



International Textile
and Apparel Association

The Global Organization of Textile & Apparel Scholars



2019 Scholarship Awards: Research and Teaching

Student Best Paper Award



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Master Level 2nd Place

Courtney Johnson, Iowa State University;

Advisors: Kelly L. Reddy-Best & Eulanda Sanders, Iowa State University

Swagger Like Us: Black Millennials and 1990s Urban Brands



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Master Level 1st Place

Md. Rafiqul Islam Rana, University of Missouri;
Advisor: Jung Ha-Brookshire, University of Missouri

Relationships between Apparel Buyers' Mediated Power and
Bangladeshi Suppliers' Psychologically
Defensive Workplace Behavior



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Doctoral Level 2nd Place

Virginia Rolling, Delaware State University;
Advisor: Karla Teel, Auburn University

Beholding: The Neuroaesthetic Experience
of a Synesthetic Dress



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Doctoral Level 1st Place

Kim Johnson Best Doctoral Student Paper Award

Angela Uriyo, West Virginia University

Advisor: Pamela Norum, University of Missouri

Cases of Resiliency: Exploring Experiences of Refugee Women
Participating in U.S. Textile and Apparel Nonprofit Organizations' Skills
Training Programs



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Papers of Distinction



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Consumer Behavior Track

Sojin Jung, Kyung Hee University;
Hyeon Jeong Cho, Southeast Missouri University; and
ByoungHo Ellie Jin, North Carolina State University

How to Frame Cost Information? Testing the Mediating Role of
Perceived Gains and Losses in an Effective Cost Transparency Strategy



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Culture Track

Bharath Ramkumar, State University of New York, Oneonta;
and Rebecca Maria Dias, Colorado State University

Sustaining Indigenous Textile Artisans and their Art in the North
Eastern Region of India



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Pedagogy and Professional Development Track

Seoha Min, California State Polytechnic University, Pomona;
Sumin Koo, Konkuk University; and
Young-A Lee, Auburn University

Design Scholarship Practices: Analysis of ITAA Professionals' Design
Abstracts and Dissemination from 1999 to 2017



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Social/Psychological Aspects Track

Jessie H. Chen-Yu, and
Marjorie J.T. Norton, Virginia Tech

Sexy-clothing Behavior of Girls in the First-year of High School



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Social/Psychological Aspects Track

Kelly L. Reddy-Best, Iowa State University; and
Jennifer Paff Ogle, Courtney Morgan, and Karen Hyllegard,
Colorado State University

"I Kicked Those Babies Off and Put the Typical Lesbian Birkenstocks on:"
Authentic Style-Fashion-Dress Negotiations of Lesbian Married
Couples on Their Wedding Day



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Sustainability/Social Responsibility Track

Sojin Jung, Kyung Hee University; Gargi Bhaduri, Kent State University; and Jung Ha- Brookshire, University of Missouri

What to Say and What to Do: Determinants of Corporate Hypocrisy and Its Negative Consequence for Customer Retention Intentions



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Sustainability/Social Responsibility Track

Jiyun Kang, Texas State University; Woojin Choi, University of Seoul; and Tiffani Slaten, Texas State University

Felt Betrayed or Resisted? The Impact of Pre-Crisis CSR Reputation on Consumer Reactions to Brand Crises



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Merchandising/Retailing I. Management Track

So Young Song, Illinois State University; and
Youn-Kyung Kim, University of Tennessee

Consumers' Adoption of Fashion Robot Advisers:
A Joint-Network Analysis



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Merchandising/Retailing II. Marketing Track

Gargi Bhaduri, Kent State University

Do I Know You? Impact of Consumers' Brand Schema and
Brand Familiarity on Brand Affect and Attitude for
Pro-Environmental Messages



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Textile & Apparel Industries Track

**Xintong Li and Li Zhao, University of Missouri;
and Stacy Lee, Texas Tech University**

Measuring User Experiences of E-sourcing Platforms in the Apparel Industry: Development of the Apparel E-sourcing Experience Index



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Best Paper Awards – Sponsored



ESRAP Research Paper Award

Naeun Lauren Kim, University of Minnesota;
ByoungHo Ellie Jin, North Carolina State
University

Addressing the Contamination Issue in Fashion Sharing:
Does Ownership Type of Shared Goods Matter?



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ESRAP Teaching Best Paper Award

Arlesa Shephard, SUNY – Buffalo State; and
Sanjukta Pookalangara, University of North Texas

Teaching Slow Fashion: An Inquiry-Based Pedagogical Approach



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ESRAP Student Merchandising Poster Competition Graduate 1st Place

Pioneer

Mushfika Tasnim Mica, Oklahoma State University

Faculty Advisor: Dr. Hyejune Park



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ESRAP Student Merchandising Poster Competition Undergraduate 1st Place

TALLO

Claudia Fayad, University of North Texas

Faculty Advisor: Dr. HaeJung Maria Kim



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ESRAP Student Merchandising Poster Competition Undergraduate 2nd Place

GAEA

Luciano DiGiorgio, Madison Peltzman,

Sabrina Cioffi and Karen Rabba, LIM College

Faculty Advisors: Michael Londrigan & Andrea Kennedy



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ESRAP Student Merchandising Poster Competition Undergraduate Honorable Mention (Tie)

Sol

Justin Baluyot, Elle Bialozynski & Meghan Roberts,
Stevenson University
Faculty Advisor: Holly Schiller



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ESRAP Student Merchandising Poster Competition Undergraduate Honorable Mention (Tie)

Sargasso

Olive Zucchi & Brittany Firman, Mercyhurst University

Faculty Advisor: Ashlee Rzyczcki



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ATEXINC Award for Innovation in Textile Instruction

Traci Lamar, David Tredwell, Jessica White, Merranie Zellweger and Andy Click, North Carolina State University

TADA: Developing a Textile Design Teaching Application



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Intellect Books Research Award

David Loranger, Sacred Heart University; and
Eulanda A. Sanders, Iowa State University

Lasses leading the lairds: An analysis of issues facing
female Scottish kiltmakers

University of Fashion/Laurence King Publishing Contest - Faculty

**Virginia Rolling,
Delaware State University**



University of Fashion/Laurence King Publishing Contest - Faculty

**So Young Song,
Illinois State University**

University of Fashion/Laurence King Publishing Contest - Faculty

**Charity Armstead,
Brenau University**



University of Fashion/Laurence King Publishing Contest - Student

**Mushfika Tasnim Mica,
Oklahoma State University**

University of Fashion/Laurence King Publishing Contest - Student

**Mackenzie Miller,
Georgia Southern University**



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EFI Optitex Award for Excellence in Teaching

Young-A Lee
Auburn University