

## 2019 ITAA Fellow -- Tammy Kinley



Tammy Kinley earned a Ph.D. from Texas Tech in Merchandising and is currently Professor of Merchandising and Associate Dean in the College of Merchandising, Hospitality and Tourism at the University of North Texas. Her CV contains several articles focused on the consumer experience. Specifically, she has looked at shopping influences on different demographic groups, the influence of Hollywood and Bollywood on fashion choice, and why people shop on vacation. Additionally, she has studied the effects of the size number on women's apparel on consumer body image and self-esteem. Her current research examines peer impressions of a person wearing a hearing aid, moving toward consumer resistance of this assistive device.

Dr. Kinley's work on the *experience*, is a differentiator in a crowded field of brands. From shopping on vacation to browsing the aisles of favorite stores and trying on clothes in the fitting room to selecting a movie that might prove inspiring, the path to an effective customer conversion remains the end-goal.

In ITAA, Tammy has served several terms on Council, including President. She was also a founding member of TAPAC, chairing the Standard's sub-committee and then serving as Treasurer. She is currently serving a second term on the TAPAC Board of Commissioners.