

## **CURRICULUM VITAE**

### **Cynthia R. Jasper**

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School of Human Ecology  
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### **Education**

- 1984            Ph.D., University of Wisconsin-Madison
- 1982            M.S., University of Wisconsin-Madison
- 1974            B.S., Northern Michigan University

### **Positions Held**

- 1996–present    Chair, Consumer Science, School of Human Ecology, University of Wisconsin-Madison
- 1997–present    Professor, Consumer Science, School of Human Ecology, University of Wisconsin-Madison
- 2002-2007        Vaughn Bascom Professorship in Women and Philanthropy
- 1997–present    Director and Flexman Chair, Center for Women and Philanthropy, School of Human Ecology, University of Wisconsin-Madison
- 1993–present    Adjunct Associate Professor, Environment, Textiles and Design, School of Human Ecology
- 1993–97          Associate Professor, Consumer Science, School of Human Ecology, University of Wisconsin-Madison
- 1986–93          Assistant Professor, Environment, Textiles and Design, School of Family Resources and Consumer Sciences, University of Wisconsin-Madison

- 1989–93 Director of the Retailing Program, School of Family Resources and Consumer Sciences, University of Wisconsin-Madison
- 1988–89 Acting Director of the Retailing Program, School of Family Resources and Consumer Sciences, University of Wisconsin-Madison
- 1984–86 Lecturer/Administrative Specialist, Environment, Textiles and Design, University of Wisconsin-Madison
- 1982–84 Teaching Assistant, Environment, Textiles and Design, University of Wisconsin-Madison
- 1983 Project Assistant, Helen Allen Textile Collection, University of Wisconsin-Madison
- 1980–81 Research Assistant, Environment, Textiles and Design, University of Wisconsin-Madison
- 1978–81 Retail Sales, Singer Company, Madison, Wisconsin
- 1976–78 Adult Education Teacher, Nicolet College and Technical Institute, Rhinelander, Wisconsin
- 1975–78 Teacher, Lac du Flambeau Public School, Lac du Flambeau, Wisconsin
- 1975–77 Teacher, Arbor Vitae-Woodruff Public School, Woodruff, Wisconsin
- 1975–78 Retail Sales, Fisher Creative Interiors, Minocqua, Wisconsin

**Honors and Awards**

- 2002-07 Awarded the Vaughan Bascom Professorship in Women and Philanthropy
- 2002 Post-Tenure Review Completed
- 2001 Northeast Regional Research Award for Excellence from the Northeast Regional Directors as a member of NE 167-Family Business Viability
- 2000 Brenda Pfaehler Award of Excellence, TRIO, Student Support Services Program, federally funded program designed to provide academic support to low-income first generation college students, and students with disabilities
- 1997–98 Administrative Development Seminar, University of Wisconsin-Madison
- 1997 Promoted from Associate Professor to Professor
- 1996 Professional Excellence Award, University of Wisconsin Alumni Association
- 1995–96 Sabbatical Leave Grant, University of Wisconsin-Madison
- 1993 Promoted from Assistant Professor to Associate Professor with Tenure

1991	Panhellenic Council/Interfraternity Council Faculty Award
1991	Research-Service Award, University of Wisconsin-Madison
1981–82	Helen Cooper Mercer Doctoral Fellowship
1980	Omicron Nu Honor Society
1979	Helen Cooper Mercer Fellowship
1974	Graduated Magna Cum Laude from Northern Michigan University
1972–74	Board of Control Scholarship, Northern Michigan University

## Research and Publications

### Refereed Papers Published and Accepted for Publication

1. Jasper, C.R. (2005). Retailing and Older Consumers, In Schulz, R. (Editor). *The Encyclopedia of Aging*. New York: Springer Publishing Company.
2. Oh, H., & Jasper, C.R. (2005). Processing of Apparel Advertisements: Applications and Extension of Elaboration Likelihood Model. *Clothing and Textiles Research Journal*. 23.
3. Gregory, S.R., Jasper, C.R., Lokken, S., & Damhorst, M.L. (2004). Rural Consumers Uses of the Internet for Search and Acquisitions of Food and Travel Services. *Journal of Travel and Tourism*, 18, (1).
4. Hu, H. & Jasper, C.R. (2004). Men and Women: A Comparison of Shopping Mall Behavior. *Journal of Shopping Center Research*. 11, (1), 113-131.
5. Jasper, C.R., Goebel, K.P., & Lee, Y. (2003). Business Issues: Identification & Retirement Planning/Strategies Succession. In R.K.Z. Heck, A.N. Puryear, & P.A. Tomblin, (Eds.). A toolkit for home-based entrepreneurs (pp. 140-151). NY, NY: Baruch College, Lawrence N. Field Center of Entrepreneurship and Small Business.
6. Lee, Y.G., Jasper, C. R., & Goebel, K. (2003). A Profile of Succession Planning: Among Family Business Owners. *Journal of Financial Counseling and Planning*. 14, (2), 1-12.
7. Johnson, K.P., Lennon, S., Jasper, C.R., Damhorst, M. L., & Lakner, H. (2003). An Application of Roger's Innovation Model: Use of the Internet to Purchase Apparel, Food, Home Furnishing Products by Small Community Consumers. *Clothing and Textiles Research Journal*. 21, (4), 185-196.
8. Jasper, C. R. Retail and Older Adults. (2002). In Ekerdt, David J., Applebaum, Robert A., Holden, Karen C., Post, Stephen G., Rockwood, Kenneth, Schulz, Richard, Spratt, Richard L., and Uhlenberg, Peter, (Eds.). *Encyclopedia of Aging*. New York: Macmillan Reference USA. pp. 1181-1186.

9. Heck, R. K. Z., Jasper, C. R., Stafford, K., Winter, M., & Owen, A. J. (2000). Using a Household Sampling Frame to Study Family Businesses: The 1997 National Family Business Survey. In J. A. Katz (Ed.), *Databases for the study of entrepreneurship*, *Advances in Entrepreneurship, Firm Emergence and Growth* (Vol.4 pp. 229-287). Stanford, CT: JAI Press.
10. Jasper, C. R., Goebel, K., Stafford, K., & Heck, R. (2000). A Gender Comparison of Business Management Practices of Home-Based Business Owners. In Hennon C. B., Loker, S., & Walker, R., (Eds.), *Gender and Home-Based Employment*. Westport, pp. 119-136. CT: Auburn House.
11. Sternquist, B., Jolly, L., Leistritz, L., Kean, R., Bastow-Shoop, H., Jasper, C., and Gaskill, L. (1999). Rural Retailers: Using a Bankruptcy Model to Predict High Profit Versus Low Profit Firms. *Journal of Small Business and Entrepreneurship*.
12. Kean, R., Gaskill, L., Leistritz, L., Jasper, C., Bastow-Shoop, H., Jolly, L., & Sternquist, B. (1998). Effects of Community Characteristics, Business Environment, and Competitive Strategies on Rural Retail Business Performance. *Journal of Small Business Management*, 36, (2), 45-57.
13. Gaskill, L., Jasper, C., Bastow-Shoop, H., Jolly, L., Kean, R., Leistritz, L., & Sternquist, B. (1996). Operational Planning and Competitive Strategies of Male and Female Retailers. *The International Review of Retail, Distribution and Consumer Research*, 6(1), 76-96.
14. Lee, Y. J., & Jasper, C. (1997). South Korean Consumers' Shopping Motivations, Clothing Involvement, and Intention to Purchase From Catalogs. In N. Miller & M. Littrell (Eds.), *International Consumer Behavior Collection of Readings*.
15. Klassen, M., Clayson, D., & Jasper, C. (1996). Perceived Effect of a Salesperson's Stigmatized Appearance on Store Image: An Experimental Study of Students' Perceptions. *The International Review of Retail, Distribution and Consumer Research*, 6(2), 221-230.
16. Yoon, J. C., & Jasper, C. R. (1996). Key Dimensions of Women's Ready-to-Wear Apparel: Developing a Consumer Size-Labeling System. *Clothing and Textiles Research Journal*, 14(1), 89-95
17. Bastow-Shoop, H., Leistritz, L., Gaskill, L., Jasper, C., Jolly, L., Kean, R., & Sternquist, B. (1995). Factors Affecting the Financial Viability of Rural Retail Businesses. *Journal of the Community Development Society*, 26(2), 169-185.
18. Crank, W. M., Jasper, C., Meyer, S., & Sternquist, B. (1995). The Rural Retailer in

- Tourist Communities: Problems and Implications for Managerial Strategies. *Journal of Travel and Tourism Marketing*, 4(2), 99-105.
19. Jasper, C., & Roach-Higgins, M. E. (1995). Dress: Views on Time and Place. Previously published article reprinted in M. E. Roach-Higgins, J. Eicher, & K. Johnson (Eds.), *Dress and Identity* (pp. 374-377).
  20. Jasper, C., & Roach-Higgins, M. E. (1995). Role Conflict and Conformity in Dress. Previously published article reprinted in M. E. Roach-Higgins, J. Eicher, & K. Johnson (Eds.), *Dress and Identity* (pp. 139-146).
  21. Yoon, J. C., & Jasper, C. R. (1995). Consumer Preferences for Size Description Systems for Men's and Women's Apparel. *Journal of Consumer Affairs*, 29(2), 94-102.
  22. Jasper, C. R., & Ouellette, S. (1994). Consumers' Perceptions of Risk and the Purchase of Apparel from Catalogs. *Journal of Direct Marketing*, 8(2), 23-36.
  23. Yoon, J. C., & Jasper, C. R. (1994, March). The Development of Size-Labeling Systems for Women's Garments. *Journal of Home Economics and Consumer Studies*, 18, 71-83.
  24. Yoon, J. C., & Jasper, C. R. (1993). Garment-Sizing Systems: An International Comparison. *International Journal of Clothing Science and Technology*, 5(5), 28-37.
  25. Klassen, M. L., Jasper, C. R., & Schwartz, A. M. (1993). Men and Women: Images of Their Relationships in Magazine Advertisements. *Journal of Advertising Research*, 33(2), 30-39.
  26. Klassen, M. L., Jasper, C. R., & Hill, D. R. (1993). The Role of Physical Appearance in Managerial Decisions. *Journal of Business and Psychology*, 8(2), 181-198.
  27. Miller, K. A., Jasper, C. R., & Hill, D. R. (1993). Dressing in Costume and the Use of Alcohol, Marijuana and Other Drugs by College Students. *Adolescence*, 28(109), 189-198.
  28. Jasper, C. R., & Lan, R. P. (1992). Apparel Catalog Patronage: Demographic, Lifestyle and Motivational Factors. *Psychology and Marketing*, 9(4), 275-296.
  29. O'Neill, M., & Jasper, C. R. (1992). An Evaluation of Models of Consumer Spatial Behavior Using the Environment-Behavior Paradigm. *Environment and Behavior*, 24(4), 411-440.
  30. Miller, K. A., Jasper, C. R., & Hill, D. (1991). Costume and the Perception of Role

and Identity. *Perceptual and Motor Skills*, 72, 807-813.

31. Jasper, C. R., & Klassen, M. L. (1990). Stereotypical Beliefs About Appearance: Implications for Retailing and Consumer Issues. *Perceptual and Motor Skills*, 71, 519-528.
32. Jasper, C. R., & Klassen, M. L. (1990). Perceptions of Salespersons' Appearance and Evaluation of Job Performance. *Perceptual and Motor Skills*, 71, 563-566.
33. Jasper, C. R. (1989). Cross-National Differences in Satisfaction/Dissatisfaction and Complaint Behavior Concerning Apparel Products. *Journal of Consumer Studies and Home Economics*, 13, 151-159.
34. Jasper, C. R. (1989). Visual Resources and the Analysis of Historic Costume. *Visual Resources: An International Journal of Documentation*, 5(4), 325-335.
35. Jasper, C. R. (1989). Changes in Ojibwa (Chippewa) Dress: 1820-1980. *American Indian Culture and Research Journal*, 12(4), 17-37.
36. Jasper, C. R., & Roach-Higgins, M. E. (1988). Role Conflict and Conformity in Dress. *Social Behavior and Personality*, 16(2), 227-240.
37. Jasper, C. R., & Roach-Higgins, M. E. (1987). History of Costume: Theory and Instruction. *Clothing and Textiles Research Journal*, 7(4), 1-6.

### **Minor Publications**

1. Jasper, C. R., & Ouellette, S. J. (1994, October). Risk Perceptions and Apparel Catalog Purchases. *Stores magazine*.
2. Jasper, C. R., & Vos, K. (1991). Curriculum Development in a Time of Change: A Clothing and Textiles Case Study. Philosophical Paper, Dept. of Youth Development, Cooperative Extension Programs, University of Wisconsin-Madison.
3. Jasper, C. R. (1988). New Perspectives on Communicative Functions of Apparel and Textiles: A Review. *Dress: The Annual Journal of the Costume Society of America*, 14, 91-92.
4. Jasper, C. R., Wass, B., & Petrich, B. (1987). Toward Cultural Literacy: Developing Understanding. *Wisconsin Vocational Educator*, p. 7.

### **Book Reviews**

Jasper, C.R. (2004, March). Review For the International Textile and Apparel

Association Newsletter (Vol. 26, no. 4, p. 6) on *The Sari* by Mukulika Banerjee and Daniel Miller.

Jasper, C. R. (2002, September). Review for the International Textile and Apparel Association Newsletter (Vol. 25, no. 16, pp. 4-5) on *The Englishness of English Dress*, edited by Christopher Breward, Becky Conekin, and Caroline Cox. 2002. Oxford and New York: Berg.

Jasper, C.R. (2003, January). Review for the International Textile and Apparel Association Newsletter (Vol. 26, no. 1, pp - -) on the *Fabric Swatch Kit* by Clay Hunter

### **Extension Publications**

Kean, R., Jasper, C., Thayer, C., & Vigna, D. (2001). Impact of Technology on Rural Consumer Access To Food and Fiber Products. Extension Publication.

Brown, P., Jasper, C., Goebel, K., et al. (1998). Southern United States Family Businesses: Interaction in Work and Family Spheres. Regional extension publication.

Duncan, K., Jasper, C., Goebel, K., et al. (1998). Manitoba, Canada, Family Businesses: Interaction in Work and Family Spheres. Regional extension publication.

Jasper, C., Goebel, K., et al. (1998). North Central United States Family Businesses: Interaction in Work and Family Spheres. Regional extension publication.

Jasper, C., Goebel, K., et al. (1998). Northeastern United States Family Businesses: Interaction in Work and Family Spheres. Regional extension publication.

Jasper, C., Goebel, K., et al. (1998). Western United States Family Businesses: Interaction in Work and Family Spheres. Regional extension publication.

Sternquist, B., Gaskill, L., Jasper, C., Bastow-Shoop, H., Kean, R., Leistriz, L., & Jolly, L. (1996). Assessing Your Marketing Planning and Strategies: Rural Retailers. NCR 594. Regional extension publication.

Sternquist, B., Jolly, L., Leistriz, L., Kean, R., Bastow-Shoop, H., Jasper, C., & Gaskill, L. (1994). Rural Retailers: Financial Profile on High, Medium, and Low Profit Firms. NCR-555. Regional extension publication.

### **Published Abstracts**

1. Gutter, M.S., Jasper, C.R. & Wang, L. (2004). The Impact of Lifetime Income on Charitable

Giving. *Consumer Interest Annual, Volume 50.*

2. Johnson, K.K.P., Lennon, S., Damhorst, M.L. & Jasper, C. (2003). Predictors of internet shopping among rural consumers. In N. Owens (Ed). *International Textile and Apparel Association Proceedings* [abstract]. Monument, CO.
3. Hu, H. & Jasper, C.R. (2003). Social Orientation of a Store and Its Impact on Consumers' Perception of Store Image. *Proceedings of the 2003 Annual Meeting of the Academy of Marketing Science.*
4. Lennon, S., Johnson, K., Damhorst, M.L., Jasper, C., & Lakner, H. (2002). Rural Consumers' Use of the Internet to Purchase Food and Fiber Products. *International Textile and Apparel Association Proceedings.*
5. Lee, Y.G., Hong, G. S., Jasper, C. R., & Goebel, K. (2002). Succession Planning Behavior among Family Business Owners. *Proceedings of the 2002 Association For Financial Counseling and Planning Education Annual Conference, 57.*
6. Oh, H., & Jasper, C. R. (2000). Consumer Attitudes Toward Products Presented in Catalogs. *International Textile and Apparel Association Proceedings.*
7. Lee, Y.J., & Jasper, C. R. (2000). An Analysis of Magazine Advertisements for Products Aimed at Controlling Aging. *International Textile and Apparel Association Proceedings.*
8. Fitzgerald, M.A., Furry, M.M., German, L., Goebel, K., Heck, R.K.Z., Jasper, C.R., Muske, G., & Walker, R. (1999). Healthy family businesses make healthy families. *Family Relations and Human Development/Family Economics and Resource Management Biennial, 3, 6-7.*
9. Masuo, D. M., Fong, G., Cabal, C., Goebel, K. & Jasper, C.R. (1999). Minority family businesses in the U.S.: Research and extension applications. In G. Olson, (Ed.), *Proceedings of Third Biennial Meeting of the Asian Consumer and Family Economics Association (ACFEA)*, (p.239), Seoul, Korea, July 7-9.
10. Brown, P.J., Jasper, C., Douglas, S., & Kean, R. (1998). Family Business Management Factors. *Proceedings of the 1998 Annual Conference of the International Family Business Program Association Proceedings.* (pp. 46-50), San Antonio, TX, July 23-35.
11. Oh, H., & Jasper, C. R. (1998). Affective and Cognitive Bases of Expressive and Utilitarian Products: The Moderating Role of Involvement Level and Apparel Type in Brand Attitude Formation. *International Textile and Apparel Association Proceedings.*

12. Chun, J., & Jasper, C. R. (1998). A Methodology for Classifying Apparel for Developing an Anthropomorphic Sizing System. *International Textile and Apparel Association Proceedings*.
13. Oh, H., & Jasper, C. (Presenter). (1996). The Effectiveness of Appeals in Apparel Print Advertising: The Role of Gender and Self-Image Congruence. *International Textile and Apparel Association Proceedings*.
14. Klassen, M., & Jasper, C. R. (1995). A Cross-National Study of Verbal Information in Advertising in Germany, Japan, and the United States. *International Research Seminar on Marketing Communications and Consumer Behavior Proceedings*.
15. Oh, H., & Jasper, C. R. (1995). The Impact of Self-Image Congruence on Affective Reactions, Believability, and Attitude Toward an Advertisement. *International Textile and Apparel Association Proceedings*.
16. Jasper, C. R. (1991). A Discriminating Analysis of Cross-National Factors in Complaint Behavior Among Apparel Purchasing Consumers. *Association of College Professors of Clothing and Textiles Proceedings*, p. 153.
17. NCR-65 Committee (Jasper, C. R., member). (1991). Social Issues in the 21<sup>st</sup> Century: A Delphi Techniques Study of the Role of Textiles and Clothing Research. *Association of College Professors of Clothing and Textiles Proceedings*, pp. 27-30.
18. Jasper, C. R. (1988). Apparel Retailing Strategies for Modifying Consumer Behavior 1946-1986. *Association of College Professors of Clothing and Textiles Proceedings*.
19. Jasper, C. R. (1987). Forms and Communicative Functions of Ojibwa Indian Dress. *Association of College Professors of Clothing and Textiles Proceedings*.
20. Jasper, C. R. (1986). Dress as a Symbol of Role. *Association of College Professors of Clothing and Textiles Proceedings*.
21. Jasper, C. R., & Roach-Higgins, M. E. (1985). What Is History of Costume? *Association of College Professors of Clothing and Textiles Proceedings*.

### **Manuscripts Submitted for Publication**

- Jung, Hyunju, & Jasper, C.R. The Correlation Between Women's Satisfaction of Their Lower Body and Their Overall Weight Satisfaction. *Korean Fashion Design Journal*. (Submitted)

- October, 2004).
- Johnson, K.P., Lennon, S., Jasper, C.R., Damhorst M.L. & Yoo, J.J. Variables Discriminating Between Purchasers and Nonpurchasers of Apparel and Home Furnishing Products Online. *Journal of Retailing and Consumer Services*. (Submitted Jan. 2004).
- Chrenka, J., Gutter, M. S., & Jasper, C. R. Gender Differences in the Decision to Give Time and Money. Paper submitted to the *Journal of Consumer Affairs*. November, 2002.
- Yoon, J. C., & Jasper, C. R. A Methodology for Devising a Consumer Size-Labeling System for Women's Ready-to-Wear Apparel: Classifying Garments. *Family and Consumer Sciences Research Journal*. (First review completed, resubmitted.)
- Butler, M., Jasper, C.R., Wang, L.L. Charitable Giving and Allocation of Human Wealth. *Journal of Consumer Affairs*. (Resubmitted draft, first review).
- Jasper, C., Kean, R., Bastow-Shoop, H., Gaskill, L., Jolly, L., Leistriz, L., & Sternquist, B. Exploration of Retailers' Evaluation of the Business Environment in Rural Communities. *Journal of the Community Development Society*. (First review completed, revision submitted.)
- Bastow-Shoop, H., Leistriz, L., Jolly, L., Gaskill, L., Jasper, C., Kean, R., & Sternquist, B. Perceptions of Retail Success as Defined by Rural Operators and Validated by Financial Performance Measures. *Clothing and Textiles Research Journal*. (First review completed, revision submitted.)
- Hu, H. & Jasper, C. R. Social Orientation of a Department Store: Conceptualization, Measurement, and Its Impact on Consumer's Perception of Store Image. *International Journal of Retailing and Direct Marketing*. (First review completed, revision submitted).
- Johnson, K.K.P., Yoo, J.J., Lennon, S., Jasper, C.R., & Damhorst, M.L. Multi-Channel Shopping: Channel Use Among Rural Consumers. *International Journal of Retail and Distribution Management*. (Submitted December 20, 2004).

### **Research and Manuscripts in Progress**

- Damhorst, M.L., & Jasper, C.R. Use of the Internet for Shopping based on lifespan stage theory.
- Jasper, C. R., & Liao, S. An Analysis of Catalog Shopping Behavior in Canada and the United States. Targeted: *Journal of Interactive Marketing*.
- Jasper, C. R., & Liao, S. Canadian Shoppers' Perceptions Toward Catalogs: A Comparison

of Canadian and U.S. Catalogs. Targeted: *The Journal of Retailing and Consumer Services*.

## Scholarly Presentations

### Refereed

1. Lennon, S., Johnson, K., Jasper, C.R. Jolly, L., & Damhorst, M.L., (2004, November 5). Online Apparel Shopping among Rural Consumers: Changes in Apparel Online Shopping Adaptation. Paper to be presented at the Annual Meeting of the International Textile and Apparel Association, Portland, Oregon.
2. Goebel, K.P., Jasper, C.R., & Lee, Y.G. (2004, June 27). Succession Planning: Enhancing and in Transitions Among Generations in Family Owned Business. Paper presented at the annual meeting of the American Association of Family and Consumer Science, San Diego, CA.
3. Gutter, M., Jasper, C.R., & Wang, L. (2004, March 31). *Charitable Giving and Allocation of Lifetime Income*. Paper presented at the 50<sup>th</sup> annual American Council of Consumer Interests conference, Washington, D.C.
4. Johnson, K., Lennon, S., Damhorst., & Jasper, C.R. (2003, November 11). *Predictors of Internet Shopping Among Rural Consumers*. Paper presented at the annual meeting of the International Textiles and Apparel Association, Savannah, Georgia.
5. Chrenka, J., Gutter, M.S., & Jasper, C.R. (2003, April 4). *Gender Differences in the Decision to Give Time or Money*. Paper presented at the annual meeting of the American Council of Consumer Interests, Atlanta, Georgia.
6. Hu, H. & Jasper, C. R. (2003, May 6). *Social Orientation of a Store and Its Impact on Consumers' Perception of Store Image*. 2003 Annual Meeting of the Academy of Marketing Science.
7. Lee, Y.G., Hong, G.S., Jasper, C.R., & Goebel, K.P. (2002, November 21). *Succession Planning Behavior among Family Business Owners*. Paper presented at the annual meeting of the Association of Financial Counseling and Planning Education, Scottsdale, AZ.
8. Lennon, S. J., Johnson, K., Damhorst, M. L., Jasper C. R., & Lakner, A. (2002,

- August 9). *Rural Consumers' Use of the Internet to Purchase Food and Fiber Products*. Paper presented at the annual meeting of the International Textile and Apparel Association, New York City, New York.
9. Johnson, K., Lennon, S., Damhorst, M.L., Jasper, C., & Lakner, H. (2002, February). *A Test of Roger's Theory: Rural Consumers' use of the Internet to Purchase Apparel, Food, and Home Furnishing Products*. Paper Presented at the Ohio State University E-Commerce Symposium.
10. Jasper, C. R., et al. (2000, November 9). *Research Agenda 2000: Developing, Activating and Funding Team Research*. Paper presented at the annual meeting of the International Textile and Apparel Association, Cincinnati, Ohio.
11. Oh, H., & Jasper, C. R. (2000, November 10). *Consumer Attitudes Toward Products Presented in Catalogs*. Paper presented at the annual meeting of the International Textile and Apparel Association, Cincinnati, Ohio.
12. Lee, Y. L., & Jasper, C. R. (2000, November 10). *An Analysis of Magazine Advertising for Products Aimed at Controlling Aging*. Paper presented at the annual meeting of the International Textile and Apparel Association, Cincinnati, Ohio.
13. Oh, H., & Jasper, C. R. (1999, August 24). *Persuasion Processes of Emotional and Informational Advertisements' Effects of Product Type and Involvement Level*. Paper presented at the annual meeting of the American Psychological Association, Boston, Massachusetts.
14. Fitzgerald, M., Furry, M., Goebel, K., Heck, R., Jasper, C. R., Rowe, B., & Walker, M. (1999, June 24). *Healthy Family Businesses Make Healthy Families*. Paper presented at the annual meeting of the American Association of Family and Consumer Sciences, Seattle, Washington.
15. Goebel, K., Jasper, C., Masuo, D., & Fong, G. (1999, July 8). *A Profile of the American Family Business: Research Results and Extension Applications*. Paper presented as part of a research panel presentation for the biennial meeting of the Asian Consumer and Family Economics Association, Seoul, South Korea.
16. Kean, R., Miller, N., Brown, P., Douglas, S., Jasper, C. R. (1999, June 17). *Profile of Computer Usage by Family Owned Businesses: The Retail Sector*. Paper presented at Rural Retailing: Technological Change in the Rural Marketplace, Salt Lake City, Utah.
17. Miller, N., Kean, R., Douglas, S., Jasper, C. R., & Brown, P. (1999, June 17).

- Strategic Management in Small Community Family Business*. Paper presented at Rural Retailing: Technological Change in the Rural Marketplace, Salt Lake City, Utah.
18. Brown, P. J., Jasper, C., Douglas, S., & Kean, R. (1998, July 24). *Family Business Management Factors*. Paper presented at the annual conference of the International Family Business Program Association, San Antonio, TX.
  19. Oh, H., & Jasper, C. R. (1998, November 20). *Affective and Cognitive Bases of Expressive and Utilitarian Products: The Moderating Role of Involvement Level and Apparel Type in Brand Attitude Formation*. Paper presented at the annual meeting of the International Textile and Apparel Association, Dallas, TX.
  20. Chun, J., & Jasper, C. R. (1998, November 19). *A Methodology for Classifying Apparel for Developing an Anthropomorphic Sizing System*. Paper presented at the annual meeting of the International Textile and Apparel Association, Dallas, TX.
  21. Lee, Y. J., Jasper, C., & Rhee, E. Y. (1997, July 11). *South Korean Consumers' Shopping Motivations, Clothing Involvement, and Intention to Purchase Apparel From Catalogs*. Paper presented at conference sponsored by the International Textile and Apparel Association and the Université de la Mode, Lyon, France.
  22. Jasper, C. R., & Oh, H. (1996, August 3). *The Effectiveness of Appeals in Apparel Print Advertising: The Role of Gender and Self-Image Congruence*. Paper presented at the international meeting of the International Textile and Apparel Association, Banff, Alberta, Canada.
  23. Sternquist, B., Frazier, B., Bastow-Shoop, H., Jolly, L., Gaskill, L., Jasper, C., Kean, R., & Leistritz, L. (1996, April). *Community Activeness and Solidarity: Perceptions of Rural Retailers*. Paper presented at the national meeting of the American Collegiate Retailing Association, New Orleans, LA.
  24. Goebel, K., & Jasper, C. R. (1996, April 23). *Gender Differences in Management Practices in Home-Based Businesses*. Paper presented at the Home-Based Business Conference, Milwaukee, WI.
  25. Sternquist, B., Bastow-Shoop, H., Leistritz, L., Jolly, L., Gaskill, L., Jasper, C., & Kean, R. (1996, March). *The Role of Retailers' Perceptions of Community Support on Retailer Performance*. Paper presented at the Third Beatrice Paolucci Symposium, Michigan State Univ, East Lansing, MI.
  26. Sternquist, B., Frazier, B., Bastow-Shoop, H., Leistritz, L., Jolly, L., Gaskill, L., Jasper, C., & Kean, R. (1996, March). *The Role of Rural Retailers'*

- Perceptions of Community Support on Retailer Performance*. Poster presented at the Third Paolucci Symposium, Michigan State University, East Lansing, MI.
27. Sternquist, B., Niehm, L., Bastow-Shoop, H., Gaskill, L., Jasper, C., Jolly, L., Kean, R., & Leistriz, L. (1996, March). *Rural Retailers' Attitudes Regarding Service Offerings: Implications for Strategy Development and Profitability*. Poster presented at the Third Paolucci Symposium, Michigan State University, East Lansing, MI.
28. Oh, H., & Jasper, C. (1995, October 20). *The Impact of Self-Image Congruence on Affective Reactions, Believability, and Attitude Toward an Advertisement*. Paper presented at the national meeting of the International Textile and Apparel Association, Pasadena, CA.
29. Klassen, M., & Jasper, C. (1995, June 21). *A Cross-National Study of Verbal Information in Advertising in Germany, Japan, and the United States*. Paper presented at the research seminar Marketing Communications and Consumer Behavior, La Londe Les Maures, France.
30. Bastow-Shoop, H., Leistriz, L., Jolly, L., Gaskill, L., Jasper, C., Kean, R., & Sternquist, B. (1995, June 2). *Perceptions of Retail Success as Defined by Rural Operators and Validated by Financial Performance Measures*. Paper presented at the symposium Rural Retailing: Emerging Community Issues, Salt Lake City, UT.
31. Jolly, L., Bastow-Shoop, H., Leistriz, L., Gaskill, L., Jasper, C., Kean, R., & Sternquist, B. (1995, June 2). *A Multi-State Study of Rural Retailers and Consumers*. Paper presented at the symposium Rural Retailing: Emerging Community Issues, Salt Lake City, UT.
32. Sternquist, B., Jolly, L., Leistriz, L., Kean, R., Bastow-Shoop, H., Jasper, C., & Gaskill, L. (1995, June 1). *Rural Retailers: Is There a Financial Profile for Success?* Paper presented at the symposium Rural Retailing: Emerging Community Issues, Salt Lake City, UT.
33. Feinberg, R., Douglas, S., Gaskill, L., Jasper, C., Jolly, L., Kean, R., Leistriz, L., Meyer, S., Minshall, B., Sternquist, B., Summers, T., & Wessel, K. (1995, June 3). *What Consumers and Retailers in Rural Areas Believe About Discount Retailers*. Research abstract presented at the symposium Rural Retailing: Emerging Community Issues, Salt Lake City, UT.
34. Kean, R., Gaskill, L., Leistriz, L., Jasper, C., Bastow-Shoop, H., Jolly, L., & Sternquist, B. (1995, January 10). *Effects of Economic Base and Community Characteristics on Business Environment, Competitive Strategies and Business Performance*. Paper presented at the United States Association for Small

Business and Entrepreneurship Conference, Boulder, CO.

35. Oh, H., & Jasper, C. R. (1994, October 22). *Measurement Development: Affective Reactions to Apparel Advertisements*. Paper presented at the national meeting of the International Textile and Apparel Association, Minneapolis, MN.
36. Leistriz, L., Bastow-Shoop, H., Gaskill, L., Jasper, C., Jolly, L., Kean, R., & Sternquist, B. (1994, August 12). *Factors Affecting the Financial Viability of Rural Retail Businesses*. Paper presented at the national meeting of the Rural Sociological Society, Portland, OR.
37. Lee, Y. J., Jasper, C. R., & Rhee, E. Y. (1994, April 16). *The Perceived Benefits and Risks of Shopping for Apparel by Catalog: A Korean Case Study*. Paper presented at the national meeting of the American Collegiate Retailing Association, Atlanta, GA.
38. Sternquist, B., Jolly, L., Leistriz, L., Kean, R., Bastow-Shoop, H., Jasper, C., & Gaskill, L. (1994, April 16). *Rural Retailers: Financial Profile of High Profit Versus Low Profit Firms*. Paper presented at the national meeting of the American Collegiate Retailing Association, Atlanta, GA.
39. Gaskill, L., Jasper, C., Bastow-Shoop, H., Jolly, L., Kean, R., Leistriz, L., & Sternquist, B. (1993, April 22). *Gender Differences and Managerial Strategies in the Retail Setting*. Paper presented at the national meeting of the American Collegiate Retailing Association, Detroit, MI.
40. Jasper, C. R. (1991, September 13). *The Presentation of Ceremonial Costume within the Retailing Setting*. Paper presented at the Region III annual meeting of the Costume Society of America, Madison, WI.
41. Jasper, C. R. (1990, November 2). *A Discriminating Analysis of Cross-National Factors in Complaining Behavior Among Apparel Purchasing Consumers*. Paper presented at the national meeting of the Association of College Professors of Clothing and Textiles, Denver, CO.
42. Jasper, C. R. (1988, October 21). *Apparel Retailing Strategies for Modifying Consumer Behavior 1946-1986*. Paper presented at the central region meeting of the Association of College Professors of Clothing and Textiles, Kansas City, MO.
43. Jasper, C. R. (1988, April 29). *Symbolic Interaction and Dress*. Paper presented at the annual meeting of the Society for the Study of Symbolic Interactionism, Chicago, IL.

44. Jasper, C. R. (1987, October 23). *Forms and Communicative Functions of Ojibwa Indian Dress*. Paper presented at the central region meeting of the Association of College Professors of Clothing and Textiles, Dearborn, MI.
45. Jasper, C. R. (1986, October 23). *Dress as a Symbol of Role*. Paper presented at the national meeting of the Association of College Professors of Clothing and Textiles, Houston, TX.
46. Jasper, C. R. (1985, March 8). *Dress as a Communicative Symbol of Beliefs*. Paper presented at the meeting of the Wisconsin Home Economics Association, Oconomowoc, WI.
47. Jasper, C. R. (1982). *Changes in Modal Forms of Ojibwa (Chippewa) Indian Dress from 1820 to 1980*. Paper presented at the meeting of the Wisconsin Home Economics Association, Eau Claire, WI.

### **Invited**

- Jasper, C. R. (1998, April 2). "Rural Retailing: Research Methods and Strategies." Presentation given to Consumer Science (CS 960), graduate level course, Madison, WI.
- Jasper, C. R. (1997, May 10). "Rural Retailing: Impact on Consumer and Community." Presentation given for the University of Wisconsin Alumni Association, Madison, WI.
- Jasper, C. R. (1995, March 23). "Retailing Facility Design." Lecture given to interior design class, Madison, WI.
- Jasper, C. R., & Roach-Higgins, M. E. (1985, October 26). "What is History of Costume?" Presentation given at the annual meeting of the Association of College Professors of Clothing and Textiles, Ames, IA.
- Jasper, C. R. (1981, 1985). "Ojibwa Society and Dress." Lecture given to world costume class, Madison, WI.
- Jasper, C. R. (1982, 1983). "Development of Curriculum Materials to Teach about Ethnic Dress." Lecture given to graduate students in education course, Madison, WI.

### **Research Grants**

Project: Repositioning Shopping Malls: The Importance of the Consumer Shopping Experience  
Funding: Council for Shopping Mall Research  
Period: August 2003 - June 2004  
Amount: \$15,000  
Investigators: Haiyan Hu and Cynthia R. Jasper

Project: Family Business Viability in Economically Vulnerable Communities  
Funding: Hatch, Agricultural Experiment Station, U.S. Department of Agriculture (NE-167)  
Period: October 1, 1999-September 30, 2006  
Amount: \$126,000  
Investigator: Cynthia R. Jasper, Karen Goebel  
Award: 2001 Northeast Regional Research Award for Excellence from the Northeast Regional Directors

Project: Impact of Technology on Rural Consumer Access to Food and Fiber Products  
Funding: Hatch, Agricultural Experiment Station, U.S. Department of Agriculture, (NC-222)  
Period: October 1, 1997-September 30, 2004  
Amount: Travel to Regional Meetings  
Investigator: Cynthia Jasper and other NC-222 members

Project: Social Change in the Marketplace: Consumer/Retailer/Producer Interface (NCR-65)  
Funding: Agriculture Experiment Station, U.S. Department of Agriculture  
Period: October 1, 1996-October 2006  
Amount: Travel  
Directors: Cynthia R. Jasper and other NCR-65 members, Multi State Research Coordinating Committee Information Exchange Group

Project: Family Business: Interaction in Work and Family Spheres  
Funding: Hatch, Agriculture Experiment Station, U.S. Department of Agriculture (NE-167R)  
Period: October 1, 1995- October 1999  
Amount: \$34,144 and travel for 1995-96; \$22,922 and travel for 1996-97; \$23,734 and travel for 1997-98  
Investigators: Cynthia R. Jasper, Karen Goebel

Project: Research Agenda: Women and Philanthropy  
Funding: Center for Women and Philanthropy  
Period: March 1998-September 1999  
Investigator: Cynthia R. Jasper

Project: NC-192, Rural Retailing: Impact on Consumer and Community  
Funding: Agriculture Experiment Station, U.S. Department of Agriculture  
Period: October 1, 1989-1993; extension granted from October 1993 to October 1995  
Amount: \$51,000 and travel  
Investigator: Cynthia R. Jasper

Project: Professional Advancement and Development during Sabbatical Leave  
Funding: Helen C. Dawe Trust Fund  
Period: July 1, 1995-July 30, 1996  
Amount: \$1,500  
Investigator: Cynthia R. Jasper

Project: National Small Stores Institute  
Funding: U.S. Department of Agriculture  
Period: November 1, 1995-October 30, 1996  
Amount: \$12,000  
Investigator: Cynthia R. Jasper as a member of the National Small Stores Consortium

Project: Development of the Retailing Program to Include Direct Retailing  
Funding: Helen C. Dawe Trust Fund  
Period: May 1994-May 1996  
Amount: \$800  
Investigator: Cynthia R. Jasper

Project: NCR-65, Clothing Production, Distribution, and Consumption  
Funding: North Central Regional Research Coordinating Committee, Agriculture Experiment Station, Department of Agriculture  
Period: 1990-1993, 1993-1996  
Amount: \$1,500, \$3,000  
Participant: Cynthia R. Jasper

Project: Analysis of the Transition and Development of the Retailing Program from the Department of Environment, Textiles and Design to the Department of Consumer Science  
Period: Summer 1993  
Amount: \$2,500  
Participants: Robin Douthitt, Cynthia R. Jasper

Project: Consumer Behavior within the Rural Environment  
Funding: Research-Service Award, Graduate School, University of Wisconsin-Madison  
Period: Summer 1991  
Amount: \$8,718

Investigator: Cynthia Jasper

Project: A Methodology for Devising an Anthropomorphic Size-Labeling System for Women's Apparel

Funding: Lands' End Direct Merchants

Amount: \$2,500

Investigators: Jong-suk Chun Yoon, Cynthia R. Jasper

Project: Retail Store Planning and Design

Funding: Small Business Development Center, University of Wisconsin-Madison

Period: April 1990-January 1991

Amount: \$500

Position: Ad Hoc Consultant

Project: Development of Educational Materials for Youth Development Clothing and Textiles projects

Funding: Cooperative Extension Program, University of Wisconsin-Madison

Period: May 12, 1988-August 31, 1988

Amount: \$3,230

Position: Cynthia R. Jasper, Co-director with Cathy Vos

Project: Apparel Catalog Patronage: Analysis of Consumer Lifestyle and Shopping Motivations

Funding: Lands' End Direct Merchants

Period: July 1, 1988-May 1, 1989

Amount: \$2,000, Data resources grant

Investigators: Rosa Lan, Cynthia R. Jasper

Project: Retailing Management: Computer Simulations and Analysis for Student Development

Funding: IBM Computer, Trochos Project

Period: April 1, 1988-April 1, 1990

Amount: \$36,736 (four computer workstations)

Investigator: Cynthia R. Jasper

Project: Social Implications of Apparel Retailing Strategies: 1946-1986

Funding: University of Wisconsin-Madison, Graduate School

Period: July 1, 1987-June 30, 1988

Amount: \$3,667

Investigator: Cynthia R. Jasper

Project: Theoretical Developments in the Clothing and Textiles Field

Funding: University of Wisconsin-Madison, Graduate School Start-up Grant

Period: July 1, 1986-June 30, 1987  
Amount: \$6,000  
Investigator: Cynthia R. Jasper

Project: Development of Curricular Materials for Studying History and Functions of Ojibwa Indian Dress Compared to Other American Dress  
Funding: Ethnic Heritage Studies Program, U.S. Office of Education  
Period: October 1, 1980-September 30, 1981  
Amount: \$29,800  
Position: Research Assistant (Jasper was part of a team that developed proposal, conducted research, and wrote research report.)

### **Graduate Student Research Grants**

Project: The Media Influence on Consumers' Body Image Appraisal and Their Involvement in Body Modifying Consumption: A Contextual Perspective  
Funding: School of Human Ecology Scholarship Committee  
Period: July 1, 1997-June 30, 1998  
Amount: \$1,000  
Investigators: Yoon-Jung Lee, Cynthia Jasper

Project: Consumers' Attitudes and Reactions to Utilitarian and Expressive Products Presented in Catalogs and Advertisements  
Funding: School of Human Ecology Scholarship Committee  
Period: July 1, 1996-December 1996  
Amount: \$500  
Investigators: Hyunjoo Oh, Cynthia Jasper

Project: The Role of Discrepancy Between Ideal Self-Image Congruity and Actual Self-Image Congruity in Consumer Decisions for Purchasing Expressive Products  
Funding: School of Family Resources and Consumer Sciences Scholarship Committee  
Period: December 1994-December 1995  
Amount: \$1,000  
Investigators: Hyunjoo Oh, Cynthia Jasper

Project: An Analysis of Catalog Retailing in Canada and the United States  
Funding: School of Family Resources and Consumer Sciences Scholarship Committee

Period: December 1994-December 1995  
 Amount: \$500  
 Investigators: Shu-Ping Liao, Cynthia Jasper

Project: Measurement Development: Affective Reactions to Apparel  
 Advertisements  
 Funding: School of Family Resources and Consumer Sciences Scholarship  
 Committee  
 Period: July 1, 1994-June 30, 1995  
 Amount: \$1,000  
 Investigators: Hyunjoo Oh, Cynthia Jasper

### **Teaching Teaching Fellowship**

Course: Direct Marketing Institute for Professors  
 Funding: Direct Marketing Educational Foundation and the Chicago Association of  
 Direct Marketing  
 Period: May 29-31, 1996  
 Amount: \$300  
 Description: Designed to provide in-depth education on direct marketing and provide  
 materials for classroom use and curriculum development.

### **Courses Taught**

#### **CS 501: Philanthropy - An International Perspective**

(Summer 2003; Summer 2004). Received a grant for innovative course development for Summer 2003 to develop a course CS 501 Philanthropy - An International Perspective.

This class examined philanthropic giving from an international perspective. The giving patterns and the role of philanthropic gifts of families of different cultures and societies ( both western and non-western) are central to this study, with inclusion of women's contributions.

The course will include: how specific societal conditions establish different philanthropic responses; how these responses might influence the perception of philanthropic activities and the value of giving within and across cultures. By examining the values and goals that influence philanthropic behavior from a global perspective, class members may draw understanding of conflicts that might arise, of the defining part of philanthropy in a society, and of the manner in which such activities might contribute to the formation of civility within the society.

The manner in which international philanthropy is structured and the application of economic analysis in philanthropic decision making will be emphasized with reflection on governmental policy, tax issues, technology and financial planning. Analysis of contemporary trends, family foundations, nonprofit organizations and

charitable trusts, where applicable, will provide knowledge of the venues from which philanthropy occurs.

#### CS 566 Women and Philanthropy: Theory and Practice

(summer 2001; summer 2002). This course was approved as a permanent course offering May 8, 2002 by the Social Studies Divisional. I received a grant for innovative course development

for Summer 2001 to develop a course CS 501 Women and Philanthropy: Theory and Practice. This course focused on the changing roles of women in philanthropic endeavors. Women's giving has changed from participation in volunteer activities to the currently more common role of contributing funds to support the organizations and issues they believe are worthwhile. This change is directly related to the fact that women now control a large amount of money through earnings and inheritance. Women are increasingly expected and encouraged to become philanthropists. This course examined social and cultural values, expectations and gender differences in philanthropic behavior, as well as the unique characteristics of women donors. It presented students with the social, historical, psychological, and cultural context of philanthropic behavior. Recent research on women and gender related to philanthropy in cross-cultural perspective was included; and other factors - such as motivations, attitudes, and family background - were discussed. Students considered theories related to philanthropy and altruistic behavior, socialization of women into the role of philanthropist, and volunteerism. They examined institutions designed to promote philanthropic causes and discussed the roles of family foundations, nonprofit organizations, and charitable trusts.

#### CS 565 Seminar in Consumer Science

(summer 1994-95; summer 1997; fall 1997; spring 1998; summer 1998; fall 1998; spring 1999; summer 1999; fall 1999; spring 2000; summer 2000; fall 2000; spring 2001; summer 2001; fall 2001; spring 2002; summer 2002; fall 2002; spring 2003; summer 2003; fall 2003; Spring 2004; Fall 2004; Spring 2005)

#### CS 699 Independent Study

(summer 1993-94, summer 1994-95, summer 1995-96- Emily Searing, senior, Education; fall 1996-97- Yoon-Jung Lee, Ph.D. graduate student, ETD; spring 1996-97- JoAnn Jensen and Carrie McDowell, seniors, Education; fall 1997-98- Wen Jen Tuan, Ph.D. graduate student, Consumer Science; fall 2001- Tanya Barylak, sophomore, Consumer Science; spring 2001-2002- Howard Goldberg, Kelli Kopischke, Holly Pilch, Kari Shafer, Amy Washbush, Susan King; summer 2002 - Nicole D'Amour, senior, Economic; spring 2003 - Jeffrey Czajka, senior, Economics; Julia Lee, senior, Consumer Sciences.)

#### CS 501 Advanced Topics in Direct Retailing (graduate level)

(spring 1994-95)

#### CS 561 Direct Retailing

(summer 1993-94; fall, spring, & summer 1994-95; summer 1995-96; fall & spring 1996-97)

CS 563 Retail Facility Planning and Design  
(summer 1992-93; summer 1993-94; summer 1997)

ETD 990 Research & Thesis  
(spring 1992-93; fall, spring, & summer 1993-94; fall, spring, & summer 1994-95)

Inter-FR 793 Research Methods (graduate level)  
(spring 1991-92; spring 1992-93)

CS 560 Retail Promotion  
(spring 1989-90, fall & spring 1990-91; spring 1991-92; fall & spring 1992-93; fall & spring 1993-94; fall & spring 1994-95)

ETD 601 Internship in Retailing  
(summer 1988-89; summer 1989-90; summer 1990-91)

ETD 501 Preparation for Internship  
(spring 1988-89; spring 1989-90; spring 1990-91)

ETD 455 Dress, Society and Culture  
(fall 1987-88; fall 1991-92; fall 1993-94)

ETD 598 Field Experience in Retailing  
(fall & spring 1986-87; fall, spring, & summer 1987-88; fall & spring 1988-89; fall, spring, & summer 1990-91)

ETD 357 Introduction to Retailing (previously titled "Fashion Merchandising"- apparel product focus) (spring 1986-87; fall & spring 1990-91)

ETD 360 Computer Applications in Retailing  
(fall & spring 1986-87; fall & spring 1987-88; fall & spring 1988-89)

### **Instructional Materials**

Jasper, C. R., & Vos, K. (1991). *Looking Good*. Clothing and Textiles Youth Development Materials. Department of Youth Development, Cooperative Extension Program.

Wass, B., Petrich, B., & Jasper, C. R. (1981). *Toward Intercultural Understanding: History and Functions of Ojibwa Dress Compared to Other American Dress*. This instructional module includes 115 slides with a narrative, discussion questions, and fact sheets.

## Visiting Scholar Program

Scholar: Suzanne Loker  
Position: Professor  
Institution: University of Vermont  
Beginning Research: January 1989  
Project Title: Motivational Factors and the Purchase of Apparel from Catalogs  
Description: Consisted of the development of a research proposal and project designed to study motivational factors that influence the purchase of apparel from catalogs.

## Graduate Student Committees

### ***Chairperson of Graduate Student Committees (1986 to present)***

Student: Katie Kraus  
Degree: M.S.  
Status: Coursework

Student: Myoung Kim  
Degree: Ph.D.  
Status: Working on Dissertation proposal

Student: Thitiporn Sanguanpiyapan  
Degree: M.S.  
Status: Completing Thesis  
Thesis: Consumer's Purchase of Jewelry

Student: Weijun Fan  
Degree: M.S.  
Status: Coursework

Student: Jason Chrenka  
Degree: M.S.  
Status: Completing thesis  
Thesis: *Philanthropy: Differences in Giving Behavior Among Single Men and Women*

### ***Students Who Have Completed Graduate Program***

Student: Haiyan Hu  
Degree: Ph.D.  
Status: Completed dissertation, May 2002  
Dissertation: *A Cross-Cultural Examination of Consumers' Perception of Store Image Position*

- Position: Department of Business Administration, Utah State University, Logan, Utah.
- Student: Sunyoung J. Dixon  
Degree: M.S., Ph.D  
Status: Completed thesis, summer 2001; admitted to Consumer Science doctoral program, has not enrolled  
Award: Vilas Fellowship, 1999-00- \$600 and remission of nonresident portion of tuition, University of Wisconsin Graduate School  
Thesis: *A Collective Model of Philanthropic Behavior: Attitudes, Motivations, and Demographic Factors*
- Student: Yoon-Jung Lee  
Degree: Ph.D.  
Status: Completed dissertation, spring 2001  
Award: Dissertation scholarship, 1997-98- \$1,000  
Dissertation: *The Media Influence on Consumers' Body Image Appraisal and Their Involvement in Body Modifying Consumption: A Contextual Perspective*  
Position: Assistant Professor, Washington State University
- Student: Hyunjoo Oh  
Degree: Ph.D.  
Status: Completed dissertation, summer 1998  
Awards: Research scholarship, 1994- \$600; research scholarship, 1995- \$1,000; research scholarship, 1996- \$500  
Dissertation: *Consumers' Attitudes and Reactions to Expressive and Utilitarian Products Presented in Advertisements and Catalogs*  
Position: Lecturer, University of North Carolina at Greensboro
- Student: Shu-Ping Liao  
Degree: M.S. Consumer Science  
Status: Completed thesis, spring 1996  
Award: Research scholarship, 1995- \$500  
Thesis: *A Comparison of Catalog Shopping Behavior in Canada and the United States*
- Student: Christina Waugh  
Degree: M.A. (Joint with Art History)  
Status: Completed thesis, spring 1995  
Thesis: *A Spanish and Byzantine Type of Headdress in French Romanesque Art: The Creation and Popularization of an Exotic Taste*  
Position: Teaching Assistant, Ph.D. Candidate, University of Michigan
- Student: Tanuja Sheth  
Degree: M.S.

- Status: Completed thesis, spring 1993  
 Thesis: *Consumer Values in Relation to Environmental Promotions of Apparel Retailers*  
 Position: Research Assistant, Ph.D. Candidate, Purdue University, 1993-present
- Student: Jong-suk Chun Yoon  
 Degree: Ph.D.  
 Status: Completed dissertation, February 1992  
 Dissertation: *A Methodology for Devising an Anthropomorphic Size-Labeling System for Women's Apparel*  
 Position: Lecturer, Yonsei University, Seoul, South Korea, 1992-93  
 Associate Professor, Yonsei University, Seoul, South Korea, 1993-present
- Student: Kimberly Miller  
 Degree: Ph.D.  
 Status: Passed preliminary examination, December 1987; completed dissertation, May 1990  
 Dissertation: *Dress as Symbol of the Self and its Relationship to Selected Behaviors*  
 Position: Associate Professor, University of Kentucky, Lexington, KY, 1990-present
- Student: Sara Ouellette  
 Degree: M.S.  
 Status: Graduated, fall 1989  
 Thesis: *Catalog Shopping for Apparel: Perceived Risk, Self Esteem and Information Seeking*  
 Position: Associate Buyer, Dayton-Hudson Corporation, Minneapolis, MN
- Student: Rosa Pi-Nan Lan  
 Degree: M.S.  
 Status: Graduated, fall 1988  
 Thesis: *Apparel Catalog Patronage: Analysis of Consumer Lifestyle and Shopping Motivations*  
 Position: Assistant to Apparel Importer in Los Angeles, California (market development and customer service), 1989-present

### **Member of Student Graduate Committees**

- 2004-05 Dale T. Eesley, Ph.D., Business School  
 Dissertation: *Improvisation, Planning and Surprises in New Ventures.*
- 2003-04 Lingling Wang, Consumer Science, M.S. Student
- 2003-04 Peter Clement, Consumer Science, Ph.D. Student
- 2002-03 Judy Pasch

- 2002-03 Stanley Yin
- 2002-03 Thitiporn Sanguanpiyapan
- 1998-02 Chin-I Wang, Ph.D.  
Dissertation: *A Comparison of the Persuasive Effectiveness of Online Statistics vs. Story Embedded Health Information.*
- 1999-00 Prathana Kannaovakun, Family and Consumer Journalism  
Thesis: *A Comparison of Protection Motivation Theory and the Elaboration Likelihood Model as Explanations of the Impact of Fear Appeals in Negative Political Advertising.*
- 1998-99 Sora Kim (Served as major advisor 1998-99)
- 1998-02 Toni Schmid Gnewuch, Journalism
- 1998-99 Cate Pfeifer, Journalism, Ph.D.  
Dissertation: *The role of mass media in influencing performance or learning goals in adult consumers.*
- 1998-00 Jyh-Ming Yang, M.S.  
Thesis: *The Motivations for Participation in the Madisonpride Recycling Program*
- 1998-99 Xin Wang, M.S.  
Thesis: *Econometric Estimation of Depreciation for Consumer Vehicles*
- 1997-98 Puthirak Pensuk, M.S.
- 1997-98 Sun-Young Jeong (served on her committee prior to becoming her major advisor)
- 1996-98 Wen Jen Tuan, M.S.  
Thesis: *A Meta-Analysis for Antecedents of Consumer Satisfaction and Dissatisfaction.*
- 1996-2003 Myoung-Hee Kim, M.S. (Ph.D. in progress)  
Thesis: *A Measure of Conscious Consumption Propensity: CCP Scale Development.*
- 1996-2001 Soo-Jin Lee, Ph.D.  
Dissertation: *Relationship Marketing with Consumers from a Total Channel System Perspective.*
- 1996-99 Haiyan Hu, Ph.D. (served on her committee prior to becoming her major

- advisor)
- 1995-96 Anita Thanigavelan, M.S.
- 1995-97 Jinsook Cho-Che, Ph.D.  
Thesis: *Global Sourcing: Benefits and Challenges, and Organizational Governance in the Apparel Industry*
- 1988-96 Lynn Falk, M.S.
- 1994-95 Jim Thalacker, M.S.  
Thesis: *On the Performance of Asset Allocation Mutual Funds*
- 1993-95 Julie Johnson-Hillery, Ph.D.  
Thesis: *A Comparison of Protection Motivation Theory and the Elaboration Likelihood Model as Explanations of the Impact of Fear Appeals in Negative Political Advertising*
- 1992-95 Ruta Saliklis, Ph.D.  
Thesis: *A Wealth of Pattern: Northern European and Middle Eastern Fold Knitting in the Helen Allen Textile Collection*
- 1993-94 Hyunsook Kim, Ph.D.
- 1993-94 Michelle Broadman, M.S.  
Thesis: *W.P.A. Work Relief and Ojibwa Weavers: A Study of the Indian Weaving Unit Lac Du Flambeau 1939-1941*
- 1990-93 Sherry Ewaskowitz, M.S.  
Thesis: *A Profile of Signature Designers in the Interior Textile Products Industry in the United States*
- 1991-92 Jinsook Hwang, M.S. (served as major advisor 1991-92)
- 1991-94 Susan Shidevy, M.S., Family and Consumer Education
- 1988-89 Maxine Johns, Ph.D. (served as major advisor 1989-91)
- 1988-90 Jongsuk Yoon, Ph.D. (served on her doctoral committee prior to becoming her major advisor)
- 1989-91 Sharon Bradley, M.S. (served as major advisor 1989-91)
- 1987-88 Heason Rhee, Ph.D.  
Dissertation: *The Effect of Functional Finishes on Surface Characteristics of Textile Materials.*

1986-89 Cynthia Misner, M.S.  
Thesis: *Marketing Strategies, Tools, and Types of Assistance Used by Women Small Business Owners in Textile-Craft Businesses*

### **Advising Graduate Students**

2004-05	7 (5 M.S., 2 Ph.D.)
2003-04	2 (1 M.S., 1 Ph.D.)
2002-03	2 (1 M.S., 1 Ph.D.)
2001-02	3 (1 M.S., 2 Ph.D.)
2000-01	3 (1 M.S., 2 Ph.D.)
1999-00	2 (1 M.S., 1 Ph.D.)
1998-99	3 (2 M.S., 1 Ph.D.)
1997-98	3 (1 M.S., 2 Ph.D.)
1996-97	3 (1 M.S., 2 Ph.D.)
1995-96	3 (1 M.S., 2 Ph.D.)
1994-95	4 (2 M.S., 2 Ph.D.)
1993-94	3 (1 M.S., 2 Ph.D.)
1992-93	2 (1 M.S., 1 Ph.D.)
1991-92	5 (3 M.S., 2 Ph.D.)
1990-91	4 (2 M.S., 2 Ph.D.)
1989-90	4 (2 M.S., 2 Ph.D.)
1988-89	5 (3 M.S., 2 Ph.D.)
1987-88	2 (1 M.S., 1 Ph.D.)
1986-87	1 (0 M.S., 1 Ph.D.)

### **Undergraduate Students**

2004-05	Approximately 22
2003-04	Approximately 29
2002-03	Approximately 15
2001-02	Approximately 12
2000-01	Approximately 12
1999-00	Approximately 15
1998-99	Approximately 17
1997-98	Approximately 22
1996-97	Approximately 23
1995-96	Sabbatical Leave
1994-95	Approximately 32
1993-94	Approximately 28
1992-93	Approximately 32
1991-92	Approximately 50

1990-91	Approximately 45
1989-90	Approximately 60
1988-89	Approximately 85
1987-88	Approximately 85
1986-87	Approximately 80

### **Supervision of Graduate Assistants**

2004	Weijun Fan, Research Assistant
2002	Destin Joy Layne, Teaching Assistant, Project Assistant
2001-02	Susan King, Project Assistant
2001-02	Jason Chrenka, Project Assistant
2002-03	
2000-01	Sichao Bai, Project Assistant
1999-05	Kevin Wang, Project Assistant
1999-01	Sun-Young Jeong, Project Assistant
1998-99	Sora Kim
1998-99	Tsung-Hsiu Tsai
1997-98	Sun-Young Jeong, Teaching Assistant
1997-98	Greg Schick, Teaching Assistant
1997-05	Jyh-Ming Yang, Project Assistant
1996-97	Yoon-Jung Lee, Project Assistant
1996-97	Xin Wang, Project Assistant
1997-98	
1988-89	Micki Johns, Teaching Assistant
1989-90	
1990-91	
1990	Cynthia Nuesen, Project Assistant
1989-90	Kirk Haller, Project Assistant
1989	Sharon Bradley, Project Assistant

### **Related Teaching Activities**

#### **Educational Seminars**

June 22 & 24, 2004 "Investment and Leadership in Family Philanthropy; Where we are Today," in Inter-HE 501 Visions of Human Potential. Summer School Course 2004. Presented by Cynthia Jasper and Karen Goebel.

February 8, 2002 "Shopping from Home: Consumer Protection for Families and Children," UW Extension Family Living Programs, Educational Telecommunications Network of UW-Extension. Presentation by C. Jasper

- November 4, 1998 "Cashing in on Business Opportunities," Building on the Assets of Families and Communities, 1998 Family Living Programs Conference, presentation by K. Goebel and C. Jasper
- June 10-11, 1991 "Wisconsin Youth State Congress," Youth Development Programs,  
June 14, 1992 Cooperative Extension, University of Wisconsin-Extension,  
Panel Member
- June 22, 1993  
June 21, 1994  
June 20, 1995
- July 15-26, 1991 "Retail Promotion," Cooperative Management Institute, Center for Cooperatives, University of Wisconsin-Madison, Instructor
- July 16-27, 1990 "Retail Promotion," Cooperative Management Institute, Center for Cooperatives, University of Wisconsin-Extension, Instructor
- August 1-11, 1989 "Perspectives on Retailing," Cooperative Management Institute, Center for Cooperatives, University of Wisconsin-Extension, Instructor
- December 11, 1986 "Clothing & Textiles Curriculum," New Directions for Clothing and Textiles, Department of Public Instruction, Instructor
- June 6-8, 1985 "Social Aspects of Clothing and Textiles," College Week for Women, University of Wisconsin-Madison, University of Wisconsin-Extension, Instructor
- March 29-30, 1985 "Management of an Apparel Retail Business," Cooperative Extension Service, University of Wisconsin-Extension, Program Assistant
- March 7-9, 1985 "Educational Materials for Textiles and Clothing," Wisconsin Home Economics Association Annual Meeting, Panel Member
- January 28, 1985 "Dress and Social Identity," Educational Telephone Network, Division of Staff Development, University of Wisconsin-Extension, Studio Moderator

### **Study Tours**

- January 6-12, 1986 Organized and conducted a tour for 18 retailing students in Dallas.

January 5-12, 1985 Co-organized and conducted a tour for 43 retailing students in New York City.

## **Service**

### **Service to the Profession**

- 2002            Evaluated Promotion and Tenure Documents for an assistant professor from Kansas State University
- 2001-02        Conference Planning Committee, Women's Philanthropy Institute. Met May 11-12, 2001 in Dallas, Texas to plan a National Conference entitled, "Fulfilling the Potential of Women's Philanthropy: Women Changing Themselves and the World Through Philanthropy," to be held March 20-22, 2002 in Dallas, Texas.
- 2000-01        Member, National Membership Committee, International Textile and Apparel Association
- 2001-02  
2002-03  
2003-04
- 1998-99        Program Co-chair (with K. Johnson), National Conference, Rural Retail Symposium-Technological Change in the Rural Marketplace: Producer, Retailer, Consumer Interface. Salt Lake City, Utah, June 17, 18, & 19, 1999.
- 1997-98  
1998-99  
1999-00  
2000-01        University of Wisconsin Academic Board, Learning Institute for Nonprofit Organizations
- 1996-97        Member, Research and Theory Development Committee, International Textile and Apparel Association.
- 1995-96        Member, Cooperative Extension Service National Retail Design Team. This team is part of a Communities in Economic Transition (CET) initiative of the Extension Service of the USDA.
- 1994-95        Program Chair, National Conference, Rural Retailing: Emerging Community Issues- A Multidisciplinary Symposium on Access to Goods and Services, Salt Lake City, Utah, June 1-3, 1995.

### **Editorial Position**

2002-04 Media Editor, *International Textile and Apparel Association Newsletter*

### **Editorial Board Membership**

2000-01 Member, Editorial Board, *Journal of Family and Economic Issues*

2002-03

2003-04

### **Editorial Reviews**

2004-2005 Reviewer, Fairchild Publications, evaluator of Chapters for Perry's Department Store: Product Development Simulation.

2004 Reviewer, *Retail & Distribution Management*, reviewed one manuscript.

2004 External Reviewers, Proposal Review, Title of Research Project "Survival of Independent Retailers," Minnesota Agricultural Experiment Station.

2004 Reviewer, Fairchild Publications, evaluation of book prospectus on retailing and product development.

2004 Reviewer, *Journal of Family and Economic Issues*, reviewed two journal articles.

2003 Reviewer, Fairchild Publications, evaluator of book proposal for *Professional Preparation for Apparel Merchandising, Retailing, and Design*.

2003 Reviewer, *Clothing and Textiles Research Journal*, reviewed three journal articles.

2003 Reviewer, *Journal of Family and Economic Issues*, reviewed two journal articles.

2002 Reviewer, *Journal of Family and Economic Issues*, reviewed one journal article.

2001-02 Reviewer, Fairchild Publications, evaluator of book proposal (2001) and chapter drafts (2002) for revising *Perry's Department Store: A Buying Simulation*

2001 Reviewer, Hatch and McIntire-Stennis, Proposal Review, Wisconsin Agricultural Experiment Station.

2001 Reviewer, Fairchild Publications, evaluator of book manuscript, *Retail*

*Buying* by Clodfelter

- 2001 Ad Hoc Reviewer, *Journal of Family and Economic Issues*, reviewer of journal article
- 2000 Ad Hoc Reviewer, *Family and Consumer Sciences Research Journal*, reviewed two research articles
- 2000 Reviewer, Ohio State University Press, reviewer of book manuscript, *Stronger than Dirt: A Cultural History of Advertising Personal Hygiene in America, 1875-1940* by Juliann Sivulka
- 2000 Reviewer, Fairchild Publications, evaluator of book manuscript, *Merchandise Buying and Management, 2<sup>nd</sup> Edition*
- 1998 Reviewer, Hatch and McIntire-Stennis. Proposal review, Wisconsin Agricultural Experiment Station, Costly Charity or Smart Strategy? Impact on Consumers and Managers of Advertising With a Social Dimension
- 1998 Reviewer, Ohio State University Press, reviewer of book manuscript, *Advertising to the American Woman 1900-1999* by Daniel Hill
- 1998 Reviewer, *Clothing and Textiles Research Journal*, reviewer of journal article, Apparel Descriptions in Catalogs and Perceived Risk Associated With Catalog Purchases
- 1998 Reviewer, *Journal of Retailing and Consumer Services*, reviewer of research article, Image Perception and Shopping Behavior
- 1997 Reviewer, *Clothing and Textiles Research Journal*, reviewer of journal article, Structural Models for Weight Satisfaction, Self-Consciousness, and Women's Use of Clothing in Mood Enhancement
- 1997 Reviewer, *Journal of the Community Development Society*, reviewer of journal article, Planned Rural Industrial Parks Policies in Georgia: A Critical View
- 1997 Reviewer, Prentice-Hall, evaluator of book manuscript, *Professional Development for the Retailing and Apparel Industries*
- 1997 Reviewer, Minnesota Agricultural Experiment Station, evaluator of proposal, Self Employment: Special Populations
- 1997 Reviewer, book chapter, Obesity Discrimination and Powerlessness,

- Appearance and Power*, K. Johnson & S. Lennon (Eds.)
- 1997 Reviewer, Sage Publications, evaluator of book proposal, *Softgoods to the World*
- 1997 Reviewer, *Journal of the Community Development Society*, evaluator of journal article, Nonprofit Corporations in Rural Economic Development
- 1997 Reviewer, Minnesota Agricultural Experiment Station, evaluator of proposal, Apparel Retailing in the 21<sup>st</sup> Century
- 1996-present Reviewer, *Journal of Retailing and Consumer Services*, reviewer of manuscripts
- 1986-present Reviewer, research articles, *Clothing and Textiles Research Journal*
- 1996 Reviewer, Prentice-Hall, reviewer of prospectus, *Professional Preparation for Retailing*
- 1996 Reviewer, Utah State University, evaluator of proposal submitted to the Utah State University New Faculty Research Program
- 1995 Reviewer, Fairchild Books, reviewer of textbook proposal, *International Retailing*
- 1994 Reviewer, *Sex Roles: A Journal of Research*
- 1994 Reviewer, Fairchild Books, reviewer of textbook, *Merchandise Buying & Management*
- 1993 Reviewer, Minnesota Agricultural Experiment Station, proposal
- 1993 Reviewer, Fairchild Books, reviewer of textbook, *Retail Advertising*
- 1993 Reviewer, *Journal of Applied Social Psychology*, reviewer of article
- 1993 Reviewer, research abstracts, American Collegiate Retailing Association
- 1991 Reviewer, manuscripts being considered for inclusion in the forthcoming book, *Social Science Aspects of Dress: New Directions*, S. J. Lennon and L. L. Davis (Eds.), International Textile and Apparel Association
- 1990 Reviewer, social/psychological abstracts for presentation at the national meeting of the Association of College Professors of Textiles and Clothing

- 1990 Reviewer, research articles for *American Indian Culture and Research Journal*
- 1990 Reviewer, research proposals for American Philosophical Society
- 1988-89 Reviewer, research proposals for American Council of Learned Societies
- 1986 Reviewer, Harcourt Brace Jovanovich textbook company

### ***Membership on Research Committees***

- 2002-03 Member, Women and Philanthropy Institute (Goal: Identify Research That is Needed to Better Understand Women's Philanthropic Behavior)
- 2002-05 Chair, Policy Handbook Committee, NE-167, Family Business Viability in Economically Vulnerable Communities, Agricultural Experiment Station
- 1998-01 Member, Publications Sub-committee, NC-222, Technology and the Rural Consumer, Agricultural Experiment Station
- 1997-98 Member, NCT-171 Technical Committee, designed to write proposal focusing on issues facing rural retailers and consumers
- 1992-93 Chair, NCR-65, Clothing Production, Distribution, and Consumption
- 1991-93 Chair, Publications Sub-committee, NC-192 Rural Retailing, Agricultural Research Station
- 1988-93 Wisconsin Representative, NC-192 Rural Retailing, Agricultural Experiment Station
- 1991-92 Vice-Chair, NCR-65, Clothing Production, Distribution, and Consumption
- 1990-91 Elected Secretary, NCR-65, Clothing Production, Distribution, and Consumption
- 1989-91 Member, Publications Sub-committee, NC-192 Rural Retailing, Agricultural Research Station
- 1989-91 Member, Retailing Sub-committee, NC-192 Rural Retailing, Agricultural Research Station

### ***Professional Organizations***

- 2002-present American Association of Family and Consumer Sciences
- 1986-present American Collegiate Retailing Association

- 1982-present International Textile and Apparel Association (formerly Association of College Professors of Textiles & Clothing [ACPTC])
- 1980-present Omicron Nu Honor Society
- 1985-95 The Costume Society of America
- 1985-93 The Society for the Study of Symbolic Interactionism
- 1987-91 American Sociological Association
- 1988-90 American Marketing Association
- 1988-90 American Council on Consumer Interests
- 1985-90 Wisconsin Academy of Sciences, Arts and Letters
- 1987-88 Chair, Ph.D. Fellowship Committee
- 1987-88 Research Committee, Ad Hoc Member
- 1985-87 Publications Committee, International Textile and Apparel Association
- 1986 Presider at Social-Psychological Aspects of Dress Research Section National Meeting of the International Textile and Apparel Association
- 1985 Presider at Fellowship Research Presentations Central Region Meeting of the International Textile and Apparel Association

### **Service to the State**

- 2000-01 Wisconsin LifeSmarts Championship Competition-Consumer Contest for High
- 2002-03 School Students in Wisconsin, with questions on personal finance, health/safety and consumer rights and responsibilities, sponsored by the National Consumer League
- 1988-92 Co-director (with Cathy Vos), Youth Development Clothing & Textiles Project; Extension
- 1991 Participant, The Promotion of Clothing & Textiles Youth Development Project, ETN
- 1989-90 Reviewer, Clothing & Textiles Youth Development Materials, "Looking Good" Project

- 1989-90 Specialist Support Staff, Youth Development Clothing Advisory Task Force
- 1987-88 Advisory Board Member, Center for Retailing Studies: University of Wisconsin Campus Advisory Board
- 1986-88 National Society for Internships and Experiential Learning, Peer Assistance Network in Experiential Learning (panel)
- 1986-87 Wisconsin Home Economics Association, Member, Leaders Award 1987-88 Committee
- 1986 Reviewer, Clothing and Textiles Youth Development Materials, "Looking Good" Project
- 1985-86 Wisconsin Home Economics Association, Chairperson-District J, Teacher of the Year Award Committee
- 1985 Mentor for new students, Student Services Program, Family Resources and Consumer Sciences, University of Wisconsin-Madison

### **Service to the University**

#### ***University at Large***

- 2001-02 Member, Commission on Faculty Compensation and Benefits. This committee is responsible for reviewing and making recommendations regarding faculty compensation and benefits.
- 2002-03 Mentor, UW Faculty Mentoring Program, Mentor to Min-Shi, Assistant Professor
- 2001-02 of International Finance, School of Business
- 2001-02 Faculty Affiliate, UW-Madison Consortium for Global Electronic Commerce. The mission of this group is to create, integrate, transfer, and apply knowledge of E-Commerce technologies, business processes and organizational strategies to enhance the competitiveness and effectiveness of industry.
- 2000-01 Member, UW-Madison Non-resident Tuition Appeals Committee:
- 2001-02 Hears appeals from graduate and undergraduate students requesting resident status.
- 2002-03
- 2000-01 Member, Elected to the Hilldale Board of Directors, Hilldale Shopping Mall.
- The
- 2001-02 Hilldale Board of Directors is the oversight committee for the Hilldale Shopping

- 2002-03 Mall, with profits from the mall going to support many University of  
Wisconsin programs such as lecture series, research, and  
professorships.
- 1999-00 Alternate, University of Wisconsin Faculty Senate  
2000-01  
2001-02  
2002-03
- 1997-98 Member, Design Team for the Academic Leadership Workshop on Post-  
tenure Review, Office of Human Resource Development
- 1997-98 Member, College of Agricultural and Life Sciences Library Committee  
1998-99  
1999-00
- 1995-96 Member, Women Faculty Mentoring Program
- 1991-92 University of Wisconsin Faculty Senate  
1992-93
- 1989-90 Alternate (FRCS) University of Wisconsin Faculty Senate  
1990-91

### ***School of Human Ecology***

- 2004-05 Served on Committee to review and summarize the Textile and Apparel  
Design and Interior Design Program Reviews.
- 2002-03 Served on Committee to review the Final Report of Family and Consumer  
Communications Program Review
- 2001-02 Chairs Advisory Committee (CAC)  
2002-03  
2003-04  
2004-05
- 2001-02 Academic Planning Council (APC)  
2002-03  
2003-04  
2004-05
- 1996-97 Dean Advisory Council  
1997-98

- 1998-99  
1999-00
- 2004 Member, Search Committee for the Internship Coordinator position.
- 2002 Member, Search Committee for the Advisor in the Office of Student Academic Affairs
- 2001 Member, Search Committee for the Diversity Officer in the Office of Student Academic Affairs
- 2000-01 Member, Assessment Group on Collections/Gallery/Library/Resource Rooms/Storage Issues, Facilities Master Planning Committee
- 1997-98 Faculty Representative, Promotional Campaign for the School of Human Ecology
- 1996-97  
1997-98 Faculty Representative, School of Human Ecology Alumni Association
- 1996-97  
1998-99 Chair, Center for Retailing Studies
- 1994-95  
1996-97  
1997-98  
1999-00 Member, Helen Allen Textiles Committee
- 1993-98  
1999-00  
2000-01  
2001-02 Sexual harassment contact person
- 1989-91 Advisor, Rho Mu Sigma (retailing honor society)
- 1986-91 Advisor, Omicron Nu Honor Society
- 1985-86  
1988-89  
1989-90  
1990-91 Advisor, University of Wisconsin Retail Club

***Consumer Science Department***

- 2001-02 Member, Letecia McKinney, Tenure Committee  
2002-03  
2003-04
- 2001-02 Member, Karen Goebel, Post-Tenure Review Committee
- 2000-01 Member, Ann Hoyt, Post-Tenure Review Committee
- 1997-98 Member, Irena Vida, Tenure Review Committee  
1998-99  
1999-00
- 1999-00 Member, Rima Apple, Post Tenure Committee
- 1993-94 Member, Retailing Search Committee  
1995-96  
1996-97
- 1994-95 Member, Jikyeong Kang Tenure Review Committee  
1995-96  
1996-97  
1997-98  
1998-99
- 1994-95 Member, Ad Hoc Committee on the Formation of a Governance Document  
for the Center for Retailing Studies
- 1994-95 Member, Ad Hoc Committee on the Long-Range Strategic Plan for  
Consumer Science
- 1993-94 Chair, Undergraduate Committee  
1994-95

***Environment, Textiles and Design Department***

- 1993-94 Member, Ad Hoc Committee for Retailing Program Transition
- 1992-93 Member, Retailing Search Committee
- 1990-91 Member, Graduate Admissions and Policies and Procedures Committee  
1991-92  
1992-93

- 1990-91 Member, Ad Hoc Committee on Textiles and Clothing, Ph.D. review
- 1989-91 Chair, Retailing Search Committee, two open positions
- 1989-90 Member, Curriculum Committee  
1990-91
- 1988-89 Chair, Retailing Steering Committee  
1989-90  
1990-91
- 1988-89 Chair, Future Directions of the Retailing Program
- 1988-89 Member, Search Committee for Curator, Helen Allen Textile Collection
- 1988-89 Member, Search Committee for Retailing Position, Vice/Stampfl
- 1988-89 Member, Space Committee
- 1987-88 Chair, Curriculum Committee  
1988-89
- 1987-88 Member, Search Committee for Retailing Position
- 1984-85 Member, Retailing Steering Committee  
1985-86  
1987-88
- 1985-86 Member, Curriculum Committee  
1986-87
- 1985-86 Chair, Social Committee
- 1984-85 Member, Outreach Committee
- 1983-84 Member, Social Committee  
1984-85

**Outreach**

- 1993-95 Clothing and Textiles Specialist, Youth Development, University of Wisconsin Cooperative Extension
- 1990-91 Ad Hoc Consultant, Lands' End Direct Merchants, Research Department  
1994-95

- 1989-91 Member, Board of Directors, Material World Cooperative, elected to a three-year
- 1992-95
- 1989-91 Chair, Retailing/Marketing Committee, Material World Cooperative

### **Newspaper and Magazine Interviews**

The Win-Win of Internship. (2004, November). *University of Wisconsin Business News Wire*.

Newfound Excitement over Hilldale's Future. (2004, October 14). *Wisconsin State Journal*. pp. A1, A6.

Hazy Future for 2 Target Execs. (2004, March 22). *Star Tribune*, Minneapolis, Minn.

Trusting Donors, Celebrity Help Drive Cancer Hoaxes. (2004, February 9). *Daily Legal News*. Article by Jim Hannah distributed by the Associated Press to about 70 newspapers throughout Ohio.

In Store: An Open and Shut Year for Retail. (2004, January 3-4). *The Capital Times*, Business Section, p. 8D, 10D.

Good Season, Stores Say: East Towne, West Towne Say Sales Top Last Year's. (2003, December 21). *Wisconsin State Journal*, Business Section, p. C1, C3).

The Future of Malls in Madison. (2003, May).

Last-Minute Season - Next Few Days are Busiest for Christmas Shopping. (2002, December 21-22). *The Capital Times*, Business Section, p. 10C.

Giving Circles Meet Community Needs and More. (2002, September 16). *Home and Family Finance Resources Center Newsletter*

Sears' Facelift: Retailer Counts on Boost from Lands' End. (2002, June 7). *The Capital Times*, Business Section, p. 7C, 8C.

The Changing Face of the Consumer, (2002, May/June). *1 to 1 Magazine: Using Technology to Manage Customer Relationships*. Vol. 4, No. 4, pp. 44-49.

Sears The Purchase Lands' End: No. 4 U.S. retailer looks to jump-start its apparel sales. (2002, May 14). *Wisconsin State Journal*, Business Section, p. B9, B10.

Leaving Hilldale? Mall, Shoppers Fret over Wolff Kubly Plans (2002, March 14). *The*

*Capital Times*, Business Section, p1E, 3E.

Lands' End Style Wears Well. (2001, December 11). *The Baltimore Sun*, Business Section.

Fashion for the Full-Figured: Lands' End catalog offers variety and style for women size 18 and up. (2001, October 4). *The Capital Times*, p.2F, 6F

Courting Female Philanthropists makes good Financial Sense. (2001, Fall). *Nonprofit World*.

Twice as Many Shoes: Famous Footwear opens superstore here. (2001, June 29). *The Capital Times*, p. 8C.

Monster plan. Web job site founder sees bright future. (2001, March 30). *The Capital Times*, pp. 1E, 2E.

Philanthropy: What we give, why we give. Professor Cynthia Jasper studies patterns, reasons, and benefits to all. (2000, Fall). *Impact*, pp. 1-2.

Kopp's Store Stirring Passions. (2000, December 20). *Wisconsin State Journal*, pp. A1, A11.

Trends in candidate fashion styles in check with issues. (2000, November 7). *The Badger Herald*, p. 8.

Focus: Back to School Shopping- It's Made August a Retail Lion. (1999, August 20). *Wisconsin State Journal*, pp. 1A, 3A.

Born to Not Shop: Research Supports Stereotype That Most Men Aren't Big on Shopping. (1998, December 10). *The Capital Times*, pp. F1, F8.

Bargain Hunting: Johnson Creek Outlet Center Attracts Hard-Core Shoppers and Those Who Are Just Curious. (1998, July 5). *The Janesville Gazette*. Marketplace section, p. 1.

Undressing for Success: Madison Companies Jump on the Casual-Dress Bandwagon. (1994, November 11-17). *Isthmus*, pp. 1, 18, 31.

Pleasing Customers Makes Good Business Worldwide, Researcher Finds. (1991, Spring). *Impact: Research and Extension of the School of Family Resources and Consumer Sciences*.

Retailing Program Prepares Students for Employment. (1989, Spring). *Impact*:

*Research and Extension of the School of Family Resources and Consumer Sciences*, p. 6.

Individuality in Dress is Difficult to Find. (1988, February 8). *Badger Herald*, p. 4.

Location Key Item for Outlet Centers. (1987, June 26). *Milwaukee Sentinel*, p. 5, part 2.

Cultural Ideals of Beauty. (1987, March). *Agricultural Business*.

On the Stand: Trial by Style. (1986, March 18). *Badger Herald*, p. 3.

Do "Sales" Help Sales? (1985, November). *In Business*.

### **Radio and Television Interviews**

"The Future of Shopping Malls." (2003, January 24). WIBA Radio Morning News.

"Trends in Holiday Retail Sales." (1995, November 12). Channel 5 local evening news.

"Retailing and the Consumer in the 1980s." (1986). Wisconsin Public Radio, Margaret Andreasen Show.

"The Future of Discount Chains." (1985, August 12). Wisconsin Public Radio, Clark and Company.

### **Volunteer Activity**

1982-83 American Intercultural Student Exchange, Area Representative.

2004 Co-Chair, (with Nadine Marks), School of Human Ecology Blood Drive (October 15).

December 21, 2004