

Retail Education Today

■ www.acraretail.org

■ Volume 31, Number 1

■ February 2011

▼ Ask the expert

How can professors discourage cheating?

Q: Discouraging cheating during exams is always a challenge, but with my class sizes constantly increasing, the problem becomes even more frequent. My department provides a graduate assistant who can help me during exams, but cheaters can still slip through. What strategies have you used to discourage cheating during exams?

A: Make the consequences of cheating clear to students at the beginning of the semester. Remind the students prior to each exam.

▼ For objective tests (multiple choice and true/false), use several versions of the exam with the questions and answers scrambled in a different order. Put the different versions on different colors of paper.

▼ For subjective tests, have students turn in blank blue books to you at the beginning of the exam. Check and mark each blue book to show that you've seen it. Then, redistribute the blue books randomly. Or, require students to begin writing on a specific page of their blue book, leaving a specified (at the beginning of the exam) page blank.

▼ Do not allow students to wear hats and/or dark glasses on exam days.

▼ Require students to turn off and put away all electronic devices.

▼ Walk the aisles during the exam.

▼ Have students show a University-issued photo ID when submitting exams.

Got a teaching related question you'd like to see addressed in Ask the Expert? Email your question to jcarpent@mailbox.sc.edu and we'll gather answers from some experts!

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ACRA's 2011 annual conference in Boston is quickly approaching

Dear fellow ACRA Members:

It's hard to believe February is already here – time is really flying by! Spring is just around the corner (we hope!). The officers and Irene Foster, who is our ACRA member host, have been busy with plans for the 2011 ACRA Conference in Boston. If you have not yet registered, I urge you to do so quickly and join us.

Remember that ACRA is hosting only one conference per year, so the Boston meeting will be our only one for 2011. Our reasoning was to enhance your professional development by stimulating the exchange of ideas and research in one large, retailing-focused, top-notch meeting.

We have numerous paper presentations, expert panel presentations, guest speakers, and a special retail study tour of TJMAX and BJ's headquarters. The full conference schedule is included in this issue of *Retail Education Today* on page 5.

In January, I attended the National Retail Federation's Big Show and was happy to see some of you there. It looks like we may have an exciting opportunity to build a student organization with the NRF, and I am very excited about this opportunity. I plan to have

▼ President's report

some conversations about this in Boston and will, of course, share details as they develop.

A very important last reminder is that if you have not renewed your membership you will not be able to access the two new retailing-

specific journals: *The International Journal of Retail and Distribution Management* and *The International Review of Retail, Distribution and Consumer Research*.

Please send your membership information form and dues to Susan Fiorito, ACRA treasurer, as soon as possible. You don't want to miss what ACRA has planned for you this

year, including access to the two journals, *Retail Education Today*, and especially our Boston conference!

Your ACRA board meets via phone conference at least once per month, so please feel free to propose new ideas that may aid you in your teaching and research, as well as help the organization provide more value to you as a member.

See you in Boston!

Claudia Mobley, Ph.D., President,
American Collegiate Retailing Association
University of Arkansas



Claudia Mobley

▼ Position announcements

• Assistant/Associate Professor, Oklahoma State University, Design, Housing & Merchandising

The Department of Design, Housing and Merchandising at Oklahoma State University invites applications for a tenure-track position as an Assistant or Associate Professor in the area of Visual Merchandising, Promotions and Communication. Responsibilities will include: teaching undergraduate and graduate courses in merchandising, developing and disseminating a program of research, pursuing funded research, advising undergraduate and graduate students, and assisting in appropriate university, college and departmental service activities. The full position announcement is available at: <http://www.ches.okstate.edu/dhm/content/view/67>

Applicants must have an earned Ph.D. with specialization in the area of merchandising conferred no later than the starting date of the appointment. Knowledge of technology applications for visual communication strategies is expected. Retail experience, successful teaching and research, and proposal development experience are preferred. Salary commensurate with experience and qualifications. Position available August 2011 (negotiable). Application review will begin on February 14, 2011 and continue until the position is filled. Applicants should send a letter of application including professional goals, area(s) of interest, and scholarly activities in instruction, research and outreach; vita; and a list of three references.

Please send applications ELECTRONICALLY by e-mail to: Jane Swinney, Search Committee Chair (jane.swinney@okstate.edu).

Oklahoma State University is an Affirmative Action/Equal Opportunity E-Verify Employer committed to diversity. OSU is a tobacco-free campus.



• Contract Assistant Professor, University of Alabama, Fashion Retailing

A Master's Degree in apparel and textiles or a closely related field, retail experience, and expertise in subject matter related to the fashion retailing curriculum is required. Preference will be given to applicants with extensive retail experience at the executive level, college teaching experience, and experience with development and supervision of fashion retailing internships. Your salary will be commensurate with your qualifications and experience.

Your responsibilities will be to teach in your areas of expertise; to develop and supervise fashion retailing internships; to assist in program developments; to advise undergraduate students; and to serve on departmental, college, and university committees. The starting date for this position will be August 17, 2011.

To apply for the position, please send your letter of application, vita, official transcripts, and three letters of reference to Dr. Shirley

▼
**Advertise your position
opening in the next issue
of *Retail Education Today!***

Cost: \$100

Includes:

- ▼ Position posting in *Retail Education Today*
- ▼ Position posting on ACRA Web site
- ▼ E-mail blast to membership

E-mail Jason Carpenter
(jcarpent@mailbox.sc.edu)
for more information.

Foster, Department of Clothing, Textiles and Interior Design, The University of Alabama, Box 870158, Tuscaloosa, AL 35487-0158. The deadline for applications is February 15th (or until the position is filled by a qualified applicant).

The University of Alabama is an Equal Opportunity Affirmative Action Employer. Women and minorities are encouraged to apply.

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“
There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”

— Sam Walton of Wal-Mart
.....

▼ Call for papers.....

• International Logistics and Supply Chain Congress – International Logistics in the Value Era (October 27-29, 2011, Altin Yunus Resort, Cesme, Izmir Turkey)

The 9th International Logistics and Supply Chain Congress is organized by the Department of International Logistics Management, Faculty of Economics and Administrative Sciences at Yasar University in Izmir in collaboration with the Turkish Logistics Association and a number of national and international partners. The main theme of the Congress is “International Retail Logistics in the Value Era” and the topics of the event will provide a better understanding of logistics and supply chain management integrated concepts and activities to develop sustainable value chains in today's value era.

Academic presentations will be made on subjects such as retail logistics, value creation, supply chain management, logistics management, transportation management, city logistics, information systems in logistics, green logistics and supply chain management, reverse logistics, outsourcing, supplier relations management, total quality management, production and processing management, and materials management.

Professor Omer Baybars Tek is the Congress Chair and Professor Mehmet Tanyas is Co-Chair.

The deadline for submissions is March 21, 2011. See <http://lm-scm2011.yasar.edu.tr/index.html> for more information.

• 6th Asia Pacific Retailing Conference (September 14-15, 2011, Kuala Lumpur)

Papers are invited from business firms in retail, wholesale, manufacturing, logistics,



technology provision, professional and business services, government policy makers and regulators at different levels, industry organizations, researcher institutions, consultants, academics, consumer associations and those interested in retail distribution and their effects.

Topics will include, but are not limited to: Trends in retail formats (including but not restricted to ‘ecological’ stores) and their impacts; Sustainable management in retailing; Changes in consumer attitudes

Retail Education Today

Retail Education Today is looking for feature articles on innovative teaching strategies or evaluations of the retail industry and its sectors. The papers in each issue will be concerned with issues and topics relevant to faculty in the classroom. Papers will be double-blind refereed and should be unpublished and non-copyrighted. The author(s) will retain copyright of their papers.

The editor, along with at least two reviewers, will pursue a policy of timely and meaningful review of each paper. If the paper is accepted, the author(s) must provide the paper's final version in Microsoft Word format. The text format is flexible, but the reference style is APA. Paper should not exceed 5,000 words.

Please email all submissions, in Microsoft Word format, to the Editor: Jason M. Carpenter (jcarpent@mailbox.sc.edu)

to ecological and ethical issues; Consumer attitudes to changing retail formats; Market evolution and coping strategies; Suppliers and sourcing patterns with retail format innovations: issues and concerns; Ethical produce procurement and development e.g. fair trading, health promotion; Strategies for building a sustainable supply chain; SME in retail distribution initiatives; Technology driven innovations and their effectiveness/ impact/comparative performance; Financial institutions' contribution and limitations to retail innovations; Competition laws and innovation in retail formats and market implications: impact on competitiveness; Changes in public policies towards sustainability and other regulation of retailing and retailers' responses; Market liberalization and impact on supply chains; Logistics issues and implications for retail innovation; and, Human resource challenges for distributive trade innovations. Comparisons across firms, regions, countries or time, and case studies are welcome.

The deadline for submissions is June 1, 2011. See http://aprc2011.com/index.php?option=com_content&view=frontpage&Itemid=1 for more information.

See you in Boston!



The Spring 2011 American Collegiate Retailing Association Conference is March 2-5.

▼ Research Summary:

An Empirical Study of Potential Uses of RFID in the Apparel Retail Supply Chain

The University of Arkansas RFID Research Center

Matthew A Waller, University of Arkansas

David B. Cromhout, University of Arkansas

Justin Patton, University of Arkansas

Brent D. Williams, Auburn University

Bill C. Hardgrave, Auburn University

This first phase of an empirical study of potential uses of radio frequency identification (RFID) in the apparel supply chain was designed to identify potential use cases for RFID in an apparel supply chain. The use cases were solicited from a wide range of companies, in several different countries, in many different types of facilities, and thus reveal where the industry collectively believes the greatest RFID benefits reside. Using a supply chain management framework, this white paper explains the logic behind the how and why regarding selected causal relationships between RFID and various costs and processes.

The findings of Phase I show that the potential benefits of item-level RFID in the apparel supply chain reach beyond the retailer and include apparel manufacturers. To begin, improved backroom-to-shelf replenishment and greater perpetual inventory (PI) accuracy, which result from RFID are shown to offer manufacturers the opportunity to increase top-line sales, due to higher product availability at the retail shelf.

Additionally, the study found that RFID offers manufacturers the opportunity to improve inbound and outbound operations at all echelons. By implementing RFID, the supply chain can undertake scanning as each carton crosses the dock door at any location, which should substantially decrease the number of touches per carton. Because labor accounts for the largest portion of variable costs in an apparel distribution network, RFID is quite promising in terms of labor cost reduction.

Item-level RFID tagging also offers apparel manufacturers the ability to audit the contents of each carton being shipped to its retail customers through an automated audit process, such that the apparel manufacturer can find errors in the redistribution process prior to those errors being found by the retail customer. This step ultimately reduces the deductions or chargebacks from the manufacturer's customers.

In addition, RFID can reduce inventory-related costs throughout the apparel supply chain by reducing ordering costs in the form of reduced shipping and receiving costs and fewer errors associated with shipping and receiving. As the ordering costs decline due to RFID business processes, the optimal time between orders shortens, and the optimal frequency of orders increases. Thus, cycle stock is reduced. Furthermore, RFID improves PI accuracy, which means that it reduces stock safety levels throughout the supply chain.

The use cases also suggest that it is reasonable to speculate not only that RFID could reduce safety stock and cycle stock but also that it would reduce the cost of carrying inventory per se, through the reduction of inventory risk, due to lower levels of shrinkage and obsolescence.

Furthermore, the use cases suggest it is conceivable that tracking and tracing due to RFID will enable continuous quality improvement and thus result in fewer return-related costs and markdowns. By enabling tracking and tracing, RFID has the potential to reduce the cost of compliance with free trade agreements and improve customs processes.

This research was funded by GS1 US and American Apparel and Footwear Association (AAFA).



Along with prior research papers, the full study is available for download at <http://itri.uark.edu/104.asp?code=rfid&article=ITRI-WP156-0111>

About the University of Arkansas RFID Research Center:

The RFID Research Center spans many disciplines including retail, supply chain, industrial engineering, and computer science, among others. The center's base of operations is a lab which models a production warehouse and retail store environment in 15,000 sq. ft. of space donated to the center by Hanna's Candles and located off-campus within Hanna's manufacturing and warehouse facility.

In September 2005, the RFID Research Center laboratory became one of only four labs worldwide - and the only academic lab - to receive Performance Test Center accreditation from EPCglobal, Inc. EPCglobal, now incorporated into GS1 US, leads the development of industry-driven standards for the Electronic Product Code to support the use of RFID in today's fast-moving, information-rich trading network.

The location of the RFID Testing Center also provides the lab the ability to work with some of the foremost companies in the USA and the world. Dr. Bill Hardgrave, founder of the Center, said "We are located within one hour of the world's largest retailer; the world's largest producer of protein products; the nation's largest publicly traded truckload carrier; the largest and third largest less-than-truckload carriers in the U.S.; and hundreds of offices from some of the world's largest companies. This positions us at the forefront of RFID research."

The Center has over 60 sponsors and is co-directed by Justin Patton and David Cromhout who together strive to ensure realization of the mission to create and extend knowledge in RFID utilization and its impacts on business and society.

<http://itri.uark.edu/rfid.asp>

Agenda for Spring 2011 ACRA Conference (REVISED)

▼ Wednesday March 2

- 3–5 p.m. Registration
- 5–6:30 p.m. Cocktail hour
- 6:30 p.m. Dinner on your own

▼ Thursday March 3

- 7:30–8:30am Breakfast
- 8:30–8:50am Opening remarks
- 9–10 a.m. Competitive paper sessions
- 10 a.m.–10:15 a.m. Coffee break
- 10:15 a.m.–11:45 a.m. Book authors' panel
- Noon–1:30 p.m. Lunch and industry speaker
- 1:30 p.m.–3 p.m. Competitive paper sessions
- 3 p.m.–3:15 p.m. Coffee break
- 3:30 p.m.–5 p.m. Competitive paper sessions
- 5 p.m.–6:30 p.m. Cocktail hour
- 6:30 p.m. Dinner at Ecco Restaurant

▼ Friday March 4

- 7:30 a.m.–8:30 a.m. Breakfast
- 8:30 a.m.–5 p.m. Industry visits
- 5 p.m.–6:30 p.m. Cocktail hour
- 6:30 p.m. Dinner on your own

▼ Saturday March 5

- 7:30 a.m.–8:30 a.m. Breakfast
- 8:30 a.m.–10 a.m. Competitive paper sessions
- 10 a.m. –10:15 a.m. Coffee break
- 10:15 a.m.–11:45 a.m. Journal editors' panel
- Noon–1 p.m. Lunch
- 1 p.m.–2:30 p.m. Ph.D. student papers
- 2:30 p.m. Conference ends



▼ Network of Executive Women:

Providing scholarships that open doors to the consumer products and retail industry

The Network of Executive Women is opening doors for women to the consumer products and retail industry with new scholarships for 2011. These annual merit scholarships are awarded to outstanding college and university students in food, retail, and consumer products-related programs in the United States by the industry's largest diversity action organization. The network has contributed more than \$100,000 in scholarships to date.

The network invites all full-time female graduate students or undergraduate students (junior year or higher) who are U.S. citizens and enrolled in a retail, food, or consumer packaged goods-related program at a U.S. college or university to apply. You must have a minimum cumulative 3.0 GPA on a 4.0 scale.

With your application, include:

- a current resume;
- a one-page, double-spaced typewritten essay explaining why you merit this scholarship and outlining your retail/consumer packaged goods industry interests;
- a copy of your official college/university grade transcript; and,
- two letters of recommendation (one from a food, retail or consumer packaged goods industry manager, and one from an industry-related professor).

The application can be downloaded at <http://www.newonline.org/donations/fund.asp?id=2800>. Send your application with supporting documents by May 1, 2011 to:

Network of Executive Women c/o Accenture
Attn: Nathalia Granger (Scholarship Program)
161 North Clark Street
Chicago, IL 60601

For questions, contact Nathalia Granger, Director of Operations, at (312) 693-6855 or ngranger@newonline.org.



American Collegiate Retailing Association
educating tomorrow's retail leaders

Retail Education Today

A quarterly publication of the American Collegiate Retailing Association
www.acraretail.org

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Retail Education Today is distributed free of charge to ACRA members and the leadership of associated trade organizations, sibling organizations, and interested retailers.

Opinions expressed are not necessarily endorsed by ACRA or its officers.

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Position listings, ads and feature articles can be submitted for review at any time. Please send submissions in electronic format to the Editor.

Publication deadline for Vol. 31 No. 2 is April 15, 2011.



Advertise your position opening in *Retail Education Today*!

Cost: \$100

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- ▼ Position posting in *Retail Education Today*
 - ▼ Position posting on ACRA Web site
 - ▼ E-mail blast to membership
- E-mail Jason Carpenter (jcarpent@mailbox.sc.edu) for more information.

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▼ Hall of fame/archives

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