

Retail Education Today

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ACRA 2014 Goes to Dallas!

Mark your calendars!

March 26-29,
2014

Chaired by



Conference
Chair:
Dee Knight



Greetings from ACRA President Barry Berman

Dear ACRA members,
I'm happy to report that ACRA is continuing its past success. Our Spring 2013 Nashville Conference, co-chaired by Professors Ann Fairhurst and Youn-Kyung Kim attracted 77 registrants. And as of mid-March ACRA had 150 members.

Our board has made a number of initiatives to make ACRA an even better organization. These include:

- Updating the constitution to reflect current practices as well as the future direction of ACRA.
- Maintaining a blog and discussion forum. This could potentially involve discussion of the job market among doctoral students, research questions among faculty, pedagogical issues, administrative issues among program directors, book reviews, etc. This would only be available to members. We have a committee chaired by Professor Patrali Chatterjee of Montclair State University that has been formed to develop this idea.

- Better enabling members to communicate with each other by providing teaching and research interests for each member on our web site.

- Getting more firms and

professional organizations involved in helping us with our research. I will be contacting the National Retail Federation, the International of Council of Shopping Centers and Kantar Retail to seek their assistance.



- Attracting leading industry executives to speak at ACRA Spring conferences.
- Developing a manual for conference co-chairs to use planning and implementing conferences.
- Continuing to provide "Best Paper Awards" with monetary rewards.

- Continuing to work with the American Marketing Association for the triennial retailing conference.

Our board could use your help with any of these matters. Please feel free to contact any of us.

Lastly, please mark off March 26 through March 29, 2014 for the next Spring Conference. This will be held in Dallas and will be chaired by the University of North Texas.

Sincerely,

Barry Berman

ACRA President

▼ ACRA Award Winners!

Congratulations to the following faculty members and doctoral students for the Best Paper Award, given at the most recent ACRA Conference in Nashville, TN!

Faculty Best Paper Awards

First Place

Jiyoung Kim, University of North Texas

Sejin Ha, Purdue University

“The effects of CSR and Task Oriented Action on Organizational Legitimacy and Consumer Loyalty Intention”

Second Place

Sejin Ha, Purdue University

So Yeon Kwon, (doctoral student) Purdue University

“Motivating Green Product Purchasing Decisions: The Role of Environmental Concern and Anticipated Guilt in Spillover of Pro-environmental Behaviors”

Doctoral Student Best Paper Awards

First Place

Shipra Gupta, University of Nebraska–Lincoln

James Gentry University of Nebraska-Lincoln

“Getting the Message: Framing Food Recall Messages with Prospect Theory to Increase Consumer Protection Motivations”

Second Place

Yishuang Li, Auburn University

Wi-Suk Kwon (faculty member), Auburn University

“E-Word of Mouth via Facebook: The Impact of Social Activity and Social Capital”



From left: Dr. Sejin Ha (Purdue), SoYeon Kwon (Doctoral student, Purdue), Dr. Ann Fairhurst and Dr. Youn Kim from University of Tennessee.



From left: Dr. Youn Kim (University of Tennessee), Shipra Gupta (Doctoral student, University of Nebraska), and Dr. Ann Fairhurst (University of Tennessee).



From left: Dr. Youn Kim (University of Tennessee), Yishuang Li (Doctoral student, Auburn), and Dr. Ann Fairhurst (University of Tennessee).

▼ The BuZZ!

Magic Market Week, Las Vegas – February 18 – 21, 2013

Magic Market Week was attended by apparel, accessories, and footwear professionals from over 80 countries. Exhibitors ranged from established domestic and international brands to emerging entrepreneurs and factories from over 40 countries including China, India, Pakistan, and Bangladesh. A variety of fashion shows were held throughout the event. Buying teams previewed collections and wrote orders on an average of nearly



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\$200 million per-day. In addition to building business, a number of leading professionals held seminars regarding emerging trends in the retail industry. Some of the topics

included fashion trend forecasts for fall 2013, domestic and international sourcing trends, consumer trends, licensing options, online retailing, social media, digital B2B marketplace, and so on.

For more information please click [HERE!](#)

Manveer Mann
Old Dominion University

▼ Free Annual Membership!

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**Congratulations to Paul Freathy from the
University of Stirling in Scotland!
You have one free year of ACRA dues (2013-
2014 year)!**

Thank you for completing your ACRA survey at our recent conference in Nashville, TN.

▼ Ask the Expert: Reality Rescue!

Q: As there is increasing pressure to increase the level of technology competence of retailing students, how have you used technology in the classroom to both increase engagement in retailing topics while also increasing technological savvy?

A: Millennial students have come of age in an era of video, rather than printed material, and their personal experiences are impacted by video outlets, such as YouTube and, most notably, reality television, such as Survivor, The Apprentice, and, undoubtedly, MTV's The Real World, Teen Mom, My Crazy Beautiful Life, and True Life. As a result, I am convinced that students spend more time watching reality television than they do preparing assigned readings.

On one hand, educators may question the educational efficacy of reality programming, and taken at face value, no one can learn much from reality television programs that are infused with sexual situations (e.g., MTV's Jersey Shore, The Bachelor). On the other, I believe lurking beneath the surface of many reality business programs are notable lessons about retail management, customer service, marketing strategy, and services marketing.

Given that marketing may be conceptualized as the process of offering creative solutions to consumers' problems, it is interesting that many reality business



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programs are indeed about marketing because most offer solutions to a service organization's problems, in an hour. For instance, reality programs such as Restaurant Impossible, Bar Rescue, Undercover Boss, Tabatha Takes Over, Kitchen Nightmares, and Hotel Impossible are all based upon situations where consultant



experts provide guidance to owners/managers of troubled service and retailing firms.

To help students understand their roles as future managers, I have developed a reality television assignment that is based upon Bloom's Revised Taxonomy and that moves them a path from listing problems, to creating solutions, and then to discussing personal growth. Overall, my feedback from undergraduate and MBA students in both America and Romania has been overwhelmingly positive. As a result, I transformed my retailing course into an engaging learning experience, with the assistance of reality business programming.

For more information, contact:

Dr. Mark S. Rosenbaum
Kohl's Corp. Professor of Retail Marketing
Northern Illinois University
mrosenbaum@niu.edu

▼ RET Call for Papers

Publications by ACRA Members

To recognize the accomplishments of ACRA members and facilitate collaboration among the membership, we will now highlight the latest publications by ACRA members! Please forward references to your publications that are *in print* (not “in press”) during 2013 to the RET editors. *References should be provided in APA format.* We will include them in the upcoming newsletter!

Feature Articles

RET is looking for feature articles related to innovative teaching or leadership strategies relevant to the retail industry and its sectors. These 1000-word papers should emphasize issues and topics relevant to

faculty in the classroom. These papers will be reviewed by the RET editors for publication.

Peer Reviewed Articles

Graduate students are especially encouraged to submit in the peer-reviewed category. These papers can be related to scholarly

should be approximately 1000-4000 words and should be unpublished and non-copyrighted. Papers will undergo a double-blind referee. The author(s) will retain copyright of their papers. The editor, along with at least one reviewer, 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 should be in APA.

Call for “The Buzz”

The Buzz is a new addition to RET! If you have recently attended an industry/trade conference, send us a 200-word synopsis of where you went, who

was there, and what “the buzz” was relevant to retailing!



projects related to retailing research or the scholarship of teaching and learning in retailing education. Papers

Please email all submissions in Microsoft Word format to the Editor (cosette.armstrong@okstate.edu) and Associate Editor (mkm0015@tigermail.auburn.edu).

**Publication deadline for the September issue, Vol. 33 No. 3 is:
August 1, 2013**

▼ Position Announcements

Assistant Professor in Apparel Studies, University of Arkansas

Applicants whose work incorporates a global perspective and a commitment to diversity in higher education are particularly encouraged to apply.

Assistant Professor in Apparel Studies. There is a minimum expectation of 0.25 FTE dedicated to scholarly research in the workload, with no more than 4 courses per year. This is a 9-month, tenure-track, faculty position beginning August 2013 or until filled.

Job Description: We seek an outstanding individual to teach and conduct innovative research in Apparel Studies in relation to product development and functional design. The individual must develop a strong extramurally-funded research program that addresses the needs in accord with the focus of the Arkansas Agricultural Experiment Station.

The successful candidate will also contribute to the instructional programs in Apparel Studies.

Responsibilities: Teach undergraduate and graduate courses in apparel studies;

Conduct innovative, extramurally-funded research in apparel product development and functional design; mentor honors and graduate students; and, engage in collaborative efforts with professionals in apparel industry to address quality of life and sustainability issues. Responsibilities also include student advising and mentoring, participation on committees, curriculum development, and professional engagement within the State of Arkansas, nationally and internationally.

Visit the ACRA website for full position descriptions!

Qualifications: Required: 1)

▼
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 Jane Swinney (jane.swinney@okstate.edu) for more information.

Ph.D. in apparel and textiles, merchandising or closely related discipline, 2) experience in undergraduate and graduate teaching and advising 3) Strong technology skills in industry specific software (Kaledo Collection, Print, Knit Weave; Gerber Accumark; Optitex) 4) demonstrated excellence in research, extramural funding in product development and functional design, 3) the ability to participate collaboratively in interdisciplinary research efforts, and 4) strong communication skills.

Applicants need to provide a letter of application, professional resume, and official transcripts – sent directly from the granting institution, and name & contact information of four professional references to:

Dr. Laurie Apple
c/o Nancy Simkins
Chair, Apparel Studies Search Committee
School of Human Environmental Sciences
HOEC 118
1 University of Arkansas
Fayetteville AR 72701-1201

▼ ACRA Business Meeting Minutes: Jane Swinney

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There were 55 ACRA members present for the business meeting in Nashville, TN.

Constitutional Revisions

President Barry Berman brought forward constitutional changes proposed. These changes were voted on and unanimously accepted. The new constitution will be posted to the ACRA web site this spring.

Membership Survey

Barry encouraged members to complete the membership survey before they leave the meeting. One complete survey will be randomly drawn and the person will receive one year free membership to ACRA (a \$75 value). Results will be shared in the upcoming RET.

Social Media and ACRA

There was a discussion of developing a blog for ACRA to move the ACRA website forward from being merely a static website. Leigh Sparks from Stirling University spoke about his blog. By developing it apart from his school, he is able to not have university control and can use a voice for information that he is comfortable with. "Boundary crossing" is possible in this format. Other members brought up the possible development of a Linked In group for ACRA and a twitter feed for future conferences. Leigh reported that it took him only 15 minutes to set up his blog. He encouraged ACRA to first carefully think about the direction the organization wants to go, and decide if we want to communicate with each other or with people outside the organization. Rod Runyan suggested an ad hoc committee to

look into these parameters. Interested ACRA members are to send Rod an email expressing their willingness to serve on this ad hoc committee.

ACRA member Patrali Chatterjee brought up the value and potency of an engaging online community that would draw new ACRA membership. Patrali will take the lead for the ad hoc committee.



Retail Data

Membership expressed strong interest in getting access to the data base from Kantar. Barry Berman will look into getting ACRA members access to the data. Information will be shared as it becomes available.

Treasurer's Report

Susan Fiorito stated that ACRA is in solid financial shape with more than \$26,000 in the bank (see Page 7). All Nashville conference expenses will be paid from this account. Details of the financial position will be provided in the RET.

Susan then brought up life time memberships and the members present agreed that this category of membership should be added.

2014 Conference

An overview of the Dallas Retail Area and the University of North Texas was shared along with the conference date for 2014: Wednesday, March 26 through Saturday, March 29, 2014.

The meeting was adjourned at 8:45 am.

▼ Publications by ACRA Members

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Congratulations to the following authors for their scholarly contributions during 2012–2013!

Goldsmith, R.E. & Goldsmith, E.B. (2012). Brand personality and brand engagement. *American Journal of Management*, 12 (1), 11-20.

Armstrong, C.M. & Lang, C. (2013). Sustainable product service systems: The new frontier in apparel retailing? *Research Journal of Textile and Apparel*, 17(1).

Pookulangara, S, & Knight, D. K. (2013). Indian consumers' mall patronage intention: Impacts of shopping motivations, subjective norms, materialism, and self-efficacy. *Journal of Global Fashion Marketing*, 4(1), 20-32.

▼ ACRA Treasurer's Report: Susan Fiorito

Deposits come from membership dues and advertising fees and are added to any existing residual monies from past conferences.

The bank account balances before the 2013 conference was: \$18,423.25 in the Money Market Account and \$8,190.03 in Mutual Funds.

Deposits from 2013 conference from 78 registrants: \$27,495 in deposits from which the 2013 conference expenses will be paid.

The recurring expenses for ACRA are: \$19.99/month for ACRA's Yahoo account for website.

\$120/quarter for our web master

\$11,000/year for the two journals our membership receive (International Journal of Retail & Distribution Management and the International Review of Retail Distribution and Consumer Research

In summary, ACRA is on solid financial footing with our current \$75/year dues.

Total 2012 Membership: 150

Total 2011 Membership: 155



▼ ACRA Lifetime Memberships & Hall of Fame

When an active member has retired from professional life, has ten years or more of active membership in ACRA, and has contributed significantly to the program of ACRA, he/she may be voted to a life membership by a two-thirds vote of the members. Life members have full rights and privileges of active memberships but will be exempt from payment of annual dues.

Please let any of the ACRA officers know if you meet the above criteria and would like to be considered as an ACRA Lifetime Member. We would be honored to recognize you for this award.

Our current lifetime members:

Pat Dunne
Jack Gifford

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No more than one person will be nominated every three years for selection to the Hall of fame. Nomination may come from any member in good standing. Nominees must obtain a 100 percent vote of the executive committee and two-thirds vote of the membership that responds to a nomination placed before them in the Newsletter.

Current ACRA Hall of Fame members:

Charles Edwards
Myron Gable
Jack Gifford
Karen R. Gillespie
Edwina Hogadone
Stan Hollander
Morris Mayer
John Wingate

▼ New Nomination: ACRA Hall of Fame

The ACRA Board is honored to nominate Barry Berman to the Hall of Fame. Please find a brief description of Barry's contribution to ACRA and to the Retailing Education discipline below and place your vote electronically.

Barry Berman has been president of ACRA since 2012 and vice president from 2010-2012. He was co-chair of the Academy of Marketing Science/American Collegiate Retailing Association's Triennial Retailing Conference for 2000, 2003, 2006 and 2009. In addition, he was co-chair of the American



ACRA Hall of Fame
Nominee Barry Berman

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Marketing Association/American Collegiate Retailing Association's Triennial Retailing Conference for 2012.

Barry Berman is co-author of *Retail Management: A Strategic Approach*, 12th Edition (Upper Saddle River: Prentice Hall, 2013) and author of *Competing in Tough Times: Lessons from L.L. Bean, Trader Joe's, Costco and Other World Class Retailers* (NY: Financial Times Press, 2011).

Barry Berman has been the Walter H. 'Bud' Miller Distinguished Professor of Business at Hofstra University since 1989. He is the founding co-chair of the American Marketing Association's Retailing and Retail Management Special Interest Group (SIG). In 2003 Barry Berman received the Alumni Achievement Award from the Ph.D. Alumni Association of CUNY.

▼ Meet the Board



BARRY BERMAN is the Walter H. 'Bud' Miller Distinguished Professor of Business at Hofstra University. He is also Director of the EMBA Program at Hofstra. Barry is co-author of *Retail Management: A Strategic Approach* (12th Ed., Prentice Hall) and author of *Competing in Tough Times: Lessons from LL Bean,*

Trader Joes, Costco and Other World Class Retailers (Financial Time Press). His articles have appeared in *Business Horizons*, *California Management Review*, and the *International Journal of Retail and Distribution Management*.

Barry Berman has been a co-chair of the AMS/ACRA Triennial Retailing Conference for 2000, 2003, 2006 and 2009. He is co-chair of the AMA/ACRA Conference for 2012. Barry has been Vice President of ACRA from 2010-2012. Barry has also been the founding co-chair of the Retail Management Strategic Interest Group at the American Marketing Association.



SUSAN S. FIORITO has been a Professor at Florida State University since 1990. She has published her research in the *Journal of Retailing*, *Entrepreneurship: Theory and Practice*, the *International Journal of Retail, Distribution and Consumer Research*, *Fashion*

Marketing and Merchandising, *Clothing and Textiles Research Journal*, *International Journal of Retail and Distribution Management*, *Journal of Retailing and Consumer Services*, and the *Journal of Small Business Management*. Susan was the first woman president of ACRA from 1992 to 1994. Prior to this position she was also the secretary, vice president and NRF liaison for ACRA and was a conference chair or co-chair for four ACRA Spring Conferences. She has also been a track chair for the AMS/ACRA Triennial Retailing Conference since 1991. Susan has served one term as the ACRA treasurer and one year as interim treasurer.



ROD RUNYAN is Professor and Director of the School of Family and Consumer Sciences at Texas State University. FCS enrolls approximately 1,500 students, both graduate and undergraduate, with 40 faculty and staff. Rod maintains an active research agenda, with his

work appearing in scholarly outlets such as the *Journal of Retailing*, *International Marketing Review*, *Journal of Business Research*, *International Review of Retail, Distribution and Consumer Research*, and the *Journal of Marketing Management*.

As Vice President of ACRA, Rod continues to be committed to the growth of the organization, strengthening the research focus of the organization, and raising the profile of ACRA in the scholarly community, just as he did while serving the past two years as ACRA Secretary.



JANE SWINNEY is an Associate Professor of Merchandising at Oklahoma State University. Following time as a manager and buyer in retailing she transitioned to the academic world. Her research interests are primarily in the areas of entrepreneurial

orientation and rural retailing. She has published in the *Journal of Small Business Management*, the *Journal of Business Venturing*, the *Journal of Developmental Entrepreneurship*, and *Entrepreneurship Theory and Practice*. She is also an active member of the United States Association of Small Business and Entrepreneurship.

As Secretary of ACRA Jane is committed to continuing the growth in the organization she has seen during her 5 years as a member. She wants to encourage graduate students to make membership in the organization a priority arena for sharing their research work.

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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.

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

**Publication deadline for Vol. 33
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