

Clair McClure, Ph.D.

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**ACADEMIC AFFILIATION AND POSITIONS**

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2022-present **Senior Lecturer, Undergraduate Program Coordinator**, Textiles, Merchandising, and Interiors, University of Georgia  
2020-2022 **Lecturer, Undergraduate Program Coordinator**, Textiles, Merchandising, and Interiors, University of Georgia,  
*Graduate Faculty status awarded, 2018*  
2016-2020 **Lecturer**, Textiles, Merchandising, and Interiors, University of Georgia,

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**EDUCATION**

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2017 **Doctorate of Philosophy, Textile Science**, emphasis in International Merchandising, University of Georgia  
Dissertation: *Fashion Boutiques and Social Media Use: A Uses and Gratification Approach to Convergent Analysis from Small Business and Customer Perspectives* (Advisor: Yoo-Kyoung Seock)  
2011 **Master of Science, Textiles, Merchandising and Interiors**, emphasis in Merchandising and International Trade, University of Georgia  
Thesis: *The Effects of Fair Trade Information in African Cultural Products on Consumers' Affective and Cognitive Response and Purchase Intention* (Advisor: Yoo Kyoung Seock)  
2009 **Bachelor of Science, Textile Management**, concentration in Manufacturing, Clemson University

**Certificates:**

*Certificate in Diversity and Inclusion*, University of Georgia, 2021  
*Interdisciplinary Certificate in University Teaching*, University of Georgia, 2017

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**TEACHING**

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2022-present **Senior Lecturer**, University of Georgia, Athens GA  
2016-2022 **Lecturer**, University of Georgia, Athens GA

Semester-Year	Courses E, online /, split level NT, non-traditional - indicates no evaluation recorded, typical of summer, NT, or study away courses	Credit Hours	Enrollment	Course Evaluation (5/5)
F23	TXMI 4520/6520 Apparel and Textile Economics	3	34/3	
	TXMI 5240/7240 Retailing Apparel and Textiles	3	41	
	TXMI 5280 Retail Entrepreneurship	4	10	
Sp 23	TXMI 4520/6520 Apparel and Textile Economics	3	50/2	IP
	TXMI 5240/7240 Retailing Apparel and Textiles	3	48/1	IP
	TXMI 5280 Retail Entrepreneurship	4	10	IP
Sp 22	TXMI 4520/6520 Apparel and Textile Economics	3	41/1	-
	TXMI 5240/7240 Retailing Apparel and Textiles	3	49/3	-
	TXMI 5280 Retail Entrepreneurship	4	14	-
F21	TXMI 4520/6520 Apparel and Textile Economics	3	44/5	-
	TXMI 5240 Retailing Apparel and Textiles	3	50	-
	TXMI 5280 Retail Entrepreneurship	4	14	-

	TXMI 5900 Professional Development	1	98	-
Sp 21	TXMI 3910 Practicum in Fashion Merchandising <sup>NT</sup>	1	1	-
	TXMI 4520/6520 Apparel and Textile Economics	3	49/4	-
	TXMI 5240/7240 Retailing Apparel and Textiles	3	50/3	-
	TXMI 5280 Retail Entrepreneurship	4	13	-
	TXMI 7300 Master's Research	6	1	-
<i>Weighted mean scores were not calculated for Sp21, F21, and Sp22 Non weighted means for evaluation questions and qualitative responses from students were gathered and are available upon request.</i>				
F20	TXMI 3910 Practicum in Fashion Merchandising <sup>NT</sup>	1	1	-
	TXMI 4520/6520 Apparel and Textile Economics	3	41/5	4.89
	TXMI 5240 Retailing Apparel and Textiles	3	48	4.88
	TXMI 5280 Retail Entrepreneurship	4	12	4.82
	TXMI 5900 Professional Development	1	91	4.96
	TXMI 7000 Master's Research	3	1	-
Sp20	TXMI 4520 Apparel and Textile Economics	3	40	-
	TXMI 5240/7240 Retailing Apparel and Textiles	3	45/2	-
	TXMI 5280 Retail Entrepreneurship	4	13	-
	TXMI 9010 Directed Research – Emily Strub	3	1	-
<i>Due to the impact of Covid-19 during Spring 2020, quantitative course evaluations were not recorded. Qualitative responses from students were gathered and are available upon request.</i>				
F19	FACS 2000 Introduction to FACS	1	132	-
	TXMI 4520/6520 Apparel and Textile Economics	3	25/3	5
	TXMI 5240 Retailing Apparel and Textiles	3	36	4.95
	TXMI 5900 Professional Development	1	90	4.93
	TXMI 5910 TMI Internship <sup>NT</sup>	3-6	1	-
Sp 19	FACS 2000 Introduction to FACS	3	136	4.83
	TXMI 4520 Apparel and Textile Economics	3	40	4.85
	TXMI 5240/7240 Retailing Apparel and Textiles	3	45/1	4.89
	TXMI 5280 Retail Entrepreneurship	4	15	4.94
F18	FACS 2000 Introduction to FACS	3	134	4.73
	TXMI 4520/6520 Apparel and Textile Economics	3	21/5	4.88
	TXMI 5240 Retailing Apparel and Textiles	3	50	4.95
	TXMI 5900 Professional Development	1	55	4.96
Sp18	TXMI 3010 Directed Research – Victoria Hammen	3	1	-
	TXMI 4520 Apparel and Textile Economics	3	37	4.86
	TXMI 5240/7240 Retailing Apparel and Textiles	3	40/4	4.85
	TXMI 5280 Retail Entrepreneurship	4	14	4.72
F17	TXMI 3210 Fundamentals of Fashion Merchandising	3	45	4.84
	TXMI 4520/6520 Apparel and Textile Economics	3	23/4	4.83
	TXMI 5240 Retailing Apparel and Textiles	3	42	4.90
	TXMI 5900 Professional Development	1	48	4.95
Sp17	TXMI 3010 Directed Research – Sarah Bingham	3	1	-
	TXMI 4520 Apparel and Textile Economics	3	37	4.98
	TXMI 5240 Retailing Apparel and Textiles	3	38	4.94
	TXMI 5280 Retail Entrepreneurship	4	12	4.88
F16	TXMI 4520/6520 Apparel and Textile Economics	3	29/1	4.79
	TXMI 3240 Retailing Planning and Buying	3	33	4.82
	TXMI 5900 Professional Development	1	63	4.92
<b>Summer Teaching</b>	<b>Courses</b> <b>No evaluations recorded</b>	<b>Credit Hours</b>	<b>Enrollment</b>	<b>Course Evaluation (5/5)</b>
Su 23	TXMI 5240/7240E Retailing Apparel and Textiles <sup>NT</sup>	3	15	-

	TXMI 5910 TMI Internship <sup>NT</sup>	3-6	12	-
Su 22	TXMI 3910 Practicum in Fashion Merchandising <sup>NT</sup>	1	2	-
	TXMI 5240/7240E Retailing Apparel and Textiles <sup>NT</sup>	3	16/1	-
	TXMI 5910 TMI Internship <sup>NT</sup>	3-6	27	-
Su 21	TXMI 5240/7240E Retailing Apparel and Textiles <sup>NT</sup>	3	25/1	-
	TXMI 5910 TMI Internship <sup>NT</sup>	3-6	25	-
Su20	TXMI 5240E Retailing Apparel and Textiles	3	17	-
	TXMI 5910 TMI Internship <sup>NT</sup>	3-6	22	-
Su19	TXMI 3910 Practicum in Fashion Merchandising <sup>NT</sup>	1	8	-
	TXMI 4900 Social Entrepreneurship and Product Development in Ghana <sup>NT</sup>	3	6	-
	TXMI 5240/7240E Retailing Apparel and Textiles	3	18/2	-
	TXMI 5910 TMI Internship <sup>NT</sup>	3-6	30	-
Su18	TXMI 3910 Practicum in Fashion Merchandising <sup>NT</sup>	1	5	-
	TXMI 4900 Social Entrepreneurship and Product Development in Ghana <sup>NT</sup>	3	4	-
	TXMI 5240/7240E Retailing Apparel and Textiles	3	14/3	-
	TXMI 5910 TMI Internship <sup>NT</sup>	3-6	19	-
Su17	TXMI 3910 Practicum in Fashion Merchandising <sup>NT</sup>	1	1	-
	TXMI 5240E Retailing Apparel and Textiles	3	16	-
	TXMI 5910 TMI Internship <sup>NT</sup>	3-6	40	-

- 2015 – 2016 **Graduate Teaching Assistant**, University of Georgia, Athens GA  
TXMI 3530 Apparel Quality Analysis, *Teaching Assistant*  
TXMI 4520 Apparel and Textile Economics, *Instructor of Record*  
TXMI 5900 Professional Development for the Fashion Industry, *Instructor of Record*  
TXMI 5910 TMI Internship, *Instructor of Record*
- 2014 – 2015 **Graduate Teaching Assistant**, University of Georgia, Athens GA  
TXMI 3210 Fundamentals of Fashion Merchandising, *Graduate Instructor*  
TXMI 4520 Apparel and Textile Economics, *Graduate Instructor*

### Invited Guest Speaking

- 2023 Georgia Association of Career & Technical Education  
Topic: FACS Teacher Tour, June 15, 2023
- 2022 FACS College Assembly, April 7, 2022  
Topic: FACS 2000 eResource Project Update  
FACS 2000 Introduction to Family and Consumer Sciences, January 25 and 26, 2022  
Topic: TMI Faculty Ambassador Presentation
- 2021 FACS 2000 Introduction to Family and Consumer Sciences, January 28, February 1, and February, 2, 2021  
Topic: TMI Faculty Ambassador Presentation
- 2020 Cox-SABEW Fellow Interview, November 3, 2020  
Topic: Social media behavior of brands and consumers  
Rouge Student Organization, October 27, 2020  
Topic: Professional Development  
FACS Leadership Retreat, August 29, 2020  
Topic: Department updates and resource for student leaders  
International Association of Business Communicators, February 25, 2020  
Topic: Professional Dress  
ECHD 7460 Issues in Student Affairs Administration, January 28, 2020  
Topic: Student Affairs in an Academic Context Faculty Panel

- FACS 2000 Introduction to Family and Consumer Sciences, January 28, 2020  
Topic: TMI Faculty Ambassador Presentation
- FACS 2000 Introduction to Family and Consumer Sciences, University of Georgia, January 27, 2020  
Topic: FACS Alumni Panel
- 2019 TXMI 4240 Fashion Promotion and Visual Merchandising, October 24, 2019  
Topic: CALC 2020 – VM and Promo for a Pop-up shop
- FACS 2000 Introduction to Family and Consumer Sciences, University of Georgia, October 2, 2019  
Topic: Internship 101
- FHCE 1110 Consumers in our Society, September 17, 2019  
Topic: Fashion Consciousness for Consumers: Who are you wearing?
- Learn. Grow. Go Showcase, September 11, 2019  
Topic: Study Abroad in Ghana
- TXMI 5210 Digital Apparel Design and Development Applications, August 26, 2019  
Topic: The Human Ecosystem within FACS
- TXMI 3210 Fundamentals of Fashion Merchandising, August, 23, 2019  
Topic: What fashion students should know within TMI?
- TXMI 3210 Fundamentals of Fashion Merchandising, August 22, 2019  
Topic: What fashion students should know within TMI?
- FACS 2000 Introduction to Family and Consumer Sciences, August 21, 2019  
Topic: Study Abroad in Ghana
- FACS 2000 Introduction to Family and Consumer Sciences, January 23, 2019  
Topic: TMI Faculty Ambassador Presentation
- 2018 TXMI 8500 Contemporary Topics, University of Georgia, September 26, 2018  
Topic: Discussion on the Mixed Methods Approach of Convergent Parallel Design
- TXMI 3210 Fundamentals of Fashion Merchandising, University of Georgia, September 7, 2018  
Topic: Finding a Fit in FM: Internships, Scholarships, and Professional Readiness
- National Council of Negro Women, August 17, 2018  
Topic: Networking Mixer
- FACS 2000 Introduction to Family and Consumer Sciences, University of Georgia, January 18, 2018  
Topic: Overview of the Textiles, Merchandising and Interiors Department
- TXMI 3210 Fundamentals of Fashion Merchandising, University of Georgia, February 23, 2018  
Topic: Finding a Fit in FM: Internships, Scholarships, and Professional Readiness
- FACS 2000 Introduction to Family and Consumer Sciences, University of Georgia, August 24, 2018  
Topic: Overview of the Textiles, Merchandising and Interiors Department
- 2017 FACS 2000 Introduction to Family and Consumer Sciences, University of Georgia, February 21, 2017  
Topic: Overview of the Textiles, Merchandising and Interiors Department
- Bridge Panel, April 6, 2017  
Topic: Opportunities in the TMI Department
- TXMI 8500 Contemporary Topics, University of Georgia, September 20, 2017

- Topic: Discussion on the Mixed Methods Approach of Convergent Parallel Design
- GRSC 7770 Introduction to College Teaching, September 27, 2017
- 2016 Topic: Going Native to Reach the Digital Natives
- FACS 2011 Introduction to Entrepreneurship, University of Georgia, October 3, 2016
- Topic: Entrepreneurship in Textiles, Merchandising and Interiors
- Pedagogy Development and Training**
- 2023 *Fellows for Transformative Teaching*, August 2023 – present, University of Georgia, CTL
- Career Everywhere Faculty Program*, December 2023, University of Georgia, Career Center
- 2022 *Policies for Inclusive Teaching*, January 12, 2022, University of Georgia CTL
- 2021 *USG Diversity and Inclusion Summit*, October 29, 2021, University of Georgia
- Xitrac's Training SLO Reporting*, August, 25, 2021, University of Georgia
- Countering Unconscious Bias, July 29, 2021, University of Georgia
- Organizational Excellence through Diversity*, July 8, 2021, University of Georgia
- Emotional Intelligence and Diversity*, June 24, 2021, University of Georgia
- Best Practices for Accommodating Students & Employees with Disabilities*, June 22, 2021, University of Georgia
- Diversity at UGA: Beyond the Numbers*, June 17, 2021 University of Georgia
- National Retail Federation: Retail Converge*, June 21 – 25, 2021, Virtual Conference
- History of Slavery at UGA Symposium*, April 30 – May 1, 2021, Virtual, University of Georgia
- National Retail Federation: NRF Big Show*, January 12 – 14, 2021, Virtual Conference
- 2020 *Economic Seminar Series: The Effects of International Scrutiny on Manufacturing Workers: Evidence from the Rana Plaza Collapse in Bangladesh*, September 10, 2020, University of Georgia Virtual
- Preparing to Pivot Training*, June 15 – June 26, 2020, Center for Teaching and Learning, University of Georgia
- Sourcing Journal – Omnichannel Webinar*, June 4, 2020, University of Georgia
- Elements of Good Online Teaching Webinar*, May 19, 2020, University of Georgia
- Non-Discrimination and Anti-Harassment Training*, February 19, 2020, University of Georgia
- 2019 *Reframing Lecture as Pedagogy*, October 2, 2019, University of Georgia
- Omnichannel Webinar*, October 2, 2019, University of Georgia
- Friction Free and Foolproof Retailing*, September 24, 2019, University of Georgia
- Planning, Presenting, and Publishing Research*, September 9, 2019, University of Georgia
- Strength's Finders Workshop*, January 8, 2019, University of Georgia
- 2018 *Diversity – An LGGTQ Primer, Inclusive Community*, October 16, 2018, University of Georgia
- Taking Mentorship to the Next Level*, November 30, 2018, University of Georgia
- Lectra Kaledo Style Training*, July 24 – 26, 2018, Smyrna GA
- Lectra Kaledo Textile Training – Print, Weave, Knit*, June 12 – 15, 2018, Smyrna GA
- Study Abroad Risk Management Training*, Office of International Education, February 27, 2018 University of Georgia
- 2017 *Ghana Study Abroad Training*, May 7 – 15, 2017, Accra Ghana
- Safe Space Training - UGA LGBT Resource Center*, July 12, 2017, University of Georgia
- 2016 *Classroom Technologies*, University of Georgia, Spring 2016

- 2015 *Course Design*, University of Georgia, Spring 2015  
*Real Ledge Entrepreneurship Teaching Certificate*, Hilton Head, SC
- 2014 *Introduction to Computer Based Education*, University of Georgia, Spring 2014  
*College Teaching and Student Learning*, University of Georgia, Fall 2014

### INDUSTRY RELATIONS

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- 2023 *Dillard's Industry Presentation*, TXMI 4520, Fall 2023  
*Farmer's Home Furniture*, Corporate Engagement Meeting, September 2023  
*Bass Pro Shops*, Internship Recruitment, May 2023  
*Beall's Industry Presentation*, TXMI 5240, Spring 2023  
*Target Industry Presentation*, TXMI 5240, Spring 2023  
*NRF Student Program*, January 12-16, 2023 NYC, NY
- 2022 *Lola and Rosa Boutique*, Internship Recruitment, April 13, 2022  
*Beall's Industry Presentation*, TXMI 5240, Spring 2022  
*Target Industry Presentation*, TXMI 5240, Spring 2022  
*Sea Island*, Student Recruitment, February 9, 2022
- 2021 *Augusta National Golf Club*, FACS Student Connections, October 26, 2021  
*Bealls Industry Recruitment Presentation* TXMI 5900, September 29, 2021  
*Target*, Professional Development Presentation TXMI 5900, October 20, 2021  
*Bright Horizon's Internships*, Collaboration Athens Businesses, July 2021  
*Uniqlo*, Retail Management Presentation TXMI 5240, April 6, 2021, Virtual
- 2020 *High Hampton Golf Club*, Internship Inquiry, November 5, 2020, Virtual  
*Uniqlo Industry Presentation TXMI 5900*, October 14, 2020, Virtual  
*Mud Pie Industry Video*, September 1, 2020, Virtual  
*Beall's Industry Recruitment Interview and Video*, June 10, 2020, Virtual  
*Amy Smilovich, Tibi Founder Guest Speaking TXMI 5280*, April 15, 2020, Virtual  
*Athens Women in Small Business Consultation*, January 31, 2020, Athens GA  
*Spanx Visit and Tour with Spanx Senior Director of Innovation*, January 21, 2020, University of Georgia  
*NRF Student Program*, January 9-12, 2020 NYC, NY
- 2019 50 new industry partners  
30 on-campus visits, tours, or guest speaking with brands including: *Spanx, Dillard's, Kendra Scott, Uniqlo, Kohl's, Carter's, Stein Mart, Target, Augusta National Golf Club, Onward Reserve, Fab'rik, Fanatics Sports, BaubleBar, Revolve*  
25 phone calls for career recruitment and corporate engagement  
60 job or internship announcements posted to Fashion Merchandising Career Listerv.  
*NRF Student Program*, January 9 – 13, 2019, NYC, NY
- 2018 *Direct Selling Association Annual Conference*, June 17 – 20, 2018, San Diego CA  
*Golf Business Network visit to UGA*, April 5, 2018, University of Georgia  
*Carter's Children's Wear visit to UGA*, February 28, 2018, University of Georgia  
*NRF Big Show Student Program*, January 12 – 14, 2018, NYC, NY
- 2017-2019 Hanner Clarke, Consulting, Athens GA
- 2017 *Direct Selling Education Foundation Symposium*, October 17, 2018  
*Spanx visit to UGA*, March 28, 2017, University of Georgia  
*NRF Big Show Student Program*, January 13 – 15, 2016, NYC, NY
- 2016 *Carter's Children's Wear visit to UGA*, September 28, 2016, University of Georgia  
*NRF Big Show Student Program*, January 15 – 17, 2016, NYC, NY

## RESEARCH

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### Conference Presentations

- 2022 Simmons, C. & **McClure, C.S.** (2022, June 26). Student Photo Elicitation Representing FCS Body of Knowledge. *AAFSC Annual Conference*, Orlando, FL.  
Simmons, C. & **McClure, C.S.** (2022, March 31). Connecting Students And Instructors To Theory Through Technology For Teaching and Learning. *USG Teaching and Learning Conference*, Virtual.
- 2021 Strub, E. & **McClure, C.S.** (2021, November 4). Throw Out the Instructions: How Small Retailers are shaping their Omni-Channel Approach. *International Textile and Apparel Association*, Virtual.
- 2020 Strub, E. & **McClure, C.S.** (2020, November 18). Does Target's Omni-Channel Strategy hit the Bullseye? A Content Analysis of Target's Product Offerings across Channels. *International Textile and Apparel Association*, Virtual.  
Simmons, C. & **McClure C.S.** (2020, April 7-9). Engaged Instructor Teaching = Engaged Student Learning: A Collaborative Approach to a Multi-Section Course. *USG Teaching & Learning Conference*. (poster accepted, presentation canceled due to Covid-19).  
McAndrews, L.E., **McClure, C.S.** (2020, January 31). The Fashion Through Line: What history can teach us for today. *2020 GATFACS Winter Conference*, Savannah, GA.
- 2019 **McClure, C.S.** & Blalock, E. (2019, October 27). Role-ing into Industry: How an experiential learning course uses a golf cart pop-up store to foster professional development for the textile and apparel industry. *International Textile and Apparel Association*, Las Vegas, NV, USA.  
Covington, S., **McClure, C.S.**, Seock, Y.K. (2019, October 25). Workforce Development: Entrepreneurial Literacy Project for High School Students. *Innovation in Teaching Conference*, Athens, GA, USA.  
Washington, T.R., **McClure, C.S.**, Lowe, T.B. (2019, June 26). Global Service-Learning: Reflections from an Interdisciplinary Study Abroad Program in Ghana. *2019 International Symposium on Global Community-Engaged Learning*, Ho, Ghana.  
McAndrews, L.E., **McClure, C.S.**, Weigle, B. (2019, January 24). The Supply Chain from Textiles to Design to Merchandising. *2019 GATFACS Winter Conference*, Savannah, GA.
- 2018 **McClure, C.S.** & Seock, Y.K. (2018, November 9). Small Business and Social Media: How using social media impacts customer-based store equity, store preference, and purchase intention for fashion boutiques. *International Textile and Apparel Association*, Cleveland, OH, USA.  
**McClure, C.S.** (2018, October 19). Fashion, it's Debatable: Building Knowledge for Fashion Merchandising's Core Issues using Structured Classroom Debates. *Innovation in Teaching Conference*, Athens, GA, USA.  
**McClure, C.S.** & Seock, Y.K. (2018, July 18). A Qualitative Investigation of Social Media Use from a Small Business Retail Perspective. *European Institute of Retailing and Services Studies (EIRASS)*, Madeira Island, Portugal.  
Hunt-Hurst, P., McAndrews, L., **McClure, C.S.** & Blalock, E. (2018, July 17). Teaching the Global Apparel Supply Chain by Connecting Athens, GA Retailers with

- Ghanaian Apparel Entrepreneurs. *European Institute of Retailing and Services Studies (EIRASS)*, Madeira Island, Portugal.
- 2017 **McClure, C.S.** (2017, October 20). Developing Professionalism in 90-Second Intervals: A Case of Technology Integration for Students' Industry Preparation. *Innovation in Teaching Conference*, Athens, GA, USA.
- 2016 **McClure, C.S.** & McAndrews, L.E. (2016, November 11). Going Native to Reach the Digital Natives: New Technologies for the Classroom. *International Textile and Apparel Association*, Vancouver, BC, Canada.
- 2015 **McClure, C.S.** (2015, April 17). Enhancing Students' Learning in 90 Seconds or Less: Technology Integration in an Apparel and Textiles Economics Course. *Southeastern Graduate Consortium*, Louisiana State University, Baton Rouge, LA, USA.
- McClure, C.S.** & Seock, Y.K. (2015, March 5). Social Media Marketing: What Matters for Brands?, *2015 AMA/ACRA Triennial Conference*, Coral Gables, FL, USA.
- 2012 **McClure, C.S.** & Seock, Y.K. (2012, March 30). The effects of fair trade information in African cultural products on consumers' affective and cognitive response and purchase intention (final), *Southeastern Graduate Consortium*, University of South Carolina, Columbia, SC, USA.
- 2011 **McClure, C.S.** & Seock, Y.K. (2011). The effects of fair trade information in African cultural products on consumers' affective and cognitive response and purchase intention (proposal), *European Institute of Retailing and Service Sciences (EIRASS)*, San Diego, CA, USA.
- McClure, C.S.** & Seock, Y.K. (2011). The effects of fair trade information in African cultural products on consumers' affective and cognitive response and purchase intention., *Graduate Student Association Interdisciplinary Conference*, Athens, GA, USA.

### Scholarly Publications

- 2020 McClure, C.S. & Seock, Y.K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53.
- 2017 McClure, C.S. & Seock, Y.K. (2017). Does Fair Trade Matter to Consumers when Purchasing Cultural Products?. *International Journal of Fashion Design, Technology and Education*, 11(2), 139-147.
- 2016 Kim, S., Martinez, B., McClure C.S., Kim, S.H. (2016). E-WOM Intentions towards Social Media Messages. *Atlantic Marketing Journal*, 5(1), 137-154.
- 2015 McClure, C.S. (2015). Macy's. In Doering, M.D., Hunt-Hurst, P., Lee, H.V., Blanco, J.F. (Eds.). *Clothing and Fashion: American Fashion from Head to Toe* (Vol. 2). ABC-CLIO.
- McClure, C.S. (2015). The Internet and Fashion. In Doering, M.D., Hunt-Hurst, P., Lee, H.V., Blanco, J.F. (Eds.). In *Clothing and Fashion: American Fashion from Head to Toe* (Vol. 3). ABC-CLIO.

### Grants

- 2020 **McClure, C.S.** & Simmons, C.W. (November, 2020). Creating an E-Resource for FACS 2000/E. *Sweaney Innovation Fund*, University of Georgia, \$5,000 **(funded)**.
- McAndrews, L. & **McClure, C.S.** (October 2020). Hidden Voices Educational Modules. Presented to *Carter's Inc. Module 4: Retail and Consumer Experience*, \$5,000 **(funded)**.
- McAndrews, L. (PI), **McClure, C.S.** (September 2020). Hidden Voices in the Cotton Supply



- Chain: Cotton Production, Global Sourcing, Product Design, and Retail and Consumer Experience. *Cotton Incorporated*. \$20,000. (not funded)
- 2019 McAndrews, L. (PI), **McClure, C.S.**, Sharma, S., Hunt-Hurst, P. (November, 2019). Cotton is Their Livelihood. *Cotton Incorporated*. \$36,050. (not funded).
- 2018 Seock, Y.K. and **McClure C.S.** (2018-2019). Workforce Development: Entrepreneurial Literacy Project for High School Students. *Bank of America* \$5,000. (funded).
- 2017 Cude, B.J. and **McClure C.S.** (November, 2017). Career Readiness Mentorship Portal. *Sweaney Innovation Fund*. \$5,000. (not funded).
- McAndrews, L. (PI), **McClure, C.S.**, and Vessels, G. (November, 2017). The Cotton Supply Chain across the Curriculum. *Cotton Incorporated*. 47,330. (not funded).

### Travel Funding

- 2024 *University of Georgia Departmental* – NRF, University of Georgia, \$3,000
- 2023 *University of Georgia Departmental* – NRF, University of Georgia, \$2,000
- 2022 *University of Georgia Departmental* – NRF, University of Georgia, \$2,000
- 2020 *University of Georgia Departmental* – NRF, University of Georgia, \$2000  
\*Additional travel was suspended due to Covid-19
- 2019 *University of Georgia Departmental* – NRF, University of Georgia, \$2000  
*University of Georgia Departmental* – ITAA 2019, University of Georgia, \$1,800
- 2018 *University of Georgia Provost Faculty Travel Grant*, University of Georgia, \$2,000  
*Direct Selling Association Travel Grant*, San Diego CA, \$650
- 2017 *University of Georgia Departmental* – NRF, University of Georgia, \$2,000
- 2016 *University of Georgia Provost Faculty Travel Grant*, University of Georgia, \$1,800
- 2015 *Real Ledge Entrepreneurship Training*, Hilton Head, SC, \$1,500

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## SERVICE AND MENTORSHIP

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### Department of Textiles, Merchandising and Interiors

- 2020 – Present TMI Curriculum Committee (Chair, Undergraduate Program Coordinator), University of Georgia
- 2018 – Present Interdisciplinary Ghana Study Abroad, University of Georgia
- 2017 – 2020 TMI Curriculum Committee, University of Georgia
- 2017 – Present Georgia Softgoods Education Foundation, Board Member, UGA
- 2017 – Present GSGEF Curriculum Subcommittee, University of Georgia
- 2017 – 2018 Search Committee – TMI Assistant Professor, University of Georgia
- 2016 – 2020 Website Committee, University of Georgia
- 2015 – Present TMI Internship Program, University of Georgia
- 2016 – 2020 Student Merchandising Association, Advisor, University of Georgia
- 2015 – 2017 The Agency, Advisor, University of Georgia
- 2014 – 2015 Search Committee – TMI Assistant Professor, University of Georgia
- 2014 – 2015 TMI Graduate Student Association, University of Georgia
- 2011 – 2016 Graduate Student Mentor, University of Georgia

### College of Family and Consumer Sciences

- 2021 – present FACS Innovation and Entrepreneurship Subcommittee, University of Georgia
- 2021 Search Committee - SSAC Academic Advisor, (Search Committee Chair), University of Georgia
- 2021 – present FACS Peer Teaching Evaluation Committee, University of Georgia
- 2020 – present FACS AAFCS Accreditation Review Committee, University of Georgia

2020 – present	FACS College Curriculum Committee, University of Georgia
2020 – present	FACS Undergraduate Scholarship Committee, University of Georgia
2018 – 2019	Supporting Transfer Students Subcommittee, University of Georgia
2017 – 2022	FACS Faculty Ambassador, University of Georgia
2017 – 2019	FACS Faculty Advisory Committee, University of Georgia
2015 – 2016	Search Committee – TMI Department Head, University of Georgia
2015	Experiential Learning Panel, University of Georgia
2015	FACS Graduate Panel, University of Georgia

### University of Georgia

2023	Capstone Course across Campus FLC, <i>Member</i> , University of Georgia
2020	Young Dawgs Program, <i>Internship Mentor</i> , University of Georgia
2019 - 2020	Mandela Washington Fellowship for Young African Leaders, <i>Co Mentor</i> , University of Georgia
2018 – 2020	Non-Tenure Track Faculty Learning Community, <i>Co-Facilitator</i> , University of Georgia
2018 (April)	Academic Affairs Symposium – Invited, Unicoi, GA
2016 – 2022	Non-Tenure Track Faculty Learning Community, University of Georgia
2017 – 2018	Teaching Academy Fellows, University of Georgia
2014 – 2015	Leadership UGA, University of Georgia

### Professional Organizations

2020 – Present	Bloomsbury, Fairchild Publication, <i>Book Reviewer</i>
2017 – Present	Direct Selling Education Foundation, <i>Fellow</i>
2015 – Present	National Retail Federation Advisor, <i>UGA Academic Advisor</i>
2014 – Present	International Textiles and Apparel Association <i>ITAA Social Media Marketing Committee 2015 – Present</i>
2014 – Present	American Collegiate Retailing Association

### Graduate Committees

2023	Kristian Hogans (May 2023). <i>The Pattern from which Things are Sewn: The Sovereignty in Knowing: A Critique of Home Economics and Fashion Education, and Reflections from a Black Woman Fashion Educator</i> . Doctorate of Philosophy, Textile Science, emphasis in International Merchandising, University of Georgia.
In Progress	Jeongah Shin (2021 – Present). Doctorate of Philosophy, Textiles Science, emphasis in International Merchandising. University of Georgia.
2022	Shannon Marsh (May 2022). <i>The Impact of Omnichannel Retail in Luxury Fashion</i> . Master of Science Textiles, Merchandising and Interiors, emphasis in Merchandising and International trade. University of Georgia.
2021	Emily Strub (May 2021). <i>Omni-channel Retailing for the Little Guy: A Usability Theory Approach to Interview Analysis of the Prevalence of Omni-Channel Retailing Among Small Retailers</i> . Master of Science Textiles, Merchandising and Interiors, emphasis in Merchandising and International Trade, University of Georgia. <b>(MAJOR ADVISOR)</b>
2020	Caroline Kopot (May 2020). <i>Theoretical Frameworks of “Omnichannel Purchase Intention and Patronage Intention.”</i> Doctorate of Philosophy, Textile Science, emphasis in International Merchandising, University of Georgia.
2019	FNU Ishani (August 2019). <i>Instagram Influencer’s Sponsored Posts: Measuring Users’ Attitude towards Sponsored Posts and Purchase Intention in the United</i>

*States*. Master of Science, Textiles, Merchandising and Interiors, emphasis in Merchandising and International Trade, University of Georgia.

Sarah Bingham (May 2019). *What Matters When it comes to a Snap Decision? Measuring Materialism, Fashion Clothing Involvement, and Consciousness for Sustainable Consumption on the Effects of Apparel Impulse Buying*. Master of Science Textiles, Merchandising and Interiors, emphasis in Merchandising and International Trade, University of Georgia.

Neely Kennon (May 2019). *Different Strokes for Different Folks: Social Media as a Means for Inspiration in Interior Design*. Master of Science, Textiles, Merchandising and Interiors, emphasis in Interior Environments, University of Georgia.

2018 Mauricio Gonzalez (December 2018). *Supply Chain Competitive Advantage Analysis of Colombia and South Africa*. Master of Science, Textiles, Merchandising and Interiors, emphasis in Merchandising and International Trade, University of Georgia.

### **Notable Projects**

Innovation and Entrepreneurship Bootcamp, September – November 2019

*Topic: Women Symposium on Entrepreneurship*

Chosen as 1 of 20 women to represent the first innovation bootcamp at UGA. A six-week program, facilitated by the director of industry relations and UGA's entrepreneurship program, this offered resources and an inside access to the UGA entrepreneurship and innovation ecosystem.

Academic Affairs Symposium, April 13 – 14, 2018 Unicoi GA

*Topic: Presidential Task Force on Student Learning and Engagement*

Invited to attend and participate in a small working group focused on strengthening systems to document and promote effective teaching. Compiled and presented these recommendations to various university administrators including the provost and the vice president for instruction.

Couture a la Cart, Director, University of Georgia

Spring, 2017, 2018, 2019, 2020, 2021

As a component of TXMI 5240 Retail Entrepreneurship students fully operate a retail pop up shop from a golf cart. As the supervising professor I am responsible for guiding this student led project and liaising with various UGA support offices.

Non-Tenure Track Networking Event, Co-Chair, University of Georgia

January 26, 2017 and February 1, 2018

Received \$1,000 in funding from the Office of Faculty Affairs to support this event. Coordinated the invitation of all non-tenure track faculty at UGA to discuss topics related to NTT faculty and recognize recently promoted NTT faculty.

Direct Selling Education Foundation Symposium, Co-Chair and Panel Moderator

University of Georgia

October 18, 2017

Worked with members of DSEF to organize four guest speakers from the direct selling industry to present in classes, participate in a panel discussion, and network with students. Hosted a videography company to capture student and faculty interviews to be used as the 2018 DSA annual conference.

### **HONORS AND AWARDS**

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*2023 Fellow for Transformative Teaching*, University of Georgia, 2023

2022 Promotion to Senior Lecturer, University of Georgia, 2022  
2021 Creative Teaching Award Nominee, University of Georgia, 2021  
2020 Creative Teaching Award Nominee, University of Georgia, 2020  
2019 FACS Faculty Advisor of the Year, University of Georgia, 2019  
Innovation and Entrepreneurship Bootcamp, University of Georgia, 2019  
TedxUGA Nominee and Semifinalist, University of Georgia, 2019  
FACS 100 Centennial Honoree, University of Georgia, 2018  
Teaching Academy Fellows 2017-2018, University of Georgia  
FACS Faculty Ambassador 2017 - 2019, University of Georgia, \$500  
TMI Teacher of the Year Nominee, University of Georgia, 2016  
Outstanding Teaching Assistant Award, University of Georgia, 2015  
Leadership UGA Cohort, University of Georgia, 2014 - 2015  
Emily Quinn Pou and Joe (J.W.) Pou Scholarship, University of Georgia, 2013  
Graduate Teaching Assistantship, University of Georgia, 2010 - 2015

### PROFESSIONAL EXPERIENCE

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2012 - 2014 **Assistant Manager of Operations and Social Media Manager**  
*Madison Avenue Closeouts, Charlotte, NC*

2010 - 2012 **Fine Jewelry**  
*J.C. Penney, Athens, GA*

2009 **Product Manager Living Way Entrepreneurship Group**  
*Living Hope, Cape Town, South Africa*