

Marianne C. Bickle

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College of Hospitality, Retail and Sport Management
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EDUCATION

- 1990 Ph.D. in Family Ecology, Michigan State University
1982 M.A. in Clothing and Textiles, Michigan State University
1980 B. S. in Retailing of Clothing & Textiles, Michigan State University

CURRENT POSITION

- 2017 - **Professor with Tenure and Director of Bachelor of Arts in Interdisciplinary
present Studies and Director of Online Learning**, College of Hospitality, Retail and
Sport Management, University of South Carolina - Columbia
- Focus on assisting non-traditional learners and accelerating the online education programs throughout the College

POSITIONS HELD

- 2014 - **Professor with Tenure and Department Chair**, Department of Retailing
2017 (RETL), College of Hospitality, Retail and Sport Management, University of
South Carolina - Columbia

Department Profile

- One of four departments in the College
 - Offering Bachelor of Science with concentrations in Fashion Merchandising and Retail Management and Master of Retailing
 - Ranked #2 in research throughout North America by the American of Collegiate Retail Association
 - 573 undergraduate students; 76% female/24% male student ration
 - 90% or higher student placement rate
- 2011 - **Professor with Tenure** Director, Center for Retailing and Sam Walton Fellow,
2014 Department of Retailing (RETL), College of Hospitality, Retail and Sport
Management, University of South Carolina - Columbia
- Provided innovative retail assistance to communities, development organizations, agencies, and businesses
 - Advocated for the retailing industry, focusing on retailing-related issues, providing credible data, and promoting the industry as a globally viable economic development strategy

- 2004-2011 **Professor with Tenure and Department Chair**, Department of Retailing
(RETL), College of Hospitality, Retail and Sport Management, University of
South Carolina - Columbia

Department Profile

- Reorganized administrative staff and internship program
- Recruited, and/or led 10 full-time faculty, adjunct, three adjuncts, three staff persons, two work study personnel
- Increased student body 19%. Managed Department course enrollment and student body growth during a \$1.3 million budget cuts in the College

2007-2008 **Interim Associate Dean** – College of Hospitality, Retail and Sport Management (HRSM), University of South Carolina - Columbia

College Profile

- Coordinated 17,500+ FTE teaching efforts
- 153 course sections per semester
- Managed HRSM student services including 1700+ undergraduate and 200+ graduate enrollment

2000-2004 **Associate Professor and Coordinator of Educational Outreach**, Department of Design and Merchandising (DM), Colorado State University

- Initiated undergraduate online retailing program
- Led faculty in the development and implementation of online courses
- Program achieved the highest completion rate in the University
- Program generated the Department's largest source of indirect funds

1998-1999 **Associate Professor and Graduate Coordinator**, Department of Design and Merchandising (DM), Colorado State University

- Restructured and led the Department's graduate program
- Taught undergraduate and graduate courses
- Conducted cross-channel retailing research
- Advised students

1996-1998 **Associate Professor and Undergraduate Coordinator of the Apparel and Merchandising Program**, Department of Design and Merchandising (DM), Colorado State University

- Led the undergraduate apparel and merchandising faculty regarding policies, procedures and curriculum
- Taught at the undergraduate and graduate level in merchandising and retail management

1995 **Associate Professor**, Department of Design and Merchandising (DM), Colorado State University

- Taught at the undergraduate and graduate level in merchandising and retail management
- Conducted research on consumers' behaviors toward catalog purchasing
- Advised undergraduate students.

1991-1993 **Assistant Professor and Undergraduate Coordinator of the Apparel and Merchandising Program**, Department of Design and Merchandising (DM), Colorado State University

- Led the undergraduate apparel and merchandising faculty regarding policies, procedures and curriculum
- Taught at the undergraduate and graduate level in merchandising and retail management.
- Advised students.

1989-1991 **Assistant Professor**, Department of Design and Merchandising (DM), Colorado State University

- Taught at the undergraduate and graduate level in merchandising and retail management
- Conducted research on consumers' behaviors toward catalog purchasing.
- Advised undergraduate students.

HONORS AND AWARDS

- 2014 *2014 CTRJ Reviewer Award*, Presented by the International Textile and Apparel Association at the ITAA annual conference. Charlotte, NC.
- 2014 *Two Thumbs Up*, Presented by the University of South Carolina's Office of Student Disability Services for "making a difference in the education in one or more our students." Columbia, SC.
- 2013 *Two Thumbs Up*, Presented by the University of South Carolina's Office of Student Disability Services for "making a difference in the education in one or more our students." Columbia, SC.
- 2013 *International Textile and Apparel Service Award*, Presented at the 2013 International Conference, New Orleans, LA
- 2010 Nominated and participated in the Advancement of Women in Higher Education Leadership Forum, Washington DC
- 2010 *Fellow, Center for Economic Excellence in Tourism and Economic Development*. University of South Carolina, Columbia, SC
- 2010 The University of South Carolina presents a Certificate of Appreciation in "*Honor and Recognition of her Outstanding Contribution to the Keeping the Study in Study Abroad Workshop.*"
- 2009 *2009 Outstanding Reviewer Award* for work on International Journal of Culture, Tourism and Hospitality Research. Presentation of the award was from Emerald LiteratiNetwork.
- 2008 Recognitions from Vice Provost Dennis Pruitt as a faculty member who made a significant impact in a student's life while attending the University of South Carolina.
- 2008 *Certificate of Appreciation for Contributions as a Research/Creative Paper Reviewer*. International Textile and Apparel Association.

- 2008 Grant identified as an example of excellence by USDA. Marianne Bickle (PI for USC) and Catherine Gustafson (College of HRSM) are members of a USDA funded grant entitled “Socially Responsible Advertising and Promotion of Food, Fiber and Related Products: Developing an Integrated Set of Undergraduate Courses.” The participating universities include: Colorado State University (lead institution), The Ohio State University, and the University of South Carolina. Greg Smith (grant administrator) is using this grant as an example when he goes before Congress and President Bush as USDA seeks additional funding.
- 2008 *Certificate of Appreciation for Outstanding Service and Contribution to the Graduate School*. University of South Carolina, Columbia, SC

HONORS AND AWARDS (cont.)

- 2007-2008 Editor of a special issue of the *International Journal of Culture, Tourism, & Hospitality Research*. The special issue is based on “Avoiding cultural misconceptions during globalization of tourism”
- 2008 – Present Editorial board member of *The Journal of Multi-Channel Marketing*.
- 2007-present Associate Editor of the *International Journal of Culture, Tourism, & Hospitality Research*
- 2007 Acknowledgment from Dennis Pruitt, Vice Provost of Student Service at the University of South Carolina, of significant services to an undergraduate student
- 2007 *Certificate of Appreciation for Service-Learning Efforts*, University of South Carolina, Columbia, SC
- 2007 *2007 Outstanding Service Learning Award*, Commission on Higher Education, Columbia, SC
- 2006 *Certificate of Appreciation for Service as Editor*, International Textile and Apparel Association, San Antonio, TX
- 1998-2004 Editorial Review Board member for the *Journal of Satisfaction/Dissatisfaction and Complaining Behavior*
- 1998 *Fellowship from the Direct Marketing Institute for Professors*. The Direct Marketing Educational Foundation Inc., New York, NY
- 1998 *Jack Cermack Outstanding Advising Award*. College of Applied Human Sciences, Colorado State University, Fort Collins, CO
- 1997 *Outstanding Service for Diversity*. College of Applied Human Sciences, Colorado State University, Fort Collins, CO
- 1996 *Emerging Leader of the College of Human Ecology*. Michigan State University. College’s Centennial Celebration, East Lansing, MI
- 1994 *Outstanding Advising in the Department of Design, Merchandising, and Consumer Sciences*. College of Applied Human Sciences, Colorado State University, Fort Collins, CO

1991 *Who's Who in the West*. New York, NY

1990 *Sigma Xi Honor Society*

FUNDING (\$8,592,066.00 TOTAL) – listed by type of funding category

Federal Research Grants (\$558,504)

Littrell, M., Hyllegard, K., Ogle, J., **Bickle, M. C.**, Buell, J., & Rudd, N. (2006). \$448,504 from United States Department of Agriculture (USDA) Challenge Grant. “Socially Responsible Advertising and Promotion of Food, Fiber and Related Products: Developing an Integrated Set of Undergraduate Courses.” The collaborative project includes three institutions: Colorado State University, University of South Carolina, and The Ohio State University.

Oliver, B., Eckman, M., Kotsiopoulos, A., & **Bickle, M. C.** (1992). *Canadian furniture consumers: A study of decision-making for purchase*. The United States Department of Agriculture awarded the researchers \$110,000.00.

Industry Research Grants (\$104,053.00)

Bickle, M.C. & Burnsed, K.A. (2016). *Coach I.M. Ibrahim's The Tiger Sports Shop: Analysis of Inventory Management and Training Management*. The Tiger Sports Shop provided \$10,151 to complete an inventory management and training management system.

Bickle, M.C., Park, JH & Burnsed, K.A. (2014). *Belfair POA, Inc: Analysis of Profit Margin Segments for Future Growth*. Belfair POA, Inc. provided \$10,693 to complete a business plan and store floor plan analysis.

Bickle, M. C. (2012). *The Gift Shop: Job Descriptions and Policies*: Funded by The Palmetto Institute. \$16,013.00

Bickle, M. C. (2012). *Business Plan and POS Training: The Gift Shop*. Funded by The Palmetto Institute. \$6,232.00

Bickle, M. C., & Kotsiopoulos, A. (1994). *Women's jeans: Examination of expectations, satisfaction and purchase behaviors*. Cheyenne Outfitters awarded the researchers \$5,394.00 to examine women's attitudes regarding jean fit and style.

Kotsiopoulos, A., **Bickle, M. C.**, & Williams, K. (1993). *Rural economic development in Colorado: Connecting retailers with value-added commodities*. Agriculture Experiment Station awarded the researchers \$19,990.00 to examine rural manufacturer marketing and sales methods.

Shim, S., & ²**Mahoney, M. Y.** (1990). *Arnold Mail Order Company*. The corporation awarded the researchers \$3,000.00 to examine satisfaction of petite catalog shoppers.

Shim, S., & ²**Mahoney, M. Y.** (1990). *Brownstone Studio*. The corporation awarded the researchers \$3,400.00 to investigate regular size, petite size and large size catalog shoppers satisfaction apparel styles and fit.

Industry Research Grants (cont.) (\$104,053.00)

Shim, S., & ²Mahoney, M. Y. (1990). *Johnny Appleseed Company* The corporation awarded \$6,500.00 to investigate large size women's attitudes of apparel offered by catalog retailers.

²Mahoney, M. Y. (1990). *Career Enhancement Award*. Colorado State University awarded \$1,200.00 for the investigation of consumer attitudes and intentions of using videotext.

Shim, S., & ²Mahoney, M. Y. (1990). *CompuServe, Inc.* The corporation awarded \$5,610 for the analysis of attitudes and shopping behaviors of the current CompuServe user.

Private Donors (\$50,000)

Bickle, M.C. & Kellet, C. (2008). \$50,000 gift from Keith Bregelt in support of the Department of Retailing lecture series and internship program.

Industry Donations and/or Grants (\$46,900.00)

Bickle, M. (2011). \$1,500 from Target Campus Grant Program. Funds used to support a financial literacy workshop for disadvantaged women.

Bickle, M. C. (2011). \$500 from SIFE USA to support working with the SIFE team at the University of South Carolina.

Bickle, M. C. (2010). \$400 from Eden Travel International to support the College of Hospitality, Retail and Sport Management silent auction.

Bickle, M. (2009). \$5,000 from Target Campus Grant Program. Funds used to support scholarships for students enrolled in the Department of Retailing.

Bickle, M. (2008). \$5,000 from Target Campus Grant Program. Funds used to support scholarships for students enrolled in the Department of Retailing.

Bickle, M. C. & Moody, M. (2007). \$10,000 grant from the Piggly Wiggly Community Pride Fund of Coastal Community Foundation. Funds support undergraduate education.

Bickle, M. (2007). \$2,000 from Target Campus Grant Program. Funds used to support the Department of Retailing Executive Speaker Series

Bickle, M. C., & Berry, C. D. (2006). \$10,000 grant from Piggly-Wiggly of Carolina. Funds used for undergraduate scholarships in the Department of Retailing at the University of South Carolina.

Bickle, M. (2006). \$5,000 from Target Campus Grant Program. Funds used to support the Department of Retailing Executive Speaker Series.

Bickle, M. (2006). \$5,000 from Macy's Central, Atlanta GA. Funds used to support undergraduate scholarships in the Department of Retailing at the University of South Carolina.

Private Donors (cont.) (\$50,000)

Bickle, M. C. (2005). \$1,000 grant from Target Corporation. Funds used for two \$500 undergraduate scholarships in the Department of Retailing at the University of South Carolina.

Bickle, M. C. (2005). \$1,500 grant from *Target Corporation*. Funds used to purchase a laptop computer for faculty use.

Gift-in-Kind (\$7,710,910.00)

Bickle, M. C. (2016). \$180,000 gift-in-kind renewal from the Prosper Foundation Insight Center and Prosper China Insight Center Software. Software databases used for writing white papers, research briefs, seminars, and demonstrations.

Bickle, M. C. (2015). \$180,000 gift-in-kind renewal from the Prosper Foundation Insight Center and Prosper China Insight Center Software. Software databases used for writing white papers, research briefs, seminars, and demonstrations.

Bickle, M. C. (2014). \$180,000 gift-in-kind renewal from the Prosper Foundation Insight Center and Prosper China Insight Center Software. Software databases used for writing white papers, research briefs, seminars, and demonstrations.

Bickle, M. C. (2013). \$90,000 gift-in-kind renewal from the Prosper Foundation and BIGinsight™ LLC. BIGinsight's Simultaneous Media Usage Study knowledgebase and Consumer Intentions and Actions Survey. Software databases used for writing white papers, research briefs, seminars, and demonstrations.

Bickle, M. C. (2012). \$60,000 in cash provided by the Carolina Collegiate Federal Credit Union, Columbia SC. The funds are used to support 10 College of HRSM graduate students at 20 hours.

Bickle, M. C. (2012). \$240,000 gift-in-kind renewal from the Prosper Foundation and BIGinsight™ LLC. BIGinsight's Simultaneous Media Usage Study knowledgebase and Consumer Intentions and Actions Survey. Software databases used for writing white papers, research briefs, seminars, and demonstrations.

Bickle, M. C. (2011). \$240,000 gift-in-kind renewal from the Prosper Foundation and BIGresearch LLC. BIGresearch's Simultaneous Media Usage Study knowledgebase and Consumer Intentions and Actions Survey. Software databases used for writing white papers, research briefs, seminars, and demonstrations.

Bickle, M. C. (2011). \$160,000 gift-in-kind from the Prosper Foundation and BIGresearch LLC for ForecastIQ, MediaPlanIQ and China Quarterly Survey. Software databases used for writing white papers, research briefs, seminars, and demonstrations.

Bickle, M. C. (2010). \$240,000 gift-in-kind renewal from the Prosper Foundation and BIGresearch LLC. BIGresearch's Simultaneous Media Usage Study knowledgebase and Consumer Intentions and Actions Survey. Software databases used for writing white papers, research briefs, seminars, and demonstrations.

Gift-in-Kind (cont.) (\$7,710,910.00)

- Bickle, M. C.** (2010). \$2,207,500 gift-in-kind software from JDA Software Inc. Software included 60 Efficient Item Assortment by Intactix sites and 30 software licenses for Arthur software.
- Bickle, M. C.** (2010). \$160,000 gift-in-kind from the Prosper Foundation and BIGresearch LLC for ForecastIQ, MediaPlanIQ and China Quarterly Survey. Software databases used for writing white papers, research briefs, seminars, and demonstrations.
- Bickle, M. C.** (2009). \$240,000 gift-in-kind renewal from the Prosper Foundation and BIGresearch LLC. BIGresearch's Simultaneous Media Usage Study knowledgebase and Consumer Intentions and Actions Survey. Software databases used for writing white papers, research briefs, seminars, and demonstrations.
- Bickle, M. C.** (2008). \$240,000 gift-in-kind renewal from the Prosper Foundation and BIGresearch LLC. BIGresearch's Simultaneous Media Usage Study knowledgebase and Consumer Intentions and Actions Survey. Software databases used for writing white papers, research briefs, seminars, and demonstrations.
- Bickle, M.** (2007). \$1,005,000 gift-in-kind software and maintenance from JDA Software Inc. Software included 30 Space Planning Plus by Intactix licenses, 30 Floor Planning Plus by Intactix sites, and 60 Efficient Item Assortment by Intactix sites.
- Bickle, M. C.** (2007). \$240,000 gift-in-kind renewal from the Prosper Foundation and BIGresearch LLC. BIGresearch's Simultaneous Media Usage Study knowledgebase and Consumer Intentions and Actions Survey. Software databases used for writing white papers, research briefs, seminars, and demonstrations.
- Bickle, M.** (2006). \$3,910 gift-in-kind from Sherwin-Williams Company. Gift includes paint and wallpaper to refurbish Department's new location.
- Bickle, M.** (2006). \$1,804,500 gift in software and maintenance from JDA Software Inc. Software included 30 Space Planning Plus by Intactix licenses, 30 Floor Planning Plus by Intactix sites, and 60 Efficient Item Assortment by Intactix sites for three years.
- Bickle, M. C.** (2006). \$240,000 gift-in-kind from the Prosper Foundation and BIGresearch LLC. BIGresearch's Simultaneous Media Usage Study knowledgebase and the Consumer Intentions and Actions Survey. The software databases used for writing white papers, research briefs, reports, seminars, and in-class demonstrations.

Other Methods of Indirect Funds Generated (\$50,224)

- Bickle, M. C.** (2004). As Coordinator of Educational Outreach for the Department, developed, organized and implemented the promotional and marketing efforts of 10 apparel and merchandising online courses. During the academic year, the 10 *Online Apparel and Merchandising courses* and one Interior Design course generated \$35,770.00 in tuition. From this amount, the Department was allocated \$8,942.00 in indirect funds. Of the four online courses that I taught (i.e., AM 101 Fashion Industries, AM 270 Merchandising Processes, DM 300 Retail Sales and Customer Strategies, and DM/BK 360 Retailing), the efforts earned \$5,888.00 indirect funds for the Department.

Other Methods of Indirect Funds Generated (cont.) (\$50,224.00)

- Bickle, M. C.** (2003). Received \$2,600 in funds from Michigan State University. Funds used to complete the needs assessment portion of the Great Plains Interactive Education Alliance project.
- Bickle, M. C.** (2003). Received \$2,100 from the Center for the Study of Learning and Teaching at a Distance at Colorado State University. Funds used to purchase an online data collection software package in order to complete a needs assessment portion of the Great Plains Interactive Education Alliance project.
- Bickle, M. C.** (2003). As Coordinator of Educational Outreach for the Department, assisted faculty in placing courses online. During the academic year, the 10 *Online Apparel and Merchandising courses* and one Interior Design course generated \$141,120.00 in tuition. From this amount, the Department was allocated 35,280.00 in indirect funds. Of the four online courses that I taught (i.e., AM 101 Fashion Industries, AM 270 Merchandising Processes, DM 300 Retail Sales and Customer Strategies, and DM/BK 360 Retailing), the efforts earned \$18,360.00 indirect funds for the Department.
- Bickle, M. C.** (2002). The Center for the Study of Learning and Teaching at a Distance at Colorado State University funded \$2,076 for the study entitled *Professionals' perceptions of graduate level distance education courses: Motivating factors, enrollment variables, logistics, and educational tools*.
- Bickle, M. C.** (2002). During this first year, the *Online Merchandising Certificate Series* was offered, \$62,880.00 in online tuition dollars were generated. From this, \$15,720.00 indirect funds were generated for the Department.
- Bickle, M. C.** (2001). During this first semester, the *Online Merchandising Certificate Series* (AM 270 Merchandising Processes, DM 300 Retail Sales & Merchandising Strategies; DM/BK 360 Retailing) was offered, \$4,320.00 in additional tuition dollars were generated. From this, \$1,080.00 in indirect funds was generated for the Department of Design and Merchandising.
- Bickle, M. C., & Kotsiopoulos, A.** (2000). *Venture capital - RI summer course offering*. Division of continuing education at Colorado State University awarded \$2,400 for the instruction of DM 360 Retailing during summer 2000 session.

Training Grants (\$5,475.00)

- Bickle, M. C.** (2000). *Supervisors' customer service workshop series*. Office of Vice President of Administrative Services at Colorado State University awarded the \$500 training grant.
- Bickle, M. C.** (2000). *Beat the heat with conference services*. Office of Conference Services at Colorado State University awarded the \$125.00 training grant.
- Bickle, M. C.** (2000). *Basic customer service workshop for frontline employees*. Office of Vice President of Administrative Services at Colorado State University awarded the \$300.00 training grant.

Training Grants (cont.) (\$5,475.00)

- Bickle, M. C.** (1999). *Supervisors' customer service workshop* – Three Part Series. Office of Vice President of Administrative Services at Colorado State University awarded the \$1500.00 training grant.
- Bickle, M. C.** (1999). *Customer service follow-up workshop*. Office of Vice President of Administrative Services at Colorado State University awarded the \$350.00 training grant.
- Bickle, M. C.** (1999). *Customer service and satisfaction workshop for frontline employees*. Office of Vice President of Administrative Services at Colorado State University awarded the \$1,700.00 training grant.
- Bickle, M. C.** (1998). *Identifying your market niche: Small apparel and accessory retailers*. Denver Merchandise Mart awarded the \$350.00 training grant.
- Bickle, M. C.** (1998). *Identifying your market niche: Small gift retailers*. Denver Merchandise Mart awarded the \$350.00 training grant.
- Bickle, M. C.** (1998). *Customer service: Your service workshop*. University Parking Services at Colorado State University awarded the \$300.00 training.
- Bickle, M.C.** (2009). \$830 College of HRSM internal grant. Funds used to support travel costs associated with visit to the American InterContinental University.
- McKenna, J., & **Bickle, M. C.** (2001). Vice President for Research & Information Technology Dr. Anthony Frank underwrote \$800 for the authors to present a research paper at a conference in Germany.
- Bickle, M. C.** (1997). *Retailers' attitudes and compliance with ADA regulations*. College of Applied Human Sciences awarded \$450.00 to examine Fort Collins area retailers' attitudes and compliance with ADA standards.
- Bickle, M. C.** (1995). *Use of structural equation modeling in social sciences research*. College of Applied Human Sciences awarded \$335.00 to purchase a software package.

BOOKS

- Bickle, M.** (2012). *The Changing American Consumer*. Worthington, OH: Proper Business Development Corporation.
- Bickle, M. C.** (2010). *Fashion Marketing: Theory, Principles, Practices*. New York, NY: Fairchild Books.

REFEREED PUBLICATIONS

- Razalan, Danielle, M., **Bickle, Marianne C.**, Park, Joohyung, & Brosdahl, Deborah (2017). Local retailers' perspectives on social responsibility". *International Journal of Retail & Distribution Management*, 45(2), 1-17.

REFEREED PUBLICATIONS (cont.)

- Bickle, M. C.**, Burnsed, K. A., & Edwards, K. L. (2015). Are U.S. plus-size women satisfied with retail clothing store environments? *Journal of Consumer Satisfaction/Dissatisfaction & Complaining Behavior*, 28, 45-60.
- Burnsed, K. A. & **Bickle, M. C.** (2015). A comparison of U.S. generational cohorts' shopping mall behaviors and desired features. *International Journal of Sales, Retailing and Marketing*, 4(6), 18-30.
- Bickle, M. C.** (2012). Satisfaction with corporate social responsibility efforts in the food industry: Chipolte, Clif Bar, McDonald's and Yale University. Consumer Satisfaction/Dissatisfaction and Complaining Behavior, available on CDROM. Conference held in La Verne, CA, June 20-24, 2012.
- Hyllegard, K., Ogle, J., Rudd, N., Littrell, M., & **Bickle, M.** (2012, Fall). Course development in socially responsible advertising and promotion: An interdisciplinary and stakeholder approach. *Marketing Education Review*, pp. 225-239.
- Bickle, M. C.** (2010). Tobacco and alcohol companies' efforts to respond to dissatisfied consumers: Examination of corporate social responsibility. *Consumer Satisfaction/Dissatisfaction and Complaining Behavior* full paper conference proceedings. Available on CDROM. Conference held in Oak Park, IL June 15-18, 2010.
- Bickle, M.C.** & Harrill, R. (2010) Avoiding cultural misconceptions during globalization of tourism. *International Journal of Culture, Tourism and Hospitality Research*, (4)4: 283-286.
- Wang, S., **Bickle, M. C.**, & Harrill, R. (2010). Residents' attitudes toward tourism development in Shandong, China. *International Journal of Culture, Tourism and Hospitality Research*, (4)4: 327-339.
- Bickle, M. C.**, Papas, L., Sanders, E., & Mallette, D. (2008). High school teachers' complaining behavior toward gothic and punk clothing and appearance. *Consumer Satisfaction/Dissatisfaction and Complaining Behavior* full paper conference proceedings. Available on CDROM. Conference held in Las Vegas, NV June 12-15, 2008.
- Bickle, M. C.**, Buccine, R., Makela, C. J., & Mallette, D. (2006). Retail channel choice behavior: Examination of consumers' uniqueness. *The International Review of Retail, Distribution and Consumer Research*. 16(3), 317-331.
- Wesley, S., & **Bickle, M. C.** (2005, December). Examination of a paradigm for Preparing undergraduates for a career in the retailing industries: Mentors, curriculum, and an internship. *The College Student Journal*, 39(4), 680-691.
- Bickle, M. C.**, Carroll, J. B., & McKenna, J. (2005). Integration of Boyer's theory of teaching and learning into undergraduate education: Application to resident instruction and distance education. *Clothing and Textiles Research Journal*, 23(4), 238-245.

REFEREED PUBLICATIONS (cont.)

- Bickle, M. C.**, McKenna, J. Mabry, G. C., & Meyer, S. (2004). Creating a virtual community to enhance member services: Credit unions and e-commerce. In R. Duklahai (Ed.), *Special Issue of Telematics & Informatics*, 21(2), (pp. 157-165, available online at www.sciencedirect.com). London, United Kingdom: Elsevier Ltd.
- Fangman, T., Ogle, J. P., **Bickle, M. C.**, & Rouner, D. (2004). Promoting female weight management in 1920s print media: An analysis of Ladies Home Journal and Vogue Magazines. *Family and Consumer Sciences Research Journal*, 32(3), 213-253.
- Bickle, M. C.**, & Carroll, J. B. (2003, June). Checklist for quality online instruction: Outcomes for learners, the professor, and the institution. *College Student Journal*, 37(2), 208-218.
- Bickle, M. C.**, McKenna, J., & Carroll, J. B. (2003). Increasing high school educators' financial skills through distance education. *Forum for Family and Consumer Issues*, 8(2): [available at: [http://www.ces.ncsu.edu/depts/fcs/pub/8\(2\)forum.html](http://www.ces.ncsu.edu/depts/fcs/pub/8(2)forum.html).]
- McKenna, J., **Bickle, M. C.**, & Carroll, J. B. (2002). Using scholarship to integrate teaching and research. *Journal of Family and Consumer Sciences*, 94(3), 39-45.
- Carroll, J. B., McKenna, J., & **Bickle, M. C.** (2001/2002). Youth financial education websites: Evaluating value and appeal. *Journal of Consumer Education*, 19/20, 70-77.
- McKenna, J., **Bickle, M. C.**, Schuchardt, J., & Schiever, E. (2001). Increasing skills of educators through distance education. *Consumer Interests Annual Volume 47*, 1-3.
- Bickle, M. C.**, & Kotsiopoulos, A. (2000). Amazon.Com: A consumer-centric company. In B. Berman & J. Evans *Retail Management*, (8th ed).
- Bickle, M. C.**, Eckman, M., & Kotsiopoulos, A. (1998). Comparative analysis of satisfied versus dissatisfied higher income catalog customers: Shopping orientations, information sources, and store attributes. *Journal of Consumer Satisfaction/ Dissatisfaction & Complaining Behavior*, 11, 171-179.
- Gregory, S., Smith, K. D., & **Bickle, M. C.** (1998). An empirical investigation of satisfaction and commitment among lodging employers. *Journal of Customer Service in Marketing & Management*, 5(2), 23-38.
- Eckman, M., Kotsiopoulos, A., & **Bickle, M. C.** (1997, February). Patronage behavior of Hispanic and non-Hispanic consumers: Comparative analyses of demographics, psychographics, store attributes, and information sources. *Hispanic Journal of Behavioral Sciences*, 19(1), 69-83.
- Bickle, M. C.**, Kotsiopoulos, A., Dallas, M. J., & Eckman, M. (1995). Fit of women's jeans: An exploratory study using disconfirmation paradigm. *Journal of Consumer Satisfaction/ Dissatisfaction & Complaining Behavior*, 8, 208-213.
- Shim, S., & **Bickle, M. C.** (1994, Winter). Benefit segments of the female apparel market: Psychographics, shopping orientations, and demographics. *Clothing and Textiles Research Journal*, 12(2), 1-12.

REFEREED PUBLICATIONS (cont.)

- Bickle, M. C., & Shim, S.** (1994). Customers' overall satisfaction with services by retailer type: A function of individual characteristics and expected ideal level of services. *Journal of Consumer Satisfaction/ Dissatisfaction & Complaining Behavior*, 7, 198-206.
- Oliver, B. A., **Bickle, M. C., & Shim, S.** (1993, Winter). Profile of male made-to-measure customers: Body characteristics and purchase selection. *Clothing and Textiles Research Journal*, 11(2), 59-62.
- Bickle, M. C., & Shim, S.** (1993, January). Usage rate segmentation of the electronic shopper: Heavy versus non-heavy dollar volume purchases. *International Review of Retail, Distribution and Consumer Research*, 3(1), 1-18.
- Huddleston, P., Ford, I., & **Bickle, M. C.** (1993, Summer). Demographic and lifestyle characteristics as predictors of fashion opinion leadership among mature consumers. *Clothing and Textiles Research Journal*, 11(4), 26-31.
- Shim, S., & **Bickle, M. C.** (1993, Summer). Women 55 years and older as catalog shoppers: Satisfaction with apparel fit and catalog attributes. *Clothing and Textiles Research Journal*, 11, 53-64.
- Shim, S., & ²**Mahoney, M. Y.** (1992). The elderly mail-order catalog user of fashion products: A profile of the heavy purchaser. *Journal of Direct Marketing*, 6(1), 49-58.
- Shim, S., & ²**Mahoney, M. Y.** (1992). Differentiation of satisfied users and dissatisfied users of in-home electronic shopping mode: An exploratory study *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 5, 192-200.
- Oliver, B. A., & ²**Mahoney, M. Y.** (1991). The Clothing and Textiles Research Journal: An empirical examination. *Clothing and Textiles Research Journal*, 9(3), 22-27.
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- Shim, S., & ²**Mahoney, M. Y.** (1991). Electronic shoppers and non-shoppers among Videotext users: Shopping orientations, Videotext usages and demographics. *Journal of Direct Marketing*, 5(3), 29-38.
- Shim, S., & ²**Mahoney, M. Y.** (1991). Shopping orientation segmentation of the in-home electronic shopper. *The International Review of Retail, Distribution and Consumer Research*, 1(4), 437-454.

REFEREED PROCEEDING PUBLICATIONS

- Ogle, J. P., Hyllegard, K. H., Littrell, M. A., **Bickle, M.**, & Rudd, N. A. (2013). Socially Responsible advertising and promotion within the U.S. apparel and auxiliary industries: An exploration of stakeholder perspectives. Proceedings from the *BIFT-ITAA 2012 Joint Symposium*. Available on CDRom.

REFEREED PROCEEDING PUBLICATIONS (cont.)

- Rudd, N. A., **Bickle, M.**, Hyllegard, Littrell, M., & Ogle, J. P. (2009). Teaching an online, multi-disciplinary course in socially responsible advertising and promotion: A multi-disciplinary collaboration. *International Textile and Apparel Association Proceedings* [<http://www.itaaonline.org/index2.html>].
- Hyllegard, K., Ogle, J., Littrell, M., Matheson, J., Miller, J., Rouner, D., Rudd, N., Buell, J., **Bickle, M.**, & Gustafson, C. (2009). Building, Delivering, and Assessing Undergraduate Curriculum in Socially Responsible Advertising and Promotion of Food, fiber and related Products. [Abstract]. *Proceedings from the 2009 NACTA/SERD conference*. Available at http://nactateachers2009.okstate.edu/originals/poster_abstracts.pdf
- Bickle, M. C.**, & Kim, J-H. (2008). Global virtual scholars: Teaching international retailing concepts while simultaneously building relationships. *International Textile and Apparel Association Proceedings* [<http://www.itaaonline.org/index2.html>].
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- Rutherford, N., **Bickle, M.**, Burns, L., Littrell, M., O'Neal, G. (2008). Advancement in higher education: Working toward full professor *International Textile and Apparel Association Proceedings* [<http://www.itaaonline.org/index2.html>].
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- Kuo, R-L., **Bickle, M. C.**, & Eckman, M. (1996). The effect of consumer characteristics on females' perceptions of specialty apparel store atmospherics. *International Textile and Apparel Association Proceedings*. Monument, Colorado: International Textile and Apparel Association, Inc., p. 102.

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- Bickle, M. C.**, & Shim, S. (1994). Finding niche in the plus-size market: Heavy dollar volume apparel purchasers. In Christine M. Ladisch (Ed.), *International Textile and Apparel Association Proceedings*. Monument, Colorado: International Textile and Apparel Association, Inc., p. 74.
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- Huddleston, P., Ford, I., & ²**Mahoney, M. Y.** (1990). The relationship between importance of retail store attributes and lifestyle of mature female consumers. *Journal of Consumer Studies and Home Economics*, 14, 71-85.

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- ²**Mahoney, M. Y.**, & Sternquist, B. (1989). Perceptions of the discount retailer: An analysis of consumers' and managers' ideal discount store. *Journal of Consumer Studies and Home Economics*, 13, 101-111.
- Oliver, B. A., ²**Mahoney, M. Y.**, & Shim, S. (1990). Male consumers of made-to-measure clothing: An examination of physical attributes and preferences. In Patricia E. Horridge (Ed.), *Association of Clothing Professors of Textiles and Clothing Proceeding*. Monument, Colorado: The Association of College Professors of Textiles and Clothing, Inc., p. 55.
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REFEREED RESEARCH PRESENTATIONS

- Bickle, Marianne C.** & Ryan D. Rucker. (2017). Examination of social presence in online learning: Use of VoiceThread in Asynchronous Courses. *South Carolina Re-Charge Regional eLearning Conference in Higher Education*, June 4-6, 2017, Columbia SC.
- Bickle, Marianne C.** & Rucker, Ryan D. (2016). Benefits of using voice thread in distributed learning. Oktoberfest, sponsored by *Center for Teaching Excellence*. University of South Carolina, October 29, 2016.
- Bickle, M. C.** & Burnsed, K. A. (2016, June 16). Satisfaction with small, independent fashion chain stores' environment. *Consumer Satisfaction, Dissatisfaction & Complaining Behavior*, New Orleans, Louisiana.
- Bickle, M. C.** & Burnsed, K. A. (2016, April 15). Mainstream clothing retailers: Are U.S. plus-size consumers satisfied? *American Collegiate Retailing Association*, Secaucus, New Jersey.
- Bickle, M. C.** & Burnsed, K. A. (2016). Mainstream Clothing Retailers: Are U.S. Plus-Size Consumers Satisfied? *American Collegiate Retailing Association*, New York, NY, April 10-18, 2016.
- Bickle, M.C.** & Burnsed, K.A. (2015). A comparison of U.S. generational cohorts' mall shopping behavior and satisfaction. *AMA/ACRA second Triennial Conference*, Miami FL March 4-7, 2015.

REFEREED RESEARCH PRESENTATIONS (cont.)

- Ogle, J. P., Hyllegard, K. H., Littrell, M. A., **Bickle, M.**, & Rudd, N. A. (2013). Socially responsible advertising and promotion within the U.S. apparel and auxiliary industries: An exploration of stakeholder perspectives. *BIFT-ITAA 2012 Joint Symposium*, Beijing, China March 27-29, 2012.
- Bickle, M.**, Miller, J., Matheson, J., Hyllegard, K. H. & Ogle, J. P. (2012). Social satisfaction with corporate social responsibility efforts in the food industry: Chipolte, Clif Bar, McDonald's and Yale University. *Consumer Satisfaction/Dissatisfaction & Complaining Behavior Conference, LaVerne California, June 2012. Joint Symposium*, Beijing, China March 27-29, 1012.
- Rudd, N. A., **Bickle, M.**, Hyllegard, Littrell, M., & Ogle, J. P. (2009). Teaching an online, multi-disciplinary course in socially responsible advertising and promotion: A multi-disciplinary collaboration. Paper presented at the *International Textile and Apparel Association*, Bellevue, WA.
- Bickle, M. C.**, & Kim, J-H. (2008). Global virtual scholars: Teaching international retailing concepts while simultaneously building relationships. Paper presented at the *International Textile and Apparel Association*, Schaumberg IL.
- Karayan, M., **Bickle, M. C.**, & Leigh, K. (2008). Impact of the Internet on Women-Owned Businesses. Paper presented at the International Textile and Apparel Association, Schaumberg IL.
- Bickle, M. C.**, Papas, L., Sanders, E., & Mallette, D. (2008). High school teachers' complaining behavior toward gothic and punk clothing and appearance. Paper presented at the biannual conference of *Consumer Satisfaction/Dissatisfaction and Complaining Behavior*, Las Vegas, NV.
- Kim, J., & **Bickle, M. C.** (2007). Baby boomers' perceptions of e-service quality in online apparel shopping. Paper presentation at the *International Textile and Apparel Conference*, Los Angeles CA.
- Bickle, M. C.**, McKenna, J., & Carroll, J. (2001, October). Increasing skills of educators through distance education. Paper presented at the *Outreach Scholarship: Learning, Discovery, and Engagement Conference*. The Pennsylvania State University, State College, Pennsylvania.
- McKenna, J., **Bickle, M. C.**, Meyer, S. T., & Mabry, G. C. (2001, July). *Credit unions and e-commerce: Extending community and expanding service*. Paper presented at the COTIM- 2001 conference in Karlsruhe, Germany.
- Bickle, M. C.**, Fahey, P., & Stoddard, L. (2001, February). Parents' satisfaction with group advising: An examination of perceived concerns and benefits. Paper presented at the meeting of *Colorado/Wyoming Advising Conference*, Fort Collins, CO.
- Fahey, P., **Bickle, M. C.**, & Stoddard, L. (2001, February). Incoming freshmen students' expectations and concerns: An examination of overall satisfaction with group advising. Paper presented at the meeting of *Colorado/Wyoming Advising Conference*, Fort Collins, CO.

REFEREED RESEARCH PRESENTATIONS (cont.)

- Bickle, M. C.** (2000, November). WebCT: Innovative use of technology in the classroom. *International Textile and Apparel Association* annual meeting in Cincinnati, Ohio.
- Dixon, D., & **Bickle, M. C.** (2000, May). African-American teenage girls: An examination of magazine content's influence on self-esteem. Paper presented at the *Colorado Association of Family and Consumer Sciences Conference*, Fort Collins, CO.
- Hunter, H., Greene, D., & **Bickle, M. C.** (2000). Do consumers benefit from using Universal utensil? *Colorado Association of Family and Consumer Sciences Proceedings*. Fort Collins, Colorado: Colorado Association of Family and Consumer Sciences Association, pp. 5-6.
- Bickle, M. C.**, Shahim, A., & Tremblay, K. (November, 1999). Retailers' perceptions of store accessibility. Poster session presented at the *International Textile and Apparel Association* annual conference, Santa Fe, New Mexico.
- Bickle, M. C.**, & Kim, J-H. (2008). Global virtual scholars: Teaching international retailing concepts while simultaneously building relationships. Paper presented at the *International Textile and Apparel Association*, Schaumburg IL.
- Dixon, D., & **Bickle, M. C.** (November, 1999). African-American teenage girls: An examination of teen magazines' influence on socialization and identity. Paper presented at the *International Textile and Apparel Association* annual conference, Santa Fe, New Mexico.
- Eckman, M., **Bickle, M. C.**, & Kotsiopulos, A. (November, 1999). Retail/catalog buyers and consumers: A comparison of purchase decision behavior for and satisfaction with apparel. Paper presented at the *International Textile and Apparel Association* annual conference, Santa Fe, New Mexico.
- Bickle, M. C.**, Kotsiopulos, A., & Williams, K. (1997). Small gift retailers' satisfaction with improved buying tools. Presented at the *Consumer Satisfaction/ Dissatisfaction & Complaining Behavior Conference*. Snow Bird, Utah.
- Oliver, B. A., & **Bickle, M. C.** (1996, August). Merchandising policies and strategies: A capstone course. Paper presented at the *International Textile and Apparel Association* conference, Banff, Canada.
- Eckman, M., Kotsiopulos, A., & **Bickle, M. C.** (1996, August). Retail strategies: A comparison of Hispanic male and female consumers. Paper presented at the *International Textile and Apparel Association* conference, Banff, Canada.
- Kuo, R-L., **Bickle, M. C.**, & Eckman, M. (1996, August). The effect of consumer characteristics on females' perceptions of specialty apparel store atmospherics. *International Textile and Apparel Association Proceedings*. Monument, Colorado: International Textile and Apparel Association, Inc.
- Bickle, M. C.**, Kotsiopulos, A., Williams, K., & Johnson, L. (1995, October). Marketing strategies for small manufacturers: An exploratory study of retail buyers' disconfirmation. Paper presented at the *International Textile and Apparel Association* conference, Pasadena, CA.

REFEREED RESEARCH PRESENTATIONS (cont.)

- Dallas, M. J., **Bickle, M. C.**, Kotsiopoulos, A., & Eckman, M. (1995, October). Women's jeans: An examination of relationships among sizes, body shapes and fit sites. Paper presented at the *International Textile and Apparel Association* conference, Pasadena, CA.
- Bickle, M. C.**, & Shim, S. (1994, October). Finding niche in the plus-size market: Heavy dollar volume apparel purchasers. Paper presented at the *International Textile and Apparel Association* conference, Minneapolis, MN.
- Gregory, S. R., & **Bickle, M. C.** (1994, April). Infusing cultural diversity into the hospitality curriculum. Workshop presented to the *Hospitality Industry, Conrad N. Hilton College*, University of Houston, TX.
- Chen, C-W., ²**Mahoney, M. Y.**, & Shim, S. (1991, October). Taiwan's apparel industry: An examination of small- and medium-size exporters. Paper presented at the *International Textile and Apparel Association* conference, San Francisco, CA.
- ²**Mahoney, M. Y.** (1991, October). Ethics and education. Paper presented at the *International Textile and Apparel Association* conference, San Francisco, CA.
- ²**Mahoney, M. Y.**, & Shim, S. (1991). Market segmentation of the plus size consumer: Apparel fit, lifestyle and demographics. Paper presented at the *International Textile Apparel Association* conference, San Francisco, CA.
- Oliver, B. A., ²**Mahoney, M. Y.**, & Huddleston, P. (1991). Apparel exporters and non-exporters: A comparison of opinion. Paper presented at the *International Textile and Apparel Association* conference, San Francisco, CA.
- Pietsch, J. M., ²**Mahoney, M. Y.**, & Shim, S. (1991). Market segmentation of petite catalog shoppers: An examination of satisfaction with apparel fit and catalog offerings. Paper presented at the *International Textile and Apparel Association* conference, San Francisco, CA.
- Shim, S., & ²**Mahoney, M. C.** (1991). Electronic shoppers and non-shoppers among videotex users: Shopping orientations, videotex usages and demographics. Paper presented at the *American Collegiate Retailing Association* conference, Los Angeles, CA.
- Huddleston, P., Ford, I., & ²**Mahoney, M. Y.** (1989). Demographic and lifestyle characteristics as predictors of fashion opinion leadership among mature consumers. Paper presented at the *ACRA/NRMA conference*, New York, NY.

² Also known as Bickle

INTERNATIONAL PROFESSIONAL EXPERIENCES

Location	Relationship
Australia	<ul style="list-style-type: none"> Built relationships with faculty at the International College of Management in Manly, Sydney Australia (2009)
United Kingdom	<ul style="list-style-type: none"> Participated in a student study abroad trip to London England (2005) Built relations with Leeds University (2008) Led a study abroad tour to London England (2009) Strengthened relationships with the President, Vice President of Admissions and Deans from the American InterContinental University (AIU) during an official visit (2009)
France	<ul style="list-style-type: none"> Built relationships with faculty at the Paris Fashion Institute in Paris France (2007) Solidified Paris relationships with the AIU branch in Paris (2009)
Italy	<ul style="list-style-type: none"> Led a student study abroad group to Florence and Venice Italy (2006) Led a student study abroad group to Rome, Florence and Venice Italy (2006)
Korea	<ul style="list-style-type: none"> Conducted Global Virtual Scholars presentation with Hanyang University in Seoul Korea (2007) Conduct Global Virtual Scholars presentation with Inha University in Seoul Korea (2008)

LEADERSHIP WORKSHOPS

Bickle, M., Downing, S., & Grady, J. (2016). *Promoting student interactions online in Blackboard. Workshop offered through the Center for Teaching Excellence, University of South Carolina.*

^bTurk, E., **Bickle, M.**, Harrill, R., Hudson, S., & Brookshire, R. (2009). *Show me the money.* Seminar on writing and obtaining federal grants. Presented to faculty at the University of South Carolina in Columbia, SC.

^aRutherford, N., **Bickle, M.C.**, Burns, L., Littrell, M. & O'Neal, G. (2008). *Academic advancement in higher education: Understanding P&T and advancing to full.* Workshop presented at the International Textile and Apparel Association, Schaumburg IL. – Contributed (special session– peer refereed)

^a**Bickle, M. C.**, Fair, N., Cloud, R., Dickerson, K., & Warfield, C. (2007, November). *Advancement in higher education: Leadership in academia.* A three-hour workshop was developed and delivered among five administrators from different institutions. Audience included persons attending the International Textile and Apparel Conference in Los Angeles CA.

^a**Bickle, M. C.**, Warfield, C., Littrel, M., Bastow-Shoop, H., & Fair, N. (2007, November). *Advancement in higher education: Working toward full professor.* A three-hour peer refereed workshop was developed and delivered among five administrators from different institutions. Audience included persons attending the International Textile and Apparel Conference in Los Angeles CA.

LEADERSHIP WORKSHOPS (cont.)

^b**Bickle, M. C.** (2006, August). *HRSM tenure and promotion: Forms, procedures and protocol*. Workshop was provided for new and untenured faculty in the College.

^b**Bickle, M. C.** (2006, August). *HRSM tenure and promotion: Forms, procedures and protocol*. Workshop was provided for new and untenured faculty in the College.

^aPeer refereed workshop; ^bInvited workshop

INDUSTRY PUBLICATIONS

Bickle, M. C. (2005, November). *Thanks for the memories...ITAA conference*. International Textile and Apparel Association newsletter. (M.C. Bickle, editor). Monument, CO, p. 1.

Bickle, M. C. (2004). *Breaking stereotypical attitudes of apparel and textile academics*. International Textile and Apparel Association newsletter. (M.C. Bickle, editor). Monument, CO, p. 1.

Bickle, M. C. (2003). Book review of *Retailing Principles: A Global Outlook* by Poloian, Lynda Gamans. New York: Fairchild Publications. ISBN 1-56367-192-1 (hardback), \$100, 580 pages. *ITAA Newsletter* 26(4), 3-4.

Bickle, M. C. (2003). *Service: Building Commitment and Collegiality*. International Textile and Apparel Association newsletter. (M.C. Bickle, editor). Monument, CO, p. 1.

Bickle, M. C. (2000). *Building customer loyalty through market niche*. Workbook developed for small and medium-size businesses. Fort Collins, CO.

Bickle, M. C. (1999). *Beating the summer heat with excellent customer Service*. Department of Design and Merchandising at Colorado State University. Fort Collins, CO.

Bickle, M. C. (1997). *Customer service and satisfaction at Colorado State University* (3rd ed.). Department of Design and Merchandising at Colorado State University. Fort Collins, CO.

Bickle, M. C. (1999). *Supervisors' customer service at Colorado State University* (2nd ed.). Department of Design and Merchandising at Colorado State University. Fort Collins, CO.

Bickle, M. C. (1998). *Supervisors' customer service at Colorado State University*. Department of Design, Merchandising, and Consumer Sciences at Colorado State University. Fort Collins, CO.

Bickle, M. C. (1998). *Customer service: Is it working for you?* Department of Design, Merchandising, and Consumer Sciences at Colorado State University. Fort Collins, CO.

Bickle, M. C., & McKenna, J. (2000). *Distance education opportunities using WebCT: An innovative model for high school teachers*. Presented during the Distance Education Outreach Showcase to faculty at Colorado State University, Fort Collins CO.

INDUSTRY PUBLICATIONS (cont.)

- Eckman, M., **Bickle, M. C.**, & Kotsiopoulos, A. (1998). *Survey of catalog consumers and retail buyers*. Summary of Findings to Arise, Inc. and Deva Lifewear.
- Bickle, M. C.** (1997). *Customer service and satisfaction at Colorado State University* (2nd ed.). Department of Design, Merchandising, and Consumer Sciences at Colorado State University. Fort Collins, CO.
- Bickle, M. C.**, Kotsiopoulos, A., & Dallas, M. J. (1994). *Cheyenne Outfitters: Satisfaction with jean fit survey*. Department of Design, Merchandising, and Consumer Sciences at Colorado State University. Fort Collins, CO.
- Bickle, M. C.**, Eckman, M., & Kotsiopoulos, A. (1993). *Increasing sales and profits by motivating employees*. Department of Design, Merchandising, and Consumer Sciences at Colorado State University. Fort Collins, CO.
- ²**Mahoney, M. Y.**, & Shim, S. (1990). *Arnold mail order company subscriber survey*. Department of Design, Merchandising, and Consumer Sciences at Colorado State University. Fort Collins, CO.
- Shim, S., & ²**Mahoney, M. Y.** (1990). *Brownstone studio subscriber survey*. Department of Design, Merchandising, and Consumer Sciences at Colorado State University. Fort Collins, CO.
- Shim, S., & ²**Mahoney, M. Y.** (1990). *Johnny Appleseed Company subscriber survey*. Department of Design, Merchandising, and Consumer Sciences at Colorado State University. Fort Collins, CO.
- Shim, S. & ²**Mahoney, M. Y.** (1989). *CompuServe, Inc. electronic shopper survey*. Department of Design, Merchandising, and Consumer Sciences at Colorado State University. Fort Collins, CO.

² Also known as Bickle

INDUSTRY PRESENTATIONS

- Bickle, Marianne C.** (2016). Active learning strategies for online courses. Provost's Undergraduate Summit for Faculty. University of South Carolina, May 10, 2016.
- Bickle, M. C.** (2013, May). *The Changing Nature of Shopping Malls: From Functional to Experiential*. Presentation to the International Council of Shopping Centers, Las Vegas NV.
- Bickle, M. C.** (2013, August). *Understanding the changing student consumer*. Presentation to the National Association of College Stores, Las Vegas NV.
- Bickle, Marianne** (2015, June 23). *Corporate Social Responsibility: Local Retailers' Impact*. Presentation to Columbia SC retailers. Sponsored by the City of Columbia, Office of Business Opportunities.
- Karayan, M., **Bickle, M. C.**, & Leigh, K. (2008). *Impact of the Internet on Women-Owned Businesses*. Paper presented at the College of HRSM Research Day, University of South Carolina, Columbia SC

INDUSTRY PRESENTATIONS (cont.)

- Bickle, M. C.** (2003). *Trials, Tribulations and Successes for Teaching at a Distance*. Presented to professors at a Professional Development Institute workshop at Colorado State University. Fort Collins, CO.
- Bickle, M. C.** (2003). *Teaching International Students through Distance Education*. Presented to visiting Russian professors at Colorado State University. Fort Collins, CO.
- Bickle, M. C.** (2000). *Increasing sales through visual merchandising*. Presented to retailers and wholesalers at the Denver Merchandise Mart. Denver CO.
- Bickle, M. C.** (2000). *Building customer loyalty through market niche*. Presented to area businesses via Division of Outreach at Colorado State University. Fort Collins, CO.
- Bickle, M. C.** (2000). *Customer service: Actions that lead to profits*. Presented to area businesses via Division of Outreach at Colorado State University. Fort Collins, CO.
- Bickle, M. C.** (1999). *Basic customer service workshop for frontline employees*. Workshop presented to employees of the Office of Conference Services at Colorado State University, Fort Collins, CO.
- Bickle, M. C.** (1999). *Beat the heat with conference services*. Seminar presented to employees of the Office of Conference Services at Colorado State University, Fort Collins, CO.
- Bickle, M. C.** (1999). *Supervisors' customer service workshop series*. Three-part workshop presented to Colorado State University supervisors, Fort Collins, CO.
- Bickle, M. C.** (1998, March). *Customer service: Is it working for you?* Conducted three-hour follow up to the basic workshop to front-line employees under the Vice President for Administrative Services at Colorado State University, Fort Collins, CO.
- Bickle, M. C.** (1998, October). *Excellence in customer service: Making the office 'work' for everyone*. The workshop is one of a three part series. Conducted three-hour workshop for managers under the Vice President for Administrative Services at Colorado State University. Fort Collins, CO.
- Bickle, M. C.** (1998, April). *Excellence in customer service: Evaluating the ongoing commitment*. The workshop is the third workshop in a three part series. Conducted three-hour workshop for managers under the Vice President for Administrative Services at Colorado State University. Fort Collins, CO.
- Bickle, M. C., Tremblay, K., Jr., & Eckman, M.** (1998). *Keeping up in your field*. Colloquium given to faculty and students at Colorado State University. Fort Collins, CO.
- Bickle, M. C.** (1998, January). *Extending the commitment for excellent customer service*. The workshop is the second in a three part series. Conducted a three-hour workshop for managers under the Vice President for Administrative Services at Colorado State University. Fort Collins, CO.

INDUSTRY PRESENTATIONS (cont.)

- Bickle, M. C.** (1997, October; January; March). *Customer service: Expectations & actions*. Conducted three-hour workshops to front line employees under the Vice President for Administrative Services at Colorado State University, Fort Collins, CO.
- Eckman, M., **Bickle, M. C.**, & Kotsiopoulos, A. (1997, March). *Dispelling myths of higher income Hispanics and non-Hispanics*. Colloquium presented to the Department of Design, Merchandising, and Consumer Sciences. Colorado State University, Fort Collins, CO.
- Bickle, M. C.** (1996, February). *Customer driven strategies*. Presented a 90-minute seminar to small business owners. Fort Collins, CO
- Bickle, M. C.** (1996, October; January; March). *Customer service: Expectations & actions*. Three-hour workshops to front line employees under the Vice President for Administrative Services at Colorado State University. Fort Collins, CO.
- Bickle, M. C.** (1995, February). *Customer service and satisfaction*. Presented to volunteers of Porter Hospital Gift Shop, Denver CO.
- Bickle, M. C.** (1995, February). *Customer satisfaction and service: Awareness-alternatives-action*. Keynote speaker at a one-day workshop to extension agents and small business owners, Grand Island, NE.
- Bickle, M. C.** (1995, March). *Customer service: Expectations & actions*. Conducted three-hour workshops to front line employees under the Vice President for Administrative Services at Colorado State University, Fort Collins, CO.
- Bickle, M. C.**, Kean, R., & Thayer, C. (1995, February). *Customer satisfaction and service: Empowering small businesses*. Conducted one-day workshop to extension agents and small business owners, Grand Island, NE.
- Bickle, M. C.** (1994, September). *Direct marketing of merchandise*. Paper presented to members of the Colorado Home Economics Association, Vail CO.

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73.	Bickle, M.C. (2011, June 27). “Things are going to hell in a hand basket...so let’s start the celebration!” <i>Forbes.com</i> , http://www.forbes.com/sites/prospersnow/2010/12/20/benefits-knowledge-convenience-excitement-the-four-most-influential-in-store-marketing-concepts/	360
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75.	Bickle, M.C. (2011, June 13). “According to Tom Landry, a winner never stops trying”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospersnow/2011/06/13/according-to-tom-landry-a-winner-never-stops-trying/	541
76.	Bickle, M.C. (2011, May 30). “Setting our priorities on Memorial Day and every day”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospersnow/2011/05/30/setting-our-priorities-on-memorial-day-and-everyday/	271

FORBES.COM BLOGS (cont.)

N	Citation	Views
77.	Bickle, M.C. (2011, May 23). “5 acts of denial that can ruin a business”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/05/23/5-acts-of-denial-that-can-ruin-a-business/	236
78.	Bickle, M.C. (2011, May 18). “Ronald designated as part-time employee at McDonalds”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/05/18/ronald-designated-as-part-time-employee-at-mcdonalds/	956
79.	Bickle, M.C. (2011, May 9). “Groupon is a lot like the Kentucky Derby.” <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/05/09/groupon-is-a-lot-like-the-kentucky-derby/	616
80.	Bickle, M.C. (2011, May 2). “Mother’s Day Matters.” <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/05/02/mothers-day-matters/	2,689
81.	Bickle, M.C. (2011, April 25). Sir Isaac Newton’s Third Law of Physics: Gas Prices and Spending.” <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/04/25/sir-isaac-newtons-third-law-of-physics-gas-prices-and-spending/	1,100
82.	Bickle, M.C. (2011, April 18). “McDonald’s national hiring day: retailers and Congress should take notes”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/04/18/mcdonalds-national-hiring-day-retailers-and-congress-should-take-notes/	2,261
83.	Bickle, M.C. (2011, April 11). “The legendary ambassadors of jewelry”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/04/11/the-legendary-ambassadors-of-jewelry/	983
84.	Bickle, M.C. (2011, April 04).”Main street USA brings in the bucks using pride”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/04/04/main-street-usa-brings-in-the-bucks-using-pride/	1,473
85.	Bickle, M.C. (2011, March 22). “Businesses can learn a lot from Gilbert Gottfried and Aflac”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/03/22/businesses-can-learn-a-lot-from-gilbert-gottfried-and-aflac/	1,302
86.	Bickle, M.C. (2011, March 14). “Does the men’s wear industry matter?” <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/03/14/does-the-mens-wear-industry-matter/	11,057
87.	Bickle, M.C. (2011, March 07). “The ripple effect of rising gas prices”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/03/07/the-ripple-effect-of-rising-gas-prices/	2,770

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89.	Bickle, M.C. (2011, February 21). “The outrage over the Borders bankruptcy filing.” <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/02/21/the-outrage-over-the-borders-bankruptcy-filing/	5,721
90.	Bickle, M.C. (2011, February 14). “Romance is in the Air! But which group backs up love with the best gift?” <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/02/14/romance-is-in-the-air-but-which-group-is-backs-up-love-with-the-best-gift/	436
91.	Bickle, M.C. (2011, February 07). The Super Bowl winner: The franchises, retailers and fans. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/02/07/the-super-bowl-winner-the-franchises-retailers-and-fans/	843
92.	Bickle, M.C. (2011, January 24). All online retailers are not created equal. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/01/24/all-online-retailers-are-not-created-equal-2/	757
93.	Bickle, M.C. (2011, January 17). “Online retailing is on an upward trajectory”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/01/17/online-retailing-on-an-upward-trajectory/	858
94.	Bickle, M.C. (2011, January 10). “The power of a name: Branding your company for the future”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/01/10/the-power-of-a-name-branding-your-company-for-the-future/	63,782
95.	Bickle, M.C. (2011, January 03). “The ‘brave new world’ begins anew”. <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2011/01/03/the-brave-new-world-begins-anew-2/	551
96.	Bickle, M.C. (2010, December 20). “Benefits, Knowledge, Convenience, Excitement: The Four Most Influential In-Store Marketing Concepts.” <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2010/12/20/benefits-knowledge-convenience-excitement-the-four-most-influential-in-store-marketing-concepts/	1,416

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97.	Bickle, M.C. (2010, December 13). "Gift cards could boost sales long after the holiday season ends". <i>Forbes.com</i> , http://www.forbes.com/sites/prospernow/2010/12/13/gift-cards-could-boost-sales-long-after-the-holiday-season-ends-2/	866
98.	Bickle, M. C. (2010, December 07). "Battle of the sexes in the battle of the bulge". <i>Forbes.com</i> , http://blogs.forbes.com/prospernow/2010/12/07/battle-of-the-sexes-in-the-battle-of-the-bulge/	421
99.	Bickle, M. C. (2010, November 30). "Competitive spirit, Black Monday and promotional discounts give rise to a merry online retail season". <i>Forbes.com</i> , http://blogs.forbes.com/prospernow/2010/11/30/competitive-spirit-black-monday-and-promotional-discounts-give-rise-to-a-merry-online-retail-season/	195
100.	Bickle, M. C. (2010, November 22). "Relationships: The key component to building a financial empire". <i>Forbes.com</i> , http://blogs.forbes.com/prospernow/2010/11/22/relationships-the-key-component-to-building-a-financial-empire/	1,682
101.	Bickle, M. C. (2010, November 15). "Black Friday evolves into Black November and everyone benefits". <i>Forbes.com</i> , http://blogs.forbes.com/prospernow/2010/11/15/black-friday-evolves-into-black-november-and-everyone-benefits/	2,697
102.	Bickle, M. C. (2010, November 08). "10 steps for surviving the holidays". <i>Forbes.com</i> , http://blogs.forbes.com/prospernow/2010/11/08/10-steps-for-surviving-the-holidays/	912
103.	Bickle, M. C. (2010, November 01, 2010). "The perfect [positive] storm: Fashions, travel and Shopping". <i>Forbes.com</i> , http://blogs.forbes.com/prospernow/2010/11/01/the-perfect-positive-storm-fashions-travel-and-shopping/	219
104.	Bickle, M. C. (2010, October 25, 2010). "BEST BUY is the best bet". <i>Forbes.com</i> , http://blogs.forbes.com/prospernow/2010/10/25/best-buy-is-the-best-bet-2/	8,636
105.	Bickle, M. C. (2010, October 19, 2010). "Tiffany bags it". <i>Forbes.com</i> , http://blogs.forbes.com/prospernow/2010/10/19/tiffany-bags-it-3/	735

MEDIA INTERVIEWS (in alphabetical order)

- *ABC Columbia*
- *Augusta Chronicle*
- *Bluffton Today*
- *Coastal Observer Pawley's Island*
- *Columbia Business Journal*
- *Greenville News*
- *Hilton Head Island Packet*
- *FOX Business* (National news from Washington DC)
- *NPR* (National Public Radio) radio station
- *PBS News Hour*
- *Post Courier – Charleston*
- *Retailer Now*
- *Rock Hill Herald*
- *Savannah Morning News*
- *South Carolina Radio Network*
- *USA Today*
- *The State Newspaper*
- *The Sun - Myrtle Beach SC*
- *Voice Chronicle*
- *WACH FOX* television station
- *WalletHub*
- *WIS* television station
- *WVOC* radio
- *WWL* radio, Baton Rouge LA

EDITORIAL RESPONSIBILITIES

JOURNAL	STATUS	TIMELINE
<i>Journal of Consumer Satisfaction/ Dissatisfaction and Complaining Behavior</i>	Co-Editor	2016-present
<i>Clothing and Textiles Research Journal</i>	Board Member	2015-present
<i>American Collegiate Retailing Association</i>	Reviewer	2014
<i>Advances in Culture, Tourism and Hospitality</i>	Board Member	2009-present
<i>International Journal of Culture, Tourism, & Hospitality Research</i>	Associate Editor	2006-present
<i>International Textile and Apparel Association</i>	Board Member	2002-present
<i>Journal of Consumer Satisfaction/ Dissatisfaction and Complaining Behavior</i>	Editorial Board Member	1992-present
<i>Journal of Theory and Marketing Practice</i>	Editorial Review Board Member	2010- 2016
<i>Journal of Theory and Marketing Practice</i>	Reviewer	2004- present
<i>Clothing and Textiles Research Journal</i>	Reviewer	1992-present

COURSES TAUGHT

AM 101	Fashion Industries	Development, organization, and trends of domestic and foreign fashion industries
AM 101	Fashion Industries (DCE):	The course is offered through the Division of Continuing Education (DCE) using an on-line form of delivery
AM 130	Design Appreciation of Apparel and Merchandising:	Impact of elements and principles of design on apparel and merchandising
AM 265	Product Evaluation:	Evaluation of non-apparel products related to raw producers, manufacturers, and retailers
AM 270	Merchandising:	Buying procedures, advertising, pricing, and channel members in relation to consumer demand
AM 270	Merchandising Processes:	Forecasting, planning, evaluating, and presenting merchandise lines to meet target market demands
AM 270	Merchandising Processes (DCE):	The course is offered through the Division of Continuing Education (DCE) using an on-line form of delivery
AM 366	Merchandising Promotions:	Activities used to influence sale of merchandise and services; to promote trends and ideas
AM 377	Professional Skill Development:	Roles, responsibilities, standards, and interactive skills for business and industry personnel in apparel-related fields.
AM 250	Social-Psychological Aspects of Clothing:	Psychological and social factors influencing clothing and its effect on others
AM 472	Consumer Behavior:	Analysis and evaluation of consumer behavior in relation to areas of merchandising and consumer sciences
AM 479	Merchandising Policies and Strategies:	Examination of merchandising environment as influenced by its structure and economic, legal, demographic, and psychographic trends
AM 501	Research-Based Design Solutions:	Critical evaluation of research, theoretical, and scholarly review of articles
AM 550	Socio-cultural Concepts of Clothing:	Clothing as communication and projection of personality. Review of research
DM 300	Retail Sales & Customer Strategies:	Examine selling practices and their impact on businesses and customers in the global marketplace

COURSES TAUGHT (cont.)

DM 300	Retail Sales & Customer Strategies (DCE):	The course is offered through the Division of Continuing Education (DCE) using an on-line form of delivery
DM/BK 360	Retailing:	Examination of retailing concepts and practices as they influence consumers worldwide
DM/BK 360	Retailing (DCE):	The course is offered through the Division of Continuing Education (DCE) using an on-line form of delivery
HRSM 301	Professional Skills Development:	Junior/senior level students learn strategies, tactics, and skills to design a comprehensive plan to pursue and achieve their goals in the hospitality, retail, sport, entertainment and technology industries.
HRTM 410	Responsible Promotion of Food & Apparel	Examination of socially responsible decision-making and regulatory processes in the advertising and promotion of food, apparel, and related products.
RETL 115	Fashion Through the Ages: 3000B.C. to 1800A.D.	Introduction to the history of fashion from 3000 B.C. to 1800 A.D.
RETL 116	Fashion Through the Ages: 1800A.D. to the Present	Introduction to the history of fashion from 1800 A.D. to the present
RETL 237	Consumer Economics	The economic problems of everyday life presented with a business framework, promoting the student's well-being as a consumer.
RETL 237	Consumer Economics (online version)	The economic problems of everyday life presented with a business framework, promoting the student's well-being as a consumer.
RETL 301	Careers in Retailing:	Career opportunities in retailing
RETL 365	Visual Merchandising & Design	Displays and visual merchandising strategies
RETL 369	Retail Promotions	Planning and executing retail promotion strategies.
RETL 388	Contemporary Trends in Retailing:	Planning and execution of the fashion show as a promotional event
RETL 462	Merchandising Management Strategies:	Formulation and application of merchandising management strategies using computer simulation models
RETL 491	Critical Issues in Retailing	Current trends, issues, and practices in retailing firms

COURSES TAUGHT (cont.)

RETL 562	Advanced Merchandising Management Strategies	The analysis of assortment planning and inventory management of apparel products utilizing merchandising principles and industry software
RETL 600	Fundamentals of Omni-channel Retailing	Exploration of the fundamentals of Omni-channel retailing.
RETL 662	Customer Relationship Management for the Retail Industry:	The analysis of customer relationship management for retailers utilizing merchandising principles and industry software
RETL 749	Retail Category and Space Management:	The application of category and space management strategies using industry software
UNIV 101	Student and the University:	The purposes of higher education and potential roles of the student within the university and other learning environments

UNDERGRADUATE STUDENT RESEARCH

- Grant, Hunter (2016). *Graduation with Leadership Distinction*. University of South Carolina. Advisor.
- Young, Samantha (2014). *Graduation with Leadership Distinction*. University of South Carolina. Advisor.

GRADUATE STUDENTS

-
- Razalan, Mariel (2014). *Success with social responsibility: Local retailers' perspectives*. University of South Carolina. Master of Retailing, Advisor.
 - Pinckney, Tierra (2014). *Shopping in a size small world: Exploring the factors in mainstream retail stores that affect the level of satisfaction in plus-size consumers*. University of South Carolina. Master of Retailing, Advisor.
 - Karayan, Maral (2004). *Women-owned businesses and the role of the Internet*. Colorado State University. Master of Science, Advisor.
 - Stoik, Julene (2004). *The Economic Impact of an Education at Western Iowa Technology Community College*. Colorado State University. Doctorate of Education, outside committee member.
 - Buccine, Robyn (2004). *Consumers' Uniqueness: Retail Channel Choice Behavior for Home Décor*. Colorado State University. Master of Science, Advisor.
 - Fangman, Tamara (2002). *Understanding the flapper woman*. Colorado State University. Master of Science, Co-Advisor.
 - University. Doctorate of Education, outside committee member
 - Moon, Kyonghee (2000). *Complaint behavior of apparel shoppers*. Colorado State University. Master of Science, committee member.

GRADUATE STUDENTS (cont.)

- Hunter, Elizabeth (2000). *Does universal design benefit non-disabled consumers?* Colorado State University. Master of Science, outside committee member.
- Charbaneau, Jill (1999). *Ready-to-wear- apparel for active women over the age of 55.* Colorado State University. Master of Science, committee member.
- Bukhari, Hanan (1998). *Advantages of using CAD in apparel design and its application to the Saudi Arabian clothing industry.* Colorado State University. Master of Science, committee member.
- Dixon, Devona (1998). *The effect of teen magazines on the socialization, identity, and self-esteem of African-American teenage girls.* Colorado State University. Master of Science, advisor.
- Hsu, Wan-Chen, (1998). *University students' perceptions of Internet shopping.* Colorado State University. Master of Science, advisor.
- Schmidt, Michelle (1998). *Management styles.* Colorado State University. Master of Business Administration, outside committee member.
- Kuo, Ruo-Lan (1994). *An examination of store atmospherics of specialty stores.* Colorado State University. Master of Science, co-advisor.
- Kuruvilla, Sarita (1993). *Consumers' versus retailers' perceptions of the image of a western-wear store.* Colorado State University. Master of Science, committee member.
- Lascoe, Joan (1992). *The Americans with disabilities: An exploratory study of shopping center accessibility.* Colorado State University. Master of Science, committee member.
- Chen, Ching-Wen (1991). *Segmentation of Taiwan's small and medium apparel manufacturers: An examination of export experiences.* Colorado State University. Master of Science, Advisor.
- Pietsch, Jeannine (1991). *Market segmentation of petite catalog shoppers: Satisfaction and shopping behaviors.* Colorado State University. Master of Science, Advisor.

UNIVERSITY LEVEL (cont.) (chronological order)		
SERVICE	LEVEL	DATES
Faculty Senate Committee on Instructional Development	Member	2016-present
Provost's Advisory Committee on Women's Issues (PACWI)	Member	2016-present
<ul style="list-style-type: none"> • Technology subcommittee 		
Graduation with Leadership Distinction	Reviewer, Mentor	2015-2016
Discovery Day	Judge	2015-present
University Committee on Tenure & Promotion	Member	2011-2013

Leadership Task Force	Member	2007-2010
Associate and Assistant Deans Council	Member	2007-2010
Graduate Council	Member	2006-2010
Graduate Council Webpage Review	Chair	2007-2008
Graduate Council Petitions and Appeals	Member	2008-2009
Carolina Scholars	Reader & Interview	2006-present
McNair Scholars	Reader & Interview	2006-present
Faculty Senate	Member	2003-2004
Scholastic Standards and Awards Committee	Chair	2002- 2004

COLLEGE LEVEL (chronological order)

SERVICE	LEVEL	DATES
HRSM Tenure & Promotion Committee	Chair	2017-2018
HRSM Tenure & Promotion Committee	Secretary	2016-2017
International Institute of Foodservice and Education Search Committee	Member	2011-2014
Ethics Committee	Member	2013 -present
International Committee	Member	2013-present
HRSM Tenure & Promotion Committee	Chair	2005-2007
Ph.D. Committee	Member	2007
Online education Committee	Chair	2004
Colorado State University Scholarship Committee	Member	2003-2004
Key Advisors' Council	Member	2001
Undergraduate Research Ad Hoc Committee	Member	2000
Key Advisors' Advisement Process Subcommittee	Member	1999
Key Advisors' Council Check Sheet Subcommittee	Member	1998
PREVIEW Advisor	Advisor	1998-2002
Tenure & Promotion Committee	Member	1994-present

DEPARTMENT LEVEL (chronological order)

SERVICE	LEVEL	DATES
Tartan Committee	Co-Chair	2012-2015
Online Education Committee	Chair	2004
Curriculum Committee	Member	2004
Distance Education	Coordinator	2001-2004
Graduate Recruitment and Retention	Member	1999-2001
Scheduling Committee	Member	2000
Apparel and Merchandising Program	Coordinator	1998-2000; 1993-96
Retailing and Sales Course Subcommittee	Member	1998
Merchandising/Retail Design Search Committee	Chair	1997-1998
Business Core Class Subcommittee	Member	1997-1998
Undergraduate Committee	Member	1997-2000
Peer Advocates	Advisor	1995-2000
Promotion & Tenure Committee	Member	1995-present

PROFESSIONAL LEVEL (chronological order)

SERVICE	LEVEL	DATES
<i>ITAA</i>	President	2017
<i>ITAA</i>	President-elect	2016
<i>University of North Texas</i>	T&P review	2015
<i>Prentice Hall</i>	Textbook Review	2010
<i>Advanced in Culture, Tourism and Hospitality</i>	Board Member	2009-present
External Reviewer – Oregon State University	T&P Reviewer	2009
<i>ITAA Council</i>	Treasurer	2010-2013
<i>ITAA Board</i>	Member	2010-Present

PROFESSIONAL LEVEL (cont.) (chronological order)

SERVICE	LEVEL	DATES
<i>ITAA Executive Director Search Committee</i>	Member	2010
External Reviewer - University of Arkansas	T & P Reviewer	2010
<i>ITAA Research Track Conference Moderator</i>	Moderator	2008, 2009
<i>ITAA Teaching Track Paper Reviewer</i>	Reviewer	2008, 2009
<i>ITAA Research Paper Reviewer</i>	Reviewer	2008, 2009, 2014

External Reviewer – Kent State University	T&P Reviewer	2008
<i>International Journal of Culture, Tourism, & Hospitality Research</i>	Associate Editor	2006-present
ITAA Administrative Leadership Committee	Chair	2006-2007
ITAA Strategic Planning Committee	Member	2006-2007
<i>Journal of Theory and Marketing Practice</i>	Reviewer	2005-present
External Reviewer – The Ohio State University	T&P Reviewer	2005
<i>Clothing and Textile Research Journal</i>	Reviewer	2005-present
ITAA Administrative Leadership Committee	Member	2004-present
ITAA Newsletter	Editor	2002-2006
<i>International Textile and Apparel Association</i>	Board Member	2002-2006
Great Plains Interactive Distance Education Alliance Committee - Merchandising Consortium	Chair	2002-2004
ITAA Graduate Committee	Member	1998-2002
<i>Journal of Consumer Satisfaction/Dissatisfaction & Complaining Behavior</i>	Editorial Board Member	1998-2004
ITAA Research Review Committee	Member	1997-present
ITAA Student Fellowship and Awards Committee	Member	1997-present
Kappa Omicron Nu Honor Society	Co-Advisor	1995-1997
ITAA Research Review Committee	Member	1992-1993

PROFESSIONAL ASSOCIATIONS

American Collegiate Retailing Association

International Textile and Apparel Association

SC Women in Higher Education