

CURRICULUM VITA

NAME: Ann Marie Fiore

CURRENT POSITION: University Professor
Associate Chair
Director of Graduate Education
Department of Apparel, Events, and Hospitality Management
College of Human Sciences
Iowa State University
Ames, Iowa 50011-1121

EDUCATION:

<u>Date</u>	<u>Degree</u>	<u>Institution</u>	<u>Major</u>
1988	PhD	University of Minnesota	Design, Housing, and Apparel
1984	MA	University of Minnesota	Design, Housing, and Apparel
1981	BS	Rutgers University	Clothing, Textiles, and Design

DISSERTATION TITLE: Effect of an Image Consulting Program on Self Esteem of Women Clients

POSITIONS HELD:

- 2016-present University Professor
Department of Apparel, Events, and Hospitality Management
Iowa State University
Ames, IA 50011-1121
- 2006-2016 Professor
Department of Apparel, Events, and Hospitality Management
Iowa State University
Ames, IA 50011-1121
- 1995–2006 Associate Professor
Department of Apparel, Events, and Hospitality Management
Iowa State University
Ames, IA 50011-1121
- 1989-1995 Assistant Professor
Department of Textiles and Clothing
Iowa State University
Ames, IA
- 1988-1989 College Instructor (6/88-5/89)
Minneapolis College of Art and Design
Minneapolis, MN

- 1985-1989 Self Employed Consultant
- 1982-1989 Teaching Assistant/Instructor (1/82-6/89)
 University of Minnesota
 St. Paul, MN
- 1982-1983 Research Assistant (1/82-6/83)
 University of Minnesota
 St. Paul, MN

POSITION RESPONSIBILITY STATEMENT:

Date	Teaching/Service/Graduate Program Administration			Research		
	Teaching	Research	Outreach Professional Practice	Institutional Service	Advising	
Fall 2004–present	75-80%			20-25%		
Fall 1999–Spring 2004	55%	25%	10%	10%		

HONORS, AWARDS, AND RECOGNITIONS:

- 2016 ISU University Professor
- 2014 ISU Exemplary Faculty Mentor Award (one of 16 faculty recognized)
- 2013 Visiting Scholar for Wuhan Fashion Week (Wuhan, China)
- 2013 ISU Margaret Ellen White Graduate Faculty Award
- 2012 Major professor for the student, Eunjoo Cho, receiving second place ITAA Dissertation Research Award
- 2011 Major professor for the student, Eunjoo Cho, receiving an ISU Graduate College Research Excellence Award
- 2011 Co-major professor for the student, Juhee Kang, receiving an ISU Graduate College Research Excellence Award
- 2011 International Textiles and Apparel Association Conference. Nominee for the Paper of Distinction Award in the Merchandising/Retailing II Visual & Promotion category. Son, J., Sadachar, A, Manchiraju, S., **Fiore, A. M.**, &

- Niehm, L. Consumer adoption of online collaborative co-design. *International Textiles and Apparel Association Conference*. Philadelphia, Penn.
- 2010, 2011 CHS Nominee for the Iowa State University International Service Award
- 2010 Visiting expert at the Wuhan Textiles University International Academic Forum of Fashion Culture
- 2010 College of Human Sciences International Service Award
- 2009-2012 Chutian Visiting Scholar Honor from Wuhan University of Science and Technology, Wuhan, China (now, Wuhan Textiles University)
- 2009 Visiting expert at the University of Pretoria, South Africa, **Fiore, A. M.**, and Karpova, E.
- 2009 International Textiles and Apparel Association Conference Best Paper in the visual merchandising II track. Niehm, L., & **Fiore, A.M.** Main Street makeover marathon: Partnering to enhance rural businesses and entrepreneurial learning for students.
- 2009 Major professor for the student, Eunjoo Cho, receiving the ITAA Marjorie Joseph Scholarship
- 2009 Major professor for the student, Eunjoo Cho, receiving the ITAA Sara Douglas Professional Promise Fellowship
- 2009 International Textiles and Apparel Association Fellow
- 2009 Member of the first cohort of the ISU Emerging Leader Academy
- 2008 International Textiles and Apparel Association Conference Best Paper nomination in the visual merchandising track. Jeong, S.W. & **Fiore, A.M.** The role of experiential value from product presentation on consumer responses towards an apparel website
- 2008 W. Bradford Wiley Memorial Best Research Paper of the Year Award. Oh, H., **Fiore, A. M.**, & Jeong, M. Measuring Experience Economy Concepts: Tourism Applications
- 2008 Major professor for the student, Kun Song, receiving an ISU Graduate College Research Excellence Award
- 2005-2008 Scientific Excellence Advisor for the National Textiles Center
- 2007 Initiator of project leading to Iowa Department of Economic Development's Main Street Iowa Award for Best Partnership Effort Between Organizations

- 2006 Major professor for the student, Yi-Tung Lo, receiving a Direct Marketing Educational Foundation scholarship
- 2006 Keynote speaker at the International Forum on Textile Science and Engineering For Doctoral Candidates. Shanghai, China, November 3
- 2006 Major professor for the student, Kun Song, receiving the International Textiles and Apparel Association Lois Dickey Dissertation Fellowship Award
- 2004 National Tourism Association's Travel and Tourism Research Association Conference Best Paper Award from 70 research papers. Oh, H., **Fiore, A. M.**, Jeong, M. (2004). Conceptualizing and measuring the four realms of tourism experience
- 2003 Emerald Publications Literati Club Highly Commended Award. **Fiore, A. M.** (2002). Effects of experiential pleasure from a catalogue environment on approach responses towards fashion apparel. *Journal of Fashion Marketing and Management*. Selected by Emerald journal editors and editorial boards
- 2002 Major professor of student, Hyun-Jeong Jin, receiving the International Textiles and Apparel Association Master's Level Research Award.
- 2000 Panhellenic Councils Faculty Appreciation
- 2000 VEISHEA Faculty Member of the Year for the College of Family Consumer Science
- 2000 College of Family Consumer Science Career Teaching Award
- 1999 Panhellenic Councils Faculty Appreciation
- 1997 ISU University Museums Teaching Award
- 1997 Panhellenic Council Teaching Award
- 1995 Helen LeBaron Hilton Teaching Award (College of Family and Consumer Sciences Award)
- 1994 Wakonse Fellow (Center for Teaching Excellence University Teaching Award)
- 1994 American Textile Manufacturers Institute Award for excellence in curriculum reform. Award given to the (ISU) Textile and Clothing faculty.
- 1990 Order of Omega Favorite Faculty Member Award

MAJOR FIELDS OF TEACHING, RESEARCH, CREATIVE ACTIVITIES AND EXTENSION/
PROFESSIONAL PRACTICE:

Research:

- Experiential marketing and consumer aesthetics: How experiential/aesthetic (multi-sensory, affective, and cognitive) aspects of promotional environments affect consumer behavior

Teaching:

- Aesthetic/experiential aspects of branded products and environments affecting consumer behavior (courses: AESHM 342, AESHM 545)

GRANTS AND PROJECTS FUNDED OR UNDER REVIEW:

Competitive Support

Extramural

2018	Chung, T-L., Fiore, A. M., Hurst, J., Niehm, L., Tang, L. (<i>Submitted</i> February. Co-PIs after Chung are in alphabetical order.) How does a direct selling company's digital presence influence representatives' sales performance in digital and non-digital channels? Direct Selling Educational Foundation. \$ 3,696 plus travel TBD.
2017-2021	Niehm, L., Fiore, A.M. , Hurst, J., Tang, R. & Chung, T. Identifying opportunities for food and fiber-related business ventures: Addressing the challenges of business ownership for underserved populations in Iowa's small and rural communities IAHEES Project # IOW03706. Co-PI.
Fall 2015-Spring 2019	Fiore, A. M. , Niehm, L, Hurst, J., Sadachar, A., Chung, T., Karpova, E., Sanders, E., Brandari, V., Pookulangara, S., Armstrong, C., Correia, A-P., & Swinney, J. A multi-dimensional approach to meet 21 st Century Retailing Education and Industry Challenges for India and the US. Obama-Singh 21 st Century Knowledge Initiative (OSI) US INDIA Educational Foundation, \$190,000. Lead PI. (Funding started February, 2016)
2011-2016	Niehm, L., Fiore, A.M. , Hurst, J. & Tang, R. Building competitive strategies to enhance rural food and fiber related product, service, tourism, and experience-based small businesses. IAHEES Project # IOW03706. Co-PI.

- Summer 2011 Quadri, D., **Fiore, A. M.**, & Martin, K. An experience economy approach to enhancing Chautauqua-Lake Erie area wine tourism. North East Sustainability Agriculture Research and Education (Sustainable Community Grant). \$15,000. Co-Lead PI.
- Spring 2010 Niehm, L. & **Fiore, A. M.** Main Street Makeover. Grinnell Chamber of Commerce, \$15,000 in-kind, \$13,000 to ISU. (end date 2010) Co-Lead PI.
- Summer 2009 **Fiore, A. M.**, & Karpova, E. Cooperative educational and research efforts between two AESHM programs of the University of Pretoria and Iowa State University: Solidifying preeminence through strategic partnerships. University of Pretoria, South Africa, \$3,000 (equivalent).
- Spring 2009 **Fiore, A. M.** & Niehm, L. The next step: Main Street Iowa and Iowa State University's collaboration to enhance businesses of Iowa communities: Elkader. IDED, Main Street Iowa, \$38,700 in-kind, \$2,200 to ISU. (end date 2009) Co-Lead PI.
- 2007-2012 Niehm, L., **Fiore, A. M.**, Kadolph, S., & Hurst, J. Identifying Opportunities for Rural Businesses, Producers, and Consumers: Fiber-related Products in the Global Market. IAHEES Project # IOW03706. PI.
- 2007-2008 **Fiore, A. M.** & Niehm, L. The next step: Main Street Iowa and Iowa State University's collaboration to enhance businesses and student attitude towards opportunities of Iowa communities (Oskaloosa). IDED, Main Street Iowa, \$8,000 in-kind, \$13,337 to ISU. (end date 2008) Co-Lead PI.
- Spring 2006 Niehm, L., **Fiore, A. M.**, & Jeong, M. Pop-up retail's acceptability as an innovative business strategy and enhancer of the consumer shopping experience. International Council of Shopping Centers, \$15,000 (end date 2007). Co-PI.
- Spring 2005 Jeong, M., **Fiore, A.M.**, Hausafus, C., Niehm, L., & Oh, H. Strengthening competitive advantage of rural businesses with e-commerce and experience economy strategies. Southern Rural Development Center, \$14,999 (end date 2006). Co-PI.
- 2004-2007 **Fiore, A.M.**, Oh, H., Jeong, M., Niehm, L., & Hausafus, C. An innovative rural entrepreneurship model for Family and Consumer Sciences curriculum. USDA Challenge Grant, \$99,941 (end date 2007). Lead PI.

- Fall 1998 **Fiore, A. M.** Effect of fabric swatches and imagery text in catalogs on consumer behavior towards a product. International Textiles and Apparel Association Faculty Fellowships and Awards, \$1000 (end date 1999). PI.
- Summer 1996 **Fiore, A. M., & Yan, X.** Effect of environmental fragrancing in merchandise presentation on consumers' aesthetic experience, attitude, and purchase intention toward apparel products. International Textiles and Apparel Association Faculty Fellowships and Awards, \$2000 (end date 1997). Graduate student's major professor, Lead author of proposal.
- Intramural
- Fall 2016-Spring 2017 Olson, E., Chung, T., Coleman, S., Fiore, A.M., Hurst, J., & Niehm, L. (Co-PIs listed alphabetically). Needs assessment and video-enriched workshops for small food operations in underserved communities in Iowa. HSEO Engaged Grant, \$11,941.
- Fall 2015 Lee, K-E., & Fiore, A. M. Educational adaptivity and professional skills development through interactive window display creation in an independent study. Helen LeBaron Hilton Fund, \$2500.
- Spring 2015 Li, R., **Fiore, A. M.**, & Chung, T. Understanding Chinese online individual sellers and investigating their marketing and management strategies. CHS Louise Rosenfeld Fund, \$980. Co-Major Professor.
- Fall 2014 Damhorst, M.L., **Fiore, A. M.**, Bennett, S., Chung, T., Lee, Y-A., Sadachar, A., Sanders, E., Thye, A., & Xiang, C. (Funded). Building a Window to Asia for AESHM Students. ISU CIP, \$5000.
- Fall 2014 Lee, K-E., & **Fiore, A.M.** Measuring the Impact of Experiential Learning Associated with the Pop-Up Shop Project for the Fashion Show. ISU's Graduate College, Center for Excellence in Learning and Teaching (CELT), and the national Center for Integration of Research, Teaching and Learning (CIRTL). \$1250 plus funding for an undergrad assistant. Advisor.
- Spring 2013-2015 Sanders, E., **Fiore, A. M.**, as part of Apparel, Merchandising, & Design faculty. Cyclone research partnership grant, \$15,000. Team member.
- Fall 2012-Spring 2014 Chung, T., Baytar, F., **Fiore, A. M.**, Lee, Y-A., Crawford, D. Enhancing students' communication and critical thinking skills: Development and application of an international crowdsourcing

platform. CHS Innovative Teaching Initiative, \$29,977. Team member.

- Fall 2012 Sanders, E. & **Fiore, A.M.** 2012–2013 Graduate College RECRUIT grant application for Apparel, Merchandising, and Design. ISU Graduate College, \$2000. Co-PI.
- Spring 2012 **Fiore, A. M.** Building a web of excellence to attract top international AESHM graduate students. Council of International Programs. \$5000 (plus \$8128 from CHS and AESHM). PI.
- Spring 2011 Chung, T-L., Marcketti, S. & **Fiore, A.M.** Assessing the impact of social network services on art museums' performance and relationships with visitors. College of Human Sciences Seed Grant for Untenured Faculty 2011-2012, \$9,995. Research mentor.
- Spring 2009 **Fiore, A. M.,** & Karpova, E. Cooperative educational and research efforts between two AESHM programs of the University of Pretoria and Iowa State University: Solidifying preeminence through strategic partnerships. College of Human Sciences Julia F. Anderson Fund, \$2,500 (end June 2010). Lead PI.
- Spring 2009 **Fiore, A.M.,** Niehm, L., Burke, S., Edelman, M, Garasky, S., Hurst, J., Russell, D., Seeger, C. Phase II: Completion of the RRCI Website to define, assess, and improve community features that expand human potential and economic development. College of Human Sciences Entrepreneurial Program Initiative, \$25,000 (end June 2010) Co-Lead PI.
- Fall 2007 **Fiore, A. M.** Europe field study. ISU Study Abroad Center Leader Grant, \$535 (end date 2008). Author of proposal, tour leader.
- Fall 2007 **Fiore, A. M.,** Niehm, L., Fairchild, E., Garasky, S., Hurst, J., Jeong. M., Kadolph, S., Karpova, E., Marcketti, S., Oh, H., Russell, D., Seeger, C., Swenson, D., & Welk, G. Tapping reasons for the Iowa brain drain through focus groups of ISU graduating seniors. College of Human Sciences, \$2,690. Co-Lead PI.
- Fall 2007 **Fiore, A.M.,** Karpova, E., & Damhorst, M.L. Development and promotion of a new dual degree textiles and clothing graduate program. CIP, \$4,998 (end date June 30, 2008). Lead PI.
- Spring 2007 **Fiore, A. M.,** Niehm, L., Fairchild, E., Garasky, S., Jeong. M., Kadolph, S., Karpova, E., Marcketti, S., Oh, H., Russell, D., Swenson, D., & Welk, G. Developing a rural renaissance community index to define, assess, and improve community features to expand human potential and economic development.

College of Human Sciences Entrepreneurial Program Initiative, \$18,622 (end date 2008). Co-Lead Investigator.

- Spring 2007 **Fiore, A.M.** & Niehm, L. Fostering entrepreneurial behaviors in students and rural communities: Build persuasive communication skills through learning modules. Pappajohn Center/Kauffman Foundation, \$5,000 (end date 2007). Co-PI.
- Fall 2003 **Fiore, A. M.** Europe field study. ISU Study Abroad Center Leader Grant, \$1,000 (end date 2004). Author of proposal, tour leader.
- Spring 2003 **Fiore, A.M.**, Oh, H., & Jeong, M. Applying the concept of the experience economy to enhance Iowa tourism. CFCS Research Incentive Grant, \$5000 (end date 2004). Co-PI.
- Spring 2002 **Fiore, A.M.**, Jeong, M., & Lee, S-E. Joseph Pine and James Gilmore (Experience Economy) nomination for the Helen LeBaron Hilton Endowed Chair of the College of Family and Consumer Sciences. CFCS Helen LeBaron Hilton Endowed Chair Fund (end date 2003). Lead author of proposal.
- Spring 2002 **Fiore, A. M.** Europe field study. ISU Study Abroad Center Leader Grant, \$250 (end date 2002). Author of proposal, tour leader.
- Spring 2000 **Fiore, A. M.**, Hendrich, S., Elsbernd, A., & Hayward, C. Wireless technology for cost effective expansion of cfcs facilities and innovative student instruction. ISU Computer Advisory Committee, \$44,527 (end date 2001). Lead author of proposal.
- Spring 2000 **Fiore, A. M.** Europe field study. ISU Study Abroad Center Leader Grant, \$1000 (end date 2000). Author of proposal, tour leader.
- Fall 1999 **Fiore, A. M.**, Kunz, G., Campbell, J. R., & Lee, S-E. Factors affecting success of mass customization of apparel products: Focus on the consumer. CFCS Research Incentive Grant, \$3,233 (end date 2000). Lead PI.
- Spring 1999 **Fiore, A. M.**, Hendrich, S., Hayward, C., & Noren, D. Computer laboratory equipment for the College of Family and Consumer Sciences. ISU Computer Advisory Committee, \$42,921 (end date 2000). Co-PI.
- Summer 1998 **Fiore, A. M.** Leader Grant for a field study to Europe. ISU Study Abroad Center Leader Grant, \$1,200 (end date 1998). Author of proposal, tour leader.
- Summer 1997 **Fiore, A. M.** International Confluence Symposium in Lyon France.

- ISU Foreign Travel Grant, \$700 (end date 1997). PI.
- Spring 1997 **Fiore, A. M.** Travel to London in preparation for an international field study experience. CFCS Julia F. Anderson Fund, \$100 (end date 1997). PI.
- Spring 1997 **Fiore, A. M.**, & Prater, J. Development of interactive courseware: Aesthetic connections between multi-sensory stimuli. Part one: Perceiving visual and musical form. ISU Instructional Development Grant, \$1,395 (end date 1998). Lead-developer of proposal/project.
- Spring 1996 Damhorst, M. L., & **Fiore, A. M.** Postmodernism and the Paris couture. Presentation to TC department by Patrick Hetzel of the University of Lyon, France. TC Development Fund, \$245 (end date 1996). Co-author of proposal.
- Summer 1995 **Fiore, A. M.** International Aesthetics in Practice conference travel. ISU Foreign Travel Grant, \$1,000 (end date 1995). PI.
- Spring 1995 **Fiore, A. M.** International Aesthetics in Practice conference travel. CFCS Julia F. Anderson Fund, \$300 (end date 1995). PI.
- Winter 1994 **Fiore, A. M.** Implementation of ModaDrape software. CFCS Grace Olson Award, \$1,000 (end date 1995). PI.
- Winter 1991 **Fiore, A. M.** Factors influencing appropriateness of olfactory cues of fragrances for professional appearance. CFCS Research Incentive Grant, \$1,000 (end date 1992). PI.
- Winter 1991 Damhorst, M. L., & **Fiore, A. M.** Factors influencing the appropriateness of aesthetic characteristics of clothing and of olfactory cues of fragrances for professional appearance. Graduate College Research Grant, \$122 (end date 1992). Co-PI.
- Fall 1990 **Fiore, A. M.** Factors influencing appropriateness of olfactory cues of fragrances for a professional appearance. CFCS Professional Advancement Grant, \$500 (end date 1991). PI.
- Fall 1989 **Fiore, A. M.**, & Damhorst, M. L. Consumer evaluation of pants styles and quality. CFCS Research Grant, \$110 (end date 1990). Co-PI.
- Fall 1989 **Fiore, A. M.** Olfactory elements of fragrance as cues in impression formation. Graduate College Research Incentive Grant, \$130 (end date 1990). PI.

Non-competitive Support (including in-kind support)

Extramural

- Spring 2000 **Fiore, A. M.** PAD computer aided design software. PAD in-kind donation of software to the department, \$4,000 off educational price. TC Technology Coordinator.
- Fall 1999 **Fiore, A. M.** Fabric donations for student use in product development. Lands' End in-kind donation of fabric to the department, \$500. Product development course instructor using fabrics.
- Spring 1999 **Fiore, A. M.** Effect of imagery text and fabric swatches in catalogs on consumer attitude, purchase intention, satisfaction, and product return. Territory Ahead in-kind donation of garments, \$500. PI.
- Spring 1999 **Fiore, A. M., & Campbell, J. R.** Monarch computer aided design software. Monarch in-kind donation of software to the department, \$90,000 off industry price. TC Technology Coordinator, Instructor of course using software.
- Summer 1998 **Fiore, A. M.** Effect of imagery text and fabric swatches in catalogs on consumer attitude, purchase intention, satisfaction, and product return. Territory Ahead in-kind donation of garments for stimuli, \$300. PI.
- Fall 1994 **Fiore, A. M., & Roelker, P.** An exploration of the cognitive and affective responses involved in the consumption of women's swimwear. Carol Woir Swimwear, \$1800 (end date 1995). Graduate student's major professor, Co-author of proposal.
- Fall 1994 **Fiore, A. M., & Roelker, P.** An exploration of the cognitive and affective responses involved in the consumption of women's swimwear. Ann Terrie Swimwear, \$100 (end date 1995). Graduate student's major professor, Co-author of proposal.
- Winter 1991 **Fiore, A. M.** Aesthetic aspects of fragrance and their role in impression formation. Arcade Inc. donation of scent strips, approximate value \$85. PI.
- Winter 1991 Kimle, P., & **Fiore, A. M.** Consumer perception and evaluation of fashion advertising. Younkers Foundation, \$250 (end date 1991). Graduate student's major professor, Co-author of proposal.

Fall 1989 **Fiore, A. M.** Olfactory elements of fragrance as cues in impression formation. Arcade Inc. donation of scent strips, approximate value \$50. PI.

GRANTS AND PROJECTS SUBMITTED BUT NOT FUNDED:

Extramural

Spring 2016 Olson, E., **Fiore, A.M.**, Chung, T., & Coleman, S. Revitalization of the River Bend neighborhood in Des Moines, Iowa through an integrated food micro-enterprises and creative place-making plan. Kresge Fresh, Local & Equitable. \$75,000.

Fall 2015 Margrett, J., Lee, Y.A., Martin, P., **Fiore, A.M.**, Bates, L., Chandra, A., Chang, C., Laczniak, R., Isabel, M., & Fiestas, L. Entrepreneurship to Support Optimal Aging. Venture Well, \$30,000.

Fall 2015 Chung, T-L., Olson, E., Fiore, A.M., & Coleman, S. Expanding market opportunities for home-based and small-scale food producers. North-Central Region Sustainable Agriculture Research and Education pre-proposal, \$150,000-200,000

Fall 2013 Fiore, A. M., Chung, T., Thomas, L., Naeve, L., & Bregendahl, C. Experiential marketing strategies to expand market opportunities for small-scale producers with an application to Midwest-grown aronia berries. North-Central Region Sustainable Agriculture Research and Education, \$148, 771.

Fall 2013 Cho, E., Fiore, A.M., & Russell, D.W. The role of the lovemarks experience in fostering customer loyalty for Eastern and Western Markets. Saatchi & Saatchi, \$20,000.

Spring 2002 **Fiore, A. M.**, Chadwick, S., Deiter, R., Jeong, M., & Lee, S-E. Mass customization and the experience economy in E-commerce: Development of interdisciplinary standalone Web-based modules. Proctor and Gamble Curriculum Development Grant, requested \$143,000.

Fall 1997 Andrews, M., Pysarchik, D. L., Verma, T., Faulkner, L., Helvenston, S., Vrederoogd, J., Halstead, D. M., & **Fiore, A. M.** Computer-aided design research and development initiative: Cooperative project between American and Indian scholars. USDA Scientific Cooperation Program, requested \$30,000.

- Spring 1995 **Fiore, A. M.**, Cook, C. C., & Mercier, J. Effect of odor in long-term care facilities on well-being of elderly residents. Retirement Research Fund, requested \$67,877.
- Spring 1994 **Fiore, A. M.** Influence of environmental fragrancing on higher order mental process and the resulting effect on attitudes towards apparel products. Fairchild Publishing Grant, requested \$1000.
- Fall 1993 **Fiore, A. M.**, Cook, C., & Mercier, J. The effect of odor on the well-being of elderly residents in long-term care facilities. Olfactory Research Fund Ltd., requested \$49,986.
- Fall 1992 **Fiore, A. M.** Influence of odors on a higher order mental process and attitudes towards a product. Fragrance Research Fund, requested \$26,534.
- Fall 1991 **Fiore, A. M.** The role of collative variables in affective response to olfactory and intersensory stimuli and in recognition of olfactory/visual paired stimuli, Fragrance Research Fund, requested \$15,900.
- Intramural
- Spring 2017 Guthrie, N., Stika, J., Fiore, A. M., & Nelson, T. Identifying “intervenable” moments: Assessing factors that derail student applications to study abroad programs to enhance college and SAC-level information dissemination. CIP, \$6000.
- Fall 2015 Olson, E. D., Chung, T.L., Coleman, S. M., Fiore, A.M., Hurst, J., Niehm, L., Jablon, S., & Dorie, A. (**submitted** October; faculty listed alphabetically). Home-based and small-scale food entrepreneurs’ needs assessment in underserved communities in iowa. HSEO Engaged Grant, \$40,000.
- Fall 2014 Lee, K-E., **Fiore, A.M.**, Bennett, S., Brockman, C, Cooper, W., & Peters, A. Developing students’ leadership skills and professional competence through a pop-up shop event that promotes the AESHM student-run fashion show. Helen LeBaron Hilton Fund, \$2500.
- Fall 2012 **Fiore, A.M.**, Akkurt, C., Chung, T., Fontaine, L., Rajagopal, L., Strohhahn, C., Tang, L. Enhancing the competitive advantage of Iowa restaurants through a local foods focus. VPEO Strategic Initiative Budget, \$176,872. Lead PD.
- Fall 2009 Barker, J. **Fiore, A. M.**, & Lee, Y-A. Miller Graduate Fellowship

Proposal for the Apparel, Educational Studies, and Hospitality Management Department. Funding to support a Ph.D. student for three years.

- Fall 2006 Song, K. & **Fiore, A. M.** Travel expenses for an interpreter to the TC director of graduate education in China. Helen LeBaron Hilton Fund, \$1,000.
- Fall 2002 **Fiore, A. M.**, Oh, H., & Jeong, M. Applying the concept of the experience economy to enhance Iowa tourism. Special Graduate College Research Incentive Grant, requested \$15,176.
- Spring 2002 **Fiore, A. M.** Travel to the Sensorial Marketing Conference in Nice France. ISU Foreign Travel Grant, requested \$700.
- Spring 2002 **Fiore, A. M.** Travel to the Sensorial Marketing Conference in Nice France. CFCS Julia F. Anderson Fund proposal, requested \$300.
- Fall 1997 **Fiore, A. M.**, Hira, T., & Littrell, J. Developing a model linking consumer behavior and financial consequences. Special Graduate College Research Incentive Grant, requested \$10,000.
- Spring 1996 **Fiore, A. M.**, & Farrell-Beck-J. Aesthetic connections between apparel and music: Concepts and professional applications. ISU Miller Fellowship Grant, requested \$9,164.
- Fall 1995 **Fiore, A. M.**, Cook, C. C., & Mercier, J. The ambient environment in long-term care facilities on well-being of elderly residents. Special Graduate College Research Incentive Grant, requested \$5452.
- Spring 1993 **Fiore, A. M.** Influence of odors on a higher order mental process and attitudes towards a product. University Research Grant, \$7,000.

PUBLICATIONS: Note those in press or submitted for publication.

Refereed Journals (Teaching, Research, Extension/Professional Practice)

- 2018 Zhang, Y., Fiore, A.M., & Zhang, L. (*submitted October*). The impact of experiential value and flow on consumer patronage intention toward online mass customization sites. *Internet Research*.

- 2018 Dorie, A., Jablon, S., McCracken, A., Sadachar, A., Shane-Nichols, A., Fiore, A. M., & Curwood, S. (*submitted September*). Comparing perceptions of effectiveness of on-campus and hybrid PhD programs. *Distance Education*.
- 2018 Tang, L., Hurst, J., Dorie, A., Niehm, L., & **Fiore, A. M.** (*resubmitted August*). Re-conceptualizing the hierarchical service quality model: The case of agritourism events. *Journal of Event Management*.
- 2018 Cho, E. **Fiore, A. M.**, Yu, U. Impact of fashion innovativeness on consumer-based brand equity. *Journal of Consumer Marketing*, 35 (3), 340-350.
- 2018 Sadachar, A. & **Fiore, A. M.** The path to mall patronage intentions is paved with 4E-based experiential value for Indian consumers. *International Journal of Retail and Distribution Management*, 46 (5), 444-465.
- 2018 **Fiore, A. M.**, Hurst, J., Niehm, L., Chung, T., Karpova, E., & Testa, D. Global and entrepreneurial perspectives for enhancing retailing education: Development of a hybrid graduate course focused on U.S. and Indian small businesses. *Journal of Higher Education Theory and Practice*, 18 (3), 11-25.
- 2018 Jeong, S-W., Chung, J-E., & Fiore, A. M. The effects of shopping motivation and an experiential marketing strategy on consumer responses to small apparel retailers. *Fashion, Industry, and Education*, 15 (2), 52-65.
- 2017 Niehm, L.S., Hurst, J., Dorie, A., **Fiore, A.M.**, Peng, F., & Sadachar, A. (*submitted June*). Where the rubber meets the road: Small business operators' innovative marketing strategies and their relationship to financial success. *Journal of Small Business Strategies*.
- 2017 Li, R., Chung, T., & **Fiore, A.M.** Factors affecting consumer attitude toward e-auctions in China: An extended TAM study. *Journal of Retailing and Consumer Services*, 34, 19-29.
- 2017 Chen, W-C., & **Fiore, A. M.** Factors affecting consumer responses toward pop-up retail in Taiwan. *Asia Pacific Journal of Marketing and Logistic*, 29 (2), 370-392.
- 2016 Seo, K. & **Fiore, A. M.** Effect of the fitting room environment on older clothing shoppers' patronage intentions. *International Journal of Retail and Distribution Management*, 32, 15-22.
- 2016 Quadri-Felitti, D. & **Fiore, A. M.** Rural wine tourism suppliers' and visitors' experience-related perceptions. *International Journal of Contemporary Hospitality Management*, 28 (2), 397-417.

- 2015 **Fiore, A. M.**, Niehm, L. S., Hurst, J. L., Son, J., Sadachar, A., Russell, D., Swenson, D., & Seeger, C. Will they stay or will they go: Community features important in migration decisions of university graduating seniors. *Economic Development Quarterly*, 29 (1), 23-37.
- 2015 Cho, E. & **Fiore, A. M.** Conceptualizing a holistic brand image measure for fashion-related brands. *Journal of Consumer Marketing* 32 (4), 255 - 265.
- 2015 Cho, E & **Fiore, A. M.** Validation of a new brand image scale and its application in lovemarks and brand equity models. *Psychology & Marketing*, 32 (1), 28-48.
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- 2018 Slaton, K., Testa, D., Bakhshian S., Reid, S., Fiore, A. M. (accepted May). The new face of retailing: Small, inventory-free stores and the brand experience. *International Textiles and Apparel Association Conference*. Cleveland, OH, November 6-9.

- 2018 Fiore, A. M., Niehm, L., Hurst, J., Chung, T., Karpova, E., Sadachar, A., Pookulangara, S., Armstrong, C. & Testa, D. (Rejected). Enhancing entrepreneurial and cultural perspectives of graduate-level retailing/marketing education through a bi-national, multi-university collaboration. *International Textiles and Apparel Association Conference*. Cleveland, OH, November 6-9.
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- 1998 **Fiore, A. M.**, Morgado, M. Rudd, & N. Sparks, D. Active learning and aesthetics: Engaging students, scholars, and disciplines. *International Textiles and Apparel Association Conference*, Dallas, TX.
- 1998 Kadolph, S. J., Schofield-Tomschin, S., & **Fiore, A. M.** Dirt on alternative laundry products: Do they really work? *International Textiles and Apparel Association Conference*, Dallas, TX.
- 1998 MacDonald, N., Lange, J., **Fiore, A. M.**, & Kallal, M. J. Learning styles workshop: How successful educators enhance learning. *International Textiles and Apparel Association Conference*, Dallas, TX.
- 1997 **Fiore, A. M.**, & Paff, J. L. Facilitating the integration of textiles and clothing subject matter by students. Part I: Dimensions of a model and taxonomy. *International Confluence Symposium*, Lyon, France.
- 1997 **Fiore, A. M.**, & Paff, J. L. Schemata in the Classroom: Structures to integrate textiles and clothing knowledge and to enhance professional development. *International Textiles and Apparel Association Conference*, Knoxville, TN.
- 1997 Holt, P., & **Fiore, A. M.** An exploration of the cognitive and affective responses involved in consumption of women's swimwear. *International Textiles and Apparel Association Conference*, Knoxville, TN.
- 1997 Paff, J. L., & **Fiore, A. M.** Facilitating the integration of textiles and clothing subject matter by students. Part II: Substantiating the applicability of proposed structures. *International Confluence Symposium*, Lyon, France.
- 1997 Yan, X., & **Fiore, A. M.** Effect of environmental fragrancing and aesthetic experience on attitude and behavioral intentions toward an apparel product. *International Textiles and Apparel Association Conference*, Knoxville, TN.
- 1996 **Fiore, A. M.** Reconceptualizing the teaching of aesthetics for undergraduate textiles and clothing students. *International Textiles and Apparel Association Conference*, Banff, Canada.

- 1996 Kunz, G., Kadolph, S., **Fiore, A. M.**, & Farrell-Beck, J. Product development as a capstone course in textiles and clothing. *International Textiles and Apparel Conference Association*, Banff, Canada.
- 1995 **Fiore, A. M.** Multisensory aesthetic experience in everyday life: The what, who, and why. *XIII International Congress on Aesthetics*, Lahti, Finland.
- 1994 DeLong, M. R., & **Fiore, A. M.** Advancing aesthetics. *International Textiles and Apparel Association Conference*, Minneapolis, MN.
- 1994 **Fiore, A. M.** Aesthetics: The James Dean of textiles and clothing. *International Textiles and Apparel Association Conference*, Minneapolis, MN.
- 1994 **Fiore, A. M.** A computer-aided-design project developing attentional mobility, a vital ability for textiles and clothing students. *International Textile and Apparel Association Conference*, Minneapolis, MN.
- 1993 Damhorst, M. L., & **Fiore, A. M.** Evaluation of women's suits by male and female personnel interviewers. *Gender and Consumer Behavior Second Conference Proceedings*, Snowbird, UT.
- 1992 Damhorst, M. L., Guilmartin, L., Moreno, J., & **Fiore, A. M.** Measuring visual characteristics of clothed appearances. *International Textile and Apparel Association Conference*, Columbus, OH.
- 1992 **Fiore, A. M.**, Gaskill, L., Glock, R., & Littrell, M. Beyond the academic setting: Analytical studies in major market centers. *International Textile and Apparel Association Conference*, Columbus, OH.
- 1992 **Fiore, A. M.**, Kimle, P., & Moreno, J. A review of aesthetics literature: More than what meets the eye. *International Textile and Apparel Association*, Columbus, OH.
- 1992 Kimle, P., & **Fiore, A. M.** Fashion product information in magazine advertisements: What do consumers want? *International Textile and Apparel Association Conference*, Columbus, OH.
- 1991 **Fiore, A. M.** Intersensory integration of visual, tactile, and olfactory aesthetic cues of appearance. *International Textile and Apparel Association*, San Francisco, CA.
- 1991 Hamilton, J., Brannon, E., Cerny, C., Nagasawa, R., & **Fiore, A. M.** Symposium on the politics and ethnics of scholarship: Implications for *what we know*. *International Textiles and Apparel Association Conference*, San Francisco, CA.

- 1990 **Fiore, A. M.** The role of Textiles and Clothing professionals in creating an effective image consulting program. *Iowa Home Economics Association*, Cedar Rapids, IA.
- 1990 **Fiore, A. M., & Damhorst, M. L.** Intrinsic cues as predictors of perceived quality of women's pants. *Association of College Professors of Textiles and Clothing*.
- 1988 **Fiore, A. M., & DeLong, M. R.** (October). Effect of an image consulting program on self-esteem of women clients. *Association of College Professors of Textiles and Clothing: Combined Central, Eastern, and Western Regional Meeting*.

Non-refereed Publications, including Invited Papers and Proceedings

- 2010 **Fiore, A.M., & Niehm, L.** (December, 21). Which Iowa communities are a good fit for you? *Generation Iowa*. Retrieved January 21, 2011, from http://www.generationiowa.com/articles/article_view.asp?idArticle=817
- 2010 **Fiore, A, M., & Niehm, L.** Makeover marathon: A service-learning project promotes entrepreneurship, sustainable businesses, and communities. *International Textiles and Apparel Association Newsletter*, 33 (2), 10-11.
- 2008 **Fiore, A. M.** The digital consumer: Valuable partner in product development and production. *Clothing and Textiles Research Journal*, 26, (2), 177-190.
- 2004 **Fiore, A. M., & Mullet, K.** (2004). Technique, technology, and tradition related to design and aesthetics of textiles and apparel. *Clothing and Textiles Research Journal*, 22 (1), 1-3. Introduction written as guest editors for a two volume focused issue on design and aesthetics.
- 1997 **Fiore, A. M.** (Fall). Job opportunity: Strongly-scented women need not apply. *Aroma-Chology Review*, 6(4), pp. 1, 4-5.
- 1994 **Fiore, A. M., & DeLong, M. R.** Introduction to *Aesthetics of Textiles and Clothing: Advancing Multidisciplinary Perspectives* (pp. 1-6). M. R. DeLong & A. M. Fiore (Eds.), International Textiles and Apparel Association Monograph.
- 1983 Grindereing, M., Baizerman, S., & **Fiore, A. M.** Are Minnesota Rooms Too Hot For Comfort? *Minnesota Elementary School Principals Association*, pp. 20, 27.

Books

- 2011 Kim, E., **Fiore, A. M.**, & Kim, H-J. *Fashion trend analysis and forecasting*. London: Berg.
- 2010 **Fiore, A. M.** *Understanding aesthetics for the merchandising and design professional*. New York: Fairchild. Second Edition.
- 1997 **Fiore, A. M.**, & Kimle, P. A. *Understanding aesthetics for the merchandising and design professional*. New York: Fairchild.
- 1997 **Fiore, A. M.**, & Kimle, P. A. Instructor's manual for *Understanding aesthetics for the merchandising and design professional*. New York: Fairchild.

Chapters in Books

- 2007 **Fiore, A. M.** The shopping experience. In H.N.J Schifferstein & P. Hekkert (Eds.), *Product experience*, Elsevier Press, pp. 629-648.
- 2003 Damhorst, M. L., & **Fiore, A. M.** Women's Dress: How the personnel interviewers see it. Research based reading in *The meaning of dress* by Damhorst, M. L., Michelman, S., & Miller, K. New York: Fairchild.

Technical Reports

- 2007 **Fiore, A. M.** The shopping experience. In H.N.J Schifferstein & P. Hekkert (Eds.), *Product experience*, Elsevier Press, pp. 629-648.

Extension Materials

- 2018 **Fiore, A. M.** Experiential marketing and 4E strategies. Module for the online resources from the U.S.US-India Educational Foundation project: A Multi-Dimensional Approach to Meet 21st Century Retailing Education and Industry Challenges for India.
- 2018 **Fiore, A.M.** Experiential Marketing: The Nuts and Bolts. Video content and workbook materials funded through a Human Sciences Extension and Outreach Engage Grant for Small Foods Producers. Available at <https://youtu.be/IrWP7dvOLS8> .

REFEREED PRESENTATIONS AT PROFESSIONAL MEETINGS (No Published Abstracts)

International

- 1992 Damhorst, M. L., & **Fiore, A. M.** (July). Aesthetic analysis of women's suits for management-level employment interviews. Poster presented at *XVII International Federation of Home Economics Congress*, Hanover, Germany.
- 1991 **Fiore, A. M.** (October-November). Paying the way: The influence of funding on what we know. Paper presented at *Annual Meeting of the International Textile and Apparel Association*, San Francisco, CA.

National

- 1991 **Fiore, A. M., & Damhorst, M. L.** (June). Intrinsic cues as predictors of perceived quality of apparel. Paper presented at *Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Conference*, Snowbird, UT.

INVITED PRESENTATIONS TO PROFESSIONAL ORGANIZATIONS/GROUPS:

Invited Presentations to Professional Organizations/Groups

International

- 2018 **Fiore, A.M.** Consumer happiness: A foundation for innovative sustainability-based business models. 2018 Orange Beneficence – International Conference, Taipei, Taiwan. Dec 1, 2018.
- 2018 **Fiore, A.M.** (One of 10 faculty presenters). Topics and trends affecting small independent retailers: Experiential marketing. India Fashion Forum, March 14, Mumbai, India.
- 2015 **Fiore, A. M., Sanders, E., & Thye, A.** An Introduction to ISU and the Apparel Merchandising and Design program. Fu Jen Catholic University. Taipei, Taiwan. March 31, 2015.
- 2015 **Fiore, A. M.** Experience economy 4E strategies: A competitive advantage for a business. Fu Jen Catholic University. Taipei, Taiwan. March 31, 2015.
- 2013 **Fiore, A.M.** Contributors to the popularity of a fashion trend. Second Annual Fashion Week Forum, Wuhan Textiles University, China. November 14, 2013.
- 2012 **Fiore, A.M.** An Introduction to ISU and the Hospitality Management program. Faculty and graduate students at the University Technology Mara,

Kuala Lumpur, Malaysia. May 29, 2012.

- 2012 **Fiore, A.M.** Are designers ready for the future? Faculty and graduate students at the University Technology Mara, Kuala Lumpur, Malaysia. May 28, 2012.
- 2012 **Fiore, A. M.** Are fashion designers ready for the future? “Integration & Innovation” International Fashion Forum. Wuhan, China. May 21, 2012.
- 2011 **Fiore, A. M.** The digital consumer: A valuable partner for design and product development. Minnan University of Science and Technology, ShiShi, China. May 29, 2011.
- 2011 **Fiore, A.M.** An Introduction to ISU and the Apparel, Merchandising, and Design program. Dong Hua University, China. May 23, 2011.
- 2011 **Fiore, A. M.** The digital consumer: A valuable partner for design and product development. Fashion Week Forum, Wuhan Textiles University, China. May 18, 2011.
- 2010 **Fiore, A. M.** Your role in building a brand: The 5P framework of branding. Wuhan Textiles University, China. October 27, 2010.
- 2010 **Fiore, A. M.** 2010 International Academic Forum of Fashion Culture. Commentator on research presentations. Wuhan Textiles University, China. October 21, 2010.
- 2009 **Fiore, A. M.** Visiting scholar presentations: *An Introduction to the AESHM Department and ISU.*
- 2009 **Fiore, A. M.** Visiting scholar presentations: *The 5Ps and brand identity*, and *Experience economy 4E strategy: A competitive advantage for business*, and *An Introduction to the AESHM Department and ISU (with Elena Karpova).* Three presentations to University of Pretoria faculty and students. University of Pretoria, South Africa. August, 1-11, 2009.
- 2006 **Fiore, A. M.** *The digital consumer: Partner in production and product development.* Keynote presentation at the 2006 International Forum on Textile Science & Engineering for Doctoral Candidates. Dong Hua University, Shanghai, China. Sponsored by the Academic Degrees Commission of the State Council and the Academic Degrees Administration and Graduate Education Department of the Ministry of Education of the People’s Republic of China.
- 2006 **Fiore, A. M.** *The digital consumer: Partner in production and product development.* Presentation to Dr. Jun Li’s graduate students in fashion marketing. Dong Hua University, Shanghai, China. November 1, 2006.

- 1999 **Fiore, A. M.** Fashion preferences of the American consumer. (October). To Bulgarian business professionals as part of a private grant awarded to Ruth Glock and Grace Kunz from the U.S. Department of Economic Development.

National

- 2008 Jeong, M., **Fiore, A. M.**, & Niehm, L. Webinar to 14 extension staff presenting lessons from Strengthening the competitive advantage of rural businesses with e-commerce and experience economy strategies. Southern Rural Development Center's E-Commerce Strategies for Small Businesses and Communities. December 16, 2008. Ames, IA.
- 2007 Jeong, M., **Fiore, A. M.**, & Niehm, L. Strengthening the competitive advantage of rural businesses with e-commerce and experience economy strategies. Southern Rural Development Center's E-Commerce Strategies for Small Businesses and Communities. June 5-6, 2007. Nebraska City, NE.
- 2005 **Fiore, A. M.**, Niehm, L., Oh, H., Jeong, M., Hausafus, C., & Austin, T. An innovative rural entrepreneurship model for family and consumer sciences (FCS) curriculum. United States Department of Agriculture CSREES/SERD Project Directors Conference, March 29-April 1. New Orleans, LA.

State and Local

- 2018 **Fiore, A.M.** Experiential Marketing: The Nuts and Bolts. Human Sciences Extension and Outreach Engage Grant Workshop for Small Foods Producers. February 12, Jefferson, IA.
- 2014 **Fiore, A.M.** Keynote Speaker: Experiential Marketing Strategies to Increase HSEO Visibility. Human Sciences Extension and Outreach In-Service. December 1-2, Ames, IA.
- 2013 **Fiore, A. M.** Building an Integrated Brand Identity through the 5Ps. Ames Main Street Cultural District. June 19. Ames, IA.
- 2010 **Fiore, A. M.** & Niehm, L. Economic Development Through New Value-Added Business Strategies: A Service Learning Project for Indianola. September 9, Indianola IA.
- 2008 **Fiore, A. M.**, Niehm, L., & Hurst, J. Rural Renaissance Community Index: An Interactive Tool to Identify, Promote, and Assess Important Community Features. December 17, Ames, IA.
- 2007 **Fiore, A. M.** & Niehm, L. Economic Development Through New Value-Added Business Strategies Stage II: Internships. Iowa Department of

- Economic Development Main Street Iowa Program. February 1, Des Moines, IA.
- 2006 **Fiore, A. M.**, Oh, H., Jeong, J., Niehm, L. & Hausafus, C. Experience economy principles for Main Street Iowa businesses. Eleven-city ICN presentation to 59 Iowa Department of Economic Development Main Street Iowa Program business owners and leaders.
- 2004 **Fiore, A. M.**, Oh, H., Jeong, J., Niehm, L. Hausafus, C., & Austin, T. Advantages of experience economy for Main Street Iowa businesses. Iowa Department of Economic Development Main Street Iowa Program. February 7, Waterloo, IA.
- 1990 **Fiore, A. M.** Nonverbal messages of assertiveness. Student Chapter of the Iowa Home Economics Association. Ames, IA.
- 1990 **Fiore, A. M.** Building an effective professional image. Hutchinson Technical College. Hutchinson, MN.
- 1988 **Fiore, A. M.** Managing your career image. Lakewood Community College Sponsored Seminar for various professional women's groups. St. Paul, MN.
- 1987 **Fiore, A. M.** Nonverbal communication of appearance and its effects. Minnesota Women's Network. Minneapolis, MN.
- 1987 **Fiore, A. M.** Effective presentation. Minnesota Legal Coalition. Minneapolis, MN.
- 1987 **Fiore, A. M.** Effective professional and personal presentation. Working Opportunities for Women. Minneapolis, MN.
- 1986 **Fiore, A. M.** Professional appearance in the art of selling. Minneapolis, Star Tribune Newspaper. Minneapolis, MN.
- 1986 **Fiore, A. M.** Appearance and women: A powerful force. Minnesota Branch of American Association of University Women. Hastings, MN.

Invited Presentations to Iowa State University Groups:

- 2017 Graves, W., **Fiore, A. M.**, & Nettleton, D. Mentoring Graduate Students. Early Career Faculty Events. Office of the Senior Vice President and Provost. October 17, Ames, IA.
- 2017 Graves, W., **Fiore, A. M.**, & Akinc, M. Mentoring Graduate Students. Early Career Faculty Events. Office of the Senior Vice President and Provost. March 7, Ames, IA.

- 2016 Cervato, C. Graves, W., **Fiore, A. M.** & Rodermel, S. Mentoring Graduate Students. Early Career Faculty Events. Office of the Senior Vice President and Provost. March 8, Ames, IA.
- 2015 **Fiore, A.M.** Preparing a Publishable Thesis. GR ST 529. September 8, Ames, IA.
- 2015 **Fiore, A. M.** & Heindel, T. Successful Mentoring. Graduate Student and Post-Doc Emerging Leadership Academy. April 10, Ames, IA.
- 2014 **Fiore, A. M.** & Chung, T. Creating brand identity. Presentation to College of Human Sciences Dean's Advisory Board. April 10, Ames, IA.
- 2013 **Fiore, A. M.** & Niehm, L. Economic sustainability of rural small businesses: Incorporating new value-added business strategies. Technology and Social Change 220.
- 2011 **Fiore, A. M.** & Niehm, L. Economic sustainability of rural small businesses: Incorporating new value-added business strategies. Technology and Social Change 220.
- 2010 **Fiore, A. M.** & Niehm, L. Economic sustainability of rural small businesses: Incorporating new value-added business strategies. Technology and Social Change 220. February 25, 2010, Ames, IA.
- 2008 **Fiore, A.M.** & Niehm, L. Fostering entrepreneurial behaviors in students and rural communities: Building persuasive communication skills through learning modules. Iowa State University Entrepreneurship Retreat for Faculty and Staff. February 27, Ames, IA.
- 2000 **Fiore, A.M.** Active learning techniques to engage the student. Center for Teaching Excellence sponsored program for faculty. Ames, IA.
- 1999 **Fiore, A.M.** Active learning techniques to engage the student. Center for Teaching Excellence sponsored program for faculty. Ames, IA.
- 1999 **Fiore, A. M.** Motivating students through active learning. Center for Teaching Excellence and ISU Graduate College sponsored program for new and returning teaching assistants and faculty. Ames, IA.
- 1998 **Fiore, A. M.** Motivating students through active learning. Center for Teaching Excellence and ISU Graduate College sponsored program for new and returning teaching assistants. Ames, IA.
- 1997 **Fiore, A. M.** Motivating students through active learning. Center for Teaching Excellence and ISU Graduate College sponsored program for new

and returning teaching assistants. Ames, IA.

- 1996 **Fiore, A. M.** Motivating students through active learning. Center for Teaching Excellence and ISU Graduate College sponsored program for new and returning teaching assistants. Ames, IA.
- 1994 **Fiore, A. M.** Voices of Experience. Panel member at the ISU orientation for new Faculty. Ames, IA.

Doctoral Degree Students Supervised: (as major professor, most recent first)

<u>Date</u>	<u>Degree completed</u>	<u>Name of student</u>	<u>Title of dissertation</u>
2017	Ph.D.	Amy Dorie (co-major professor)	Scale Development for Consumer-to-Consumer Social Interaction
2017	Ph.D.	Kyuree Kim (co-major professor)	To be determined
2014-present	Ph.D.	Amy Shane-Nichols (co-major professor)	To be determined
2014-present	Ph.D.	Rui Li (co-major professor)	To be determined
2014	Ph.D.	Amrut Sadachar	Experience economy strategies affecting mall patronage in India
2013	Ph.D.	Bopeng Zhang	Withdrew
2013	Ph.D.	Kyungham (Lina) Seo	Analysis of fitting room environments: effects on older clothing shoppers' patronage intention
2012	Ph.D.	Donna Quadri	An experience economy analysis of tourism development along the Chautauqua-Lake Erie Wine Trail
2011	Ph.D.	Juhee Kang	Understanding customer behaviors in the online social media community for hospitality businesses
2011	Ph.D.	Eunjoo Cho	Scale development and validation of the three dimensions of brand image and the

<u>Date</u>	<u>Degree completed</u>	<u>Name of student</u>	<u>Title of dissertation</u>
			impact of Lovemarks on brand equity
2011	Ph.D.	Wei-Chen Chen	The impact of cultural and psychological differences on the acceptance of pop-up retail, a new form of experiential marketing
2008	Ph.D.	Kun Song	Cultural difference of Chinese consumers and acceptance of mass customization

Master's Degree Students Supervised: (as major professor, most recent first)

<u>Date</u>	<u>Degree completed</u>	<u>Name of student</u>	<u>Title of thesis</u>
2017	M.S.	Fei Peng	Non-Thesis Masters
2013	M.S.	Rui Li	Antecedents of Chinese consumers' adoption of online auctions: An extended TAM study
2013	M.FCS	Rishali Chaplot	Non-thesis Masters.
2012	M.S.	Miri Engelbrecht (Co-advisor University of Pretoria, S. Africa)	An investigation into young female consumers' impulse behavior towards apparel pop-up retailers
2011	M.FCS	Vaibhav Vartak	Non-thesis Masters.
2011	M.FCS	Yu Pu	Non-thesis Masters.
2011	M. FCS.	Maryam Farahbakhsh	Non-thesis Masters.
2011	M. FCS.	Stefan Tauber	Non-thesis Masters.
2010	M. FCS.	Zhiyin Sheng	Non-thesis Masters.
2008	M. FCS	Heeju Chae	Non-thesis Masters.
2007	M.S.	Minsun Lee	Television Shopping: The Effect of a Personal Selling Approach on Parasocial Interaction, Subjective Well-Being, and

<u>Date</u>	<u>Degree completed</u>	<u>Name of student</u>	<u>Title of thesis</u>
			Customer Loyalty among Older Women
2007	M.S.	Sowon Jeong	Effects Of Product Presentation On Consumer Experiences, Emotion, And Website Patronage Intention Towards An Apparel Website
2007	M. FCS.	Jeong Eun Kang	Non-thesis Masters.
2007	M. FCS.	Yi-Tung Lo	Non-thesis Masters.
2005	M. FCS.	Li Huang	Non-thesis Masters.
2005	M. FCS.	Seung-Hee Cha	Non-thesis Masters.
2001	M. S.	Hyun-Jeong Jin	Effects of an interactive website feature on affective and approach responses towards an online retailer
1996	M. S.	Pamela Roelker	An exploration of the cognitive and affective responses involved in the consumption of women's swimwear
1996	M. S.	Xinlu Yan	Effect of multi-sensory merchandise presentation of consumers' willingness to purchase
1991	M. S.	Patricia Kimle	Consumer perception and evaluation of fashion advertising

Graduate Degree Committee Member

<u>Date</u>	<u>Degree Completed</u>	<u>Name</u>
2017-present	M.A.	Huiwon Lim (Graphic design)
2016-present	Ph.D.	Nriprenda Singh
2016	M.S.	Yu-Jo Cheng
2014	Ph.D.	Rama Srinivasan
2014	Ph.D.	Sonali Diddi

<u>Date</u>	<u>Degree Completed</u>	<u>Name</u>
2013	Ph.D.	John Timmerman
2012-present	Ph.D.	Jing Yang
2012-present	M.A.	Skylar Adamson (Interior Design)
2012	M.S.	H.J. Fischer (International external review; U. of Pretoria)
2012	M.A.	Tyler Clary (Interior Design)
2012	Ph.D.	Yao Lu
2012	M.FCS	Shenwan Wang
2011	M.A.	Barbara Gerlach (Interior Design)
2011-present	Ph.D.	Hui Siang Tan
2011	Ph.D.	Rosita Tjadden
2011	M.FCS	Ruoyu Feng
2011	M.S.	Ye (Domino) Zou
2010	Ph.D.	Mansi Batra
2009	Ph.D.	Ui Jeen Yu
2008	M.FCS	Elaine Seniuk (FCEDS)
2008	Ph.D.	Jill Conlon (FCEDS)
2008	M.S.	Yuanwen Zeng
2008	M.S.	Yi-Tung Lo (JL MC)
2007	M. FCS.	Satish Reddy Hanmanthgari
2007	M.A.	Esperanza Moctezuma (IGS Business Administration)
2006	Ph.D.	Arda Retief (International external review; University of Pretoria, S. Africa)
2005	M.A.	Jung Yoon Lee (Interior Design)

<u>Date</u>	<u>Degree Completed</u>	<u>Name</u>
2005	M. FCS.	Dana Page
2005	Ph. D.	Sheryl Farnan Leipzig
2005	M. FCS.	Sneha Vaishnavi
2005	M. FCS.	Ruchita Fuloria
2004	Ph. D.	Kelly Jondle (inactive)
2004	Ph. D.	Jihyun Kim
2004	Ph. D.	Hyun-Hwa Lee
2004	Ph. D.	Carol Hall
2003	M. A.	Blair Schirmer (ARCH)
2003	Ph. D.	Harriet McLeod
2002	Ph. D.	Seung-Eun Lee
2002	M. S.	Phillip Walters (HRIM)
2002	Ph. D.	Jung Choi
2002	Ph. D.	Monique Clemens (FCEDS)
2001	M. S.	Jiyoung Choi (HRIM)
2001	M. S.	Ui-Jeen Yung
2001	PhD	Hee-Kang Moon
2000	Ph. D.	Ching-Yi Cheng
2000	Ph. D.	Brecca Farr
2000	Ph. D.	Kyu-Hye Lee
1998	M. S.	Allyson Rhodes-Murphy
1996	M. A.	Marcia Dahlman (Art & Design)

<u>Date</u>	<u>Degree Completed</u>	<u>Name</u>
1995	Ph. D.	Josephine Moreno
1995	Ph. D.	Heidi Scheller.
1995	Ph. D.	Patricia Kimle.
1994	M. S.	Elizabeth Callan (inactive)

Undergraduate Research Interns and Honors Students Supervised

2009-2010	Ashley Paulson (Honors)
2005-2008	Ashley Ratute (McNair scholar)
2005	Bethany Leiningner (Rosenfeld research intern)
2004	Amanda Swenson (Rosenfeld research intern)
2001	Jennifer Ray (Rosenfeld research intern)
2001-2002	Lisa Rosenstetter (Honors)
2000	Suzanne Ramser (Rosenfeld research intern)
1996	Heather Wheeler (Rosenfeld research intern)
1994	Sarah Rye (Rosenfeld research intern)

Independent Studies Supervised

2018	Kelcie Slaton, Danielle Testa, Shantell Reid, Sonia Bakhshian
2017	Fei Peng
2016	Fei Peng
2009	Megan Sims
2009	Rama Srinivasan
2009	Amy Casselman
2008	Ui-Jeen Ui

2008	Eunjoo Cho
2007	Yao Lu
2006	Jeongeun Kang
2005	Li Huang
2005	Dana Page
2003	Kun Song
2002	Jihyun Kim
2000	Yung-In Yoon

OTHER CREATIVE ACTIVITIES:

Teaching Materials (e.g., study guides for extension or resident instruction)

- 2018 Sadachar, A., Pookulangara, S., & **Fiore, A.M.**, Two-part module for National Institute of Fashion Technology graduate students, Cultural Differences: US and India Retailing, as a part of the United States-India Educational Foundation funded project (A Multi-Dimensional Approach to Meet 21st Century Retailing Education and Industry Challenges for India), for which I am lead PI. This is one of seven modules, developed by faculty from ISU, Oklahoma State University, University of North Texas, and National Institute of Fashion Technology. New Delhi, India (March 9) and Mumbai, India (March 16).
- 2018 **Fiore, A.M.**, Niehm, L., & Raturi, S. Two-part module for National Institute of Fashion Technology graduate students, Experiential Marketing for US and India Retailing, as a part of the United States-India Educational Foundation funded project (A Multi-Dimensional Approach to Meet 21st Century Retailing Education and Industry Challenges for India), for which I am lead PI. This is one of seven modules, developed by faculty from ISU, Oklahoma State University, University of North Texas, and National Institute of Fashion Technology. New Delhi, India (March 9) and Mumbai, India (March 16).
- 2018 **Fiore, A.M.** Video-Enriched Workshops for Small Food Operations in Underserved Communities in Iowa: *Supplemental Worksheet*. (Experiential Marketing: The Nuts and Bolts). **One of four topics of the worksheet.** Human Sciences Extension and Outreach Engage Grant Workshop for Small Foods Producers. February 12, Jefferson, IA.

- 2017 **Fiore, A.M., Niehm, L., & Raturi, S.** Co-created a module for AMD 590E entitled, Experiential Marketing for US and India Retailing, as a part of the United States-India Educational Foundation funded project, for which I am lead PI. AMD 590E will include seven modules, developed by faculty from ISU, Oklahoma State University, University of North Texas, and National Institute of Fashion Technology. Ames, IA.
- 2017 Sadachar, A., **Fiore, A.M., & Pookulangara, S.** Co-created a module for AMD 590E entitled, Cultural Diversity: Understanding US and India Cultures, as a part of the United States-India Educational Foundation funded project (see above).
- 2017 **Fiore, A.M.** Revisions to AESHM 342 to enhance diversity content in lectures, images, exam questions, and assignments.
- 2016 **Fiore, A.M.** Revisions to AMD 510, which was originally developed by another faculty member, including new lecture materials and revised assignments.
- 2016 **Fiore, A.M.** Changed about half of the readings, added HSP M readings, and added a new literature integration assignment for AESHM 545.
- 2015 **Fiore, A.M.** Continual update of research and image content and revised the major assignment to focus on events in AESHM 342.
- 2013 **Fiore, A.M.** Created new list of readings, guiding questions, and pop-up retail project for AESHM 545.
- 2013 **Fiore, A. M.** Seminar with 31 graduate students on Fashion Consumers and Retail Branding. Wuhan Textiles University, China. November 11-15.
- 2012 **Fiore, A. M.** Seminar with 28 graduate students on Fashion Consumers and Retail Branding. Wuhan Textiles University, China. May 16-23.
- 2011 **Fiore, A.M.** Seminar with 32 graduate students on Consumer Aesthetics and Retail Branding. Wuhan Textiles University, China. May 19-30.
- 2010 **Fiore, A. M.** Seminar on with 22 graduate students Consumer Aesthetics and Retail Branding. Wuhan Textiles University, China. October 17-24.
- 2010 **Fiore, A.M.** Created new list of readings, guiding questions, and service learning project for AESHM 545.
- 2008 **Fiore, A.M.** Updated WebCT images, readings, and quiz questions for TC 381.

- 2007-2008 **Fiore, A.M.** Created new list of readings, guiding questions, and service learning project for AESHM 545.
- 2007 **Fiore, A. M.** Created new PowerPoint lecture presentations and exams for the added credit of TC 245.
- 2004 **Fiore, A.M.** Redesigned TC 545 including readings, lecture content, assignments (e.g., service learning with Main Street Iowa businesses), and assessment instruments.
- 2004 **Fiore, A. M.** Created PowerPoint lecture presentations with 660+ images for TC 245.
- 2004 **Fiore, A. M.** Created PowerPoint lecture presentations with 570+ images for TC 342.
- 2003-2002 **Fiore, A. M.** Redesigned TC 410 with Gina Pisut to include promotional/marketing aspect and mass customization, and to focus on juniors apparel market.
- 2001 **Fiore, A. M. & Jeong, M.** Initiated and co-designed a new course, TC/HRIM 477/577x, including readings and assignments.
- 2001 **Fiore, A. M.** Redesigned TC 245 for removal of the one credit added in 2000, including redesigning of lab assignments and inclusion of design of home products.
- 2000 **Fiore, A. M.** Created new lecture materials for one credit added to TC 245.
- 1999 **Fiore, A. M., Campbell, J. R., & McCleod, H.** Co-developed a Monarch (CAD) training manual for use in TC 131 and TC 245.
- 1998 **Fiore, A. M.** Developed new Europe field study (TC 380) materials including reading packet, slides, videos, projects.
- 1997 **Fiore, A. M. & Halstead, D. M.** Co-developed aesthetics of Iowa State University architecture materials for TC 342 consisting of digital images of architectural features, terminology, and references.
- 1996 **Fiore, A. M.** Developed new lectures, visual aids (slides, overheads), and active learning activities for TC 245 to coincide with new Fiore & Kimle textbook.
- 1996 **Fiore, A. M.** Initiated and designed a new graduate course, TC 545x, Aesthetics of Textiles and Clothing including compilation of reading, activities, and project.

- 1996 **Fiore, A. M.**, Kunz, G., & Glock, R. Co-developed an assortment planning activity board used in TC 131, TC 245, TC 375.
- 1995 **Fiore, A. M.**, & McLeod, H. Co-developed a Pixel Paint Professional (CAD) manual for TC 131, TC 245, TC 593C.
- 1994 Fiore, A, M & Brackelsburg, P. Co-developed a new CAD course TC 411A (TC 593C after 1995).
- 1994 **Fiore, A. M.**, Casselman, M., & Brackelsburg, P. Updated a Pixel Paint (CAD) training manual for 245 and TC 411A.
- 1993 **Fiore, A. M.** Developed a Modacad (CAD) training manual for TC 245.
- 1992 **Fiore, A. M.** Developed a Modadrape (CAD) training manual for TC 411A.
- 1989 **Fiore, A. M.** Developed new TC 245 and TC 342 course materials including lectures, visuals, exams, and packet readings.
- 1987 **Fiore, A. M.**, Sieben, W., & Sampson, P. Co-developed a workbook, *Fitting the Human Subject*.

Computer-Based Instructional Materials

- 2010 **Fiore, A. M.** & Bennett, S. WebCT based distance education version of AESHM 342. Taught Summer 2010 by Sarah Bennett.
- 2008 Jeong, M., **Fiore, A. M.**, Oh, H., Niehm, L., & Hausafus, C. Strengthening Competitive Advantage of Rural Businesses with e-Commerce and Experience Aspects Strategies:
http://srdc.msstate.edu/ecommerce/curricula/exp_economy/
- 2006 Jeong, M., **Fiore, A. M.**, Hausafus, C., Niehm, L. & Oh, H.
Lesson 1: An Lesson 1: Introduction to Experience Economy Strategies **(Fiore: First author)**
Lesson 2: Experience Economy Strategies Adding Value to Rural Businesses
Lesson 3: Aligning Experience Economy Strategies of the Business and E-commerce Website **(Fiore: First author)**
Lesson 4: Assessing Experience Economy Strategies of the Business
Lesson 5: Assessing Experience Economy Strategies of the E-commerce Website **(Fiore: First author)**

- 2006 **Fiore, A. M.**, & Embleton, K. Updated the Europe Field Study (TC 381/581) orientation WebCT course. (Adapted by Dr. Karen Robinette California State University Northridge).
- 2004-2006 **Fiore, A. M.**, Oh, H., Jeong, M., Niehm, L., Hausafus, C., & Yoo, J. Website with experience economy applications to retail and hospitality courses to help small businesses.
- 2000-2003 **Fiore, A. M.**, Prater, J., & Wilson, M. Developed interactive CD-ROM courseware, Aesthetic Connections between Multi-sensory Stimuli, used in TC 245, TC 342, and Music 105. (Adopted by Marcia Morgado at University of Hawaii and Liz Roberts-White at the University of Idaho).
- 1994 **Fiore, A. M.** & Hill, D. Co-developed a CAD activity for TC 342.

Audio-Visual Materials

- 1992 **Fiore, A. M.**, & Alexander, G. Co-developed a video of Aesthetics and Sport for TC 342.
- 1989 **Fiore, A. M.**, & Alexander, G. Co-developed an audiotape to accompany music lecture for TC 342.

Tests and Measures

- 2002 Consultant on consumer behavior measure of apparel consumption designed by Evelyn Brannon of Auburn University
- 1991 Textiles and clothing questions for the NTE Home Economics Education Test, commissioned by the Educational Testing Service. Princeton, N. J.

OTHER PROFESSIONAL ACTIVITIES:

Editorial (e.g., editing journals and proceedings)

- 2013-present Editorial Review Board for *Journal of Fashion and Textiles*
- 2000-present Editorial Review Board for *Psychology & Marketing*
- 2001-2004 Guest Editor for a focused issue of *Clothing and Textiles Research Journal*
- 1998- 2000 Editorial Board member for *Clothing and Textiles Research Journal*

- 1994-1998 Associate Editor for *Clothing and Textiles Research Journal*
- 1994 DeLong, M. & Fiore, A. M. (Eds.) *Aesthetics of textiles and clothing: Advancing multidisciplinary perspectives of textiles and clothing*. International Textile and Apparel Association Monograph.

Ad Hoc Reviewer

- 2018 Reviewer for *International Journal of Hospitality Management*
- 2018 **Fiore, A.M.** A judge for Most effective marketing and promotions campaigns, Most exciting innovations, and Most profitable design concepts entries by Industry professionals. Indian Fashion Forum, March 13-14, Mumbai, India.
- 2017 Reviewer for *Journal of Retailing and Consumer Services*
- 2017 Reviewer for *Journal of Consumer Marketing*
- 2017 Reviewer for *International Journal of Contemporary Hospitality Management*
- 2017 Reviewer for *International Journal of Hospitality Management*
- 2017 Reviewer for *Journal of Hospitality and Tourism Management*
- 2017 Review for *Journal of Interactive Marketing*
- 2017 Review for *International Journal of Retail and Distribution Management*
- 2016 Reviewer for *International Journal of Retail and Distribution Management*
- 2016 Reviewer for *Journal for the Advancement of Marketing Education*
- 2016 Reviewer for *International Journal of Contemporary Hospitality Management*
- 2015 Reviewer for an American Marketing Association/American Collegiate Retailing Association Conference abstracts
- 2015 Reviewer for *Journal of Hospitality & Tourism Research*
- 2015 Outside reviewer for a promotion candidate at University of North Texas
- 2015 Reviewer for *Journal of Consumer Marketing*
- 2015 Reviewer for *International Journal of Contemporary Hospitality*

Management

- 2015 Reviewer for *Journal of Hospitality and Tourism Management*
- 2015 Reviewer for *Journal of Interactive Marketing*
- 2015 Reviewer for Sage Open
- 2014 Reviewer for *International Journal of Hospitality Management*
- 2014 Reviewer for *Internet Research*
- 2014 Outside reviewer for a promotion candidate at U of Delaware
- 2014 Reviewer for *Journal of Interactive Marketing*
- 2014 Reviewer for *International Journal of Retail and Distribution Management*
- 2013 Reviewer for *Scientometrics*
- 2013 Outside reviewer for a candidate at Kent State University.
- 2013 Reviewer for *International Journal of Retail and Distribution Management*
- 2013 Reviewer for *Journal of Interactive Marketing*
- 2013 Reviewer for *Economic Development Quarterly*
- 2013 Reviewer for *Journal of the Academy of Marketing Science*
- 2013 Reviewer for *International Journal of Technology Marketing*
- 2012 Reviewer for *International Journal of Retail and Distribution Management*
- 2012 Reviewer for *Fashion Practice*
- 2012 Reviewer for *Clothing and Textiles Research Journal*
- 2012 Reviewer for *Journal of Interactive Marketing*
- 2012 Reviewer for *Social Behavior and Personality an International Journal*
- 2012 Reviewer for *Journal of Retailing and Consumer Services*
- 2011 Reviewer for *International Review of Retail, Distribution and Consumer Research*
- 2011 Outside reviewer for a promotion candidate at Auburn University.

- 2011 Reviewer for *International Journal of Hospitality Management*
- 2011 Reviewer for *International Journal of Retail and Distribution Management*
- 2011 Reviewer for the journal *Internet Research*
- 2010 Reviewer for *Journal of Retailing and Consumer Services*
- 2010 Reviewer for *International Journal of Hospitality Management*
- 2010 Reviewer for *Journal of Interactive Marketing*
- 2010 Reviewer for *Clothing and Textiles Research Journal*
- 2010 Reviewer for the journal *Internet Research*
- 2010 Reviewer for the *International Design and Emotion 2010 Conference*
- 2009 Reviewer for *International Journal of Hospitality Management*
- 2009 Reviewer for *International Review of Retail, Distribution, and Consumer Research*
- 2009 Reviewer for a faculty promotion decision at University of South Carolina State
- 2009 Reviewer for *Journal of Retailing and Consumer Services*
- 2009 Reviewer for *Journal of Design Research*
- 2008-2009 Reviewer for *Journal of Interactive Marketing*
- 2008 Reviewer for *Clothing and Textiles Research Journal*
- 2008 Reviewer for *International Journal of Retail and Distribution Management*
- 2008 Reviewer for *MIS Quarterly*
- 2008 Reviewer for *Chemical Senses*
- 2008 Reviewer for *Management Research News*
- 2008 Reviewer for *International Journal of Retail and Distribution Management*
- 2007 Reviewer for a faculty promotion decision at North Carolina State University

- 2006 Reviewer for *Journal of Marketing*
- 2006 Reviewer for *Journal of Retailing and Consumer Services*
- 2005-2009 Scientific Excellence Advisor of the National Textile Center (NTC).
- 2004-2005 Reviewer for *Clothing and Textiles Research Journal*.
- 2004 Reviewer for *American Council on Consumer Interests* Conference.
- 2004 Reviewer for *Canadian Journal of Experimental Psychology*.
- 2003 Outside reviewer for a faculty promotion decision at University of Kentucky.
- 2002-2003 Outside reviewer for a tenure-track faculty reappointment decision at University of North Carolina - Greensboro.
- 2002 Outside reviewer for a faculty promotion decision at University of Hawaii.
- 2000-2002 Reviewer for *Clothing and Textiles Research Journal*.
- 2001 Outside reviewer for a promotion and tenure candidate at North Carolina State University.
- 2000 Reviewer for *International Textile and Apparel Association Monograph* on International Issues.
- 1999 Reviewer for the journal *Psychology & Marketing*.
- 1990-99 Reviewer of abstracts for presentation at *Annual Meeting of the International Textile and Apparel Association*.
- 1996 Reviewer for the exhibition catalog, *Contemporary Irish textile arts: The women of Annaghmakerrig*. Goldstein Gallery of the University of Minnesota.
- 1994 Reviewer for *Aesthetics of textiles and clothing: Advancing multidisciplinary perspectives*. International Textile and Apparel Association Monograph.
- 1993-94 Reviewer for *Home Economics Research Journal*.
- 1992-94 Reviewer for *Clothing and Textiles Research Journal*.
- 1993 Reviewer of the textbook prospectus, *Designing for apparel and interiors*.

Fairchild Publishing.

- 1987 Reviewer of the now published textbook, *The way we look*, by Marilyn DeLong. Ames: Iowa State University Press.

Consulting

- 2018 Consulting to an India local small business, Baragaon Weaves, at Nature's Bazaar as part of six U.S. faculty, one National Institute of Fashion Technology faculty member, and graduate students completing a service-learning project.
- 2011 Consulting to one businesses in Indianola (Party Palisades) in conjunction with three students in a TC 490 service learning project
- 2011 Consulting to three Main Street Iowa businesses in Grinnell (Phoenix Restaurant, 319 Main St Co-op, Starnes Appliance) in conjunction with the AESHM 545 service learning project
- 2009-2015 Consult with faculty of the School of Clothing at Wuhan University of Science and Engineering, Wuhan, China
- 2009 Consulting to two Main Street Iowa businesses (Treats, Willow Wine and Gift) in Elkader in conjunction with the AESHM 545 service learning project
- 2008 Consulting to two Main Street Iowa businesses in Oskaloosa (Hunter's Gifts, Mathew Carpet/Marjies Menagerie), in conjunction with the AESHM 545 service learning project
- 2006 Consulted with Robert Forte on his mass customization business plan
- 2005 Consulting to two Main Street Iowa businesses (Rose Bud Restaurant and Remarkable Rose Florist and Gifts) in State Center in conjunction with the AESHM 545 service learning project
- 2004 Consulting to three Main Street Iowa businesses in Story City (Harlan's and Royal Café) and Jewell (Wild Rose Guilt and Gifts) in conjunction with the AESHM 545 service learning project
- 2002-2003 Paid consultant on International Flavors and Fragrances Inc. tactile/olfactory sensory research project.

MEMBERSHIP IN PROFESSIONAL AND HONOR SOCIETIES:

American Collegiate Retailing Association

Council on Hotel, Restaurant, and Institutional Education
 International Textile and Apparel Association
 Omicron Nu Honor Society

OFFICES HELD AND COMMITTEE MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS:

Regional, National, or International

2014-2016	International Textile and Apparel Association Ad hoc Online Conference Committee	Member
2008-2009	International Textile and Apparel Association Graduate Education Committee	Member
2003-2007	International Textile and Apparel Association Publications Policy Committee	Member
1999-2004	International Textile and Apparel Association Interdisciplinary Committee	Member
2001	International Textile and Apparel Association Research Reporting Session	Presider
1998-1999	International Textile and Apparel Association Lifetime Achievement Award in Design and Aesthetics Guidelines Development	Member
1998-1999	International Textile and Apparel Association Program Development Committee	Member
1997-1998	International Textile and Apparel Association, Special Topic Session on Aesthetics Committee	Chair
1994-1996	International Textiles and Apparel Association Faculty Fellowships and Awards Committee	Chair
1993-1994	International Textile and Apparel Association Development Committee	Member
1993-1994	International Textile and Apparel Association Program Development Committee (Hospitality sub-committee chair)	Member
1993-1994	International Textiles and Apparel Association, Special Topic Session on Aesthetics Committee	Co-Chair
1990-1991	International Textile and Apparel Association,	Member

	Special Topic Session on Aesthetics Committee	
1989-1991	Association of College Professors of Textiles and Clothing, Research and Theory Development Committee	Member

UNIVERSITY, COLLEGE, DEPARTMENT, AND PUBLIC SERVICE:

University Service

Standing and Ad Hoc Committees

Fall 2018	ISU Financial Aid Leveraging Task Force	Member
Summer-2018	Postdoctoral Scholar Research Excellence Awards Committee	Member
Summer-Fall 2017	ISU President Search Committee	Member
Summer 2017	ISU Dean of the Graduate College Search Committee	Member
Spring 2017-2019	University Professor Nomination Review Committee	Member
Spring 2016-2017	University Non-Tenure Eligible Faculty Task Force	Member
Fall 2015-2017	Faculty Senate Academic Affairs Council	Member
2013-2017	ISU Education Abroad Committee	Member
2013	Graduate College Paperless Consultation Committee	Member
2007-2012	University Budget Advisory Committee	Member
Spring 2012	ISU Senior Vice President & Provost Search Committee	Member
2011	Learning, Research, Collaboration Task Force	Member
2010	Department Leadership Award Review Committee	Member

2003-2007	Faculty Senate Executive Council	Member
Fall 2001-2007	Faculty Senate	Senator
Spring 2007	Faculty Senate Spring Conference Planning	Member
Spring 2006	Faculty Senate Spring Conference Planning	Member
Spring 2005	Faculty Senate Spring Conference Planning	Member
Spring 2005	Combined College Committee on Committees	Member
2004	College Consolidation Planning Committee	Member
2004	College Name and Mission Workgroup	Co-convenor
Spring 2004	Faculty Senate Spring Conference Planning	Member
Fall 2001-2003	Resource Policies and Allocations Council	Member
1999-2000	University Computer Advisory Committee	Member
1997-1999	University Museums Committee	Member
1998	University Museums Search Sub-Committee	Member
1997-1998	University Museums Committee, Education/Exhibition Sub-Committee	Chair
1993-1994	Faculty Development Committee	Member
1992-1993	Women's Center Advisory Board	Chair
1992-1993	Rosa Parks Day Planning Committee	Member
1991-1992	Women's Center Advisory Board Art Sub-Committee	Chair
1991	Carrie Chapman Catt Award Selection Committee	Member

1990-1991	Women's Center Advisory Board	Member
1989	Ad Hoc Planning Committee for the Women's Conference	Member

Other

1990– 2007	ISU Tae Kwon Do Club	Faculty Advisor
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College Service

Standing and Ad Hoc Committees

2016-2017	Promotion and Tenure Committee	Chair
Fall-2015-Fall 2017	CHS Budget Advisory Committee	Member
Fall 2015- Fall 2017	At Large Faculty Senator	Member
Fall 2008-present	Research and Graduate Education Advisory	Member
2014-2016	Promotion and Tenure Committee	Member
Fall 2016	CHS Administrative Assistant Search Committee	Member
2014	Online Epigeum Program in University Leadership and Management	Evaluator
Spring-Summer 2013	CHS Committee to Review the Dean	Chair
Spring 2009-2012	Budget Advisory Committee	Member
Fall 2008-2009	Promotion and Tenure Committee	Alternate
Spring 2007	Search Committee for the CHS Sponsored Funding Coordinator	Member
2006- Spring 2007	CHS Governance Document Committee	Ex-officio Chair
2003- Spring 2007	CFCS Faculty Senate Caucus	Chair

2001- Spring 2007	Advisory Committee to the CFCS Dean	Member
2002-2003	Helen LeBaron Hilton Endowed Co-Chair Ad Hoc Nomination/Coordination Committee	Coordinator
1998-2000	Helen LeBaron Hilton Endowed Chair Ad Hoc Nomination Coordination Committee	Member
1998-2000	Computer Resource Committee	Chair
1996-1997	Faculty Advancement Committee	Member
1996-1997	Curriculum Committee	Member
1993-1994	Faculty Development Committee	Chair
1992	Grace Olson Proposal Review Committee	Member
1991-1993	Faculty Development Committee	Member

Departmental Service

Standing and Ad Hoc Committees

2018	AESHM RAGBRAI Team	Volunteer
2016	Ad hoc Retire Reception Committee	Chair
2015	Ad hoc Danielson Renewal Committee	Chair
2015	Ad hoc Lecturer Search Committee	Co-Chair
2014-2015	Ad hoc Program Review Report Committee	Chair
2008-present	AESHM Graduate Recruitment and Review	Chair
2008-present	AESHM Director of Graduate Education	Director
2006-present	AESHM Leadership Team	Member
2013	Promotion and Tenure Committee	Member
2004-2008	Graduate Studies Committee	Chair

2004-2008	TC Director of Graduate Education	Director
1998-Spring 2007	Technology Coordinator	Coordinator
2006	TC Faculty Search Committee	Member
2001-2003	Department Web Site Redesign Ad Hoc Committee	Organizer
2002	International Color Congress Coordination Comm.	Member
2001-2002	Faculty Development and Advancement	Member
1996-2000	Faculty Advisory Committee	Member
1998-2000	Faculty Development and Advancement	Chair
1998-1999	Faculty Positions Search Ad Hoc Committee	Chair
Spring 1997-1998	Rob Hillestad Exhibition Ad Hoc Committee	Member
1997-1998	Faculty Positions Search Ad Hoc Committee	Chair
Spring 1997	Helen LeBaron Hilton Endowed Chair Ad Hoc Nomination Committee	Member
Spring 1997	Textile and Apparel Product Development Center Feasibility Committee	Member
1996-1997	Curriculum Committee	Chair
Spring 1996	Graduate Studies Committee	Member
1994-1995	Dorothy Austin Lecturer Ad Hoc Committee	Chair
1993-Spring 1995	Graduate Advisory Committee	Member
1993-1994	Faculty Advancement Committee	Member
1992-1993	Faculty Advisory Committee	Chair

1992	Faculty Positions Search Ad Hoc Committee	Chair
1991-1992	Dorothy Austin Lecturer Ad Hoc Committee	Chair
1990-1993	Curriculum Committee	Member
1990-1991	Faculty Advisory Committee	Member
1989-1991	Ad Hoc Computer Committee	Member
1989	Ad Hoc Textiles and Clothing Course Committee	Member

Other

Spring 2017	Preparing Future Faculty mentor for Nripendra Singh	Mentor
Spring 2016	Preparing Future Faculty mentor for Amy Shane-Nichols	Co-mentor
Spring 2016	Preparing Future Faculty mentor for Heelye Park	Mentor
2013-spring 2014	Mentor for new faculty member, Lisa Young Thomas	Research mentor
2011-2014	Mentor for new faculty member, Telin Chung	Research mentor
2005-2008	Mentor to new faculty member, Elena Karpova	Research mentor
May 2006	College of Human Sciences Undergraduate Graduation Ceremony	Reader
December 2005	College of Human Sciences Undergraduate Graduation Ceremony	Reader
1998-1999	Mentor to new faculty member, J. R. Campbell	Mentor
1991-1996	Textiles and Clothing Fashion Show	Advisor
1990	Textiles and Clothing Fashion Show	Co-Advisor

Public Service (includes only those in which professional expertise was contributed)

National/International

- 2015 Source of information on the effect of store temperature on consumers for *The Atlantic*
- 2012 Interviewed by Kathy Lohr, National Public Radio, about mass customization
- 2012 Juror for the China International Warp Knitting Design Awards
- 2011 Juror for the Wuhan Fashion Summit Fashion Show
- 2001 Source for international syndicated Q &A news column “Strange But True” question on textiles.
- 2001 Guest Scholar in a WebCT graduate course offered by Dr. Betty Crown, University of Alberta, Canada.
- 2000 Guest Scholar in a WebCT graduate course offered by Dr. Betty Crown, University of Alberta, Canada.

Iowa Public Service

- 2018 Interviewed for an article, Closing of department, big box stores ushers in new opportunities for retail, for Iowa State University News Service by Angela Hunt.
- 2017 Human Sciences Entrepreneurship Showcase judge
- 2016 Co-moderator with Linda Niehm for the Future of Retail Panel at the Flyover Fashion Fest in Iowa City, May 7, 2016
- 2016 Behind the Scenes Merchandising presentation contributor
- 2016 Human Sciences Entrepreneurship Showcase judge
- 2016 Juror for Brunnier in Bloom floral design competition
- 2015 Human Sciences Entrepreneurship Showcase judge
- 2014 Human Sciences Entrepreneurship Business Plan Pitch judge
- 2014 Human Sciences Entrepreneurship Showcase judge
- 2014 Juror for Brunnier in Bloom: Flowers after Hours floral design competition

- 2013 Human Sciences Entrepreneurship Business Plan Pitch judge
- 2013 Human Sciences Entrepreneurship Showcase judge
- 2011 Makeover of Indianola business, Party Palisades, with students as a TC 590
- 2011 Human Sciences Entrepreneurship Showcase judge
- 2010 Linda Niehm and I have been interviewed by Sandra Oberbroeckling for a story on the RRCI project for the College of Design's Community and Economic Development extension newsletter, *Community Matters*.
- 2010 Linda Niehm and I were interviewed by Heather Roberts from the Iowa League of Cities to develop a feature article on the RRCI website project and the advantages for the communities. The article from this interview: Rural Renaissance Community Index Project (2010, October). *Cityscape*. Des Moines: IA: Iowa League of Cities.
- 2010 Interviewed by Tim Greene of ISU's News Service. Iowa State classes feature learning projects that educate students, serve others. Article from the interview: Greene, T. (2010, April 30). Iowa State classes feature learning projects that educate students, serve others. Retrieved April 30, 2010, from <http://www.news.iastate.edu/news/2010/apr/service-learning>
- 2010 Human Sciences Entrepreneurship Showcase judge.
- 2010 TC 377 Brand development project judge.
- 2009 Human Sciences Entrepreneurship Showcase judge.
- 2009 Interviewed by Mike Ferlazzo of ISU's News Service. ISU professors, CHS entrepreneurship classes making over four Elkader businesses. Retrieved from <http://www.public.iastate.edu/~nscentral/news/2009/apr/elkader.shtml> April 21, 2009.
- 2008 Interviewed by Nancy Crowfoot, Iowa Public TV related to the RRCI project, November 10, 2008.
- 2008 Interviewed by Mike Ferlazzo of ISU's News Service and Dave Elbert of the Des Moines Register; Register article published June 29, 2008.
- 2008 Human Sciences Entrepreneurship Showcase judge. May 1.
- 2008 ISU Legislation Day, April 3.
- 2008 Juror for Interior Design 467 student presentations. March 3.

- 2007-2008 Interviewed for articles related to branding, fashion trends, and green textiles for Iowa State Daily and Grand View College newspapers.
- 2004 Presentation on Ikebana to Radcliffe's Better Homes and Garden Club.
- 2004 Juror for Interior Design Studio designer projects.
- 2004 CAD Session for Behind the Scenes Day high school students.
- 2003 Juror for Interior Design Studio designer and final projects.
- 2003 CAD Session for Behind the Scenes Day high school students.
- 2002 Quoted in the Iowa Stater, Alumni news source, related to professional dress.
- 2001 CAD Session for Behind the Scenes Day high school students.
- 2001 Presentation on Eastern and Western traditions of floral art for Radcliffe Better Homes and Garden Club.
- 2000 CAD session for Missouri high school students.
- 2000 CAD Session for Behind the Scenes Day high school students.
- 2000 CAD session for Opportunities for Talented and Gifted Program.
- 2000 In-Cyde Out. Segment on professional dress for the ISU student TV station.
- 2000 Textiles and Clothing Department Callathon caller.
- 1999 Job shadowing professional for two Gilbert High School students.
- 1999 Hands-on presentation of Snap Fashion Software for Career Trek students of Iowa.
- 1999 Experience Iowa State tours of the TC Department facilities.
- 1999 Tour of the facilities for prospective Merit Scholar student and family.
- 1999 Textiles and Clothing Department Callathon caller.
- 1999 Interview on changes in men's business appearance, aired on WHO radio.
- 1999 Presentations on Careers in Apparel Design to Melcher-Dallas High School in IA.

- 1998-1999 Update and expansion of Textiles and Clothing Department Website.
- 1992-1999 Computer-aided design demonstrations for College of Family and Consumer Sciences Alumni Board, Ames Chamber of Commerce, Small Business Association, CFCS Corporate Weekend visitors, visiting ISU parents and students, CFCS Alumni, Legacy Migration, and CFCS Days (prospective students and high school teachers).
- 1999 CAD Session for Behind the Scenes Day high school students.
- 1998 Development of posters with J.R. Campbell for Rob Hillestad show at the Brunnier Museum.
- 1998 Hands-on presentations on Use of CAD in the Fashion Industry for Iowa high school teachers attending College of Family and Consumer Sciences Education Day.
- 1998 Presentations in Fall and Spring on Careers in Apparel Design to East High School, Des Moines, IA.
- 1998 Interview for Des Moines Register special section on fashion trends.
- 1995-1996 Summer workshop on CAD for high school teachers.
- 1993-1996 Workshop - TechnoTools for Fashion Design. Summer Workshop for 4-H students
- 1995 CAD visuals developed for recruitment materials (boards) used on and off campus.
- 1994 Visiting Professor Program to Burnside, IA High School.
- 1991 Interactive presentation on computer-aided design of apparel given to Marshalltown high school students and teachers.
- 1990 Discussion about Image Consulting Industry with TC Club Members.
- 1990 Women's Conference presentation on nonverbal communication and the workplace.