

Curriculum Vitae

LESLIE DAVIS BURNS

School Design and Human Environment
College of Business
Oregon State University
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EDUCATION

- Ph.D. Purdue University, Main/West Lafayette Campus 1981
Consumer Sciences and Retailing
Dissertation Title: Conformity and Judgments of Fashionability
Major Professor: Dr. Franklin G. Miller
- B.A. Washington State University, Pullman Campus, Summa Cum Laude 1978
Major: Clothing and Textiles with a Social Science Option

PROFESSIONAL EXPERIENCE

Oregon State University

- Professor, School of Design and Human Environment, Tenured 1992-present
1997-present: Graduate Faculty in Women Studies
1992-93: Faculty Associate, Office of Academic Affairs
- Chair, Department of Design and Human Environment January 2004 – June 2012
Associate Dean for the School of Design and Human Environment July – December 2012
Responsibilities included overseeing department/school personnel, budget, strategic planning processes, assessment planning, diversity planning, and day-to-day operations.
- Interim Vice Provost for Academic Affairs January – August 2003
Responsibilities included overseeing academic personnel processes including the promotion and tenure review processes for the university; overseeing units of Enrollment Management, Institutional Research, and Academic Programs.
- Associate Vice Provost for Academic Affairs July 1996 – Dec 2000
Responsibilities included overseeing university curriculum and catalogs; overseeing the Baccalaureate Core; coordinating Undergraduate Academic Program Reviews; improving undergraduate instruction and advising; improving undergraduate student retention; accreditation liaison; community college liaison including articulation and dual admissions and enrollment programs; overseeing the First-Year Experience Program, University Scholars Program, and Difference, Power, and Discrimination Program; overseeing education reform and assessment efforts; reviewing undergraduate student appeals and grievances; serving as Chair, Academic Learning Services.
- Associate Professor, Apparel, Interiors, Housing and Merchandising, Tenured, 1988 1985 - 1992
1991-92: Program Associate, Family Study Center

Utah State University

Assistant Professor, Home Economics and Consumer Education	1982-1985
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San Diego State University

Instructor, Family Studies and Consumer Sciences	1981-1982
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Purdue University

Graduate Teaching/Research Assistant, Consumer Sciences and Retailing	1978-1981
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PROFESSIONAL CERTIFICATIONS

International Register of Certified Auditors No. 6003204 Social Systems Provisional Auditor for Textile Products

HONORS AND AWARDS

L.L. Stewart Scholar, OSU	2008-2010
Student Learning and Success Teamwork Award (given to the faculty of DHE), OSU	2007
President's "Beaver Champion" Award, OSU	2004
Bressler Senior Faculty Teaching Award, OSU	2004
Women of Achievement Award, OSU Women's Center	2002
Educator of the Year Award, "2001 All-Stars", Bobbin Magazine/International Textile and Apparel Association	2001
Fellow, International Textile and Apparel Association	1997
D. Curtis Mumford Faculty Service Award, OSU	1997
Distinguished Scholar-Lecturer, International Textile and Apparel Association	1996
Burlington Resources Faculty Achievement Award, OSU	1991
College of Family Life Teacher of the Year, Utah State University	1985
College of Family Life Teacher of the Year, Utah State University	1984

RESEARCH INTERESTS

<i>General Areas:</i>	Consumer Behavior Merchandising Management Social Psychology
<i>Specific Topics:</i>	Social psychology of consumer decision making associated with apparel Domestic and international apparel and footwear industries The effect of appearance on social perception processes Fashion theory

PUBLICATIONS

*Denotes student co-author

Books

5. Burns, Leslie Davis, Mullet, Kathy, and Bryant, Nancy O. (2011). *The business of fashion: Designing, manufacturing and marketing* (4th ed.). New York: Fairchild Books. 585 pp.
Burns, Leslie Davis and Bryant, Nancy O. (2007). *The business of fashion: Designing, manufacturing and marketing* (3rd ed.). New York: Fairchild Books. 605 pp.
Burns, Leslie Davis, and Bryant, Nancy O. (2002). *The business of fashion: Designing, manufacturing and marketing* (2nd ed.). New York: Fairchild Books. 599 pp.
Burns, Leslie Davis, and Bryant, Nancy O. (1997). *The business of fashion: Designing, manufacturing and marketing*. New York: Fairchild Books. 439 pp.
4. *Nishida, Keith, Burns, Leslie Davis and Bryant, Nancy O. (2011). *Instructor's guide: The business of fashion* (4th ed.). New York: Fairchild Books.
Burns, Leslie Davis and Bryant, Nancy O. (2007). *Instructor's guide: The business of fashion* (3rd ed.). New York: Fairchild Books.
Burns, Leslie Davis, and Bryant, Nancy O. (2002). *Instructor's guide: The business of fashion* (2nd ed.). New York: Fairchild Books. 102 pp.
Burns, Leslie Davis, and Bryant, Nancy O. (1997). *Instructor's guide: The business of fashion*. New York: Fairchild Books. 90 pp.
3. Sproles, George B., and Burns, Leslie Davis (1994). *Changing appearances: Understanding dress in contemporary society*. New York: Fairchild Books. 323 pp.
2. Burns, Leslie Davis. (1994). *Instructor's guide: Changing appearances*. New York: Fairchild Books. 77 pp.
1. Lennon, Sharron J., and Burns, Leslie Davis (Editors). (1993). *Social science aspects of dress: New directions*. Monument, CO: International Textile and Apparel Association. 211 pp.

Refereed Research Journal Articles

63. *Reddy-Best, Kelly, & Burns, Leslie D. (2013, in press). The meanings of avant-garde fashion in the 1980s and 1990s: A case study of Martin Margiela. *International Journal of Costume and Fashion*.
62. *Reddy, Shweta L., & Burns, Leslie D. (2013, in press). Influence of age and self-esteem on the body dissatisfaction experience among men and women. *TAFCS Research Journal*.
61. *Reddy, Shweta L., and Burns, Leslie Davis (2013, in press). Understanding resiliency to appearance dissatisfaction among adult women. *International Journal of Arts and Commerce*, 2(3).
60. *Mower, Jennifer M., Pedersen, Elaine L., & Burns, Leslie Davis (2013, in press). Diffusion of fashion innovations: Turn of the century Oregon capes. *The International Journal of Design in Society*, 7.
59. Pedersen, Elaine L., and Burns, Leslie Davis (2013). Apparel design research: Involving undergraduate students. *The International Journal of Design Education*, 6(2), 41-45.
58. *Jai, Tun-Min (Catherine), King, Nancy, and Burns, Leslie Davis (2013). The effect of behavioral tracking practices on consumers' shopping evaluations and repurchase intention toward trusted online retailers. *Computers in Human Behavior*, 29(3), 901-909.
57. *Hsu, Hsiu-Ju, and Burns, Leslie Davis (2012). The effects of culture, long-term orientation, and gender on consumers' perceptions of clothing values. *Social Behavior and Personality*, 40(10), 1585-1596.
56. *Seo, M. J. and Burns, L. D. (2012). How apparel companies use social media: The case of Facebook. *The Research Journal of the Costume Culture*, 20(3), 430-442.
55. *Reddy, Shweta L., and Burns, Leslie Davis (2011). Preventing body dissatisfaction among young women. *Journal of Family and Consumer Sciences*, 103 (1), 55-60.

54. Pedersen, Elaine L. and Burns, Leslie Davis (2011). Curriculum integration across fashion-related curricula. *International Journal of Fashion Design, Technology, and Education*, 4(1), 43-50.
53. *Fister, Sarah E., *Ti, Chihmin, and Burns, Leslie Davis (2010). Consumer responses to retail display design features. *Design Principles and Practices: An International Journal*, 4, 375-384.
52. Burns, Leslie Davis and Chang, Eunyoung (2009). "No Sweat Labor" labeling: Creating an image of social responsibility. *Fashion Information and Technology*, 6, 43-53.
51. *Johnson, Tricia Widner, Francis, Sally K., and Burns, Leslie Davis. (2007). Appearance management behavior and the five factor model of personality. *Clothing and Textiles Research Journal*, 25(3), 230-243.
50. Park, Hye-Jung, Burns, Leslie Davis, and Rabolt, Nancy J. (2007). Fashion innovativeness, materialism, and attitude toward purchasing foreign fashion goods online across national borders: The moderating effect of internet innovativeness. *Journal of Fashion Marketing and Management*, 11(2), 201-214.
49. Chen, Hsiou-Lien, and Burns, Leslie Davis (2006). Environmental analysis of textile products. *Clothing and Textiles Research Journal*, 24 (3), 248-261.
48. *Buasri, Virajada, Steggell, Carmen D., and Burns, Leslie Davis. (2005). Innovativeness and acceptance of retirement housing in Thailand. *Housing and Society*, 32 (1), 53-70.
47. Park, Hye-Jung, and Burns, Leslie Davis (2005). Fashion orientation, credit card usage, and compulsive buying. *Journal of Consumer Marketing*, 22 (3), 135-141.
46. Jang, Eunyoung, and Burns, Leslie Davis (2004). Components of apparel retailing web sites. *Journal of Fashion Marketing and Management*, 8 (4), 375-388.
45. *Chang, Eunyoung, Burns, Leslie D., and Francis, Sally K (2004). Gender differences in the dimensional structure of apparel shopping satisfaction among Korean consumers: The role of hedonic shopping value. *Clothing and Textiles Research Journal*, 22 (4), 185-199.
44. *Hsu, Hsiu-Ju and Burns, Leslie D. (2002). Clothing evaluative criteria: A cross-national comparison of Taiwanese and United States consumers. *Clothing and Textiles Research Journal*, 20 (4), 246-252.
43. *Gaal, Brigitte and Burns, Leslie Davis (2001). Apparel descriptions in catalogs and perceived risk associated with catalog purchases. *Clothing and Textiles Research Journal*, 19 (1), 22-30.
42. Lennon, Sharron J., and Burns, Leslie Davis (2000). Diversity of research in textiles, clothing, and human behavior: The relationship between what we know and how we know. *Clothing and Textiles Research Journal*, 18 (4), 213-226.
41. Murtaugh, Paul A., Burns, Leslie D., Schuster, Jill (1999). Predicting the retention of university students. *Research in Higher Education*, 40 (3), 355-371.
40. Brandt, B., Brown, D. M., Burns, L. D., Cameron, B. A., Chandler, J., Dallas, M. J., Kaiser, S. B., Lennon, S. J., Pan, N., Salusso, C., Smitley, R. (1998). The development of an interdisciplinary method for the study of fabric perception. *The Journal of the Textile Institute*, 89 (1),65-77.
39. Chang, Younhwa, Burns, Leslie D., Sibley, Lucy R., and Noel, Charles J. (1996). Attitudinal versus normative influence in the purchase of brand name casual apparel. *Family and Consumer Sciences Research Journal*, 25 (1), 79-109.
38. Burns, Leslie D., Brown, Donna, Cameron, Bruce, Chandler, Joan, Dallas, Merry Jo, Kaiser, Susan B. (1995). Sensory interaction and descriptions of fabric hand. *Perceptual and Motor Skills*, 81, 120-122.
37. Lennon, Sharron J., Burns, Leslie D., and Rowold, Kathleen L. (1995). Dress and human behavior research: Sampling, subjects, and consequences for statistics. *Clothing and Textiles Research Journal*, 13 (4), 262-272.
36. Burns, Leslie D. and Lennon, Sharron J. (1993). The effect of clothing on the use of person information categories in first impressions. *Clothing and Textiles Research Journal*, 12 (1), 9-15.
35. Lee, Myounghee and Burns, Leslie D. (1993). Self-consciousness and clothing purchase criteria of Korean and American college women. *Clothing and Textiles Research Journal*, 11 (4), 32-40.
34. Dallas, Merry J., Wilson, Patricia A., Burns, Leslie D., Miller, Janet, Markee, Nancy, and Harger, Barbara. (1992). Dermatological and other health problems attributed by consumers to contact with laundry products or laundered textiles. *Home Economics Research Journal*, 21 (1), 34-49.

33. Burns, Leslie D. and Caughey, Carol C. (1992). Category use in first impressions of restaurant interiors. *Perceptual and Motor Skills*, 75, 107-110.
32. Francis, Sally, and Burns, Leslie D. (1992). Effect of consumer socialization on clothing shopping attitudes, clothing acquisition, and clothing satisfaction. *Clothing and Textiles Research Journal*, 10 (4), 35-39.
31. Hatch, Kathryn L., Markee, Nancy L., Simpson, LoErna, Davis, Leslie, Dallas, Merry J., Wilson, Patricia, Harger, Barbara, and Miller, Janet. (1991). Textile use of health and wellness. *Journal of Home Economics*, 83 (1), 17-26.
30. Davis, Leslie L. (1991). Measuring perceptions of brand image. *Perceptual and Motor Skills*, 72, 329-330.
29. Davis, Leslie L., and Jordan, Cheryl L. (1990). Perceptions of business ethics: Home Economics students' Machiavellian and achievement orientations. *Home Economics Forum*, 5 (1), 17-20.
28. Francis, Sally K, and Davis, Leslie L. (1990). Profiling consumers of personal color analysis systems. *Perceptual and Motor Skills*, 71, 1-2.
27. Davis, Leslie L. (1990). Social salience: What we notice first about a person. *Perceptual and Motor Skills*, 71, 334.
26. Davis, Leslie L., Dallas, Merry Jo, Markee, Nancy, Miller, Janet, and Harger, Barbara. (1990). Dermatological health problems attributed by consumers to contact with textiles. *Home Economics Research Journal*, 18 (4), 311-322.
25. Francis, Sally, and Davis, Leslie L. (1990). Consumer grudge holding: An empirical analysis of mother and daughter consumers. *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 3, 115-116.
24. Lennon, Sharron J. and Davis, Leslie L. (1989). Customer service, customer appearance, and salesperson goals: Qualitative and quantitative analyses. *Home Economics Forum*, 4 (1), 9-11, 18.
23. Francis, Sally, and Davis, Leslie L. (1989). Effect of consumer socialization on clothing satisfaction. *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 2, 63-66.
22. Lennon, Sharron J., and Davis, Leslie L. (1989). Categorization and first impressions. *The Journal of Psychology*, 123 (5), 439-446.
21. Lennon, Sharron J., and Davis, Leslie L. (1989). Clothing and human behavior from a social cognitive framework, Part 2: Stages of social cognition. *Clothing and Textiles Research Journal*, 8 (1), 1-9.
20. Lennon, Sharron J., and Davis, Leslie L. (1989). Clothing and human behavior from a social cognitive framework, Part 1: Theoretical perspectives. *Clothing and Textiles Research Journal*, 7 (4), 41-48.
19. Davis, Leslie L., and Lennon, Sharron J. (1989). Apparel advertising appeals as a function of apparel classification: Trendy versus classic. *Perceptual and Motor Skills*, 68, 1011-1014.
18. *Baugh, Dawna F. and Davis, Leslie L. (1989). The effect of store image on consumer perceptions of designer and private label clothing. *Clothing and Textiles Research Journal*, 7 (3), 15-21.
17. Lennon, Sharron J., Davis, Leslie L., and Fairhurst, Ann. (1989). Effects of apparel classification on attitudes toward apparel shopping. *Perceptual and Motor Skills*, 68, 485-486.
16. Davis, Leslie L. and Lennon, Sharron J. (1988). Social cognition and the study of clothing and human behavior. *Journal of Social Behavior and Personality*, 16 (2), 175-186. Reprinted in S. B. Kaiser and M. L. Damhorst (Eds.) *Critical linkages In textiles and clothing: Theory, method, and practice* (pp. 182-190). Monument, CO: ITAA.
15. Thompson, JoAnn A. and Davis, Leslie L. (1988). Furniture design decision-making constructs. *Home Economics Research Journal*, 16, 279-290.
14. Lennon, Sharron J., Davis, Leslie L., and Fairhurst, Anne. (1988). Evaluations of apparel advertising as a function of self-monitoring. *Perceptual and Motor Skills*, 66, 987-996.
13. Davis, Leslie L. (1987). Consumer use of label information in ratings of clothing quality and clothing fashionability. *Clothing and Textiles Research Journal*, 6, 8-14.
12. Thompson, JoAnn A. and Davis, Leslie L. (1987). Self-monitoring and perceptions of furniture styles. *Perceptual and Motor Skills*, 65, 91-96.
11. Davis, Leslie L. (1987). Effect of sex, inferred sex-role and occupational sex-linkage on perceptions of occupational success. *Perceptual and Motor Skills*, 64, 887-898.

10. Lennon, Sharron J. and Davis, Leslie L. (1987). Individual differences in fashion orientation and cognitive complexity. *Perceptual and Motor Skills*, 64, 327-330.
9. Davis, Leslie L. (1985). Perceived somatotype, body-cathexis, and attitudes toward clothing among college females. *Perceptual and Motor Skills*, 61, 1199-1205.
8. Davis, Leslie L. (1985). Effects of physical quality and brand labeling on perceptions of clothing quality. *Perceptual and Motor Skills*, 61, 671-677.
7. Davis, Leslie L. (1985). Sex, gender identity, and behavior concerning sex-related clothing. *Clothing and Textiles Research Journal*, 3, 20-24.
6. Davis, Leslie L. (1984). Clothing and human behavior: A review. *Home Economics Research Journal*, 12, 325-339.
5. Davis, Leslie L. (1984). Judgment ambiguity, self-consciousness, and conformity in judgments of fashionability. *Psychological Reports*, 54, 671-675.
4. Davis, Leslie L. and Lennon, Sharron J. (1983). Social stigma of pregnancy: Further evidence. *Psychological Reports*, 53, 997-998.
3. Davis, Leslie L. and Miller, Franklin G. (1983). Conformity and judgments of fashionability. *Home Economics Research Journal*, 11, 337-342.
2. Miller, Franklin G., Feinberg, Richard A., Davis, Leslie L., and Rowold, Kathleen L. (1982). Measurement of individual differences in sensitivity to appearance. *Home Economics Research Journal*, 10, 381-390.
1. Miller, Franklin G., Davis, Leslie L., and Rowold, Kathleen L. (1982). Public self-consciousness, social anxiety, and attitudes toward the use of clothing. *Home Economics Research Journal*, 10, 363-368.

Contributions to Books, Monographs, and Symposia Proceedings

10. Burns, Leslie Davis, Kim, Minjeong, Dickson, Marsha., and Park, Haeshin. (2009). Global sourcing decision case study. In E. Parker and M.A. Dickson (Eds). *Sustainable Fashion: A Handbook for Educators*. Bristol, UK: Labour Behind the Label. [Editor-reviewed]
9. Pedersen, Elaine L. and Burns, Leslie Davis (2007). Curriculum integration in design and human environment (pp. 26-33). In *Design education: Tradition and modernity* (V. Singhkatiyar and S. Mehta, Editors). Paldi Ahmedabad, India: National Institute of Design.
8. Burns, Leslie Davis (2007). The Difference, Power, and Discrimination program: Role in the OSU Baccalaureate Core (pp. 35-43). In *Teaching to change: The difference, power, and discrimination model* (J. Xing, J. Li, L. Roper, and S. Shaw, Editors). Lanham, MD: Lexington Books.
7. *Chen, Pei-Chun and Burns, Leslie D. (1998). A cross-national comparison of parent-consumers' evaluative criteria used for purchasing pre-school children's apparel. In N. Miller and M. Littrell (Eds.). *International apparel consumer behavior*, (pp. 16-24). Ames, IA: Iowa State University.
6. Lennon, Sharron J., Burns, Leslie D., Lee, Seung-Hee, and Choi, Mi-Jeong. (1997). A cross-national comparison of consumer attitudes toward a natural fiber textile product. In Scott M. Smith (Ed.) *Sixth Symposium on Cross-Cultural Business and Consumer Studies* (pp. 425-428).
5. Burns, Leslie D. and Lennon, Sharron J. (1994). The look and the feel: Methods for measuring aesthetic perceptions of textiles and apparel. In M. DeLong and A. M. Fiore (Eds.) *Aesthetics of textiles and clothing: Advancing multi-disciplinary perspectives* (pp. 120-130). Monument, CO: International Textile and Apparel Association.
4. *Kwon, Kyoung-nan, Burns, Leslie Davis, and Chang, Younhwa. (1993). Fashion information seeking by Korean and U. S. fashion leaders. In G. S. Albaum, et al. (Eds.). *Fourth Symposium on Cross-Cultural Consumer and Business Studies* (pp. 219-223).
3. Burns, Leslie D. and Lennon, Sharron J. (1993). Social perception: Methods for measuring our perceptions of others' appearance. In S. J. Lennon and L. D. Burns (Eds.) *Social science aspects of dress: New directions* (pp. 153-159). Monument, CO: International Textile and Apparel Association.
2. Lennon, Sharron J. and Burns, Leslie D. (1993). Analysis of clothing and personal appearance symbols in characterization. In S. J. Lennon and L. D. Burns (Eds.) *Social science aspects of dress: New directions* (pp. 160-171). Monument, CO: International Textile and Apparel Association.

1. Davis, Leslie L. and Lennon, Sharron J. (1985). Self-monitoring, fashion opinion leadership, and attitudes toward clothing. In M.R. Solomon (Ed.), *The psychology of fashion* (pp. 177-182). Lexington, MA: D.C. Heath/Lexington Books.

Invited Papers and Chapters:

3. Burns, Leslie D., and Lennon, Sharron J. (1993). New directions in methodological approaches and analyses. In S. J. Lennon and L. D. Burns (Eds.) *Social science aspects of dress: New directions* (pp. 197-201). Monument, CO: International Textile and Apparel Association.
2. Lennon, Sharron J., and Burns, Leslie D. (1993). Charting our directions: Patterns for the future. In S. J. Lennon and L. D. Burns (Eds.) *Social science aspects of dress: New directions* (pp. 202-208). Monument, CO: International Textile and Apparel Association.
1. Lennon, Sharron J., and Davis, Leslie L. (1991). Linkages and methodological themes: Interwoven patterns. In S. B. Kaiser and M. L. Damhorst (Eds.) *Critical linkages in textiles and clothing: Theory, method, and practice* (pp. 272-276). Monument, CO: International Textile and Apparel Association.

CONFERENCE PRESENTATIONS

71. *Tung, T. and Burns, L.D. (2012, November). *Content analysis of tablet apparel catalogs*. Oral presentation at the Annual Conference of the International Textile and Apparel Association, Honolulu, HI.
70. *Lee, J. and Burns, L.D. (2012, July). *Emotional marketing: Case studies and marketing implications*. Oral presentation at the Global Marketing Conference at Seoul, Seoul, Korea.
69. Pedersen, E. L. and Burns, L.D. (2012, January). *Apparel design research: Involving undergraduate students*. Oral presentation at the Design Principles and Practices Conference, Los Angeles, CA.
68. *Seo, M. J. and Burns, L.D. (2011, November). *Use of Social Media by Apparel Companies: The Case of Facebook*. Poster presentation at the Annual Conference of the International Textile and Apparel Association, Philadelphia, PA.
67. *Zhang, R. and Burns, L.D. (2011, November). *The Effect of Reputation System and Live Chat Service on Consumers' Responses Towards Unfamiliar Retailers*. Poster presentation at the Annual Conference of the International Textile and Apparel Association, Philadelphia, PA.
66. *Fister, S.E., *Ti, C., and Burns, L.D. (2010, February). *Consumer responses to retail display design features*. Oral presentation at the Design Principles and Practices conference. Chicago, IL.
65. *Reddy, S.L. and Burns, L.D. (2009, October). *Women's Age, Appearance Schema, Self-esteem, and Body Image Coping Strategies Across the Lifespan*. Oral presentation at the annual meeting of the International Textile and Apparel Association, Bellevue, WA. Abstract published in online *Proceedings* (www.itaonline.org).
64. *Cluver, B. and Burns, L.D. (2009, October). *Consumer Clothing Inventory Management*. Oral presentation at the annual meeting of the International Textile and Apparel Association, Bellevue, WA. Abstract published in online *Proceedings* (www.itaonline.org).
63. *Reddy, S.L. and Burns, L.D. (2008, November). *Influence of Perceived Social Support on Body Image Appraisal among Young Women*. Oral presentation at the annual meeting of the International Textile and Apparel Association, Schaumburg, IL. Abstract published in online *Proceedings* (www.itaonline.org).
62. *Hsu, H.J. and Burns, L.D. (2008, November). *Culture and Clothing Values: A Cross-national Study*. Oral presentation at the annual meeting of the International Textile and Apparel Association, Schaumburg, IL. Abstract published in online *Proceedings* (www.itaonline.org).
61. *Shin, K. and Burns, L.D. (2007, November). *Factors Influencing Source Credibility of Consumer Reviews: Apparel Online Shopping*. Oral presentation at the annual meeting of the International Textile and Apparel Association, Los Angeles, CA. Abstract published in online *Proceedings* (www.itaonline.org).

60. *Yeh, C. and Burns, L. D. (2006, November). *Clothing Evaluative Criteria: A Comparison between Hedonic Shoppers and Utilitarian Shoppers*. Oral presentation at the annual meeting of the International Textile and Apparel Association, San Antonio, TX. Abstract published in online *Proceedings* (www.itaonline.org).
59. *Cheng, Y.C. and Burns, L.D. (2006, November). *Determinants of Consumer Behavior toward Counterfeit Products: Involvement and Attitudes toward Brand Equity*. Oral presentation at the annual meeting of the International Textile and Apparel Association, San Antonio, TX. Abstract published in online *Proceedings* (www.itaonline.org).
58. Pedersen, E. and Burns, L.D. (2005, March). *Curriculum integration in design and human environment*. Oral presentation at the Design Education: Tradition and Modernity Conference. National Institute of Design, Ahmedabad, India. Abstract published in *Proceedings* (available through the National Institute of Design).
57. Chang, E., Burns, L.D., and Francis, S. K. (2003, August). *Korean and American Consumers' Perceptions of Hedonic Shopping Experiences*. Oral presentation at the international conference on Recent Advances in Retailing and Services Science sponsored by the European Institute of Retailing and Services Studies, Portland, OR.
56. Burns, L. D. and Chang, E. (2003, June). *"No Sweat Labor" Labeling: Creating an Image of Social Responsibility*. Oral presentation at the Advertising and Consumer Psychology Conference, co-sponsored by the Society for Consumer Psychology and the Korean Marketing Association, Seoul, Korea. Invited seminars presented at Yuhan College, Seoul, Korea; Ulsan University, Ulsan, Korea; and Jeju University, Jeju City, Korea.
55. Chang, E., Burns, L.D., and Francis, S. K. (2002, August). *The Mediating Role of Hedonic Shopping Value in Apparel Shopping Satisfaction*. Oral presentation at the annual meeting of the International Textile and Apparel Association, New York City. Abstract published in online *Proceedings* (www.itaonline.org).
54. Burns, L.D, Kaiser, S.B., and Pedersen, E. (2002, August). *Writing scholarly book reviews*. Panel presentation at the annual meeting of the International Textile and Apparel Association, New York City. Abstract published in online *Proceedings* (www.itaonline.org).
53. Burns, L.D., Dickson, M., Eckman, M., Lennon, S.J., and Littrell, M. (2002, August). *Teaching social responsibility: Topics and techniques*. Panel presentation at the annual meeting of the International Textile and Apparel Association, New York City. Abstract published in online *Proceedings* (www.itaonline.org).
52. Chun, H. and Burns, L.D. (2001, November). *Motivations for Make-up Use among Light, Medium, and Heavy Make-up Users*. Oral presentation at the annual meeting of the International Textile and Apparel Association, Kansas City, MO. Abstract published in online *Proceedings* (www.itaonline.org).
51. Burns, L.D. and Chun, H. (2001, November). *The Effects of Congruency Between Olfactory Cues and Sex-typed Apparel on Consumers' Perception of Apparel Quality*. Poster presentation at the annual meeting of the International Textile and Apparel Association, Kansas City, MO. Abstract published in online *Proceedings* (www.itaonline.org).
50. Chun, H. and Burns, L.D. (2001, June). *Consumers' Body Self-image and Their Use of Make-up, Skin Care Products, Fragrances, and Hair Care Products*. Poster presentation at the Joint World Conference of the Korean Society of Clothing and Textiles and the International Textiles and Apparel Association, Seoul, Korea. Abstract published in *Proceedings* (p.197).
49. *Watanabe, K. and Burns, L.D. (2001, June). *Meanings Attributed to the Furisode by Japanese College Students Living in Japan and in the United States*. Poster presentation at the Joint World Conference of the Korean Society of Clothing and Textiles and the International Textiles and Apparel Association, Seoul, Korea. Abstract published in *Proceedings* (p.198).
48. Burns, L.D., and Chester, P. (2000, April). *True Dual Admission and Co-Enrollment Partnership between a Public University and Community Colleges*. Presentation at the annual meeting of the American Association of Collegiate Registrars and Admissions Officers, New Orleans.
47. Blount, J., Burns, L.D., and Watson, D. (2000, March). *Sharing the Vision of Student Success: Dual Admission and Enrollment*. Presentation at the annual meeting of the National Association of Student Personnel Administrators, Indianapolis.

46. Balz, B., Brown, P., Burns, L.D., and Patterson, M. (2000, April; 2001, April). *Seamless Publication of Print and Web-Based Schedule Bulletins and Catalogs*. Presentation at the annual meeting of the American Association of Collegiate Registrars and Admissions Officers, New Orleans; Seattle.
45. Pan, N., Kaiser, S.B., Chandler, J., Dallas, M.J., Brandt, B., Cameron, B.A., Brown, D.M., and Burns, L.D. (1998, November). *Fabric Hand Evaluation: Perception and Instrumentation*. Oral presentation at the annual meeting of the International Textile and Apparel Association, Dallas, TX. Abstract published in *Proceedings* (p. 77-78).
44. Lennon, S.J., Burns, L.D., Lee, S., and *Choi, M. (1997, December). *A Cross-National Comparison of Consumer Attitudes Toward a Natural Fiber Textile Product*. Oral presentation at the Cross-Cultural Business and Consumer Studies Symposium, Honolulu.
43. *Gaal, B. and Burns, L.D. (1997, November). *Apparel Descriptions in Catalogs and Perceived Risk Associated with Catalog Purchases*. Poster presentation at the annual meeting of the International Textile and Apparel Association, Knoxville, TN. Abstract published in *Proceedings* (p. 96).
42. *Choi, M. and Burns, L.D. (1996, August). *Development of the Textile Knowledge Inventory*. Poster presentation at the annual meeting of the International Textile and Apparel Association, Banff, Alberta. Abstract published in *Proceedings* (p. 61).
41. Lennon, S.J., Burns, L.D., Lee, S., and *Choi, M. (1996, August). *Market assessment for cotton socks*. Poster presentation at the annual meeting of the International Textile and Apparel Association, Banff, Alberta. Abstract published in *Proceedings* (p. 52).
40. Burns, L. D., Lennon, S. J., and *Choi, M. (1995, October). *Effect of 'environmentally sound' manufacturing processes and labeling on consumers' evaluations of natural fiber products*. Oral presentation at the annual meeting of the International Textile and Apparel Association, Pasadena. Abstract published in *Proceedings* (p. 128).
39. Jordan, C., Burns, L. D., *Coglas, M., and *Choi, M. (1995, October). *Ethical decision-making: Determinants and moderators*. Poster presentation at the annual meeting of the International Textile and Apparel Association, Pasadena. Abstract published in *Proceedings* (p. 40).
38. *Coglas, M., Jordan, C., and Burns, L.D. (1995, October). *The process of moral development: A comparison of Home Economics, Business, and Liberal Arts students*. Poster presentation at the annual meeting of the International Textile and Apparel Association, Pasadena. Abstract published in *Proceedings* (p. 51).
37. Brown, D. M., Burns, L. D., Cameron, B., Chandler, J., Dallas, M. J., and Kaiser, S. B. (1994, October). *The effect of sensory interaction on descriptions of fabrics*. Oral presentation at the annual meeting of the International Textile and Apparel Association, Minneapolis. Abstract published in *Proceedings* (p. 87).
36. Burns, L. D. (1994, June). *Categorization of first impressions of fabrics*. Poster presentation at the annual meeting of the American Home Economics Association, San Diego.
35. Kwon, K., Burns, L. D., and Chang, Y. (1993, December). *Fashion information seeking by Korean and U. S. fashion leaders*. Oral presentation at the Fourth Symposium on Cross-Cultural Consumer and Business Studies, Honolulu.
34. Jordan, C.L. and Burns, L.D. (1993, November). *Evaluating ethics of marketing practices: Factor analysis of the Business Practice Questionnaire*. Poster presentation at the annual meeting of the International Textile and Apparel Association, White Sulphur Springs, WV. Abstract published in *Proceedings* (p. 83).
33. Jordan, C.L. and Burns, L.D. (1992, October). *Locus of control and perceptions of business ethics*. Poster presentation at the annual meeting of the International Textile and Apparel Association, Columbus, OH. Abstract published in *Proceedings* (p. 79).
32. Burns, L.D. and Lennon, S.J. (1992, October). *Research in clothing and human behavior: Designs and sampling techniques*. Oral presentation at the annual meeting of the International Textile and Apparel Association, Columbus, OH. Abstract published in *Proceedings* (p. 43).
31. Burns, L.D. and Lee, M. (1991, October-November). *Cross-cultural analysis of clothing purchase criteria*. Poster presentation at the annual meeting of the International Textile and Apparel Association, San Francisco. Abstract published in *Proceedings* (p. 225).

30. Jordan, C.L. and Davis, L.L. (1990, October-November). *Perceptions of business ethics: Student Machiavellian and achievement orientations*. Poster presentation at the annual meeting of the Association of College Professors of Textiles and Clothing, Denver, October-November 1990. Abstract published in *Proceedings* (p. 160).
29. *Hughes, H.P. and Davis, L.L. (1990, October-November). *Home sewers' and fabric store managers' expectations of fabric store sales personnel's product knowledge, education and experience*. Poster presentation at the annual meeting of the Association of College Professors of Textiles and Clothing, Denver. Abstract published in *Proceedings* (p. 139).
28. Davis, L.L., and Lennon, S.J. (1990, October-November). *Effect of clothing attractiveness on valence of first impressions*. Oral presentation at the annual meeting of the Association of College Professors of Textiles and Clothing, Denver. Abstract published in *Proceedings* (p. 61).
27. Davis, L., Dallas, M. J., Markee, N., Harger, B., and Miller, J. (1990, June). *Irritating clothing labels: Assessing the problem*. Poster presentation at the annual meeting of the American Home Economics Association, San Antonio.
26. Davis, L.L., and Lennon, S.J. (1989, October). *Social perception: Methods for measuring our perceptions of others*. Oral presentation at the Sociological and Psychological Aspects of Dress Post-conference Workshop, Atlanta.
25. Lennon, S.J., and Davis, L.L. (1989, October). *Analysis of clothing personal appearance symbols in characterization*. Oral presentation at the Sociological and Psychological Aspects of Dress Post-conference Workshop, Atlanta.
24. *Surerus, J.M. and Davis, L.L. (1989, October). *The effect of 'Crafted With Pride in the USA' cues on evaluations of sweaters made in the USA, a developed country, and a developing country*. Poster presentation at the annual meeting of the Association of College Professors of Textiles and clothing, Atlanta. Abstract published in *Proceedings* (p.128).
23. *Johnson, C.C. and Davis, L.L. (1989, October). *Relationship between fashion leadership and apparel buying behavior among adult Oregon women*. Poster presentation at the annual meeting of the Association of College Professors of Textiles and Clothing, Atlanta. Abstract published in *Proceedings* (p. 88).
22. Davis, L.L. and Lennon, S.J. (1989, October). *Effect of clothing category usage in first impressions*. Oral presentation at the annual meeting of the Association of College Professors of Textiles and Clothing, Atlanta. Abstract published in *Proceedings* (p. 33).
21. Davis, L.L. and Francis, S.K. (1989, October). *Effect of consumer socialization on clothing shopping attitudes and store patronage*. Poster presentation at the annual meeting of the Association of College Professors of Textiles and Clothing, Atlanta. Abstract published in *Proceedings* (p. 91).
20. Francis, S.K. and Davis, L.L. (1989, June). *Consumer grudge holding: An empirical analysis of mother and daughter clothing consumers*. The 1989 Conference on Consumer Satisfaction, Dissatisfaction and Complaining Behavior, The Hague.
19. Francis, S.K. and Davis, L.L. (1989, June). *Effect of consumer socialization on clothing satisfaction*. The 1989 Conference on Consumer Satisfaction, Dissatisfaction and Complaining Behavior, The Hague.
18. Francis, S.K. and Davis, L.L. (1989, June). *Similarities between mothers and daughters in their attitudes toward shopping*. Poster presentation at the annual meeting of the American Home Economics Association, Cincinnati.
17. Davis, L.L., Dallas, M.J., Markee, N., Miller, J., and Harger, B. (1988, October). *Dermatological health problems attributed by consumers to contact with clothing and laundry products*. Oral presentation at the western regional meeting of the Association of College Professors of Textiles and Clothing, Seattle. Abstract published in *Proceedings* (p. 139).
16. Chun, H. and Davis, L.L. (1988, October). *Differences between fashion innovators and non-fashion innovators in their clothing disposal practices*. Poster presentation at the western regional meeting of the Association of College Professors of Textiles and Clothing, Seattle. Abstract published in *Proceedings* (p. 145).

15. Lennon, S.J. and Davis, L.L. (1988, October). *Categorization in first impressions*. Oral presentation at the central regional meeting of the Association of College Professors of Textiles and Clothing, Kansas City. Abstract published in *Proceedings* (p. 48).
14. Davis, L.L. (1987, October). *Fashion innovativeness, fashion opinion leadership, and purchasing involvement*. Poster presentation at the western regional meeting of the Association of College Professors of Textiles and Clothing, Santa Fe. Abstract published in *Proceedings* (p. 128).
13. Thompson, J., and Davis, L.L. (1987, June). *Self-monitoring and perceptions of furniture styles*. Poster presentation at the annual meeting of the American Home Economics Association, Indianapolis.
12. Davis, L.L. (1986, October). *The effect of sex, sex-related clothing and occupational sex-linkage on perceptions of occupational success*. Oral presentation at the national meeting of the Association of College Professors of Textiles and Clothing, Houston. Abstract published in *Proceedings* (p. 69).
11. Lennon, S.J., Davis, L.L., and Fairhurst, A. (1986, October). *Fashion opinion leadership, self-monitoring, and apparel advertising*. Oral presentation at the national meeting of the Association of College Professors of Textiles and Clothing, Houston. Abstract published in *Proceedings* (p. 107).
10. Young, L.P., Davis, L.L. and Noyes, M.B. (1985, October). *The influence of clothing on the perception of professional credibility*. Oral presentation at the western regional meeting of the Association of College Professors of Textiles and Clothing, Napa, CA. Abstract published in *Proceedings* (p. 252).
9. Davis, L.L. (1985, October). *Self-perceived somatotype, body-cathexis, and attitudes toward clothing among college females*. Oral presentation at the western regional meeting of the Association of College Professors of Textiles and Clothing, Napa, CA. Abstract published in *Proceedings* (p. 250).
8. Davis, L.L. and Larkin, J. (1985, October). *Consumer use of informational cues in judgments of clothing quality*. Poster presentation at the western regional meeting of the Association of College Professors of Textiles and Clothing, Napa, CA. Abstract published in *Proceedings* (p. 222).
7. Lennon, S.J. and Davis, L.L. (1985, June). *Individual differences in cognitive complexity and fashion orientation*. Poster presentation at the annual meeting of the American Home Economics Association, Philadelphia.
6. *Folsom, D. and Davis, L.L. (1984, October). *The effect of store image on consumer perceptions of designer and private label clothing*. Oral presentation at the western regional meeting of the Association of College Professors of Textiles and Clothing, Salt Lake City. Abstract published in *Proceedings* (p. 186-187).
5. Davis, L.L. (1984, October). *The effects of physical quality and brand labeling on perceptions of clothing quality*. Poster presentation at the western regional meeting of the Association of College Professors of Textiles and Clothing, Salt Lake City. Abstract published in *Proceedings* (p. 189-190).
4. Davis, L.L. and Lennon, S.J. (1984, June). *Self-monitoring, fashion opinion leadership, and attitudes toward clothing*. Oral presentation at the Psychology of Fashion Conference co-sponsored by the Institute of Retail Management at New York University and the American Psychological Association, New York City.
3. Davis, L.L. (1983, July). *Sex, gender identity, and sex-related clothing behavior*. Oral presentation at the national meeting of the Association of College Professors of Textiles and Clothing, Honolulu. Abstract published in *Proceedings* (p. 67).
2. Davis, L.L. (1983, June). *Judgment ambiguity, self-consciousness, and conformity in judgments of fashionability*. Oral presentation at the annual meeting of the American Home Economics Association, Milwaukee.
1. Davis, L.L. and Miller, F.G. (1981, May). *Public self-consciousness, social anxiety, and attitudes toward the use of clothing*. Poster presentation at the annual meeting of the Midwestern Psychological Association, Detroit.

Invited/Keynote Presentations

8. Burns, L.D. (2011, August). *Design Comfort: People, Planet, Profit*. Keynote address for the Graduate Integrity Conference at King Mongkat's Institute of Technology Ladkbang, Bangkok, Thailand.
7. Burns, L. D. (2002, April). *The 10 Commandments to Being a Student-Centered Organization*. Keynote address for the annual meeting of the National Academic Advising Association Region VIII, Glendelen Beach, OR. Workshop for Academic Advisors at Portland Community College (2002, November). Workshop for the

American Association of Collegiate Registrars and Admissions Officers, Region 5, Glendelen Beach, OR (April 2003).

6. Burns, L.D. (2000, February). *Student Retention at Oregon State University*. Presentation for The College Board Western Regional Meeting, Honolulu. Presentation at the annual meeting of the American Association of Collegiate Registrars and Admissions Officers. April 2000, New Orleans.
5. Burns, L.D. (1996, August). *Do You See What I See? The Effect of Dress on Social Perception*. Distinguished Scholar Lecture at the annual meeting of the International Textile and Apparel Association, Alberta. Presentation published in the *Proceedings* (pp. 5-8).
4. Burns, L.D. (1993, March). *Social Psychology of Clothing*. Presentation at Virginia Tech University, sponsored by the Virginia Tech Graduate Student Assembly and the College of Human Resources, Blacksburg, VA.
3. Burns, L.D. (1991, October-November). *Consumer Adoption of Fashion Symbols: Meaning Construction and Reconstruction*, presentation at the "Theory and Practice in the Study of Fashion: Building Bridges across Sub-disciplines" Symposium at the annual meeting of the International Textile and Apparel Association, San Francisco, October-November 1991.
2. Davis, L.L. (1990, June). *Review of Literature: What Works and What Doesn't*. Presentation for the Publication Workshop, annual meeting of the American Home Economics Association, San Antonio.
1. Davis, L.L. (1988, June). *Getting Research Into Print: What? Where? When? How?* Pre-conference workshop presentation at the annual meeting of the American Home Economics Association, Baltimore, June 1988.

FUNDED TEACHING/PROGRAM AND RESEARCH GRANTS /AWARDS

Teaching/Program Grants/Awards – Total \$258,229

Leslie Davis Burns LL Stewart Faculty Development Award Funded for \$1,800 by the Center for Teaching and Learning	2013
Leslie Davis Burns Global Learning Community Funded for \$2,500 by the Center for Teaching and Learning	2012
Kathy Mullet (PI) and Leslie Davis Burns International Programs Faculty Grant Funded for \$5,000 by the OSU International Programs	2012
Brigitte Cluver (PI) and Leslie Davis Burns Cotton Education Sponsorship Program Funded for \$31,823 by Cotton Incorporated	2010
Leslie Davis Burns Consumer Researchers Group Funded for \$30,000 by the LL Stewart Scholar Award	2008-2010
Leslie Davis Burns Enhancement of the DHE Computer Lab: MLM 218, Funded for \$100,000 (2006) and \$11,675 (2009) from the OSU Technology Resource Fee Committee	2006, 2009
Leslie Davis Burns Enhancement of MLM 333/335 Funded for \$35,000 (2006) and \$5,500 (2009) from the OSU Technology Resource Fee Committee	2006, 2009
Leslie Davis Burns <i>Beyond Scholarship Unbound: Forums for Faculty Rewards and Evaluation</i> Funded for \$9,950 by the Critical Issues Project, W.K. Kellogg Foundation	2001-2002
Leslie Davis Burns WIC (Writing Intensive Curriculum) Department Development Grant	2001

Funded for \$1,446.00 by the OSU Writing Intensive Curriculum Program/Center for Writing and Learning	2000
Leslie Davis Burns	
Course Improvement Grant, Distance and Continuing Education	
Funded for \$3,000 plus technical support to provide improvements to AIHM 577, Fashion Theory.	
Roy G. Arnold and Andrew G. Hashimoto, PI's	1998-1999
C.J. Weiser and Leslie Davis Burns, Conference and Assessment Co-Chairs	
<i>Scholarship Unbound: Reframing Faculty Evaluation and Rewards</i>	
Funded for \$146,511 by the W.K. Kellogg Foundation for a national forum/conference on changing faculty rewards and evaluation systems, post-conference travel, and assessment of OSU's Promotion and Tenure Guidelines	
Leslie Davis Burns	1996
Instructional Media Committee Technologies Grant	
Funded for \$3,000 by the Instructional Media Committee	
Leslie Davis Burns	1995-1996
LL Stewart Faculty Development Award	
Funded for \$975 by the Center for Teaching and Learning	
Zoe Ann Holmes, Leslie Burns, Jean Chambers, Sandra Helmick, and Sam Vuchinich	1995-1996
<i>Building the Foundation for Learning Effectiveness Through World Wide Web Technology for the College of Home Economics and Education</i>	
Funded for \$11,146 by the Technology Resource Fee Committee	
Leslie Davis Burns	1995
World Wide Web Instructional Grant	
Funded for \$1,000 by the Office of Information Services	
Leslie Davis Burns and Cheryl Jordan	1994-1995
LL Stewart Faculty Development Award	
Funded for \$1,109 the Center for Teaching and Learning	
Cheryl Jordan and Leslie Burns	1993-1994
WIC (Writing Intensive Curriculum) Department Development Grant	
Funded for \$1,805.00 by the OSU Writing Intensive Curriculum Program/Center for Writing and Learning	
Leslie Burns, Carol Caughey, and Cheryl Jordan	1992
WIC (Writing Intensive Curriculum) Department Development Grant	
Funded for \$1,500 by the OSU Writing Intensive Curriculum Program/Center for Writing and Learning	

Research Grants – Total \$150,895

Hans Van der Mars and Leslie Burns, PI's	2004-2007
<i>Environmental Analysis of Silverton High School</i>	
Funded for \$10,000 by the College of Health and Human Sciences	
Educators for Socially Responsible Business Practice (ESRAB), PI	2001-2002
Leslie Davis Burns, Contributor	
<i>Socially Responsible Apparel Business: Theoretical Analysis of Codes of Conduct and Identification of Educator Resources for Policy Making.</i>	
Funded for \$1,500 by NCR-65	
Leslie Davis Burns and Brigitte Gaal, PI's	1995-1996
<i>The Role of Catalog Descriptions in Perceived Risk with Catalog Purchases</i>	
Funded for \$2,000 by Burlington Industries/International Textile and Apparel Association	
Leslie Davis Burns, Oregon PI	1991-1998
<i>Human Physiological and Perceptual Responses to Textile-Skin Interface</i>	
Funded for \$98,000 by the Oregon State University Agricultural Experiment Station	
Western Regional AES Project W-175	

Leslie Davis Burns, Oregon PI	1985-1991
<i>Consumer Health Influenced by Clothing and Household Textiles</i>	
Funded for \$26,000 by the Oregon State University Agricultural Experiment Station Western Regional AES Project W-175	
Cheryl L. Jordan and Leslie D. Burns, PI's	1991-1992
<i>The Process of Ethical Decision-Making: Determinants and Moderators</i>	
Funded for \$1,000 by Kappa Omicron Nu	
Leslie D. Burns and Cheryl L. Jordan, PI's	1992
<i>Perceptions of Business Ethics: Apparel Design and Merchandising Students' Orientations</i>	
Funded for \$1,000 by Russell Corporation/Association of College Professors of Textiles and Clothing	
Leslie L. Davis, PI.	1986
<i>The Effect of Sex, Sex-related Clothing, and Occupational Sex-linkage on Perceptions of Occupational Success</i>	
Funded for \$1,720.00 by OSU College of Home Economics	
Leslie L. Davis and Tom C. Peterson, PI's.	1985
<i>Consumer Satisfaction and Dissatisfaction with Clothing and Clothing Purchases</i>	
Funded for \$2,075.00 by the USU College of Family Life Research Council	
Leslie L. Davis, PI.	1985
<i>Consumer Use of Clothing Label Information in Clothing Purchase Decisions</i>	
Funded for \$7,834.00 by the USU Faculty Development Fund	
Leslie L. Davis, PI.	1984
<i>The Effects of Physical Quality and Brand Labeling on Ratings of Clothing Quality</i>	
Funded for \$1,841.00 by the USU College of Family Life Research Council, 1984	

TEACHING EXPERIENCE

- * currently teaching
- ~ developed as new course

Undergraduate

- ~Appearance, Power, and Society
designated as a "Difference, Power, and Discrimination" course in the OSU Baccalaureate Core
- ~Textile and Apparel Market Analysis
designated as a "Writing Intensive Course" in the OSU Baccalaureate Core
- ~Fashion Trend Analysis
- *Global Production and Trade in Textiles and Apparel
- *Retail Merchandising
- Merchandise Planning and Control
- Textiles

Graduate

- ~*Fashion Theory
- Clothing and Human Behavior/Human Behavior and the Near Environment
- ~*Advanced Topics in Human Behavior and the Near Environment
- Aesthetic and Perceptual Theories of the Near Environment
- Topics in Merchandising Management
- Research Methods

INTERNATIONAL TEACHING

Fu Jen Catholic University, Taipei, Taiwan December 2006
Introduction to Fashion Theory and the Global Apparel Industry

Fu Jen Catholic University, Taipei, Taiwan March 2005
Introduction to Fashion Theory and the Global Apparel Industry

GRADUATE STUDENT ADVISING

Major Professor

In progress:

Min Jeong Seo (co-advisor)	Ph.D. candidate
Tracie Tung	Ph.D. candidate
Keith Nishida	Ph.D. candidate
Alexandra Howell	Ph.D. candidate
Ruirui Zhang (co-advisor)	Ph.D. candidate
Hee Jae Jin (co-advisor)	Ph.D. candidate
Eun Young Kim	Ph.D. student
Caroline Smith (co-advisor)	M.S. student

Completed – Ph.D. Students:

Debbie Christel, Ph.D., 2012, OSU

Physically Active Adult Women's Experiences with Plus Size Athletic Apparel

Catherine Jai, Ph.D., 2010, OSU

The Impact of Unsolicited Behavioral Tracking Practices on Consumers' Shopping Evaluations and Attitudes toward Trusted Online Retailers

Brigitte Gaal Cluver, Ph.D., 2008, OSU

Consumer Clothing Inventory Management

Shweta Linga Reddy, Ph.D. (co-advisor), 2008, OSU

Relationship Between Individuals' Social Support and Their Perceptions of Socio-Cultural Appearance Standards

Mi-Jung Kim, Ph.D. (co-advisor) 2008, OSU

Consumer Perceptions of Apparel Products in Internet Shopping

Hsiu-Ju Hsu, Ph.D., 2003, OSU

National Culture and Clothing Values: A Cross-National Study of Taiwan and United States Consumers

Virajada Buasri, Ph.D. (co-advisor), 2002, OSU

Innovativeness and Acceptance of Retirement Housing of Faculty Pre-retirees at Selected Thai Universities

Eunyoung Hyun (Ann) Chang, Ph.D., (co-advisor), 2001, OSU

The Role of Hedonic Shopping Value on Apparel Shopping Satisfaction

Mi-Jeong Choi, Ph.D., 1996, OSU.

The Effect of Textile Knowledge on Categorization and Stereotyping of Textiles

Completed – M.S./M.A. Students:

Jennifer Lee, M.A. (co-advisor), 2013, OSU

Deliver Knowledge or Touch the Mind? The Effect of Informational and Emotional Advertisement Strategy on Sportswear Brand Attitude and Recall

Ruirui Zhang, M.S., 2011, OSU

The Effect of Reputation Systems and On-line Chat Services on Consumers' Responses Toward Unfamiliar Retailers

- I-Hui (Ivy) She, M.S., 2010, OSU
The Effect of Retailers' Rebranding Processes on Consumers' Perceptions of a Rebranded Brand
- Lauren Stewart, M.S., 2010, OSU
Effect of Consumers' Perceptions of Political Figures on Source Credibility and Attitude Toward Apparel
- Seunghye Cha, M.S., 2009, OSU
Consumer Responses after an Unsatisfactory Online Apparel Shopping and Return Experience: Shopping Orientations and Perceived Justice Approaches
- Chih-Min Ti, M.S., 2009, OSU
The Effects of Window Display Settings and Background Music on Consumers' Mental Imagery, Arousal Response, Attitude, and Approach-Avoidance Behaviors
- Sarah E. Fister, M.S., 2009, OSU
Consumers' Shopping Value and Their Responses to Visual Merchandise Displays in an In-store Retail Setting
- Meagon Bell, M.S., 2008, OSU
Prestige Seeking Consumer Behavior and Evaluative Criteria of Premium Brand Jeans
- Jatinder Kaur, M.S. 2008, OSU
Indian Apparel Consumption: A Cross-Cultural Comparison of First Generation and Second Generation Indian American Females
- KoEun Shin, M.S., 2007, OSU
Factors Influencing Perceived Credibility of Consumer Reviews: Apparel Online Shopping
- Duck Weon Lee, M.S., 2006, OSU
Quick Response: Successes and Challenges
- Sandy Burnett, M.S., (co-advisor), 2006, OSU
Internal and External Trigger Cues of Impulse Buying Online
- Chun-lan (Denise) Yeh, M.S., 2005, OSU
Clothing Evaluative Criteria: A Comparison between Hedonic Shoppers and Utilitarian Shoppers
- Yu Chi Cheng, M.S., 2005, OSU
Determinants of Consumer Behavior toward Counterfeit Products: Involvement and Attitudes toward Brand Equity
- Kumiko Watanabe, M.S., 1999, OSU
Meanings Attributed to the furisode by Japanese College Students Living in Japan and the United States
- Brigitte Gaal, M.S. 1996, OSU.
Apparel Descriptions in Catalogs and Perceived Risk Associated with Catalog Purchases
- Hsiu-Ju Hsu, M.S., 1995, OSU.
Clothing Evaluative Criteria: A Cross-National Comparison of Taiwanese and United States Consumers
- Pei-Chun Chen, M.S., 1995, OSU.
A Cross-National Comparison of Parent-Consumers' Evaluative Criteria Used in Purchasing Pre-School Children's Apparel
- Kyoung-Nan Kwon, M.S., 1993, OSU.
Korean and U.S. College Women's Fashion Information Seeking
- Mi-Jeong Choi, M.S., 1993, OSU.
Relationships Among Involvement Characteristics, Fashion Innovativeness and Fashion Opinion Leadership of Female College Students
- Shi-Jean Cho, M.S. 1992, OSU.
The Effect of Consumers' and Salespersons' Age on Perceptions of Salespeople
- Heidi Hughes, M.S. 1990, OSU.
Home Sewers' and Fabric Store Managers' Expectations of Fabric Store Sales Personnel's Product Knowledge, Education, and Experience
- Cheryl Johnson, 1989, M.S., OSU.
Relationship Between Fashion Leadership and Apparel Buying Behavior Among Adult Oregon Women

Karen Hennessy, 1989, M.A., OSU.

The Effect of Music in Fashion Video Advertisements on Attitude Toward Apparel Brand

Jo Anne Surerus, 1989, M.S., OSU.

The Effect of 'Crafted With Pride in the USA' Cues on Evaluations of Sweaters Made in the USA, a Developed Country, and a Developing Country

Ho-Kyung Chun, 1987, M.S., OSU.

Differences Between Fashion Innovators and Non-fashion Innovators in Their Clothing Disposal Practices

Dawna F. Baugh, 1985, M.S., Utah State.

The Effect of Store Image on Consumer Perceptions of Designer and Private Label Clothing

Ting Ting Wai, 1982, M.S., San Diego State.

Social Change and Fashion Change in Mainland China: 1970-79

Committee Member (Since 2000)

Eileen Celantano	Ph.D.	DHE	in progress
Casey Stannard	Ph.D.	DHE	in progress
Mellisa Caldwell	Ph.D.	DHE	in progress
Laura Kane	Ph.D.	DHE	in progress
Elizabeth Halbauer	M.S.	DHE	in progress
Rachael Haas	M.S.	DHE	in progress
Kelly Reddy-Best	Ph.D.	DHE	2013
Elizabeth Hodgins	M.S.	AREC	2013
Matthew Tobek	M.S.	DHE	2013
Rachel Sullivan	M.S.	DHE	2013
Jennifer Mower	Ph.D.	DHE	2011
Jungmin Yoo	Ph.D.	DHE	2010
Althea Turner	Ph.D.	DHE	2010
Amy Scarborough	Ph.D.	DHE	2009
Sarah Song	M.S.	DHE	2009
Toshiko Yamamoto	Ph.D.	DHE	2008
Jennifer Weiss	M.S.	DHE	2008
Katy Mullis	M.S.	DHE	2008
Tamara Clayton	M.S.	DHE	2007
Martha Varela	M.Ed.	CSSA	2006
Marianne Egan	M.S.	DHE	2005
Andrea Serda	M.S.	DHE	2005
Tricia Johnson	Ph.D.	DHE	2004
Kimberly Drage	M.S.	Anthro	2003
Maryann Lundin	M.S.	AIHM	2003
Lily Fidzani	M.S.	AIHM	2002

POST-DOCTORATE SCHOLARS (Since 2000)

Hye-Jung Park, 2003-2004

Eunyoung Jang, 2002-2003

Ho-Kyoung Chun, 2000-2001

Oregon University System/Oregon State System of Higher Education

OUS Retention Work Group, 1999-2000.

Interinstitutional Assessment Council, 1996-2000.

OSSHE Critical Thinking Summit, participant, 1996.

Graduate Education and Research 2010 Advisory Panel, member, 1995-1996.

University

Faculty Senate Promotion and Tenure Committee, member, 2013-2016, 1993-96, chair 1995-1996

University Budget Committee, member, 2011-2014

RCM Budget Model Principles Task Force, 2013-2014

International Studies Certificate Task Force, member, 2012-2013

Search Committee, Work/Life Coordinator, member, 2012

Search Committee, Director, OSU Alumni Association, member, 2010-2011

Search Committee, Women's Basketball Head Coach, member, 2010

President, Faculty Senate, 2010

Faculty Senate Executive Committee, member, 2008-2011; chair, 2010

Campus Planning Committee, member, 2008-2011

Athletic Advisory Committee, member, 2008-2011

Advisory Council on Budgets and Strategic Planning, member, 2009

Strategic Alignment and Budget Reduction Review Committee, member 2010

University Cabinet, 2010

Integrated Marketing Executive Cabinet, 2010

Nominations Committee, 2011

Classroom Renovation Committee, member, 2006-2007

Search Committee, Director of Women's Advancement and Gender Equity, chair, 2006-2007

Center for Teaching and Learning Advisory Committee, member, 2006-2007

Athletic Advisory Committee, member, 2005-2006

University Assessment Council, chair, 2005-2006

Academic Standing Committee, chair, 2005-2006

Task Force to Review Student Athlete Academic Services, member, 2005

Search Committee, Associate VP for Institutional Advancement, member, 2005

Search Committee, Director of Academic Programs, member, 2004

Conflict of Interest Committee, member, 2003-2004

Enrollment Management Committee, member, 2003-2004

Misconduct Investigation Committee, Research Office, chair, 2002-03

OSU 2007: Curricular Issues Planning Team, member, 2002

Search Committee, Associate Provost for Academic and Student Affairs – Cascades Campus, chair, 2001

Search Committee, Director of Student Involvement, member, 2001

Trademark/Licensing Task Force, member, 2000-2001

Task Force on Graduate Level Learning, member, 2000-2001

Central Oregon Campus Planning Team, member, 2000

Student Services Sub-Committee, chair, 2000

Diversity Programs Work Group, member, 2000

Compelling Learning Experience Task Force, member, 1999-2000

Graduate School Review Task Force, member, 1999-2000

Difference, Power, and Discrimination Task Force, ex-officio member, 1999-2000

Beaver Orientation Team, member, 1998-2000

Technology Resource Fee Allocation Committee, member, 1998-2000

Advancement of Teaching Committee, ex-officio member, 1997-2000
Student Assessment of Teaching Task Force, ex-officio member, 1997-1998
Undergraduate Education Council, member, 1996-2000
Retention Work Group of the Undergraduate Education Council, chair, 1996-2000
Curriculum Council, ex-officio member, 1996-2000
Academic Advising Council, member, 1996-2000
Transitions Group, co-chair, 1996-1997
Interinstitutional Faculty Senate, member, 1996
Promotion and Tenure Guidelines Review Committee, member, 1994-1995
Faculty Productivity and Workload Task Force, chair, 1993-1994
Graduate Council, member, 1992-95, chair, 1993-1994
 Category II Proposal Sub-Committee, chair, 1993-1995
 Food Science and Technology Program Review Committee, chair, 1994
Faculty Senate, member, 1992-1994
 Executive Committee of the Faculty Senate, 1994-1995
Faculty Women's Network Advisory Board, member, 1992-96; chair, 1993-1995
Faculty Associate, Office of Academic Affairs, 1992-1993
 President's Cabinet, 1992-1993
 Deans' Council, member, 1992-1993
Task Force on Student Affairs Division Reorganization, member, 1992
Student Recognition and Awards Committee, member, 1988-1991, co-chair, 1990
Student Activities Committee, member 1987-1990 and Sp 1992, co-chair, 1990

Agricultural Experiment Station

State Agricultural Experiment Station Leadership Development Course, Indianapolis, September-October 1991.
Oregon State Agricultural Experiment Station
 Chair, AES Regional Project W-175 Technical Committee, 1986, 1992
 Objective 2 Chair, AES Regional Project W-175, 1987-1988, 1993
 Proposal Reviewer, OSU AES Projects, 1986
External Reviewer:
 Nevada Agricultural Experiment Station project, 1994
 Minnesota Agricultural Experiment Station project, 1990
Agricultural Experiment Station *Western Regional Coordinating Committee-23, Clothing and Textiles*
 Attended annual meetings, 1982-1986
 Contributor, *Thermal Comfort and Energy Efficient Textiles Bibliography*, 1983

College of Business

Tech Tuesday Task Force, member, 2012-2013
College of Business Leadership Council, member, 2012
Strategic Planning Task Force, member, 2012
COB-DHE Transition Task Force, co-chair, 2012

College of Public Health and Human Sciences

Administrative Team, 2004-2012
Search Committee, Associate Dean for Research and Graduate Programs, chair, 2011.
Promotion and Tenure Policy Committee, member, 2002
Review Committee, Head Advisor, Health and Human Sciences, co-chair, 2002.
Search Committee, Dean, Health and Human Sciences, member, 2001
Faculty Awards Task Force, member, 1998-1999
Curriculum Committee, member, 1987-88, 1990-96, co-chair, 1991-1992, chair 1995-1996

Faculty Productivity Task Force, member, 1993-1994
Promotion and Tenure Committee, member, 1992-1994
Family Study Center Dedication Committee, member, 1992
ad hoc Committee on Family Study Center utilization policy, member, 1990
ad hoc Committee on College Long Range Plan, member 1989
Faculty Development Committee, chair, 1988-1990
Graduate Committee, member, 1986-1987
Research Grants Committee, member, 1985-1987
ad hoc Committee on Fund Development, member 1985-1986

Department of Design and Human Environment

Graduate Committee, member, 1985-1995; chair, 1988-1992
Grievance/Retention Policy Committee, member, 1988-1989, 1992-1993; chair, 1993-1994
Department Faculty Search Committees, member/co-chair

CONSULTING EXPERIENCE (Since 2000)

Research Consultant, Energy Integration Technologies, 2006-2008
Scientific Excellence Advisor, National Textile Center, 2003-2008

PROFESSIONAL SERVICE (Current Membership)

International Textile and Apparel Association

member 1982-present

Awards

Educator of the Year, 2001
Fellow, 1997
Distinguished Scholar-Lecturer, 1996

Clothing and Textiles Research Journal

Associate Editor, 1995-1997
Reviewer/Editorial Board, 1984-1994

Offices Held

President, 2007-2008; President-elect, 2006-2007; Counselor, 2008-2009
Vice President for Publications, 2000-2002
Vice President for Program Development, 1989-1991
Counselor, Western Region, 1987-1988
President, Western Region, 1986-1987
Western Region Executive Board, 1983-1986

National Committees

External Relations Committee, Chair, 2011-2013
2004 Annual Conference, Chair
Publications Policy Committee, member 1998-2000
Nominations Committee, member, 1997
Strategic Planning Committee, member, 1992-1995
Evaluations Committee, Annual Meeting, Chair, 1991
Workshops and District Events Committee, Chair, 1989-1991
Development Fund Committee, member, 1988-1989

Research Committee, member, 1986, 1988-1989
Subject Matter Clarification, paper reviewer, 1988
Organization Restructuring Committee, member, 1987, 1988
Futures Committee, member, 1985-1986

Western Region Committees

Directory Committee, Chair, 1985-1986
Membership Committee, member, 1982-1984

Other

Co-Chair, Korean Society of Textiles and Clothing – ITAA Joint Symposium, November, 2014
Co-Chair, Korean Society of Textiles and Clothing – ITAA Joint Symposium, November, 2012

Korean Scholars of Marketing Science

member 2008-present

Associate Editor, *Journal of Global Scholars of Marketing Science*, Fashion Marketing, 2009 - present.

Co-Editor, Special edition of *Journal of Global Academy of Marketing Science*. 2010.

Editorial Board, *Journal of Global Fashion Marketing*, 2010-present.

Co-Editor, Special edition of *Journal of Global Fashion Marketing*, 2011.

Co-Chair, Global Marketing Conference at Singapore, July 2014

Co-Chair, Global Marketing Conference at Seoul, July 2012

Chair, Global Fashion Marketing Track

Co-Chair, KAMS-ITAA Joint Symposium *Global Trends in Clothing and Textiles Marketing*, September 2010, Tokyo.

Co-Chair, KAMS-ITAA Joint Symposium *Fashion Marketing Research in a Turbulent Environment*, October 2009,
Schaumburg, IL

Co-Chair, KAMS-ITAA Joint Symposium *Global Trends in Fashion Marketing Research*, November 2008, Bellevue,
WA

Educators for Socially Responsible Apparel Business

founding member, 2000-present

Higg Index Educational Summit, member, 2013-present