

Clair McClure, Ph.D.

Lecturer of Fashion Merchandising and Undergraduate Program Coordinator
Textiles, Merchandising and Interiors, University of Georgia
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ACADEMIC AFFILIATION AND POSITIONS

- 2020-present **Lecturer, Undergraduate Program Coordinator**, Textiles, Merchandising, and Interiors, University of Georgia,
- 2016-present **Lecturer and Internship Coordinator**, Textiles, Merchandising, and Interiors, University of Georgia, Graduate Faculty status awarded, 2018
- 2014-2016 **Graduate Instructor**, Textiles, Merchandising, and Interiors, University of Georgia
- 2010-2013 **Teaching Assistant**, Textiles, Merchandising, and Interiors, University of Georgia

EDUCATION

- 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)
- 2017 **Interdisciplinary Certificate in University Teaching**, University of Georgia
- 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

TEACHING

2016-present **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	Student Evaluation (5/5)
F20	TXMI 3910 Practicum in Fashion Merchandising ^{NT}	1	1	-
	TXMI 4520/6520 Apparel and Textile Economics	3	46	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

Sp20	TXMI 4520 Apparel and Textile Economics	3	40	N/A
	TXMI 5240/7240 Retailing Apparel and Textiles	3	45/2	N/A
	TXMI 5280 Retail Entrepreneurship	4	13	N/A
	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	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 ^{NT}	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	44/0	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	38/4	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	40	4.90
	TXMI 5900 Professional Development	1	46	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	37	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	32	4.82
	TXMI 5900 Professional Development	1	62	4.92

Summer Teaching	Courses No evaluations recorded	Credit Hours	Enrollment
Su20	TXMI 5240E Retailing Apparel and Textiles	3	17
	TXMI 5910 TMI Internship ^{NT}	3-6	22
Su19	TXMI 3910 Practicum in Fashion Merchandising ^{NT}	1	8
	TXMI 4900 Social Entrepreneurship and Product Development in Ghana ^{NT}	3	6
	TXMI 5240/7240E Retailing Apparel and Textiles	3	18/2
	TXMI 5910 TMI Internship ^{NT}	3-6	30
Su18	TXMI 3910 Practicum in Fashion Merchandising ^{NT}	1	5
	TXMI 4900 Social Entrepreneurship and Product Development in Ghana ^{NT}	3	4
	TXMI 5240/7240E Retailing Apparel and Textiles	3	13/3
	TXMI 5910 TMI Internship ^{NT}	3-6	19
Su17	TXMI 3910 Practicum in Fashion Merchandising ^{NT}	1	1
	TXMI 5240E Retailing Apparel and Textiles	3	16
	TXMI 5910 TMI Internship ^{NT}	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

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

Topic: Going Native to Reach the Digital Natives

2016

FACS 2011 Introduction to Entrepreneurship, University of Georgia, October 3, 2016

Topic: Entrepreneurship in Textiles, Merchandising and Interiors

Pedagogy Development and Training

- 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

- 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

Conference Presentations

- 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.W. & 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

- 2019 McClure, C.S. & Seock, Y.K. (2019). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*. (in press)
- 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

- 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

2018	<i>University of Georgia Departmental – ITAA 2019, University of Georgia, \$1,800</i> <i>University of Georgia Provost Faculty Travel Grant, University of Georgia, \$2,000</i> <i>Direct Selling Association Travel Grant, San Diego CA, \$650</i>
2017	<i>University of Georgia Departmental – NRF, University of Georgia, \$2,000</i>
2016	<i>University of Georgia Provost Faculty Travel Grant, University of Georgia, \$1,800</i>
2015	<i>Real Ledge Entrepreneurship Training, Hilton Head, SC, \$1,500</i>

SERVICE AND MENTORSHIP

Department of Textiles, Merchandising and Interiors

Aug. 2020 – Present	Curriculum Committee (Chair, Undergraduate Program Coordinator), University of Georgia
2018 – Present	Interdisciplinary Ghana Study Abroad, University of Georgia
2017 – 2020	Curriculum Committee, University of Georgia
2017 – Present	Georgia Softgoods Education Foundation, Board Member, UGA
2017 – Present	<i>GSGEF Curriculum Subcommittee</i> , 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

2018 – Present	Supporting Transfer Students Subcommittee, University of Georgia
2017 – Present	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
2011	FACS 2000 Final Presentation, University of Georgia

University of Georgia

2020	Young Dawgs Program, <i>Internship Mentor</i> , University of Georgia
2019	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	Academic Affairs Symposium – Invited, Unicoi, GA
2016 – Present	Non-Tenure Track Faculty Learning Community, University of Georgia
2017 – 2018	Teaching Academy Fellows, University of Georgia
2015	Graduate Student Focus Group, University of Georgia
2014 – 2015	Leadership UGA, University of Georgia

Professional Organizations

2020	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

In Progress	Kristian Hogans (2020 – Present). Doctorate of Philosophy, Textile Science, emphasis in International Merchandising, University of Georgia. Emily Strub (2020 – Present). <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. (MAJOR ADVISOR)
2020	Caroline Kopot (2018 – present). <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 States</i> . Master of Science, Textiles, Merchandising and Interiors, emphasis in Merchandising and International Trade, University of Georgia. Sarah Bingham (May 2019). <i>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</i> . Master of Science Textiles, Merchandising and Interiors, emphasis in Merchandising and International Trade, University of Georgia. Neely Kennon (May 2019). <i>Different Strokes for Different Folks: Social Media as a Means for Inspiration in Interior Design</i> . Master of Science, Textiles, Merchandising and Interiors, emphasis in Interior Environments, University of Georgia.
2018	Mauricio Gonzalez (December 2018). <i>Supply Chain Competitive Advantage Analysis of Colombia and South Africa</i> . 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

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

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, \$1500

Graduate Teaching Assistantship, University of Georgia, 2010 – 2015

PROFESSIONAL EXPERIENCE

2012 – 2014 **Assistant Manager of Operations and Social Media Manager**

Madison Avenue Closeouts, Charlotte, NC

Assisted operations within an entrepreneurial wholesale apparel company;

Acquired product from multiple sources, managed inventory, and grew existing

customer base; Organized original social media and blog content; Promoted company campaigns through email software

2010 – 2012 **Fine Jewelry**

J.C. Penney, Athens, GA

Handled the display and selling of fine jewelry items; Holder of store keys and manager of store safe; Responsible for counting diamond pieces to promote loss prevention; Monitored fine jewelry repairs and special customer orders

2009

Product Manager Living Way Entrepreneurship Group

Living Hope, Cape Town, South Africa

Assisted South African women entrepreneurs operating a cultural handbag business; Product development with existing and new handbag patterns; Choosing fabrics and quality control; Facilitated sales channels for handbags and products