Fashion Involvement: An Instrument Validation Procedure. (1989). Clothing and Textiles Research Journal, 7, (3), 10-14.

Fiorito, S. & Fairhurst, A. Buying for the Small Apparel Retail Store: Job Content Across

Four Merchandise Categories. (1989). Clothing and Textiles Research Journal, 8, (1), 10-21.

Lennon, S.J., Fairhurst, A.E., & Davis, L.L. Evaluations of Apparel Advertising as a Function of Self-Monitoring. (1986). Perceptual and Motor Skills, 66, 987-996.

#### PAPERS IN REFEREED CONFERENCE PROCEEDINGS

Lee, H., Cho., H.J., Xu, H.J. & Fairhurst, A. (2009). "The Influence of Consumer Traits and Demographics on Intention to Use Retail Self-Service Kiosks" in (B.Berman, ed.) Proceedings of AMS/ACRA Retailing Conference.

Kim, H., Kim, Y., Jolly, L. & Fairhurst, A. (2009). "The Role of Love in Satisfied Customers' Relationships with Retailers" in (B.Berman, Ed.) Proceedings of AMS/ACRA Retailing Conference.

Lyu, J., Fairhurst, A. & Lim, H. (2009). "Retail Internationalization: A New Multidimensional Approach on Psychic Distance" in (B. Berman, Ed.) Proceedings of AMS/ACRA Retailing Conference.

Kim,H., Kim,Y., Jolly, L. & Fairhurst, A. (2008). "Satisfied Customers' Love Toward Retailers: A Cross-Product Exploration" in (Y. Angela,Ed) Advances in Consumer Research, 35, 507-515.

Jolly,L., Fairhurst, A., & Costello,C. (2006). "Developing Web-based Modules for Teaching Customer Service Management", Proceedings of the Marketing Management Association.

Anitsal, I. & Fairhurst, A. (2003). "The Customer-Value Hierarchy: Understanding Customer Value in Timeshare Holiday Resorts." In (J.K. Eastman, Ed.) Proceedings of

The Association of Marketing Theory and Practice.

Anitsal, I. & Fairhurst, A. (2002). "Customer Participation in Technology-Based Self-Service: Research Issues for Customer Value Creation in Retailing", Atlantic Marketing Association.

Wesley, S. & Fairhurst, A. (2000). Evaluating The Retail Store Environment: Differences Between Customer and Sales Personnel Perspectives. In (B. Berman J. Evans, Eds.) Retailing 2000, Proceedings of The AMS/ACRA Triennial Conference.

Lee, E.J., Fairhurst, A., Dillard, S. (1999). Ethnicity and strength of ethnic identification: Hispanic and Asian shopping behavior. (Eds. S.J. Hoch & R. Meyer), Proceedings of the Association for Consumer Research.

Vida, I. & Fairhurst, A. (1997). The role of organizational characteristics in international retailing: Empirical evidence from the U.S. (Ed. J. Leunis) Proceedings of the 9<sup>th</sup> International Conference on Research in the Distributive Trades, B1.21-B1.26.

Vida, I. & Fairhurst, A. (1997). A retailer's comparative advantages and retail international strategies. (Ed. R.L. King) Retailing: End of a Century and a Look to the Future, Proceedings of the AMS/ACRA Triennial Conference, 85-88.

Gable, M., Dickinson, R., Fairhurst, A. (1997). The all you can afford method of setting retail advertising budgets for small retailers. (Ed. R.L. King) Retailing: End of a Century and a Look to the Future, Proceedings of the AMS/ACRA Triennial Conference, 166-170.

Vida, I., Damjan, J. & Fairhurst A. (1996). Ethnocentric tendencies and consumer purchase behavior in central and eastern europe: The case of Slovenia. (Ed. P.K. Choudhury) Proceedings of the Multicultural Conference, Academy of Marketing Science, 49-55.



Vida, I. & Fairhurst, A.E. (1996). Should Marketers be concerned about consumer ethnocentrism? (eds. Chadraba, P. & Springer, R.) Proceedings of the Conference on Marketing Strategies for Central and Eastern Europe, Paper #13.

Fairhurst, A., Gable, M. & Dickinson, R. Utilizing Benchmarking to Determine Advertising Budgets in Service Retail Enterprises. (1995). In L. Pellegrini, (Ed.) Proceedings of the 8th International Conference on Research in the Distributive Trades, (pp. A6.1-A6.5), Milan, Italy.

Fairhurst, A.E., Good, L.K. & Wesley, S.C. The Career Exploration Process: The Role of Information Satisfaction. (1995). In L. Pellegrini (Ed.). Proceedings of the 8th International Conference on Research in the Distributive Trades, (pp. A5.17-A5.21), Milan, Italy.

Vida, I. & Fairhurst, A.E. A Model of Factors Influencing the Internationalization Process of a Firm: Application to the U.S. Retailing Industry. (1995). In L. Pellegrini (Ed.) Proceedings of the 8th International Conference on Research in the Distributive Trades, (pp. Aa7.38-A7.45), Milan, Italy.

Stoltman, J.J., Gentry, J.W., Fairhurst, A.E. & Ko, G. Exploring the Role of Knowledge and Involvement in Consumer Search. (1993). In W. Darden & R.F. Lusch (Eds.), Cutting Edge Research III in Patronage Behavior and Retail Strategy (pp. 15-31). IL: American Marketing Association.

Gable, M., Fairhurst, A. & Dickinson, R. Utilizing Benchmarking in Determining the Budget for Advertising in Retail Settings. (1993). In S. Burt and L. Sparks (Eds.) Proceedings of the 7th International Conference on Research in the Distributive Trades (pp. 385-394). Scotland: Institute for Retail Studies.

Good, L.K. & Fairhurst, A.E. Unmet Expectations in the Role Transitions of Retail Executive Trainees. (1993). In S. Burt and L. Sparks (Eds.) Proceedings of the 7th

International Conference on Research in the Distributive Trades (pp. 424-434). Scotland: Institute for Retail Studies.

Good, L.K. & Fairhurst, A. Exploration Stress and the Career Exploration Process. (1991). In R.A. Thurik & H.J. Gianotren (Eds.) Proceedings of the Sixth World Conference on Research in the Distributive Trades (pp. 123-130), Netherlands: Research Institute for Small and Medium-Sized Business.

Fairhurst, A. & Good, L.K. The Ethnographic Case Study: An Experimental Approach to Testing Retail Management. (1991). In W.J. Wheatly & J.J. Gosenpud (Eds.) Developments in Business Simulation and Experiential Learning. (pp.16-18), GA: Association for Business Simulation and Experiential Learning.

Gentry J., Stoltman, J., Fairhurst, A. & Schibrowsky, J. Implications of a Judgement vs. Choice Perspective of Shopping Behavior. (1991). In W. Darden (Ed.), Cutting Edge in Research in Patronage Behavior and Retail Strategy. IL: American Marketing Association.

Fairhurst, A. & Lennon, S. Clothing Product Involvement and Self-Monitoring. (1991). In R.L. King (Ed.), Retailing: Reflections, Insights, and Forecast, (pp. 22-25), VA: Academy of Marketing Science.

Stell, R. & Fairhurst, A. Video Catalogs: Retail Merchandising at Home. (1991). In R.L. King (Ed.), Retailing: Reflections, Insights and Forecast. (pp. 133-136), VA: Academy of Marketing Science.

Fairhurst, A & Fiorito, S. An Empirical Investigation of Sheth's Theory of Merchandise Buying Behavior. (1988). In R.L. King (Ed.) Retailing: Its Present and Future (pp. 261-265). SC: Academy of Marketing Science.

## PARTS OF BOOK

Fairhurst, A.E. Hughe's Department Store: Case Study. (1994, 1998, 2000, 2003, 2009). In M.S. Levy & B. Weitz, Retailing Management, (1<sup>st</sup> Edition, 2<sup>nd</sup> Edition, 3<sup>rd</sup> Edition, 4<sup>th</sup> Edition & 7<sup>th</sup>. edition) IL: Irwin Publishers. (Same case also used in subsequent book, Essentials of Retailing, M.S. Levy & B. Weitz, 1996).

## REFEREED PRESENTATIONS

“Problem-based Approach to Retail Expatriate Success: A Qualitative Investigation to Define Success Attributes for International Retail Management.”, ACRA, June, 2010, Jones, R., Fairhurst, A., Lyu, J., Runyan, R., Kim, Y.K. & Jolly, L.

“Establishing a Channel-Value Framework for Purchasing Locally Produced Foods”, ACRA, June, 2010. Campbell, J. & Fairhurst, A.

“The Effects of Social Presence on Consumer Responses Toward an E-tailer: The Mediating Effects of Trust and Affective States:”, ACRA, Jan 2009

“Falling in Love With A Store: A Satisfied Customer Typology”, ACRA, April 2007, Kim,H., Jolly,L., Fairhurst, A.

“Customer Love: Antecedents and Outcomes”, ITAA, Nov 2007, Kim.H., Jolly,L. & Fairhurst, A.

“Retail Enrichment and Development”, ITAA, Nov 2007, Jolly,L., Fairhurst, A., Kim,Y., Lim,H., Simpson,L., Fair,N., Piper,C.

“Using the Holistic Critical Thinking Scoring Rubric to Assess Student Responses To Customer Service Manager Tasks”, ITAA, Nov. 2006, Jolly, L, Fairhurst, A.,

Costello,C., Lee,H. & Kumar, A.

“ Customer Relationship Management in Retail: Usage as Identified by a Content Analysis of the Retail Trade Press”, ITAA, Nov. 2006, Anderson,J., Jolly,L. & Fairhurst, A.

“Student Perceptions of Web-based Customer Service Modules”, ITAA, Nov. 2006, Jolly,L., Fairhurst, A. & Costello.C.

A Formation of Consumer Perceptions and Implications for Retailing,”Association for Marketing Theory and Practice, Mar. 2005. Anitsal, I & Fairhurst, A.

Data Mining: Connecting People, Planet and Profit,” ITAA, Nov. 2004, Anderson, J, Fairhurst, A., Jolly, L., & Park, H.

“Using Industry-Generated Cases to Teach Retailing Courses,” ITAA, Nov. 2003, Carpenter, J. & Fairhurst, A.

“Empirical Research on Retailing in Major Marketing Journals: A Topic and Citation Analysis Between 1993-2002,” ACRA, Nov. 2003, Anitsal, I., Bolat, S. & Fairhurst, A.

“Retailing Instruction and Advising: Our Customers Are Satisfied!,” ACRA, Nov. 2003, Southward, L. & Fairhurst, A.

“The Customer-Value Hierarchy: Understanding Customer Value in Timeshare Holiday Resorts,” Association of Marketing Theory and Practice, Mar. 2003, Anitsal, I. & Fairhurst, A.

“Problem-Based Learning: Bringing Retailers Into Your Classroom;” ITAA, Aug. 2002, Carpenter, J. & Fairhurst, A.

“Consumer Profiles According to the Level of Online Purchase Experience,” ITAA, Aug. 2002, Kim, A, Park, J. & Fairhurst, A.

“Craft Retailers as Future Brokers Between Appalachian Tourist Sites and Tourists.” Appalachian Studies Conference, March, 2001. Paige, R. & Fairhurst, E.A.

“The Retail Store Environment and Service Quality: An Exploration of Existing Relationships.” Association of Marketing Theory and Practice, March 2001, Wesley, S & Fairhurst, A.E.

“Modeling Determinants of Internet Shopping.” International Textile and Apparel Association, Nov. 2000. Kwon, Nan & Fairhurst, A.

“Consumer Behavior Research: Trends in Topics, Nature of Inquiry & Methodology”. International Textile & Apparel Association, Nov. 2000, Seo, H., Moore, M. & Fairhurst, A.

“The Charm Pet Shop”: The Best of Two Worlds. International Textile and Apparel Association, Nov. 1999. Fairhurst, A.E. & McCarthy, T.

“Apparel Store Customer Service: Differences Between Consumer and Salesperson Perceptions.” International Textile and Apparel Association, Nov. 1999. Wesley, S. & Fairhurst, A.E.

“Broadening Our Horizons: Planning and Implementing Successful Study Abroad Program.” International Textile & Apparel Association, Nov. 1999, Huddleston, P., Cassill, N., Fairhurst, A., Griese, K. & Luttrell, M.

“The Importance of “Made-In” Product Labeling in Consumer Shopping Behavior,” International Textile and Apparel Association, Nov. 1999. Vida, I. & Fairhurst, A.E.

“Ethnicity and Strength of Ethnic Identification: Hispanic and Asian Shopping Behavior.” Association of Consumer Research, October 1999. Lee, E., Fairhurst, A.E., & Dillard, S.

“U.S. regional and super-regional mall attributes and their relationship to retail productivity.” International Textile and Apparel Association (ITAA), November 1997. LeHew, M. & Fairhurst, A.E.

“Ethnic group shopping pattern: A study of asian consumers.” ITAA, November 1996. Lee, E., Fairhurst, A.E. & Dillards, S.

“Cross-Comparison of consumer ethnocentricity in transitional markets of eastern Europe.” ITAA, November 1997. Vida, I. & Fairhurst, A.E.

“Consumer ethnocentrism: The case of korean consumers.” ITAA, November 1997. Kwon, K. & Fairhurst, A.E.

“The role of organizational characteristics in international retailing: empirical evidence from the U.S.” European Association of Education and Research in Commercial Distribution, July 1997. Vida, I & Fairhurst, A.E.

“A retailer’s comparative advantages and retail internationalization strategies.” AMS/ACRA Triennial Conference, October 1997. Vida, I. & Fairhurst, A.E.

“Should marketers be Concerned about Consumer Ethnocentrism? Empirical Evidence for Seven CEE Countries.” 4th Annual Conference on Marketing Strategies for Central and Eastern Europe, Vienna, Austria, December 1996. Vida, I. & Fairhurst, A.E.

“Manufacturers’ Perceptions of Hispanic and Asian Consumers” Annual Meeting of the International Textile and Apparel Association, Banff, Canada, August 1996.

Fairhurst, A.E. & Dillard, S.

"Ethnocentric Tendencies and Consumer Purchase Behavior in Central and Eastern Europe: The Case of Slovenia" Academy of Marketing Science Multicultural Marketing Conference, September 1996. Vida, I. & Fairhurst, A.E.

"Utilizing Benchmarking to Determine Advertising Budgets in Service Retail Enterprises," International Conference on Research in the Distributive Trades, Milan, Italy, September 1995. Fairhurst, A.E., Gable, M. & Dickinson, R.

"The Career Exploration Process: The Role of Information Satisfaction," International Conference on Research in the Distributive Trades, Milan, Italy, September 1995. Good, L.K., Fairhurst, A.E. & Wesley, S.

"A Model of Factors Influencing the Internationalization Process of a Firm: Application to the U.S. Retailing Industry," International Conference on Research in the Distributive Trades, Milan, Italy, September 1995. Vida, I. & Fairhurst, A.E.

"Utilizing Benchmarking in Determining Budget for Advertising in Retail Settings," International Conference on Research in the Distributive Trades, Stirling, Scotland, September 1993. Fairhurst, A.E., Gable, M. & Dickinson, R.

"Job Expectations and Socialization of Retail Managers," International Conference on Research in the Distributive Trades, Stirling, Scotland, September 1993. Good, L.K. & Fairhurst, A.E.

"Exploring the Role of Knowledge and Involvement in Consumer Search," Symposium on Patronage Behavior and Retail Strategy, Lake Placid, NY, May 1993. Stoltman, J.J., Gentry, J.W., Fairhurst, A.E. & Ko, G.

"The Ethnographic Case Study: A Critical Inquiry Approach," International Textile

and Apparel Association, Columbus, OH, October 1991. Stoltman, J.J., Gentry, J.W., Fairhurst, A.E. & Ko, G.

"Met Expectations and the Retail Executive Trainee," International Textile and Apparel Association, Columbus, OH, October 1991. Fairhurst, A.E. & Good, L.K.

"Categorization of the Quality Concept," presented at the Annual Meeting of the International Textile and Apparel Association, San Francisco, CA, November 1991. Lennon, S. & Fairhurst, A.E.

"Investigation of Small Apparel Retail Store Buyers' Choice of Apparel Market Centers," presented at the Annual Meeting of the International Textile and Apparel Association, San Francisco, CA, November 1991. Fairhurst, A.E., Lennon, S.J. & Lee, H.

"The Relationship of Self-Monitoring to Clothing Product Involvement, presented at the Academy of Marketing Science/American Collegiate Retailing Association National Retailing Conference, Richmond, VA, October 1991.

"Video Catalogs: Retail Merchandising at Home," presented at the Academy of Marketing Science/American Collegiate Retailing Association National Retailing Conference, Richmond, VA, October 1991. Fairhurst, A.E. & Stell, R.

"Quick Response: A Look at the Key Players - Buyers, Retailers, Manufacturers and Their Strategies for the 90's," presented as a special session at the Academy of Marketing Science/American Collegiate Retailing Association National Retailing conference, Richmond, VA, October 1991.

"Exploration Stress and the Career Exploration Process," presented at the Sixth World Conference on Research in the Distributive Trades, Den Hague, Holland, July 1991. Good, L.K. & Fairhurst, A.E.



"Implications of a Judgement vs. Choice Perspective of Shopping Behavior" presented at the American Marketing Association's Symposium on Patronage Behavior and Retail Strategy: On the Cutting Edge II, Louisiana, May 1991. Gentry, J.W., Stoltman, J.J., Fairhurst, A.E. & Schibrowsky, J.A.

"The Ethnographic Case Study: An Experiential Approach to Teaching Retail Management," presented at the Association of Business Simulation and Experiential Learning Annual Meeting, Nashville, TN, April 1991. Fairhurst, A.E. & Good, L.K.

"The Importance of Market Show Services to the Apparel Retail Buyer," presented at the winter meeting of the American Collegiate Retailing Association, New York City, January 1991.

"Career Stress and the Retail Executive Trainee," presented at the annual meeting of the Association of College Professors of Textiles and Clothing, Denver, CO, October 1990. Good, L.K. & Fairhurst, A.E.

"Apparel and Furniture Attribute Importance and Self-Monitoring," presented at the annual meeting of the Association of College Professors of Textiles and Clothing, Denver, CO, October 1990. Lennon, S.J., Fairhurst, A.E. & Peatross, F.

"Teaching Apparel Advertising and Promotions Through A Client-Sponsored Project," presented at the annual meeting of the Association of College Professors of Textiles and Clothing, Atlanta, GA, October 1989.

"Keys to Profitability: Current Research Programs Helping Small Businesses Stay Viable," presented at the United States Association for Small Business and Entrepreneurship National Meeting, Cleveland, OH, October 1989. Fairhurst, A.E., Fiorito, S.S., & Good, L.K.

"An Empirical Investigation of Sheth's Theory of Merchandise Buying Behavior", presented at the Academy of Marketing Science/American Collegiate Retailing Association National Retailing Meeting, Charleston, S.C., October, 1988. Fairhurst, A.E. & Fiorito, S.S.

"Investigation of the Job Content of Small Apparel Store Buyers", presented at the American Collegiate Retailing Association Winter Meeting, New York City, January, 1988. Fiorito, S.S. & Fairhurst, A.E.

"An Experiential Exercise in Foreign Retail Buying", presented at the American Collegiate Retailing Association Spring Meeting, Minneapolis, M.N., April, 1987. Fairhurst, A.E. & Jolly, L.

"Fashion Opinion Leadership Self-Monitoring and Apparel Advertising", presented at the Annual Meeting of the Association of College Professors of Textiles and Clothing, Houston, TX., October, 1986. Lennon, S.J., Fairhurst, A.E. & Davis, L.L.

"Consumer Involvement: A Comparison of Measurement Techniques", presented at the Annual Meeting of the Association of College Professors of Textiles and Clothing, Houston, TX., October, 1986. Fairhurst, A.E., Gentry, J.W. & Good, L.K.

"International Buying: An Experiential Exercise", presented at the Association of Business Simulation and Experiential Learning Annual Meeting, Reno, N.V., March, 1986. Fairhurst, A.E. & Jolly, L.

"Computer Users/Non-users Among Small Apparel Store Owners", presented at the Western Region Conference of the Association of College Professors of Textiles and Clothing, Napa, CA., October, 1985. Fairhurst, A.E. & Kotsiopoulos, A.

### INVITED PAPERS

"Careers in Retailing: What the Students Think," presented at the National Retail Federation Annual Meeting, 2001.

"Merchandise Analysis and Control in Retailing", American Outdoors International Conference, 1999.

"Merchandising to Increase Retail Sales," American Outdoors International Conference, 1998.

"Careers in Mass Retail," presented at the International Mass Retailers Association Annual Meeting, 1998.

"Integrating International and Ethical Issues into the Retail Curriculum", presented at the American Collegiate Retailing Association National Spring Conference, Atlanta, GA., April, 1994.

"Market Show Services: Perceptions of Small Apparel Retail Buyers and Vendors," presented at the World Conference of the International Council for Small Businesses, Vienna Austria, June, 1991. (with S.J. Lennon & H. Lee).

"The Impact of Consumer Involvement on Patronage Behavior Relative to Apparel Stores," presented at the International Council for Small Business First Biennial Conference, Orlando, FL., October, 1985.

**RESEARCH GRANTS AND AWARDS**

2010, 2011, 2012 Target Campus Grants, \$5000

2009 Irma Fitch Giffels Award, College of Education, Health and Human Sciences,  
\$3000

2009 Department of Education, Business and International Education Grant,  
\$99,000

2009 Target Campus Grants, \$4000

2008 Target Campus Grants, \$3000

2007 Emerald/Association of Indian Management Schools Research Award, \$6000

2007 Target Campus Grants, \$3000

2007 ITAA Sara Douglas Fellowship for International Study, \$3000

2006 Irma Fitch Giffels Award, College of Education, Health and Human Sciences,  
\$3000

2004 "Sustainable Tourism Development Strategies for Rural Areas Near A  
Gateway Community," UT Professional Development Award, \$5000

2004 "Mixed-Use Development: Creating A Model of Key Success Factors,"  
International Council of Shopping Centers, \$15,000.

2003 "Service Management for the 21<sup>st</sup> Century: Leveraging Technology to Improve  
Critical Thinking Skills, USDA, \$99,888.

2002 "Bringing Retailers Into the Classroom", Pew Charitable Trust, \$750.

2001 "An Extension of PBL", Center for Undergraduate Excellence, \$3000.

2000 "Problem-Based Learning: Bringing the Real World Into the Classroom Environment," Center for Undergraduate Excellence, \$3000.

2000 "Craft Retailers as Culture Brokers", University of Tennessee Tourism Institute, \$3000

1998-99 "Assessment of Tourism Retail Sites and Consumer Preferences for Tennessee-Made Product", University of Tennessee Tourism Institute \$8000

1998 \$1000 College of Human Ecology Award

1997 "Mentoring and Career Development Among Retail and Consumer Science Alumni," Mary Helen Byers Faculty Enrichment Award, \$960

1997 "Consumer Ethnocentrism in Poland," International Research and Exchange Board, \$2600

1997 "An Investigation of the Determinants of International Retail Involvement," J.C. Penney Retail Research Program, \$3334

1996 "Ethnic Group Shopping Patterns of Apparel: A Study of Hispanic and Asian Consumers, VF Corporation Grant, \$2000

1995 "A Project for the Enhancement of the International Component of the Retailing Program," Irma Giffels Faculty Enrichment Fund, \$1,000.

1994 "Building Computer/Software Knowledge and Skills," University of Tennessee Professional Development, \$2,000

1994 "Status of Marketers' Strategies in Targeting Diverse Groups in the U.S. Population," Anna Jean Treece Award, \$500.

1993-1994 "The Influence of Made in Korea Labels Relative to Apparel Product Purchasing," Korean Academic Industry Foundation, \$6,000.

1991-1992 "Categorization of the Quality Concept," Russell Corporation, \$1,000.

1990-1991 "Career Exploration as a Predictor of Job Attitudes and Job Tenure in Retail Organizations," J.C. Penney Research Program, \$4,000.

1990-1991 "Profile of Buyers Attending Apparel Market Centers," Kappa Omicron Nu, \$1,000.

1989-1991 "Assessment of Apparel Market Centers for the Economic Development of Small Apparel Retail Firms in the Great Lakes Region" Ameritech Fellowship Program, \$5,000.

## GRADUATE STUDENTS

### Doctoral Students

#### MAJOR PROFESSOR:

Chris Sneed 2010-present

Jeesun Park. "Effects of Online Consumer Reviews on Attitudes and Intentions Towards Products & Retailers" 2012

Robert Jones. "Shopper Value: A Framework and Examination of the Impact of Importance, Shopping Context and Shopping Social Situation" 2012

Jeff Campbell. "Locally Produced Food Purchasing Through Retail Grocery Channels: An Evaluation of Relevant Customer and Store Environment Attributes" 2011

Jewon Lyu. (co-chair with Heejin Lim) 2010-present

Sarah Wilhoit, "Evaluation of and Behavior Toward the Visual Retail Environment: Function of Consumers' Visual Aesthetic Sensitivity", 2010

Jonghan Hyun, 2008-present

Hyun-Joo Lee, "Technology-based Self-service Kiosks in Retailing: An Optional Channel for Customer Service", 2008

Alycia Fogle, "The Influence of Atmospherics on Consumer Perceptions of Service Quality, Merchandise Price, and Merchandise Quality Influencing Behavioral Intentions: A Retailing Study of Outlet Malls", 2007

Hyung-Chul Park, "Examining Consumer Pre-Purchase Deliberation Process in an On-Line Marketplace," August 2005

Ismet Anitsal, "Technology-Based Self-Service: From Customer Productivity Toward Customer Value," May 2005 (co-chair with David Schumann in Marketing)

Kelly Rankin, "Online Atmospherics: An Investigation on Feeling and Internet Purchase Intention," December 2004

Min-Sung Kim, "The Effect of the Relationship Between Consumer Self-Image and Online Store Image on Online Retail Patronage Behavior, October 2004

Jason Carpenter, "An Examination of the Relationships Between Consumer Benefits, Satisfaction and Loyalty in the Purchase of Retail Store Branded Products," May, 2003

Angela Radford, "Determinant Attributes Used By the Elderly for Making Grocery Store Choices," December 2003

Jungkun Park, "Consumers Attitudes Toward Personalization Features and Intention to Purchase," July 2003

Heesun Seo, "Polish Consumers Patronage Behavior," December 2002

Steve Warren, "Consumer Materialism and Human Values Orientations." August 2002.

Marguerite Moore, "Effect of Strategic Orientation on Innovation and Performance: The Case of Multiple Channel Retailing," July 2002.

Hester Daves, "The Predictors of Turnover Intentions: An Investigation of Front-Line Employees in the Retail," December 2002.

Leigh Southward, "Expectations and Satisfaction Among Undergraduate Students: A Consumer Behavior Approach," May 2002.

Kyoung-Nan Kwon, "The Influence of Expectation for a Future Deal on the Effectiveness of a Current Price Promotion: An Application of Prospect Theory,"



December 2001.

Karen McGowan, "The Validation of Market Beliefs and Their Relationship with Dimensions of the Price Cue," July 1998

Irena Vida, "An Examination of the Antecedents of International Retail Involvement", December 1996

Melody LeHew, "U.S. Regional and Super-Regional Mall Attributes and Their Relationship to Retail Productivity", June 1996

Scarlett Wesley, "Retail Service Quality: A Study of Consumer and Sales Personnel Perceptions of Customer Service", December 1996

Brigette Burgess, "A Comparison of American Television Home Shoppers Based on Amount of Perceived Risk and Shopping Orientation", July 1996

PhD Committee Member:

James Talbert, 2011-present Retail, Hospitality & Tourism Management

Wanmo Koo, 2012 Retail, Hospitality & Tourism Management

Bridget Satinover, 2010 Marketing

ChaeMi Lim, August, 2009 Retail and Consumer Sciences

Archana Kumar, 2010 Retail and Consumer Sciences

Kelly Atkins, Dec. 2008, Retail and Consumer Sciences

Edith Davidson, June 2005, Marketing

Carol Lynn Nute, 2005, Retail and Consumer Sciences

Jung-Im Seo, 2005, Retail and Consumer Sciences

Simon Walls, 2003, Marketing

Guiohk Lee, May, 2002, Communications

Saovanee Tesgim, 2000, Communications

James Chandler, 1998, Hotel and Restaurant Administration

John Kent, 1997, Logistics and Transportation  
 Carl Pfaffenberg, 1997, Hotel and Restaurant Administration  
 Maria Vryza, 1997, Management

### Master's Students

#### Major Professor:

Madelaine Christiana, December 2008  
 Caroline Haynie, December 2002  
 Tyler Riner, December 2002  
 Siriporn Sangratwatchara, Nov. 2000  
 Josh Crithfield, August 1999  
 Craig Barron, May 1999  
 Yung-Jung Kang, August 1998  
 Stephanie Smith, August 1998  
 Tanya Dix, May 1995

#### Committee Member:

Kiseol Yang, 2001, Retail and Consumer Sciences  
 Jeremy Burnett, 2000, Hotel and Restaurant Administration  
 Elaine Mero, 1999, Hotel and Restaurant Administration  
 Veronica Carmichael, 1998, Human Ecology Education  
 Hester Daves, 1998, Retail and Consumer Sciences  
 Ronnie Tipper, 1997, Retail and Consumer Sciences

### COURSES TAUGHT

#### Undergraduate:

|                   |     |                       |
|-------------------|-----|-----------------------|
| Retail & Consumer | 310 | Retail Buying         |
| Sciences          | 376 | Strategies for Growth |

- 390 Professional Development
- 410 Strategic Retail Planning
- 411 Entrepreneurship and Small Business Management
- 480 Retail Market Planning and Execution
- 484 International Retail Industry Study Tour
- 492 Internship
- 493/495 Directed Studies
- 497 Dollywood Retail Store
- 498 Honors Class

**Master's:**

- 510 Retail Strategies
- 511 International Retailing
- 541 Consumer Behavior
- 590 Graduate Seminar
- 593 Directed Studies
- 595 Independent Studies

**Doctoral:**

- 614 Theories of the Retail Environment
- 615 Retail Literature & Thought
- 616 Research Methods
- 625 Strategic Managerial Retailing
- 641 Consumer Behavior
- 695 Directed Studies

**UNIVERSITY SERVICE**

Department of Retail, Hospitality and Tourism Management, University of  
Tennessee

RHTM Graduate Coordinator. 2010-2011

Co-director, Institute of Service Excellence, 2005-2009

Retail and Consumer Sciences Graduate Coordinator, 2007-2010

Chair, RCS Search Committee, 2007-2008

Department of Consumer Services Management, University of Tennessee

Retail and Consumer Sciences Graduate Coordinator, August 1995-2003

Retailing and Consumer Sciences Search Committee, Chair, 1994-1995,  
1997-2000, 2004

Retail and Consumer Sciences Undergraduate Coordinator, 1993-Present

Faculty Advisor of Retail Student Association, 1994-1999

Hotel and Restaurant Search Committee, 1998-1999, 1999-2000, 2002-  
2004

College of Human Ecology/Education, Health & Human Sciences, University of  
Tennessee

Faculty Mentor Committee

Honors Program Committee

CEHHS Graduate Council, Aug. 2005-2008

Chair, 2005

CEHHS Dean's Search Committee, 2003-2004

Promotion and Tenure Committee, 2001-2003, 2009-present

Business Education Search Committee, Member, 1995-1996

Educational Program and Policies Committee, Member, August 1995-  
1996, 1997-1998, 1999-2000

Faculty Development and Concerns Committee, Member, 1993-1994

Centennial Committee, 1996-1997

University of Tennessee

Tennessee Teaching Ambassadors, 2009-present

UT/NCAA Equity Task Force, 2008-present

Undergraduate Council, 2008-2010

Academic Policy Committee

Appeals Committee

Graduate Council, Aug. 2005-2008

Professional Development Committee

University Athletics Board, 2002-2005

Executive Council, 2004-2005

Committee Member, NCAA Athletics Recertification, 2004-2005

Chair, Academic Integrity and Student Welfare Committee, 2004-2005

University Re-allocation Task Force, 2002

Faculty Senate, 2001-2005

Chair, Athletics Committee of Senate, 2004-2005

Chair, Development and Alumni Committee of Senate, 2002-2003

Chair, Evaluation of Administrators Process Committee for Associate Dean of Education, 1997-1998

Committee Member, Economic Development Advisory Committee of APEC, 1998-1999

#### AWARDS, HONORS, AND PROFESSIONAL DEVELOPMENT

Southeastern Conference Academic Leadership Development Program 2011-2012

International Food Marketing Research Symposium Best Paper Award, 2012

AMS/ACRA Best Paper Award, 2009

UT Chancellor's Ready for the World Citation

CEHHS Ready for the World Award

ITAA Best Paper Award, 2006

Emerald Literati Network Outstanding Paper Award, 2006

Apparel All-Star Award, 2004

Finalist, UT National Alumni Outstanding Teacher Award, 2004

Mentor, The McNair Summer Research Institute, 2002  
 Land Between the Lakes National Recreation Area Advisory Board, Appointed  
 by USDA, 2001-Present  
 Best Track Paper Award, Oct. 2002, Atlantic Marketing Association  
 Center for Undergraduate Excellence Fellowship, 2000, 2001, 2002  
 University of Tennessee Excellence in Teaching Award, 2000  
 Highly Commended Research Award from International Journal of Retail and  
 Distribution Management, 2000  
 Faculty Special Recognition Award, College of Human Ecology, 2000

#### PROFESSIONAL AFFILIATIONS

American Collegiate Retailing Association, 1987-Present  
 President, 1996-1998  
 Vice President, 1994-1996  
 Secretary, 1992-1994  
 Co-chair Annual Conference, 2013  
 Winter Conference Research Chair, 1996, 1995  
 Co-Chair, Joint Conference with European Association of Educators and  
 Researchers in Commercial Distribution and the International  
 Geographical Union, Leuven, Belgium, July 1997; Tilburg, Netherlands  
 2000  
 Co-Chair, Joint Conference with Academy of Marketing Science,  
 November 1997, Nov. 2003  
 ACRA European Retailing Field Tour, Coordinator, July 1997  
 Spring Conference Competitive Paper Reviewer, 1991-Present  
 Conference Coordinator, 1988  
 Executive Board Member, 1992-Present  
 Conferences Chair, 1998-2011  
 National Retail Federation Liaison. 2011

Academy of Marketing Science, 1994-Present

Retailing Track Chairperson for Biennial World Marketing Congress,  
1999, 2001, 2003, 2005

Research Track Chairperson for the Triennial National Retail Conference,  
2009, 2003, 2000, 1994, 1991

International Textiles and Apparel Association, 1983-Present

Program Booklet Committee Chair, 1996-1997

Membership Committee, 1994-1995, 1996-1997

Theory and Research Development Committee, 1989-1992

Workshop and District Events Committee, 1989-1990

Research Presentation Committee, 1990

Development Fund Committee, 1989

Conference Research Paper Reviewer, 1988-Present

Reviewer for Clothing and Textiles Research Journal, 1986-Present

Editorial Board, Clothing and Textiles Research Journal, 1991-1994

European Association for Education and Research in Commercial Distribution,  
2003-Present