Michelle L. Childs, Ph. D

247 Jessie Harris Building
Retail and Consumer Sciences
Department of Retail, Hospitality, and Tourism Management
The University of Tennessee, Knoxville, TN, 37996

Office: (865) 974-8405
Email: mlchilds@utk.edu

EDUCATION

Ph. D	2014	The University of North Carolina at Greensboro, NC Consumer, Apparel, and Retail Studies Bryan School of Business and Economics GPA: 4.0 Adviser: Dr. Byoungho Jin

Dissertation Title: Effective Fashion Brand Extensions: The Impact of Limited Edition and Perceived Fit on Consumers' Urgency to Buy and Brand Dilution

MA	2010	Oregon State University, Corvallis, OR College of Business Major: Interdisciplinary Studies: Merchandising Management and Communication
BA	2008	Providence College, Providence, RI Major: Social Science

PROFESSIONAL EXPERIENCE

Academic Experience

Aug. 2020-Present *Director of Graduate Studies*
Department of Retail, Hospitality, and Tourism Management
The University of Tennessee, Knoxville, TN

2015-Present *Assistant Professor*
Retail and Consumer Sciences
Department of Retail, Hospitality, and Tourism Management
The University of Tennessee, Knoxville, TN
Courses Taught:

- RHTM 615: Retail, Hospitality, and Tourism Management Literature and Thought
- RHTM 625: Strategic Retail, Hospitality, and Tourism Management

- RCS 210: Introduction to Retail Management
- RCS 391: Professional Development
- RCS 421: International Retailing
- FYS 129: Business of Fashion

2012-2014 *Graduate Teaching Assistant*
Department of Consumer, Apparel, and Retail Studies
The University of North Carolina at Greensboro, NC

- Internship in Consumer, Apparel, and Retail Studies
- Professional Development in Consumer, Apparel, and Retail Studies
- Consumer Behavior
- Global Sourcing of Apparel and Related Products

2011- 2013 *Graduate Research Assistant*
Department of Consumer, Apparel, and Retail Studies
The University of North Carolina at Greensboro, NC

- Curriculum Development: Developed learning modules on global entrepreneurship:
  - Professional development
  - Product development
  - Retailing
- U.S Department of Agriculture Challenge Grant
  - Conducted a literature review on global entrepreneurship and women entrepreneurs
  - Conducted research and developed a research paper on global women entrepreneurship
- Meta-Analysis Literature Review
- Online Course Development
  - Developed expertise on Blackboard and Blackboard Collaborate

Field Experience

2010-2011 Assistant Store Manager,
Kohl's, Salt Lake City, UT

2010 Manager-in-Training Program
Kohl's, Salt Lake City, UT

2009 Store Management Internship,
Kohl's, Flagstaff, AZ

2007 Store Management Internship,
Nordstrom, White Plains, NY

PUBLICATIONS

Publications in Referred Journals

27. **Childs, M**., Gokcecik, E., Yoon, B., & Lee, B. (In Press). The growing business of slowing down: Understanding the slow movement in retail, hospitality, and tourism. *Journal of Brand Strategy*.

26. Lim, H., & **Childs, M.** (In Press). Brand storytelling on Instagram: How do pictures travel to Millennial consumers' minds? *Journal of Research in Interactive Marketing* (Indexed in SSCI[1]; Impact Factor[2] = 2.156)

25. Kim, S-H., **Childs, M**., & Williams, J. (In Press). Innovative experiential outdoor training for part-time frontline employees in the hospitality and retail Industry. *Journal of Hospitality and Tourism Management* (Indexed in SSCI; Impact Factor = 2.496).

24. Woo, H., Kim, S., & **Childs, M**. (In Press). Is this for our sake or their sake? Cross-cultural effects of message focus in cause-related marketing. *International Marketing Review*. doi: 10.1108/IMR-12-2018-0349 (Indexed in SSCI; Impact Factor= 3.447).

23. Ha, S., **Childs, M.**, Kim, Y-K., & Fairhurst, A. (In Press). After the fire: An assessment of small business preparedness and recovery in Gatlinburg, Tennessee. *International Journal of Hospitality and Tourism Administration*. doi: 10.1080/15256480.2020.1727812 (Indexed in Scopus[3]; 2018 Citescore[4]: .97)

22. Lee, J., Benjamin, S., & **Childs, M**. (In Press). Unpacking the emotions behind TripAdvisor travel reviews: The case study of Gatlinburg, Tennessee. *International Journal of Hospitality and Tourism Administration*. doi: 10.1080/15256480.2020.1746219 (Indexed in Scopus; 2018 Citescore: .97)

21. **Childs, M.**, & Jin, B. (2020). Brand and retailer co-branding: Examining factors to favorably change consumers' brand evaluations. *Journal of Fashion Marketing and Management*, *24* (1), 49-65. doi: 10.1108/JFMM-03-2019-0061 (Indexed in SSCI; Impact Factor = 1.645).

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[1] Social Science Citations Index; retrieved from http://ssci.isi-database.org/
[2] Journal Impact Factors retrieved from InCities Journal Citation Reports
[3] Scopus is Elsevier's abstract and citation database
[4] Citescore retrieved from https://www.scopus.com/sources

20. Woo, H., **Childs, M**., & Kim, S. (2020). A path to altruism: Investigating Effects of origin and message explicitness in CR-M campaigns. *Business Ethics: A European Review, 29* (3), 617-628. doi: 10.1111/beer.12269 (Indexed in SSCI; Impact Factor 2.919).

19. **Childs, M.**, & Jin, B. (2020) Fashion retailer-brand collaborations: Testing key strategies to increase consumers' urgency to buy. *International Journal of Retail and Distribution Management, 48*(4), 380-394. doi: I 10.1108/IJRDM-06-2019-*0199* (Indexed in SSCI; Impact Factor = 2.321).

18. **Childs, M.,** Blanchflower, T. M., Matthews, D. R., & Hur, S. (2020). Non-traditional marketplaces in the retail apocalypse: Investigating consumers' buying behaviours**.** *International Journal of Retail and Distribution Management, 48*(3), 262-286. doi: 10.1108/IJRDM-03-2019-0079 (Indexed in SSCI; Impact Factor= 2.321).

17. Jung, E., & **Childs, M**. (2020). Destination as product placement: An advertising strategy to impact beliefs and behavioral intentions. *Journal of International Consumer Marketing*, *32*(3), 178-193. doi: 10.1080/08961530.2019.1662355 (Indexed in Scopus; Cite Score = 2.17).

16. **Childs, M.,** Hardin, R., Koo, G-Y., & Park, K. (2019). Service quality with an officially licensed university sport retail outlet. *Global Sport Business Journal*, 7(1), 34-52.

15. **Childs, M.,** Hardin, R., & Koo, G-Y. (2019). Factors affecting consumer loyalty in the university sports team merchandise context. *International Journal of Sport Management and Marketing, 19*(5/6), 389-406). (Indexed in Scopus; CiteScore = .68).

14. Matthews, D. R., Blanchflower, T. M., & **Childs, M.** (2019). Beyond brick and mortar: The experiences of U.S. female mobile fashion truck entrepreneurs. *Family and Consumer Sciences Research Journal*, *47*(4), 307-323. doi: 10.1111/fcsr.12304 (Indexed in Scopus; CiteScore[5] = .90). **[Received Best Paper Award in Apparel, Textiles, and Merchandising]**

13. Frankel, S., **Childs, M.**, & Kim, Y-K. (2019). Seeking and escaping motivations for attending tattoo conventions. *Journal of Travel and Tourism Marketing, 36*(2), 282-294. doi: 10.1080/10548408.2018.1527275 (Indexed in SSCI; Impact Factor = 2.998).

[5] CiteScore received from journal editor through email June 2020

12. **Childs, M.**, & Kim, S. (2019). Exploring conspicuous compassion strategy as a brand management strategy. *Journal of Product and Brand Management*, 28(4), 540-554. doi: 10.1108/JPBM-05-2018-1882 (Indexed in SSCI; Impact Factor = 2.018).

11. **Childs, M.,** Woo, H., & Kim, S. (2019). Sincerity or ploy? An investigation of corporate social responsibility campaigns. *Journal of Product and Brand Management*, 28(4), 489-501. doi: 10.1108/JPBM-07-2018-1953 (Indexed in SSCI; Impact Factor = 2.018).

10. **Childs, M**., Turner, T. T., & Watchravesringkan, K. (2019). Active leisure: an investigation of active participants' shopping, purchase and behavioural loyalty for physical activity apparel. *Leisure/Loisir, 43*(1), 27-54. doi: 10.1080/14927713.2019.1582354 (Indexed in Scopus; CiteScore= .64).

9. **Childs, M.,** Jin, B, & Tullar, W. L. (2018). Vertical versus horizontal line extensions: A comparison of dilution effects. *Journal of Product and Brand Management, 27*(6), 670-683. doi: 10.1108/JPBM-01-2017-1386 (Indexed in SSCI; Impact Factor = 2.018)

8. **Childs, M.** (2017). Brand extension feedback effects: What do we know and where should we go? *Journal of Product and Brand Management, 27*(4), 671-689. doi: 10.1108/JPBM-01-2016-1087 (Indexed in SSCI; Impact Factor = 2.018).

7. **Childs, M.**, & Jin B. (2016). Do status symbols in marketing increase product evaluations? An experimental analysis of groups difference on product evaluations for scarce and brand presence products. *Journal of International Consumer Marketing*, *28*(3), 154-168. doi: 10.1080/08961530.2015.1102670 (Indexed in Scopus; CiteScore = 1.01).

6. **Childs, M**., & Jin, B. (2016). A new age in brand and retailer collaborations: Trends and recommendations for a successful partnership. *Journal of Brand Strategy, 5*(1), 83-100.

5. Yurchisin, J., Chang, H. J., & **Childs, M.** (2015). Where am I reading? Using Kelsey Timmerman's book to teach undergraduates about social responsibility in the apparel industry. *International Journal of Fashion Design, Technology and Education, 8*(3), 185-193. doi: 10.1080/17543266.2015.1049220 (Indexed in Scopus; CiteScore = .85).

4. Hodges, N., Watchravesringkan, K., Yurchisin, J., Karpova, E., Marcketti, S., Hegland, J., Yan, R-N., & **Childs, M**. (2015). Women and apparel entrepreneurship: An exploration of small business challenge and strategies in three countries. *International Journal of Gender and Entrepreneurship, 7*(2), 191-213. doi: 10.1108/IJGE-07-2014-0021 (Indexed in Scopus; CiteScore = 1.51).

3. **Childs, M.**, & Jin B. (2015). Firm factors that influence internationalisation and subsequent financial performance of fashion retailers. *Journal of Service Theory and Practice*, *25*(1), 95-114. doi: 10.1108/JSTP-09-2013-0204 (Indexed in SSCI; Impact Factor = 2.262).

2. **Childs, M.,** & Jin, B. (2014). Is Uppsala model valid to fashion retailers? An analysis from internationalization patterns of fast fashion retailers. *Journal of Fashion Marketing and Management*, *18*(1), 36-51. doi: 10.1108/JFMM-10-2012-0061 (Indexed in SSCI; Impact Factor= 1.645).

1. Mower, J. M., Kim, M., & **Childs, M.** (2012). External atmospherics and consumer behavior: Influence of landscaping and window display. *Journal of Fashion Marketing and Management*, *16*(4), 442-453. doi: 10.1108/13612021211265836 (Indexed in SSCI; Impact Factor= 1.645).

Publications in Edited Volumes and Book Chapters

Childs, M., & Jin, B. (2017). Nike: An innovation journey. In B. Jin, & E. Cedrola (Eds.), *Fashion brand product innovation* (pp. 79-112), Palgrave Macmillan.

Childs, M., & Hardin, R. (2018). Team identification and identification through apparel. In E. Schwarz, & J. Hunter (Eds.) *Advanced Theory and Practice in Sport Marketing* (3rd ed.. pp. 140-141). Routledge.

Publications in Referred Online Journals

Song, S-Y., & **Childs, M**. (2016). Social media in international retailing: Developing an effective fashion marketing campaign for global expansion. *International Textile and Apparel Association Teaching Collection*. Available at www.itaaonline.org

Manuscripts under Revision/Review

Jones, D., **Childs, M**., Frankel, S. & Loveday. Those who can't do, won't get the job: Exploring benefits and outcomes to student experience learning in retail and fashion. *International Journal of Fashion Design, Technology and Education*. (1st review March 2020).

Frankel, S., **Childs, M.**, & Kim, Y. A new way to buy, a new way to live: Alternative Hedonism among the tattooed consumer. *International Journal of Retail and Distribution Management* (1st review June 2020).

Lim, H., **Childs, M.,** Cuevas, L., & Lyu, J. Between you and me: The effects of audience and content types in luxury brands' social media communication. *International Journal of Fashion Marketing and Management*. (1st review June 2020).

Frankel, S., **Childs, M**., & Kim, Y. Coloring the Community: Motivations, Identity, and Community Connectedness from a Tattooed Perspective. *Identity: An International Journal of Theory and Research*. (1st review June 2020).

Publications in Referred Conference Proceedings

Only abstracts published in referred journals are listed. Abstracts published as part of a conference program is listed as presentation to avoid duplication.

Kim, S., & **Childs, M.** (Accepted). Passion for the past: The effect of charity appeals and nostalgia on apparel donation intentions. *International Textile and Apparel Association*, Denver, CO.

Lee, B. & **Childs, M**. (Accepted). Building consumer trust in cosmetic advertisements: The effect of model ethnicity and brand origin. *International Textile and Apparel Association,* Denver, CO.

Jones, D. & **Childs, M**. (2020). Strategies and lesson from a unique approach to experience learning. *Southeast, Central, and South America Council on Hotel, Restaurant, and International Education*, Auburn, AL.

Gokcecik, E., Yoon, B., & **Childs, M**. (2020). The role of slow food network for slow food tourism movement in Tennessee. *Southeast, Central, and South America Council on Hotel, Restaurant, and International Education* , Auburn, AL. **[Received Best Faculty Presentation Award].**

Jones, D., **Childs, M**., Loveday, M., & Frankel, S. (2019). A unique approach to implementing experiential learning. *International Textile and Apparel Association*, Las Vegas, NV.

Lee, B., & **Childs, M**. (2019). Ideal beauty standards: A preliminary analysis of ethnicity and skin tone features. *International Textile and Apparel Association*, Las Vegas, NV.

Woo, H., **Childs, M**., & Kim, S. (2019). A path to altruism: Investigating the effects of message focus and explicitness in CR-M campaigns. *International Textile and Apparel Association*, Las Vegas, NV.

Frankel, S. E., **Childs, M**., & Kim, Y-K. (Feb 2018). Tattoo convention: Seeking and escaping motivations of attendees. *Southeast, Central, and South America Council on Hotel, Restaurant, and International Education*, Knoxville, TN.

Lee, J., & **Childs, M**. (Feb, 2018). Mapping emotions in a destination: The case of Gatlinburg, Tennessee. *Southeast, Central, and South America Council on Hotel, Restaurant, and International Education*. Knoxville, TN. **[Received Best Paper Award].**

Childs, M., Woo, H., & Kim, S. (2018). Sincerity or ploy? The effects of brand image and message source on consumers' perceptions toward brand-cause campaigns. *International Textile and Apparel Association*, Cleveland, Ohio.

Lim, H., **Childs, M**., Cuevas, L., & Lyu, J. (2018). Chanel's invitation to backstage: The effects of visual storytelling and content ephemerality on VIP emotions. *International Textile and Apparel Association*, Cleveland, Ohio.

Jung, J., & **Childs, M**. (2018). Modern product placement: An understanding of consumers' responses to fashion brand advertisements featuring a destination. *International Textile and Apparel Association*, Cleveland, Ohio.

Frankel, S. E., **Childs, M.,** & Kim, Y-K. (2018). Does tattooing lead to alternative hedonism? *International Textile and Apparel Association*, Cleveland, Ohio.

Frankel, S. E., **Childs, M.,** & Kim, Y-K. (2018). Coloring the community through tattooed identities. *International Textile and Apparel Association*, Cleveland, Ohio.

Lim, H., **Childs, M**., Cuevas, L., & Lyu, J. (2018). Chanel invites you backstage! Photo narrative and VIP emotions in luxury brands' social media communication. *Global Marketing Conference*, Tokyo, Japan.

Childs, M., & Jin, B. (2018). Fashion brand and retailer collaborations: An effective strategy to increase consumer's parent brand evaluations. *Academy of Marketing Science Global Congress*, Porto, Portugal.

Lim, H., & **Childs, M.** (2017). Why Instagram? The role of telepresence and transportation in visual content marketing. *International Textile and Apparel Association*, St. Petersburg, FL.

Childs, M., & Kim, S. (2017). The effect of fashion brand and charity collaborations on brand attitudes. *International Textile and Apparel Association*, St. Petersburg, FL.

Song, S., & **Childs, M.** (2016). Social media in international retailing: Developing an effective fashion marketing campaign for global expansions. *International Textile and Apparel Association*, Vancouver, BC, Canada. **[Received Rutherford Teaching Challenge Award, 1st place]**.

Childs, M.*,* & Jin, B. (2016). Successful brand and retailer collaborations: Does brand familiarity matter? *International Textile and Apparel Association*, Vancouver, BC, Canada.

Lim, H., & **Childs, M.** (2016). Brand storytelling on Instagram: How do pictures travel to Millennial consumers' minds? *International Textile and Apparel Association,* Vancouver, BC, Canada.

Matthews, D. R, Blanchflower, T. M., & **Childs, M.** (2016). From food trucks to fashion trucks: An exploration of the fashion truck phenomenon through the eyes of the entrepreneur. *International Textile and Apparel Association*, Vancouver, BC, Canada.

Childs, M., & Jin, B. (2015). Effective fashion brand extensions: The influence of limited edition and perceived fit on consumers' urgency to buy and brand dilution. *International Textile and Apparel Association*, Santa Fe, NM, www.itaaonline.org. **[Received Student Best Paper Award, 2nd place]**

Childs, M., & Yurchisin, J. (2015). Making connections: Linking course concepts with industry practices through Pinterest. *International Textile and Apparel Association*, Santa Fe, NM.

Childs, M., & Jin, B. (2014). The effect of brand extension strategy on urgency to buy and brand dilution. *International Textile and Apparel Association*, Charlotte, NC.

Childs, M., & Jin, B. (2013). Are scarcity messages still effective? An experimental comparison with brand prominence and some moderating effects. *International Textile and Apparel Association*, New Orleans, LA.

Turner, T., **Childs, M.,** & Watchravesringkan, K. (2013). A comparative study between athletic and non-athletic consumers: Consumer decision-making styles, shopping channel choices, and purchase intentions. *International Textile and Apparel Association*, New Orleans, LA.

Hodges, N., Watchravesringkan, K., Yurchisin, J., **Childs, M.,** Karpova, E., Marcketti, S., Hegland, J., & Yan, R-N. (2013). Women and small apparel business ownership: A cross-cultural exploration of the entrepreneurial experience. *International Textile and Apparel Association*, New Orleans, LA.

Childs, M., & Jin, B. (2012). Internationalization patterns of fast fashion retailers: Does it follow Uppsala Model? *Academy of Marketing Sciences*, New Orleans, LA.

Mower, J. M., Kim, M., & **Childs, M**. (2010). External atmospherics and consumer behavior: Influence of landscaping and window display *International Textile and Apparel Association*, Montréal, QB.

PRESENTATIONS

Referred International/National Research Presentations

Only presentations not listed in referred journals are listed.

Frankel, S. E., **Childs, M**., & Kim, Y-K. (June, 2018). Attending tattoo Conventions: To seek or escape? *American Collegiate Retailing Association*, Toronto, Canada.

Childs, M. & Kim, S. (June, 2018). Are charity donations driven by egoism or altruism? Tests of conspicuous vs. non conspicuous compassion. *American Collegiate Retailing Association*, Toronto, Canada.

Childs, M., Matthews, D., Hur, S., & Blanchflower, T. (June, 2018). An assessment of non-traditional retail environments: Investigating the characteristics of buying behaviors of non-traditional retail patrons. *American Collegiate Retailing Association*, Toronto, Canada

Childs, M. & Kim, S. (Sept, 2017). The effect of fashion brands' cause-related marketing practices on consumers' perceived brand prestige and purchase intentions. *UNC Greensboro, Consumer, Apparel, and Retail Studies Centennial*, Greensboro, NC.

Childs, M., Hardin, R., & Koo, G. (July, 2017). Factors affecting consumer loyalty in the university sport team merchandise context. *European Association for Education and Research in Commercial Distribution*, Dublin, Ireland.

Hardin, R., **Childs, M**., Koo, G., & Stokowski, S. (April, 2017). Examining service quality in official university merchandise retail outlets. *College Sport Research Institute Conference,* Columbia, SC.

Childs, M., & Kim, S. (April, 2017). Exploring conspicuous compassion strategy in social media marketing: A study of fashion brand level. *American Collegiate Retailing Association*, Minneapolis, MN. **[Received Best Research Paper Award]**

Childs, M., & Jin, B. (March, 2016). When do brand extensions dilute the parent brand image? Testing the effects of brand level, price discount, perceived fit, and consumers' brand consciousness. *American Collegiate Retail Association,* New York, NY.

Childs, M., & Jin, B. (October, 2015). How can a brand decrease brand dilution in brand extensions? Analyses of distancing techniques apparel brands employ. *Fiber Society*, Raleigh, NC.

Childs, M. (July, 2015). Brand extension limits: Where do we go from here? *Academy of Marketing*, Limerick, Ireland.

Turner, T. T., **Childs, M**., & Watchravesringkan, K. (July, 2015). Investigating factors that influence word of mouth behaviours among athletic apparel consumers: The moderating role of brand loyalty. *Academy of Marketing*, Limerick, Ireland.

Childs, M., Jin, B., & Tullar, W. L. (June, 2014). The dark side of discounting: What moves urgency to buy and brand dilution. *International Business Research*, Toronto, Ontario, Canada.
[Received Best Paper Award]

Childs, M., & Jin, B. (March, 2014). The effects of product scarcity on purchase intentions: The influence of cultural dimension. *American Collegiate Retail Association*, Dallas, TX.

Childs, M., & Jin, B. (March, 2013). U.S. retailer internationalization. *American Collegiate Retail Association,* Nashville, TN.

Childs, M., Turner, T. T., & Watchravesringkan, K. (March, 2013). The influence of consumer decision-making styles on attitudes and shopping outcomes: Evidence from athletic apparel consumers. *American Collegiate Retail Association*, Nashville, TN.

Childs., M., & Sanghvi, M. (March, 2012). Post-purchase emotions. *Popular Culture Association*, Boston, MA.

Non-Referred Research Presentations

Childs, M. (April, 2013). An analysis of culture, uniqueness, product evaluations and purchase intentions under conditions of scarcity. *Graduate Research and Creativity Expo*. The University of North Carolina at Greensboro, Greensboro, NC.

Childs, M. (April, 2013). Are scarcity messages still effective? An experimental comparison with brand prominence and some moderating effects. *Southeastern Graduate Research Consortium*, The University of North Carolina at Greensboro, Greensboro, NC.

STUDENT RESEARCH ADVISEMENT

Graduate Student Major Professor

Bomi Lee — Retail, Hospitality and Tourism Management
Entered PhD Program Spring 2018

Sarah Frankel (co-chair) — Retail, Hospitality and Tourism Management
Entered PhD. Program in Fall 2017

Awards:
2020

- Graduate Student Research Colloquium Award for Best Poster, College of Education, Health and Human Sciences, The University of Tennessee

2019

- The Jimmy and Ileen Cheek Graduate Student Medal of Excellence Nominee, The University of Tennessee
- Graduate Student Research Colloquium Award for Best Poster, College of Education, Health and Human Sciences, The University of Tennessee
- Eloise & George Eckler Graduate Fellowship, The University of Tennessee

Graduate Student Committee Member

<u>Current</u>

Domenique Jones — Entered Ph.D. Program Fall 2018
Retail, Hospitality and Tourism Management

Stephen Scott Smith — Entered Ph.D. Program Fall 2017
Kinesiology, Recreation, and Sports Studies

Mostafa Zaman — Entered PhD. Program Fall 2016
Retail, Hospitality and Tourism Management

Leslie Cuevas — Entered PhD. program Fall 2016
Retail, Hospitality and Tourism Management

Graduated

Songyee Hur — Earned Ph.D. degree Spring 2019
Retail, Hospitality and Tourism Management

Title: How Brand Empowerment Strategies Affect Consumer Behavior: From A Psychological Ownership Perspective

Position: Assistant Professor in Marketing, Clarion University, PA

John Magliocca — Earned Ph.D. degree Spring 2020
Kinesiology, Recreation, and Sports Studies

Title: Exploring Constraints to Student Attendance at FBS Non Autonomous Football Games

Position: Assistant Professor, State University of New York Oneonta

Student projects and Industry collaborations

Spring 2020	Presented research on Consumer Behavior during COVID-19 Alliance for Better Nonprofit, Knoxville, TN and Jackson, TN Chamber of Commerce
Spring 2020	Faculty Advisor, RCS 210 Case Study, Friends@Rothrock
Spring 2019	Faculty Advisor, RCS 210 Case Study, Ladies of Charity
Spring 2019	Faculty Advisor, RCS 495 Independent Study
Fall 2018	Presentation for TN Farmers Market Managers on Consumer Behavior and Branding Johnson City, TN.
Fall 2018	Faculty Advisor, National Retail Federation Student Challenge (Advanced to Semi-Finals)
Spring 2018	Faculty Advisor, RCS 495 Independent Study (x2)
Fall 2017	Faculty Advisor, National Retail Federation Student Challenge

Spring 2017	Faculty Advisor, RHTM 625 Strategy project, Live Five Foundation
Spring 2017	Faculty Advisor, RHTM 625 Strategy project, Gatlinburg Convention and Visitors' Bureau
Spring 2017	Faculty Advisor, Kohl's Corporation Case Study
Spring 2017	Faculty Advisor, RCS 210 case study, Patriot Threads
Fall 2016	Research collaborator, Volshop, The University of Tennessee
Fall 2016	Faculty Advisor, National Retail Federation Student Challenge
Fall 2016	Research collaborator, Mountain Challenge

RESEARCH GRANTS

Total Funds Awarded: $86, 703

External Grants

$6,100,000 Collaboration between the Center for Profitable Agriculture, The University of Tennessee Institute of Agriculture and The University of Tennessee (June 2020). Diversifying income and adding value by manufacturing diary products – Phase 2. Dairy Business Innovation Initiatives II. Agriculture Marketing Service. The United States Department of Agriculture. Under review.

$9,254,754 Colby, S. (Lead PI), Cheek, J., **Childs, M**., Kintziger, K., Kohring, A., Lim, H., Yamagata-Lynch, L., Yoon, B., & Zhou, W (Co-PIs alpha ordered) (Oct 2018). Fruved to farm: Young people creating innovations to improve sustainable agriculture systems. Agriculture and Food Research Initiative. *United States Department of Agriculture*. (Note: Marketing Team Co-PI's Childs, M., Lim, H., & Yoon, B). Not funded.

$86,678 **Childs, M**. & Fairhurst, A. (May 2018). Harvesting the future: Development of a toolbox for business support targeting rural value-added small-batch producers. Local Food Promotion Program. *United States Department of Agriculture*. Not funded.

Internal Grants and Funding Activities

$50,000 Duke, D., Hillyer, S., Velleso, W. (Co-PIs) Bienko, J. **Childs, M**. Garcia, L., Groenke, S., Lowe, S., Luther, C., Scott, J., Whiteside, E., Williams, J., Wood, L., Woods, K., Wozencroft, A (alpha order). Sport & Art: Social Innovation Learning Lab. One UT Collaboration and Innovation Grant. Office of the President. The University of Tennessee. Not funded.

$80,375 **Childs, M**. & Sneed, C. (Nov 2019). Consumer and shopping behavior and business recovery during disasters. Summer Undergraduate Research Group Experience (SURGE) Program. Office of Undergraduate Research. The University of Tennessee. **Funded**.

$5000 Jones, D. & **Childs, M**. (Sept 2019). The Effects of Experience Learning on Student Success. Student/Faculty Research Award. The University of Tennessee. Not funded.

$2000 **Childs, M**. & Fairhurst, A. (March 2018). After the fire: Rebuilding the Little Ponderosa Zoo and Rescue. Community Engagement Incentive Grant, The University of Tennessee. Not funded.

$2000 **Childs, M**. (March 2018). Building a campus thrift store for a sustainable future. Community Engagement Incentive Grant, The University of Tennessee. Not funded.

$5000 Frankel, S., & **Childs, M**. (Feb 2018). The Social and Economic Impact in Local Communities: An Investigation of Tattooed Individuals. Student/Faculty Research Award. The University of Tennessee. Not funded.

$1328 **Childs, M**., Fairhurst, A., & Burney, J. (Nov 2017). Small local value-added producers, big obstacles: An assessment of barriers for production and feasibility of a local community kitchen. Professional and Scholarly Development Award, The University of Tennessee. **Funded.**

$2000 Holland, C. & **Childs, M.** (June, 2017). Textile Printing and the Local Environmental Impact. Summer Research Internship, Office of Undergraduate Research. The University of Tennessee. **Funded.**

$5000 **Childs, M.** (March 2017). Rural Roadside Retail Stands: Low-Cost Visual Merchandising Techniques to Increase Customer Appeal. The Professional and Scholarly Development Award, The University of Tennessee. Not funded.

$1705 **Childs, M.** Ha, S., Kim, Y., & Fairhurst, A. (March 2017). After the Fire: Small Business Recovery Plan in Gatlinburg, Tennessee. Community Engagement Incentive Grant. $1705.70. Not funded.

$5000 **Childs, M.**, Bedford, S., & Cuevas, L. (February 2017). Promotional Strategy in the US Army: Causing Change in US Army Perceptions. Student/Faculty Research Award. The University of Tennessee. Not funded.

$4000 **Childs, M..**, Bedford, S., & Cuevas, L. (November 2016). Promotional Strategy in the US Army: Causing Change in US Army Perceptions. Student/Faculty Research Award. The University of Tennessee. Not funded.

$750 **Childs, M.** (March 2016). An Opportunity for Industry-Focused Learning in Retailing: First-Year Studies Seminar. Teaching Innovation Grant, The Tennessee Teaching and Learning Center. Not funded.

$3000 **Childs, M.** (November 2015). The US Army's Public Appeal. Professional Development Award, Retail, Hospitality, and Tourism Department, The University of Tennessee. **Funded**.

AWARDS & RECOGNITION

Spring 2020 — Best Faculty Presentation Award
ICHRIE-SECSA, Auburn, AL.

Spring 2020 — Best Research Paper Award
Apparel, Textiles and Merchandising
Family and Consumer Sciences Research Journal

Spring 2020 — Strengthening a Culture of Research
Competitive application for proposal development assistance
College of Education, Health and Human Sciences
The University of Tennessee

Spring 2019 — Rising Star Award
College of Education, Health and Human Sciences
The University of Tennessee

Spring 2018 — Best Research Paper Award
Central, and South America Council on Hotel, Restaurant, and International Education
Knoxville, TN

Spring 2017	Frances Speight Clark Award College of Education, Health and Human Sciences The University of Tennessee $3000 (team)
Spring 2017	Best Research Paper Award American Collegiate Retailing Association Annual Conference Minneapolis, MN
Fall 2016	Rutherford Teaching Challenge, 1st place International Textile and Apparel Association Vancouver, BC, Canada $400 (team)
Fall 2015	Student Best Paper, 2nd place International Textile and Apparel Association Santa Fe, New Mexico
Summer 2014	Conference Best Paper Marketing Track International Business Research Conference, Toronto, Canada
Fall 2013	Certificate of academic achievement International Programs Center, The University of North Carolina at Greensboro
Fall 2013	Sears Scholarship Consumer, Apparel and Retail Studies The University of North Carolina at Greensboro
December 2012	Certificate of academic achievement International Programs Center, The University of North Carolina at Greensboro
August 2012	Elizabeth Williams Scholarship The University of North Carolina at Greensboro
May 2012	Certificate of academic achievement International Programs Center, The University of North Carolina at Greensboro
December 2011	Certificate of academic achievement International Programs Center, The University of North Carolina at Greensboro

SERVICE

Service to Department and University

Aug 2020-Present	Director of Graduate Studies Retail, Hospitality and Tourism Management College of Education, Health and Human Sciences The University of Tennessee
Spring 2020-Present	Graduate Curriculum Review College of Education, Health and Human Sciences The University of Tennessee
Spring 2020	Committee Member By-laws Department of Retail, Hospitality, and Tourism Management The University of Tennessee
April 2019	Invited Panelist First-Year Studies Conference The University of Tennessee
Oct 2018	Invited Panelist Undergraduate Research Seminar College of Education, Health and Human Sciences The University of Tennessee
Fall 2017-Present	Student Conduct and Community Board Member The University of Tennessee
May 2017	Invited Panelist Transfer student faculty panel The University of Tennessee
2015-Present	Co-Liaison National Retail Federation Student Association
2011-2013	Graduate student representative Staff Excellence Award Committee The Bryan School of Business and Economics The University of North Carolina at Greensboro
2013	Southeastern Graduate Consortium Coordinator Department of Consumer, Apparel, and Retail Studies

Service to Profession

Jan 2020- Present	Co-Chair, Consumer Behavior Track International Textile and Apparel Association
Mar 2019-Present	Reviewer, Fashion Merchandising track Journal of Global Fashion Marketing
Aug 2016- Present	Associate Editor Retail Education Today, Newsletter for American Collegiate Retailing Association
Nov 2015-Present	Faculty Awards Committee The International Textile and Apparel Association

Ad Hoc Reviews

2020	Journal of Research in Interactive Marketing Journal of Business Research (2) Journal of Product and Brand Management (2) Journal of Retailing and Consumer Services
2019	Journal of Business Research Journal of Research in Interactive Marketing (2) Journal of Retailing and Consumer Services Journal of Hospitality and Tourism Insight (2) International Journal of Retail and Distribution Management (2) Journal of Fashion Marketing and Management Journal of Product and Brand Management (3)
2018	International Journal of Retail and Distribution Management Journal of Fashion Marketing and Management Journal of Product and Brand Management
2017	International Journal of Retail and Distribution Management Journal of Fashion Marketing and Management Journal of Product and Brand Management (2) Journal of Retailing and Consumer Services
2016	Fashion & Textiles Journal of Brand Strategy Journal of Product and Brand Management (2)

Conference Reviews

2020	International Textile and Apparel Association
2019	European Association for Education in Commercial Distribution International Textile and Apparel Association (2 tracks)
2018	Academy of Marketing Science World Marketing Conference Travel and Tourism Research Association Educators for Socially Responsible Apparel Practices International Textile and Apparel Association
2017	Academy of Marketing Science World Congress Consumer, Apparel, and Retail Studies Centennial Research Symposium European Association for Research in Education and Commercial Distribution International Textile and Apparel Association
2016	American Collegiate Retailing Association International Textile and Apparel Association

Additional Service Experience

2013-2014	Senator, Graduate Student Association The University of North Carolina at Greensboro
2011- 2013	Secretary, Graduate Student Association Department of Consumer, Apparel, and Retail Studies

Press Appearances

June 2020	The Wall Street Journal (WSJ) Interview for publication Brands like Nike and Adidas speak out about racism. Is it enough?
Sept 2017-Present	Bi-monthly segments on retail news and trends WBIR Channel 10, Knoxville, TN
Mar 2018-Present	Monthly segments on shopping small/local WBIR Channel 10, Knoxville, TN

PROFESSIONAL DEVELOPMENT ACTIVITIES

May 2020	Series of Workshops, Virtual Vol Bootcamp Teaching and Learning Innovation The University of Tennessee
April 2020	Attendee, First Year Studies Conference First-Year Programs, The University of Tennessee
April 2020	Workshop, Lessons Learned and Tips in Pursuing External Funding, CEHHS The University of Tennessee
Feb 2020	Student Conduct Board Workshop Student Conduct and Community Standards The University of Tennessee
Spring 2019	Series of Grantmanship Workshops College of Education, Health and Human Sciences The University of Tennessee
Oct 2018	Engagement and Outreach Conference Office of Community Engagement and Outreach The University of Tennessee
March 2018	How to Approach a New Grant Proposal Office of Research and Engagement The University of Tennessee
Jan 2018	Attendee, Big Show National Retail Federation New York, NY
Aug 2017	Student Conduct Board Workshop Student Conduct and Community Standards The University of Tennessee
Mar 2017	New Grant Proposal Workshop Office of Research and Engagement The University of Tennessee
Feb 2017	ArcGIS Workshop The University of Tennessee
Feb 2017	Attendee, Conference on Higher Education Pedagogy Virginia Tech University, Blacksburg, VA

Jan 2017	Attendee, Big Show National Retail Federation New York, NY
Nov 2016	Department of Defense Young Investigators Grant Workshop Office of Research and Engagement The University of Tennessee
Feb 2016	Experiential Learning Workshop Tennessee Teaching and Learning Center The University of Tennessee
Jan 2016	Attendee, Big Show National Retail Federation New York, NY
Sept 2015	Finding Funding Workshop Office of Research and Engagement The University of Tennessee
Sept 2015	Introduction to Proposal Development Office of Research and Engagement The University of Tennessee
July 2015	New Faculty Teaching Institute 3 Day workshop, The University of Tennessee
Summer 2014	Cotton and Sustainability Faculty Workshop Department of Textile and Apparel Management University of Missouri
April 2014	Workshop, Secondary Data Sources The University of North Carolina at Greensboro
February 2014	Workshop, Introduction to Illustrator, The University of North Carolina at Greensboro
February 2014	Workshop, Introduction to Photoshop, The University of North Carolina at Greensboro
December 2012	SAS Programming 1: Essentials Certificate of Completion, 3-day training course, SAS Headquarters, Cary, NC
November 2012	Leadership Challenge, Campus Activities and Programs, The University of North Carolina at Greensboro

October 2012	Workshops, Introduction to Qualtrics and Intermediate Qualtrics training course, The University of North Carolina at Greensboro
October 2012	Workshops, Introduction to SAS and Intermediate SAS training course, The University of North Carolina at Greensboro
April 2012	Workshop, Emerging Leaders, The University of North Carolina at Greensboro
November 2012	Workshop, Creating Collaborative Research Partnerships Bryan School of Business and Economics, The University of North Carolina at Greensboro

PROFESSIONAL MEMBERSHIP

2017-Present	Member, European Association for Research in Education and Commercial Distribution
2012-Present	Member, American Collegiate Retailing Association
2011- Present	Member, Academy of Marketing Science
2009-Present	Member, International Textile and Apparel Association