2020 ITAA Virtual Conference
Preliminary Schedule At a Glance*
November 16-20, 2020

*All times shown in Eastern Standard Time. Schedule subject to change.

**Monday, November 16, 2020**
1:00-3:00 pm Workshop on Elevate Your Leadership Opportunities
3:00-5:00 pm TAPAC Assembly of Delegates Meeting

**Tuesday, November 17, 2020**
1:00-2:45 pm Workshop on Visible Thinking for a Data-Driven Experiential Ecosystem in a Disruptive Marketplace
3:00-5:00 pm Workshop on Writing the TAPAC Self-Study Report

**Wednesday, November 18, 2020**
Committee meetings – scheduled by committee chairs; can be held Wednesday morning
1:00-2:00 pm Welcome
2:00-2:45 pm Concurrent Session #1
   CB: The Application of Smart Technology
   DPD: Innovation and Interdisciplinary Approaches in Apparel Product Development
   SPA: Consumer Awareness & Self Identification: From Symbolism to Innovation
   Design: Functional Clothing
3:00-3:45 pm Concurrent Session #2
   MGT: Innovative Managerial Practices for the Evolving Retail Environment
   SSR: Sustainability – Teaching, Learning, & Research
   TAS: Textile Sciences and Engineering
   Design: Cultural and Historic References
4:00-4:45 pm Concurrent Session #3
   CB: Social Media and Its Influences
   MRK: Digital Marketing in Fashion
   PED: Software, Social Media, and Digital Skills
   TAI: Technology Innovation & Digital Innovation in the Textile and Apparel Industry
   Design: Patternmaking and Couture Techniques
5:00-6:30 pm Special Topic Sessions #1
6:30-7:30 pm Opening Reception and Distinguished Scholar Presentation

**Thursday, November 19, 2020**
9:00-11:00 am Board Meeting
noon-12:45 pm Keynote Speaker Q&A
1:00-1:45 pm Concurrent Session #4
   CB: Sustainability and Its Related Issues
   DPD: Functional Apparel for Specialized Applications and Its Future
   UG: New Insights of Fashion Communication and Product Development
   Design: New Technologies and Textile Innovations
2:00-2:45 pm  Concurrent Session #5  
HIS: Fashion History in Context  
MGT: Creating Technology Enriched Retail Experiences  
MRK: Current Issues in Fashion Marketing  
PED: Enhancing Student Learning and Experiences  
Design: Ready-to-Wear: Market Directed  

3:00-3:45 pm  Concurrent Session #6  
MGT: Technology and Business Model Innovation in the Retail and Apparel Industries  
SSR: Sustainable Business Practices and Performance  
TAI: Global Sourcing Practices and Supply Chain Dynamics in the Textile and Apparel Industry  
Design: Sustainability  

4:00-5:30 pm  Special Topic Sessions #2  
5:30-7:30 pm  Graduate Student Fireside Chat  

Friday, November 20, 2020  
11:00 am-noon Business Meeting and Town Hall  
noon-12:45 pm Keynote Speaker Q&A  
1:00-1:45 pm  Concurrent Sessions #7  
CB: Diversity, Equity, and Inclusivity  
CUL: Cultural Considerations in Context  
SSR: Sustainability, Communication, and Young Generations  
TAS: Apparel Sciences and Innovation  
Design: Conceptual Experimental  

2:00-2:45 pm  Concurrent Sessions #8  
PED: Teaching Activities and Class Projects  
SPA: The Body in Transition: Internal and External Influences  
SSR: Sustainable Consumption and Determinants  
Design: Sustainability  

3:00-3:45 pm  Concurrent Session #9  
CB: Consumer Values, Experiential Marketing, and Subscription Services  
DPD: Fit and Sizing for Apparel Enhancement and Design Conceptualization  
TAI: Industry Trends and Corporate Social Responsibility  
Design: Surface Design  

4:00-5:30 pm  Special Topic Sessions #3 and Salon Session  
5:30-6:30 pm  Legacy Meeting
Wednesday, November 18

Concurrent Session 1, 2:00 – 2:45 pm

**CB: The Application of Smart Technology**

*Influence of Social Acceptability and Product Attributes on Consumers' Attitude and Intention of Using Smart Apparel*
Sonia Bakhshian and Young-A Lee, Auburn University

*Mirror, Mirror, How Do I look in the Outfit? Exploring Consumers' Preferences of Using a Magic Mirror in Apparel Shopping*
Md Nakib Ul Hasan and Chunmin Lang, Louisiana State University

**Millennial Perceptions of Augmented Reality: A Q Methodology Study**
Jennifer Johnson Jorgensen and Katelyn Sorensen, University of Nebraska-Lincoln

**Fashion Consumers' Perception and Adoption of Virtual Fitting Rooms (VFRs): A Perspective of Regulatory Focus**
Hanna Lee, Yingjiao Xu, and Anne Porterfield, North Carolina State University

**Are Fashion Consumers Willing to Take Risks to Purchase A New Fashion Technology Product?**
Yuli Liang, Seung-Hee Lee, and Jane E. Workman, Southern Illinois University

**Consumer Shopping Value in Using Curated Fashion Subscription: The Case of Stitchfix.com**
H M Rakib ul Hasan and Chuanlan Liu, Louisiana State University

**Health Monitoring Smart Clothing: Understanding Its Acceptance among Older Adults**
Nasif Mahmood and Young-A Lee, Auburn University

**Using Eye-Tracking Software in a Visual Merchandising Course**
Emily Mobley and Tanya Domina, Central Michigan University

**The Effects of Consumers' Perceptions of 3D Virtual Garments on Online Purchase Intention**
Stephanie Shaneyfelt, Kittichai (Tu) Watchravesringkan, Melanie Carrico, and Trisha Kemerly, The University of North Carolina at Greensboro

**DPD: Innovation and Interdisciplinary Approaches in Apparel Product Development**

*Scoliosis Braces Designed for Adolescents with Cerebral Palsy*
Emily Doyle and Su Kyoung An, Central Michigan University

**Eye-Tracking of Users Assessing 2D and 3D Apparel Fit**
Mahendran Balasubramanian, Lauren Bouvier, and Laurie Apple, University of Arkansas

**A Collaborative Study on 3D Dynamic Fashion Design Development, Using Digital Technology**
Kyung-Hee Choi, Hansung University, South Korea; and Jihyun Kim, Kent State University

**Biomechanical Assessment of Police Duty Gear on Low Back Muscles**
Developing a Wearable Technology Compression Shirt Prototype: Interdisciplinary Collaboration between Apparel Design and Mechanical Engineering
Jenny Leigh Du Puis, Ryan Bayne, and Huiju Park, Cornell University

Bacterial Cellulose Product Development: Comparing Leather and Leather Alternatives
Jennifer Harmon, University of Wyoming

Synthesis of the Art of Science and Innovative Technologies in Creative Apparel Design
Li Jiang, Central Michigan University; and Ling Zhang, Iowa State University

NASA Telesuit: Designing a Spacesuit Layer for Information Displays with Augmented Reality Environments
Michelle S. Park Kolacz, Irvin Cardenas, Lin Jiang, Maame Amoah, Margarita Benitez, Jong-Hoon Kim, and JungYoon Kim, Kent State University

Development of a Thermal Massaging Elbow Brace Using Knit-based Shape Memory Alloys
Soo-Min Lee, Woo-Kyun Jung, Juyeon Park, and Sung-Hoon Ahn, Seoul National University

Experiencing the Difference between a Virtual and In-Person Fit Session
Shu-Hwa Lin and Ju-Young Kang, University of Hawai`i at Manoa; and Lynn Boorady, Oklahoma State University

So...What is Your Story? Senior Capstone Design Course Introduces Storytelling
Jongeun Rhee, University of Wisconsin-Stout

Fabricating the Clothed Body for Museum Display: An Exploration of Digital Mannequin-Making Techniques
Lynda May Xepoleas and Fatma Baytar, Cornell University

SPA: Consumer Awareness & Self Identification: From Symbolism to Innovation
"So Weird and So Fabulous": Expression of Identity in Retro Sewing
Charity Calvin Armstead, Brenau University; and Ellen McKinney, Iowa State University

The Use of Storytelling in Peer to Peer Exchange: Examining Secondhand Luxury Goods
Sergio C. Bedford and Heejin (Jeanie) Lim, University of Tennessee, Knoxville

Exploring Caregivers' Clothing Choices for Individuals with Severe Alzheimer's Disease: An Application of the Theories of Self-Complexity and Choosing for Others
Hyo Jung (Julie) Chang, Texas Tech University; Nancy Hodges, The University of North Carolina at Greensboro; and Su-Jeong Hwang Shin, Texas Tech University

Building Consumer Trust in Cosmetic Advertisements: The Effect of Model Ethnicity and Brand Origin
Bomi Lee and Michelle Childs, The University of Tennessee, Knoxville
Positive Promotion: The Current State of Body Positivity in Women’s Magazine Advertisements
Amanda Constantine and Nancy Ann Rudd, The Ohio State University

The Brat Pack: Mini-Influencers on the Internet
Leah Siegel and Amy Dorie, San Francisco State University; and David Loranger, Sacred Heart University

Understanding the Effect of Body Comparison, Desire to be Popular, and Social Media Engagement on Body Satisfaction
Sheri L. Dragoo, Dawn Michaelson, and Jeong-Ju (Jay) Yoo, Baylor University

Clothing the Virtual Self: An Exploration of the Purchase and Use of Virtual Apparel by Gamers
Meghan Hembree and Nancy Hodges, The University of North Carolina at Greensboro

Social Media Engagement, Gender, Materialism, and Money Attitudes
Jane Workman, Seung-Hee Lee, and Yuli Liang, Southern Illinois University

Innovation and Distribution of a New Look: A-JAE Fashion in South Korea
Yoon Kyung Lee and Marilyn DeLong, University of Minnesota

Female Consumers’ Symbolic Expression of Identity through Harley-Davidson Apparel
Amy Shane-Nichols, Mary Lynn Damhorst, and Ann Marie Fiore, Iowa State University

Do Animal Fur Coats Symbolize Status or Stigma? Examining the Effect of Perceived Stigma and the Label of "Faux Fur"?
Daeun Shin and Byongho Ellie Jin, North Carolina State University

A Systematic Review of the Impact of Selfie Activities on Body Image Concerns
Sanga Song, Indiana University East; and Kim K. P. Johnson, University of Minnesota, Emeritus

Understanding the Effect of Retail Therapy: Interrelationship between Body Shame, Body Mass Index (BMI), and Weight Preoccupation
Jeong-Ju Yoo and Simar Goyal, Baylor University

A Systematic Review of Research on Self-sexualization
Kim K. P. Johnson, University of Minnesota; and Ui-Jeen Yu, Illinois State University

Design Session 1. Functional Clothing
Jacket for Upper Body Immobility Using a Wrapping Process

Spire to Wear

Abbraccio (Hug)

The Velox Rain Jacket Weatherproof Apparel for Women's Wheelchair Racers
Empowered to Beach

Dreng: Women's Compression Performance Apparel

Adaptive Casual Shoe for Ankle Foot Orthotic Users

Sameness and Differentness while using a Wheelchair: A Custom Lab Coat to Fit in

Functional Shawl Apron

Shelter in Place Convertible Poncho

Concurrent Session 2, 3:00 – 3:45 pm

MGT: Innovative Managerial Practices for the Evolving Retail Environment
Firm Resources of Small and Micro Fashion Enterprises in West Virginia and Appalachian Region
Debanjan Das, West Virginia University

Investigating Dynamics among Complainant, Bystander, and Advocate for Service Recovery via Corporate Social Media (CSM)
Ran Huang, Indiana University; and Sejin Ha, University of Tennessee, Knoxville

Sharing Styles without Feeling Gross: The Influence of Contamination on Consumers’ Collaborative Consumption Intentions
Naeun Lauren Kim, University of Minnesota; and Byoungho Ellie Jin, North Carolina State University

External and Internal Drivers of Small Retail Businesses’ Social Media Use: An Innovation Diffusion Theory Perspective
Wi-Suk Kwon, Auburn University; Hongjoo Woo, Yonsei University; and Amrut Sadachar and Xiao Huang, Auburn University

The Ripple Effects of Discrepancies Between Employees’ Expectations of Corporate Sustainability and Perceived Performance
Stacy Lee, Texas Tech University; Sojin Jung, Kyung Hee University; and Jung Ha-Brookshire, University of Missouri

Explore Retailers’ Merchandising Strategy for Sustainable Cotton Apparel in the U.S. Retail Market
Sheng Lu and Mikayla Dubreuil, University of Delaware

Intention to Adopt Mobile Payments: A Comparison of POS Independent Software, POS Dependent Software, and POS Dependent Hardware
Briana M. Martinez, Baylor University
The Development of Perceived Business Competence and Entrepreneurial Attitudes in Retail Micro-Entrepreneurships
Amanda Muhammad, Indiana State University

Will You Stay the Same? Examining Customer Reactions to Acquisitions
Daeun Shin and Byoungho Ellie Jin, North Carolina State University

Exploring the Role of Intrapreneurs in the Luxury Department Store Context: Navigating Impacts of Industry Disruption and Millennial Consumer Behavior
Kelcie Slaton and Linda S. Niehm, Iowa State University

Does Target's Omni-Channel Strategy Hit the Bullseye? A Content Analysis of Target's Product Offerings across Channels
Emily Strub and Clair McClure, University of Georgia

SSR: Sustainability – Teaching, Learning, & Research

Sustainability Efforts of Apparel Industries: A Closer Look
Lance Cheramie and Mahendran Balasubramanian, University of Arkansas

Teaching Sustainability through an Innovative Upcycling Design Project
Haeun (Grace) Bang, University of North Carolina at Greensboro

Transformative Learning Connected to the Triple Bottom Line of Apparel Business Sustainability: A Thematic Analysis
Nasir Rakib, Hyo Jung (Julie) Chang, and Tun-Min (Catherine) Jai, Texas Tech University

Redesigning Fashion’s Future Through Discovery Learning: A Community Circular Textile Pilot and Community Partnership with Goodwill
Kelly Cobb, Kendall Keough, Huantian Cao, Brenda Shaffer, and Shameeka M. Jelenewicz, University of Delaware

Upcycled Duo: Combating Over-Consumption and Apparel Waste through Clothes People Already Own
Aline Gomes Siqueira, Katie Ellis, and Kelly Cobb, University of Delaware

Fashion Editorial Styling Showcasing a Sustainability Narrative: An Inter-disciplinary Approach
Karis Foster, Appalachian State University

Dynamics of Social Auditing in the Global Textile and Apparel Supply Chain
Geetika Jaiswal, North Carolina A&T State University; and V.G. Venkatesh, E M Normandie Business School, France

A Framework for Evaluating Sustainable Jean Attributes
Iva Jestratijevic and Jana Hawley, University of North Texas

Sustainability and Human Rights in the Business World: New Online Course Development
Eundeok Kim and Terry Coonan, Florida State University
Community-Engaged Learning: Teaching Sustainability in a Visual Merchandising Class  
Caroline Kobia, Mississippi State University

Sustainable Fashion Consumption: A Decade of Research Growth and Trends  
Chitra Dabas, Claire Whang, and Seoha Min, California State Polytechnic University, Pomona

Consumer Behaviors Regarding Sustainability that Affect Demands Shaping Corporate Social Responsibility Policies in Fashion and Hospitality Industries  
V. Ann Paulins, Ohio University; Julie L. Hillery, The Ohio State University; RayeCarol Cavender, University of Kentucky; and Iva Jestratijevic, University of North Texas

Experiential Learning in the Fashion Sustainability Classroom: The Development of a Fashion Revolution Week Event Using Creative Problem-Solving  
Cheyenne Smith, University of Delaware

**TAS: Textile Sciences and Engineering**

Non-formaldehyde Wrinkle Recovery Finish for Cotton  
Preeti Arya, Fashion Institute of Technology, State University of New York

Study of Bacterial Components Activating a Colorimetric Transition in Bacteria-Detecting Smart Wound Dressing Applications  
Abhishek Bhattacharjee, Richard Clark, Claudia Gentry-Weeks, and Yan Vivian Li, Colorado State University

The Development of Cable Driven Exosuit to Assist Upper Extremity Movement  
Huantian Cao, Katie Ellis, Cheyenne Smith, Steve Buchanan, and Fabrizio Sergi, University of Delaware

Analysis of Moisture Wicking Properties in Assessing Sleepwear Performance Claims  
Hannah Drumm, Lakin Hinton, Venae Jessurun, and Sheri L. Dragoo, Baylor University

Procedural Development for Chemical Separation of Cotton/Polyester Blends for Textile Recycling  
Ben Hones, Courtney Barbour, and Rachel J. Eike, Iowa State University

Evaluating Compression Variation for Seamless Knitted Fabrics: An Experimental Study Using Kikuhime Sensors  
Adriana Gorea and Katie Ellis, University of Delaware

Investigating the Dyeing Potential of Bacterial Cellulose: Colorfastness to Crocking and Artificial Light  
Jennifer Harmon, University of Wyoming

Investigating the Dyeing Potential of Bacterial Cellulose: Strength and Colorfastness to Perspiration and Laundering  
Jennifer Harmon, University of Wyoming

3D Printing a Biomimic Shark Skin Fabric Swatch with Improved Riblet Structure  
Saloni Purandare, David Prawel, and Yan Vivian Li, Colorado State University
Utilizing 3D Printing Technology to Develop Elastic Auxetic Structures
Zihui Zhao, Dan Liang, and Hang Liu, Washington State University

Measurement and Quality of Wool Mordant Effluent
Kowshik Saha, North Carolina State University; and Sherry Haar, Kansas State University

Influence of Material Layering and Seam Construction on Air Permeability
Rachel Pace, Janie Woodbridge, and Minyoung Suh, North Carolina State University

Modified Techniques to Detect Antibacterial Activity of Bamboo and Natural Bamboo Fiber
Bahrüm Prang Rocky and Amanda J. Thompson, The University of Alabama

Design Session 2. Cultural and Historic References
Retaining Ethnic Identity in the Apparel Design of Modern Saudi Dress

As My Name
The Novel Pourpoint
United in Love
Fish Fin Flowers
City of Angels Graffiti Jacket & Tee
A Modern Farthingale
El Cucuy
La Source
Unbound
Iron and Rust in the Belle Epoch

Concurrent Session 3, 4:00 – 4:45 pm

CB: Social Media and its Influences
Social Media Information Search Behavior in Consumption Decisions: Consumer Segmentation and Discriminant Factors
Jae Youn Chang and Wi-Suk Kwon, Auburn University
Sponsorship Disclosure and Third-party Revelation of Instagram Influencer Advertising: Impact on the Brand and the Influencer
Sanaz Einollahi and Wi-Suk Kwon, Auburn University

It's an Influencer's World & We're All Just Living in It: How Can Fashion Influencers Build their Community with a Generation Z Audience?
Karli Scott, Tunmin (Catherine) Jai, and Hyo Jung (Julie) Chang, Texas Tech University

The Effects of Emoji on Influencer Advertising and Temporal Orientation on Purchase Intentions
Xiao Huang, Mohammad Shahidul Kader, and Seeun Kim, Auburn University

Motivation and Technology Acceptance Model (TAM) Variables Affecting Social Media Usage by Market Mavens for Fashion-related Information Provision
Angie Lee and Ann Marie Fiore, Iowa State University

Building Millennial's Brand Loyalty via Social Media Engagement: A Perspective of Co-creation Value
Julie Wiegand, Hanna Lee, and Yingjiao Xu, North Carolina State University

Exploring the Parasocial Impact among Nano, Micro and Macro Influencers
Maureen Lehto Brewster and Jewon Lyu, University of Georgia

"I'm Not a Doctor, But I Can Sew a Mask": An Evaluation of Social Media Messages Regarding Home Sewing PPE for the COVID-19 Pandemic of 2020
Addie Martindale, Georgia Southern University; Charity Armstead, Brenau University; and Ellen McKinney, Iowa State University

Sponsored Posts from Instagram Influencers and Purchase Intentions: The Mediating Role of the Perceived Value of Sponsored Posts
Ishani Ishani and Yoo-Kyoung Seock, University of Georgia

The New Face of Mimicry Consumption Behavior
Jeongah Shin and Yoo-Kyoung Seock, University of Georgia

Do Consumers Believe Product Reviews on Instagram? Comparing Review Source Type: Acquaintances and Social Media Influencers
Jihyun Sung and Wi-Suk Kwon, Auburn University

MRK: Digital Marketing in Fashion
Does Information Sharing Matter for Gen Z Social Media Users? Effects of Motivations on Purchase Intentions through Social Commerce
Eunjoo Cho, University of Arkansas; and Songyi Youn, University of Missouri

Gen Z, Instagram Influencers, and #OOTD Hashtags' Effect on Purchase Intention of Apparel
Ouya Huang and Lauren Copeland, Kent State University

Consumers Mobile Location-Based Advertising Opt-In Intention
Jinhee Han, Mohammad Shahidul Kader, and Wi-Suk Kwon, Auburn University

**Presentation-Order Effect of Product Images on Consumers’ Evaluations in Online Shopping**
Jung Eun Lee, Eonyou Shin, and Doris Kincaide, Virginia Tech

**An Exploratory Study of Speech Acts among Sustainable Fashion Brands in Social Media**
Muzhen Li and Li Zhao, University of Missouri

**Social Media Based, Data-Mining Driven Social Network Analysis (SNA) of Printing Technologies in Fashion Industry**
Yanan Yu, Marguerite Moore, and Lisa Chapman, North Carolina State University

**PED: Software, Social Media, and Digital Skills**
An Inter-Disciplinary Approach to Styling Apparel for Social Media Content and Marketing Media
Karis Foster, Appalachian State University

**Development of an Online Experimental History of Menswear Course**
Jennifer Farley Gordon, Dana Goodin, and Eulanda Sanders, Iowa State University

**Benefits and Challenges of Cross-Cultural Online Collaboration Projects**
Ji Hye Kang and Pany Wongsaene, University of Rhode Island; and Su Yeon Kim and Ae-Ran Koh, Yonsei University

**Teaching 3D Virtual Prototyping Program, TUKA 3D, in a Classroom: Students’ Reflection and Learning Outcomes**
Seoha Min, Saemee Lyu, and Muditha Senanayake, California State Polytechnic University, Pomona

**Teaching Wearable Technology: Bridging Humanistic and Design Pedagogies**
Claire Nicholas and Sandra Starkey, University of Nebraska-Lincoln

**Using QR Codes for Blended Learning in a Micro-Factory**
Katya Roelse, University of Delaware

**Searching Apparel Online: What Words Do We Use?**
Diana Saiki and Ty Stratton, Ball State University

**The Development of a Digital Apparel Spatial Visualization Test**
Cheyenne Smith, University of Delaware

**Student Perspectives of Value Regarding an Experiential Learning Project Set in a Simulated Retail Environment**
Dina Smith, Virginia Tech; and Briana Martinez, Baylor University

**Experiential Client Development: Digital Fabrication Opera Costume Project**
Barbara Trippeer, University of North Texas

**The Digitization of a Nationally Significant Historic Dress Using 3D Apparel Simulation Software**
Nicole Villarreal, Anne Porterfield, and Cynthia Istook, North Carolina State University

**Introducing Digitizing Technology in CAD Pattern-making Class for Upcycling Project**
Ling Zhang and Courtney Barbour, Iowa State University

**TAI: Technology Innovation & Digital Transformation in the Textile and Apparel Industry**
Automation Trends in Apparel Manufacturing
Carolina Silva and Ting Chi, Washington State University

**The Effect of Technology-Driven Mergers and Acquisitions on Firm Performance in the U.S. Textile Industry**
Buhyung (Ellie) Cho, Kent State University; and Marguerite Moore, North Carolina State University

**AI Digitalization and Automation of the Apparel Industry and the Human Workforce Skills**
Anuththara Gangoda and Kelly Cobb, University of Delaware; and Sarah Krasley, Shimmy Technologies

**Effect of Yarn Delivery and Couliering Depth on Yarn Input Tension and Fabric Defects for Positive Feed Based Circular Knitting Machines**
A. K. M. Mobarok Hossain, Ahsanullah University of Science and Technology; Md Imranul Islam, Fashion Institute of Technology, State University of New York; and Sarif Patwary, Kansas State University

**How Can Small Businesses Borrow the Halo of E-Tail Distributors? Leveraging E-Tailers' Country Image and Reputation in Enhancing Purchase Intention**
Gwia Kim and Byoungho Jin, North Carolina State University

**RFID Tags: Beyond Inventory Control**
Shu-Hwa Lin, University of Hawai'i at Manoa; and Lynn Boorady, Oklahoma State University

**How Understanding Female Plus Size Body Shapes Throughout a Size Range Can Affect Apparel Grading and Design Attributes**
Susan L. Sokolowski and Chrissy Bettencourt, University of Oregon

**Big Data Analysis of the Second-Hand Apparel Market Trends Comparing 2014 and 2019**
Sanghee Kim and Hongjoo Woo, Yonsei University

**What is the Most Appropriate Way to Define a 3D Waist Level?**
Sibei Xia, Louisiana State University; and Jiayin Li, Cynthia Istook, and Andre West, North Carolina State University

**A Pilot Study on AutoPatternmaker: A Web-Based Application Generating Customized Basic Block Automatically**
Sibei Xia, Louisiana State University

**Neo-Fashion: A Data-Driven Fashion Trend Forecasting System Using Machine Learning through Catwalk Analysis**
Li Zhao, University of Missouri; Peng Sun, The Climate Corporation; and Muzhen Li, University of Missouri
Design Session 3. Patternmaking and Couture Techniques
Agency through Symbolic Communication: Employing Spiral Pattern Principles

Gradable Zero Waste Skirt and Blouse

Untitled Incarnations of Art

Amazonian Insects

Evening Star

Wedding Jumpsuit

Drowned Maiden, A Sustainable and Contemporary Take on 16th Century Scottish Fashion

Special Topic Session 1, 5:00 – 6:30 pm

Opportunities beyond the classroom: Industry Design Collaborations for Project Based Learning with Digital Textile Technology

Adaptive Apparel. An ITAA Research Focus: Connecting Scholarship to Industry

Elevate to Innovate: Finding Innovative Ways to Incorporate Diversity and Inclusion into the Textile and Apparel Curriculum

Thursday, November 19

Concurrent Session 4, 1:00 – 1:45 pm

CB: Sustainability and its Related Issues
The Effects of Sustainability Perceptions on Perceived Values and Brand Love for Outdoor versus Fast Fashion Apparel Brands
Haylie Hicks, Deborah Fowler, Hyo Jung (Julie) Chang, and Tun-Min (Catherine) Jai, Texas Tech University

Why Collaborative Apparel Consumption is Gaining Popularity? An Empirical Study of U.S. Gen Z Consumers
Lindsay McCoy, Yuan-Ting Wang, Tianci Qin, and Ting Chi, Washington State University

A Preliminary Study: CSR Advertising, Mere Exposure, and Generation Z's Social Activism in the Fashion-Industrial Complex
Sha'Mira Covington, Jewon Lyu, and Jinhee Lee, University of Georgia
What Impacts Consumers to Value Secondhand Apparel? A Consumer Theory Study
Sanaz Einollahi and Seeun Kim, Auburn University

Are Cosmopolitan Consumers Also Sustainable Apparel Consumers? A Conceptual Framework of the Impact of Consumer’s Cosmopolitan Orientation on Sustainable Apparel Consumption
Maria S. Gil and Jin Su, The University of North Carolina at Greensboro

Promoting Sustainable Fashion Consumption: Does One Size Fit All?
Shelley Haines and Seung Hwan (Mark) Lee, Ryerson University

Too Many Choices? Consumer Behavior in Fast Fashion Stores
Joohye Hwang, Tracie Tung, and Hira Cho, California State University, Northridge

No Regrets? An Exploration of Consumer Experiences with Impulse Self-Gifting
Sukyung Seo and Nancy (Nelson) Hodges, The University of North Carolina at Greensboro

Stompin’ in My Air Force Ones: An Investigation into the Sneaker Resale Market
Kelcie Slaton and Sanjukta Pookulangara, University of North Texas

DPD: Functional Apparel for Specialized Applications and its Future
Functional Design Assessment and Development of a Shirt for Post Double Mastectomy Women Without Breast Reconstruction
Laurie M. Apple, Hannah Lane, and Mahendran Balasubramanian, University of Arkansas

Tracking Circus Costume Silhouette Changes through Time: Visual Archival Research for Functional Apparel Design
Jenny Leigh Du Puis, Cornell University

Future Design Challenges for the Firefighter Turnout Boots
Bai Li and Adriana Gorea, University of Delaware

Iterative Design for Proactive Injury Prevention Swimwear
Tara Halsted and Gozde Goncu-Berk, University of California, Davis

Custom Paralympic Shooting Jacket: A Single-Case Virtual Product Development Project
Kayna Hobbs and Kristen Morris, Colorado State University; and Ju Yeon Park, Seoul National University

Firefighter Gloves Currently on the Market: Analysis and Future Research Directions
Elizabeth Clow, Ellen McKinney, and Rui Li, Iowa State University

No Guts No Glory! Redesign of Kneeling Rolls Used in Elite Marksmanship Competition for Improved Performance
Colleen Moretz and Angela Uriyo, University of West Virginia

Key Functional and Symbolic Values of Activewear Designed for Active Aging Women
Kristen Morris, Colorado State University; and Hali Ipaye and Pamela Norum, University of Missouri

Assessment of Current Personal Protective Equipment for Healthcare Workers
Young-A Lee, Mir Salahuddin, Linda Gibson-Young, and Gretchen Oliver, Auburn University
Conceptual Design of Vest for Individuals with Alzheimer's
Natalie Zainea and Su Kyoung An, Central Michigan University

UG: New Insights of Fashion Communication and Product Development
Dressed to the Form: An Examination of Dress form Asymmetry and Its Relation to Garment Fit
Lauren Forstenhausle and Fatma Baytar, Cornell University

Augmented and Virtual Reality and Its Effects on Social Responsibility and Fair Trade in the Apparel Industry
Kaylyn Wenzel and Lauren Copeland, Kent State University

Conceptual Study of Literature, Market, and Consumer: Combining Swim and Shapewear Technology
Emily Schrimpf, Nikki Nauman, Megan Romans, and Rachel J. Eike, Iowa State University

Changes in the Fashion Cycle: From Ubiquitous to Multifarious Jeans Trends
Ashley Friedow and Danielle Sponder Testa, Iowa State University

Efficacy of Material Culture and Semiotics in Developing Cultural Understanding of Textile Artifacts with Limited Provenance: Elucidating Meanings of Japanese Textile Artifacts for a Museum Audience
Sophia Luu, Iowa State University

Effects of Ventilation System for Windbreaker on Temperature and Sweat Control
Saemee Lyu, Gloven de la Cruz, Lilibeth Gonzalez, Nicole Mejia, Clarissa Olguin, and Joyce Win, California State Polytechnic University, Pomona

Active Versus Passive: Uncovering Gender Bias in Childrenswear Clothing Descriptions
Mackenzie Miller and Addie Martindale, Georgia Southern University

Ergonomic Design and Development of a Reusable Facemask: ASTM Level 3
Emily Schrimpf, Cassandra Eaton, and Changhyun Nam, Iowa State University

Can Marketing Content Strategies Help Promote Sustainability on Social Media?: Comparing the Effectiveness of Owned versus Earned Endorsement
Eilleen Plante and Christin Seifert, Georgia Southern University

A Lower Division General Education Course in Fashion: Revisit Curricula in Fashion/Apparel/Textiles Programs
Dong Shen, California State University, Sacramento

3-D Printing Fabric Swatches with Recycled Materials
Angela Beckett and Dina Smith-Glaviana, Virginia Tech

A Case Study of Colorfastness of Waterless Dyed Fabrics Sustainable for the Environment
Maddy Zitkus, Bre Lowe, Brianna Voss, Tanaijiah Fields, Sigourney Porter, and Ui-Jeen Yu, Illinois State University

Generation Z's Attitude toward Upcycled Clothing: An Arm, a Leg, or the Planet?
Lauren Paolini, Framingham State University

BioCouture for Future Focused Fashion

Organic Collaboration Between Nature, Designer, and the Wearer - Look 1

Wandering But Not Lost

Fjord Sub Zero Impact Protective Wakeboarding Wetsuit

Sorbet Sunrise

Gloaming Color Change Exploration in 3D Printed Garments

Vegan Tea Leather Cocktail Dress for Sustainable Fashion Industry

Send Me All the Flowers

Infinite Vitality: 3D Printed Hooded Sweatshirt

Concurrent Session 5, 2:00 – 2:45 pm

HIS: Fashion History in Context
Knit Your Socks and Sew Your Masks: Hand Knitting in the World Wars Compared with Home Sewing Masks for COVID-19
Charity Calvin Armstead, Brenau University; Addie Martindale, Georgia Southern University; and Ellen McKinney, Iowa State University

Meaning Infused into Fiber: Exploring Motivations of Natural Dyers
Kelsie Doty, Cornell University

Circus Costumes Across the Decades: A Visual Thematic Analysis of Ringling Brothers and Barnum & Bailey Circus Show Programs from 1950-2017
Jenny Leigh Du Puis, Cornell University

Historic Costume: Assignment Overload Solutions
Tammy R. Kinley, University of North Texas

"Beaded Elegance:" Walborg Handbags
Michael Mamp and Emily Mobley, Central Michigan University

Lester Gaba: Soap Carver, Mannequin Designer, and Visual Merchandising Critic, and Educator
Natalie Zainea and Michael Mamp, Central Michigan University

"Powerful," "Proud," and "Let's Be Real, It's Time:" Visitor Responses to a Fashion Museum Exhibition Centering Black Women's Fashions in a Predominantly White Space
Dyese Matthews, Kelly L. Reddy-Best, and Dana Goodin, Iowa State University

Reminiscence Fashion History Project
Andrew Reilly, Loriena Yancura, and Youngjin Bahng, University of Hawai`i at Manoa

'Indispensable Treasures': Misrepresenting Indigenous Design as Inspiration for American Fashion in Illustrated Lectures
Lynda May Xepoleas and Denise N. Green, Cornell University

MGT: Creating Technology Enriched Retail Experiences
Exploring the Demographic Profile of Female Homebased Textile Design Bloggers
Khadijah Baaqil, Kansas State University

Is Virtual Store Experience an Actual Store Experience? The Role of Telepresence
Gwia Kim and Byoungho Jin, North Carolina State University

Social Roles and Structural Signatures of the Cosmetic Brands on the Sephora's Twitter Network
HaeJung Maria Kim, University of North Texas; Eunjeong Ryou, Changwon National University; Kyounghwa Lee, Catholic University of Korea; and Sookyoung Ahn, Chonnam National University

Congruence Effects in Online Customer Reviews: The Mediating Role of Perceived Information Relevance
Garim Lee and Hye-Young Kim, University of Minnesota

Online Adaptive Clothing Shopping Experience: Text-Mining of Product Titles and Consumer Reviews
Muzhen Li and Li Zhao, University of Missouri

Scale Development of Consumer-Focused Technology Features Important to Shopping Experiences in Small Retail Businesses
Steven McKinney, Zoe Schumm, Linda S. Niehm, Ann Marie Fiore, Eric Olson, Jessica Hurst, and Amy Shane-Nichols, Iowa State University

Do Augmented and Virtual Reality Technologies Increase Purchase Intention?: The Role of Cognitive Elaboration and Shopping Modes
Hyejune Park, Oklahoma State University; and Seeun Kim, Auburn University

Should We Be Afraid of Artificial Intelligence? Consumer Willingness to Share Personal Information with Fashion Sales Robots
So Young Song, Illinois State University; and Youn-Kyung Kim, University of Tennessee, Knoxville

**Examining the Drivers and Barriers of Intention to Use AI Chatbot to Purchase Apparel Online**
Mon Thu Myi and Kittichai (Tu) Watchravesringkan, The University of North Carolina at Greensboro

**MRK: Current Issues in Fashion Marketing**

**I Can Talk: Corporate Moral Responsibility, Word of Mouth, and Shared Values**
Gargi Bhaduri, Kent State University; and Saheli Goswami, University of Rhode Island

"That Brand is So Humane": The Influence of Perceived Human Values on Attitudes toward CSR PR Messages and Company
Swagata Chakraborty and Wi-Suk Kwon, Auburn University

**Performance Appeals, Environmental Knowledge, and Emotions for Green Advertising**
Dooyoung Choi, Old Dominion University; and Ha Kyung Lee, Seoul National University

**Really, for the Greater Good? Impact of Message Frames and Reference Points Related to Packaging of Apparel Products on Brand Attitude**
Michelle S. Park Kolacz and Gargi Bhaduri, Kent State University

Saving Brick-and-Mortar Retail: Effects of Consumer-Engaged "Retail-tainment" on Consumers' Store Perceptions and Store Loyalty
Ji Young Lee, SUNY Buffalo State; and Ki Ho Park, Campbell University

Where Do Consumers Look When Viewing Fashion Advertisements? Saliency Based Models for Visual Attention Prediction
Seung-Hee Lee, Ying Chen, Ali Mahdi, Jun Qin, and Yuli Liang, Southern Illinois University

Those Who Subscribe: A Customer Profile Assessment of Apparel and Beauty Subscription Service Shoppers
Lori Rothenberg and Delisia Matthews, North Carolina State University

A Brand’s Referral of Another Brand: Does it Work?
Daeun Chloe Shin and Lori Rothenberg, North Carolina State University

**PED: Enhancing Student Learning and Experiences**

Teaching Strategies to Motivate Apparel Students to Master Basic Techniques in the Beginning Apparel Classroom
Claudine Eckert Barner, University of Missouri; and Kristen D. Morris, Colorado State University

A Holistic Synthesis of Pedagogical Research Factors for Fashion Design Curricula
Brooke Brandewie and Injoo Kim, University of Cincinnati

Fashion Industry Concepts and Skills in Secondary Education
Sarah Cosbey and Bette Montgomery, Northern Illinois University

Mentor Up: Preparing for the 21st Century Classroom
Internships in the Wake of the COVID-19 Pandemic: How Do We Re-design for the "New Normal"?
Julie Hillery, The Ohio State University

Skill Requirements for Logistics Professionals in the Apparel Industry of Bangladesh: An Importance-Expertise Matrix Analysis
Md. Arif Iqbal and Jin Su, The University of North Carolina at Greensboro; and Sabbir Hasan, Bangladesh University of Textiles

Undergraduate Student Perceptions of Industry Guest Speakers in the Fashion Classroom
Sara Jablon-Roberts, Johnson & Wales University; and Arienne McCracken, Iowa State University

T-shaped Person for the Textile and Apparel Industry? Analysis of Cross-Functional Skills
Nicolette Leiby and Li Zhao, University of Missouri

Lora Merryman and Sheng Lu, University of Delaware

Creating Pathways to University Student Success through a Service Learning Internship Program with a Community Resource Center to Prepare University Fashion Merchandising Students with Disabilities for Industry Career Positions
Anna A. Magie, Texas Woman's University

Academic Startups: Best Practices for Innovation and High Impact Student Experiences
Yann Queckenstedt and Eulanda A. Sanders, Iowa State University

Pirate Teaching: Increasing Student Engagement in Apparel Courses
April Elisha Stanley, Iowa State University

Bridging the Gap: Exploring Instructional Continuity in Undergraduate Fashion Courses in the Age of COVID-19
Angela Uriyo, West Virginia University

Education for Sustainability: Development and Application of I3EADC Framework for Sustainable Apparel Design Curriculum
Ling Zhang, Iowa State University; and Chanmi Hwang, Washington State University

Design Session 5. Ready-to-Wear: Market Directed
Wearing the Artistic Tradition of Dancheong and Nubi

Vanishing Ice

Bell Sleeve Meets Elegance: Two-piece Lace Garment
Cape Dress: Interpreting a Historical Style through Modern Inspiration

Azure

Ice Wine Adaptive Down Parka

Pen Umbra

Blitz

Alexis

Nebulous

Concurrent Session 6, 3:00 – 3:45 pm

MGT: Technology and Business Model Innovation in the Retail and Apparel Industries
Retail Technologies Leading Resurgence for Small Independent Fashion Retailers: A Thematic Analysis Related to the TOE Framework
Hyo Jung (Julie) Chang, Francine Bruess, Jo Woon Chong, and Kamrul Foysal, Texas Tech University

The Study of Humans-Artificial Agents Relationships in Retailing Contexts: The Role of Trust
Minjeong Kim and Ran Huang, Indiana University

Developing an Interactive Technological Framework in the Retail Apparel Industry: VR, AR, SC, and AI
Anastasia Frattali and Chanmi Hwang, Washington State University

"A Whole Other Animal:" Challenges and Opportunities in Vending Apparel at Festivals
Sara Jablon-Roberts, Johnson & Wales University; and Leslie H. Simpson, Stevenson University

How Do Consumers Perceive Mobile Self-Checkout in Fashion Retail Stores?
Yuli Liang, Seung-Hee Lee, and Jane E. Workman, Southern Illinois University

Shopping without the Fuss: The Effect of Curation Type on Cognitive Dissonance in Clothing Subscription Adoption
Christin Seifert, Georgia Southern University; Olivia Johnson, University of Houston; and Angie Lee, Iowa State University

Fashion Printing Technology Diffusion: Big Data Analytics
Yanan Yu, Lisa Chapman, and Marguerite Moore, North Carolina State University

SSR: Sustainable Business Practices and Performance
CSR Detracts or Reinforces Corporate Ability? Differential Effects of Consumers' Belief on Perceived Corporate Hypocrisy
Gargi Bhaduri, Kent State University; Sojin Jung, Kyung Hee University; and Jung Ha-Brookshire, University of Missouri

The Impact of Slow Fashion Orientation (SFO) on Socially Responsible Consumption (SRC): Moderating Effects of Industry Irresponsibility and Consumer Irresponsibility
Min-Young Lee, RayeCarol Cavender, and Scarlett Wesley, University of Kentucky

Can a Connection with the Past Influence Environmental Concern and Attitude toward Slow Fashion?
Swagata Chakraborty and Amrut Sadachar, Auburn University

Does Going Green Pay Off in the U.S. Textile and Apparel Industry?
Buhyung (Ellie) Cho, Kent State University; and Marguerite Moore, North Carolina State University

Matthew Jacobs, Harvard University; and Jana M. Hawley, University of North Texas

Evaluation of Certified B Corps in the Apparel, Footwear and Accessory Industry
Jitong Li and Karen K. Leonas, North Carolina State University

Slow Fashion Movement and Acceptance of Sustainable Consumption: Is it the Opportunity for Local Fashion Brands?
Chuanlan Liu, Chunmin Lang, and Sibei Xia, Louisiana State University

Case Study of Fashion Brands with Certified B Corporation: Patagonia vs. Askov Finlayson
Mahima Naznin and Song-yi Youn, University of Missouri

Impact of Sustainability Consciousness on Slow Fashion Behavior
Yoo-Kyoung Seock and Jeongah Shin, University of Georgia

Consumer Responses to Local and Distant Corporate Social Responsibility Activities
Xiao Tong and Chelsea Willingham, The University of Alabama

A Slow Fashion Approach with Wool Conservation: Rare Sheep Farms, Economic, and Geographic Aspects
Helen X. Trejo, California State Polytechnic University, Pomona

Engaging Female Refugees to Re-envision their Future through Slow Fashion
Angela Uriyo, West Virginia University; and Pamela Norum, University of Missouri

Sustainable Practices: Recommendations for a More Holistic Approach for Training Refugees for Successful Participation in the Workplace
Angela Uriyo, West Virginia University; and Pamela Norum, University of Missouri

TAI: Global Sourcing Practices and Supply Chain Dynamics in the Textile & Apparel Industry
Analyzing the Competitiveness of the Textile and Apparel Sector among USMCA Trade Agreement Partners
Debanjan Das, West Virginia University

**Demonetization and Its Impact on India's Textile and Apparel industry's Comparative Advantage**  
Debanjan Das, West Virginia University

**Stitch by Stitch: Addressing the Barriers to Apparel and Textile Reshoring in the United States**  
Nancy Hodges, Annie Williams, and Meghan Hembree, The University of North Carolina at Greensboro

**Opportunities & Challenges Involved in Local Fabric Sourcing Strategy: A Case Study of Epic Group in Bangladesh**  
Sirajum Munir, Bangladesh University of Textiles; and Md. Rafiqul Islam Rana, University of Missouri

**Competitive Advantages of the Apparel Industries of Bangladesh: Qualitative Insights from the Managers and Executives of the Bangladeshi Apparel Industry**  
Ishtehar Sharif Swazan and Debanjan Das, West Virginia University

**How Competitive is Bangladesh's Apparel Export Firms? An Exploratory Content Analysis of the Unique Firm Resources Claimed by the Apparel Export Firms of Bangladesh**  
Ishtehar Sharif Swazan and Debanjan Das, West Virginia University

**Exploring the Impact of Apparel Suppliers' Affective and Cognitive Satisfaction on the Buyer-Supplier Relationship: A Power-Dependency Theory Perspective**  
Huicheng (Jeff) Wu, Nancy Hodges, and Jin Su, The University of North Carolina at Greensboro

**Exploring Challenges of Apparel Customization: From the Perspective of Chinese Manufacturers**  
Hao Li, Donghua University; Yanwen Ruan, Shanghai University of Engineering Science; and Yingjiao Xu, North Carolina State University

**Investigate the Causal Direction of Experiences on Apparel E-Sourcing and Firm Performance: A Cross-Cultural Study**  
Li Zhao and Xintong Li, University of Missouri; and Stacy Lee, Texas Tech University

**Design Session 6. Sustainability**

**Houndstooth Upcycle**

**The Boro Kimono**

**Reinventing the Windbreaker: Windbreaker Hanbok**

**Salvaging the Value of Textile Waste through Scratchboard Etching**

**Wearing Many Hats: A Green Approach to Accessories Design**

**Macchia Spiral Into Zero-Waste Times Two**
Spiraling into Design Inspiration

Farm to Fashion: Suri Alpaca with Spiral Patternmaking

Collision

Special Topic Session 2, 4:00 – 5:30 pm

The University Fashion Show: Best Practices to Showcase Student Work
Human Body in the Digital Era: Virtual Technology and Its Applications in Textiles and Apparel
Preparing the Professional: The Impact of Internships

Friday, November 20

Concurrent Session 7, 1:00 – 1:45 pm

CB: Diversity, Equity, and Inclusivity
Hye-Shin Kim, University of Delaware; Yanan Yu, North Carolina State University; and Chong Zhang, Communication University of China

Lifestyle Segmentation for Older Fashion Consumers Using Latent Class Analysis
Kyuree Kim, Joseph Kim, and Ann Marie Fiore, Iowa State University

The Effects of Instagram, Facebook, YouTube & Snapchat on Body Dissatisfaction, Social Comparison, and Thin Ideal Internalization of Women with Marginalized Identities
Ivana Markova and Cristina Azocar, San Francisco State University

The Kobe Bryant Effect: Celebrity Death, Consumer Grief and Product Attachment
Rachel Rose and Elena Karpova, The University of North Carolina at Greensboro

Equity Matters: The Role of Sponsored Athletic Apparel in Collegiate Athletic Programs
Rachel Rose and Nancy Hodges, The University of North Carolina at Greensboro

The Men’s Plus Size Apparel Market: Bigger, but Not Better
Melissa L. Thompson and Ellen McKinney, Iowa State University

Story Makes a Difference: The Effects of Providing Product History in Promoting Circular Fashion among Consumers
Hongjoo Woo, Yonsei University; Naeun Lauren Kim, University of Minnesota; and Bharath Ramkumar, State University of New York Oneonta
You Could Do It Better! Consumer Negative Responses toward Moral Crisis in the Fashion Industry
Song-yi Youn and Anna Moritz, University of Missouri

**CUL: Cultural Considerations in Context**

**Modernization and Cultural Identity: The Case of Ri-Bhoi Handloom Weavers**
Rebecca Maria Dias, Radford University; and Jennifer Paff Ogle and Sonali Diddi, Colorado State University

**RagTag: A Circus in Stitches. Autoethnographic Costume Design Research for a Touring Circus Troupe**
Jenny Leigh Du Puis, Cornell University

**Crafting a Beer Brand: An Intersectionality of Logo Aesthetic and Representation**
Sarah Frankel, Stephanie Benjamin, Carrie Stevens, and Miranda Lee, University of Tennessee, Knoxville

**Negotiation of Czech Ethnic Identity through Folk Costume in the Midwest**
Erin French and Kelly L. Reddy-Best, Iowa State University

**Mything in Action: Fashion Designers in Documentary Film**
Katie Baker Jones, West Virginia University

**Students' Perceptions and Experience with Cultural Appropriation**
Sanga Song, Indiana University East; and Nokyeon Kim, University of Delaware

**A Picture is Worth a Thousand Words: Utilizing Visual Ethnography to Investigate Scottish Kiltmaking Craft**
David Loranger, Sacred Heart University; and Eulanda A. Sanders, Iowa State University

**Negotiations of Black and Activist Identity through Dress on the College Campus**
Dyese Matthews and Kelly L. Reddy-Best, Iowa State University

**Why Bind? Emotional, Physical, and Cultural Considerations for Trans and Gender Non-binary Individuals**
Kristen Morris, Colorado State University; Denise Green and Kyra Streck, Cornell University; Kelly Reddy-Best, Iowa State University; and Andrew Reilly, University of Hawai‘i at Manoa

**Emotional Attachment and Ethnic Fashion in Diaspora: A Case of West African Immigrant Women in the US**
Jane Opiri, University of Arkansas Pine Bluff; and Casey Stannard, Louisiana State University

**Tattoos' Shared Meaning in Social Media: A Social Network Analysis Study of Related Hashtags on Instagram**
April Alley, Tzu Yu Wang, Chih Han Wang, and Jihyeong Son, Washington State University

**Saudi Bride-to-Be Consumption: Negotiation Between Traditional and Idiosyncratic Meanings**
Wijdan Tawfiq, King Abdulaziz University; and Mary Lynn Damhorst and Eulanda Sanders, Iowa State University
Why Do Female Asian-American Fashion and Beauty YouTubers Go Blond?
Bingyue Wei, Iowa State University

SSR: Sustainability, Communication, and Young Generations
How Social Media Type, Electronic Word-of-mouth, and Product Price Influence Attitude and Intention to Purchase Ethical Apparel for US Female Consumers
Melissa Abner, University of Central Missouri; Fatma Bayter, Cornell University; and Elena Karpova, The University of North Carolina at Greensboro

Impact of User-Centric Advertisement Appeals on Consumers' Emotional Responses and Sustainable Apparel Purchase Intentions
Swagata Chakraborty and Amrut Sadachar, Auburn University

U.S. Generation Z Consumers' Motivations and Purchase Behavior towards Secondhand Clothing
Carolina Silva, Tzu-Yu Wang, Michelle McCarver, Chih-Han Wang, and Ting Chi, Washington State University

A Content Analysis of How Labels Help Consumers Determine if Clothing Is Sustainable
Mary Hale and Debanjan Das, West Virginia University

Cracking the Code of Engaging Campaigns: Effective Storytelling in Sustainable Clothing Campaigns on Social Media
Mohammad Shahidul Kader, Xiao Huang, and Seeun Kim, Auburn University

Elena Karpova, The University of North Carolina at Greensboro; Kelly Reddy-Best, Iowa State University; and Farimah Bayat, The University of North Carolina at Greensboro

Bacterial Leather for Local Sustainable Fashion
Savanah Adler, Shu-Hwa Lin, Ailee Antipala, University of Hawai'i at Manoa

The Power of Others: Using Socially Facilitating Message to Promote Circular Fashion Services
Bharath Ramkumar, State University of New York Oneonta; Hongjoo Woo, Yonsei University; and Naeun Lauren Kim, University of Minnesota

Critical Dialogue on the Role of Clothing Care Label for Controlling Microfiber Pollution
Mir Salahuddin and Young-A Lee, Auburn University

College Students' Sustainability Awareness towards Apparel and Cotton Industries
Young-A Lee and Mir Salahuddin, Auburn University

Are You Ready for Clothing with Environmental and Social Labels?
Kerri Byrd, TJX Companies, INC.; and Jin Su, The University of North Carolina at Greensboro
What are the Barriers to Young Millennials' Consumption of Sustainable Apparel? A Cross-Cultural Analysis of Perceived Risks of Sustainable Apparel
Jin Su, The University of North Carolina at Greensboro; Xiao Tong, The University of Alabama; and Maria Gil, The University of North Carolina at Greensboro

Generation Z and Socially Responsible Fashion Consumption: Exploring the Value-Action Gap
Annie Williams and Nancy Hodges, The University of North Carolina at Greensboro

A Look at the Label: Exploring Consumer Perspectives on Communicating Sustainability Information
Annie Williams and Nancy Hodges, The University of North Carolina at Greensboro

Undergraduate Students' Perceptions and Emotions Related to Mending: Text Mining Approach
Ruoh-Nan (Terry) Yan, Sonali Diddi, and Yulun Hsiao, Colorado State University

TAS: Apparel Sciences and Innovation
Evaluation of Textile-Based Wearable Force Sensors for Functional Clothing Applications
Crystal Compton, Alireza Golgouneh, Brad Holschuh, and Lucy E. Dunne, University of Minnesota

Md. Tahmidul Islam Molla, Crystal Compton, and Lucy E. Dunne, University of Minnesota

Understanding the Effect of Clothing Pattern On E-Textile Electromyography (EMG) Electrode Performance
Gozde Goncu-Berk, University of California, Davis; and Bilge Guvenc Tuna, Yeditepe University

Fit of Fire Boots: CT (Computerized Tomography) Scan and 3D Simulation
Jeyeon Jo and Huiju Park, Cornell University

Head Orientation Monitoring with Wearable RFID for Detection of Lateral Glance of Children with Autism Spectrum Disorder
Jeyeon Jo and Huiju Park, Cornell University

Comparison of Objective Measurement Methods of Fabric Tensile Properties for 3D Virtual Garment Software
Uikyung Jung and Cynthia Istook, North Carolina State University

Digital Fabric Libraries: Managing Digital Assets
Uikyung Jung and Cynthia Istook, North Carolina State University

Thermal Comfort of Two-Layer Knitted Fabrics for Compression Garment
Pimpawan Kumphai, Su Kyoung An, and Natalie Zainea, Central Michigan University; and Pawarin Tuntriyanond, Kasetsart University

4D Knitting Grip Assist Glove Based on Shape Memory Alloys: Wearable Device Development and Functionality Assessment
Evaluating Textile-based ECG Collection for Continuous Remote Atrial Fibrillation Monitoring
Andrew Waldherr, Mary Ruppert-Stroescu, Kristian Nelson, and Maggie Miller, Washington University in St. Louis

Examining Differences between Female and Male Firefighters' Feet through 3D Scanning
Ziyun Zhang and Jeyeon Jo, Cornell University; Linsey Griffin, University of Minnesota; Susan Sokolowski, University of Oregon; Meredith McQuerry, Florida State University; and Huiju Park, Cornell University

Design Session 7. Conceptual Experimental
Application of Virtual Reality Technology to Inspire Apparel Design

Lipstick on His Collar

No Borders

Chartreuse is the Ugliest Color

The Year of Magical Thinking: The Suddenness of Grief

Growing a Baby Bump

Phosphene

Preparation for the Storm

Falling Upward

Hardwater Parka

Strange Fruit

Fight or Flight

Concurrent Session 8, 2:00 – 2:45 pm

PED: Teaching Activities and Class Projects
Collaborative Education: Community Based Art and Fashion Learning Applications for the Prolonged Use Phase of a T-shirt
Rachel Anderson, Texas Tech University; Ismael de Anda, Artist; and Cody Arnall, Alicia McDonald, Monica Prado, Mona Maher, David Deeds, Chiseum Dent, and Raegan McGuire, Texas Tech University
Entrepreneurship Group Creates Community, Shares Stories and Supports Female Students
Kate Annett-Hitchcock and Dakota Batch, North Carolina State University

A Comparison of Gender Differences in Clothing Needs Assessments for People With Mobility Impairments
May Chae, Montclair State University

Creating Cooperative Learning Environment through Cotton Capsule Wardrobe Project
Hae Jin Gam, Jiyoung Kim, Barbara Trippeer, and Pureum Yeo, University of North Texas

"Absolutely Hands On!": Analyzing Student Learning Gains and Perceptions from an Experiential Learning Experiment in an Advanced Textile Science Course
Jennifer Harmon, University of Wyoming

Using a Program-Based Store for Retail and Entrepreneurship Education: Integration of a Retail Learning Lab as a Capstone Experience
Jessica L. Hurst, Linda S. Niehm, Ann Marie Fiore, Amy Shane-Nichols, Angie Lee, and Malvika Rajagopal, Iowa State University

A Mixed Pedagogical Approach to Promote Undergraduate Students' Active Learning in the Retail Planning and Buying Course
Shafiqul Islam and Jewon Lyu, University of Georgia

Fashion Entrepreneurial Self-Efficacy: Development and Validation of a Domain-Specific Scale
Chunmin Lang and Chuanlan Liu, Louisiana State University

(r)EVOLUTION RETOLD: An Experiential Collection Created Collaboratively between Merchandising and Design Students
Kendra Lapolla and Lauren Copeland, Kent State University

Incorporating a Medical Apparel Project into a Technical Design Process Course in an Apparel Design Program
Changhyun Nam and Eulanda Sanders, Iowa State University

Footwear Design Sketchbook Practice for a Portfolio
Changhyun Nam and Eulanda Sanders, Iowa State University

Textiles Literacy: Implementing Inquiry-Based Learning in a Basic Textiles Class
Arlesa Shephard, SUNY Buffalo State College

The Collaborative Design Process Integrated with the Business World
Mary Simpson, Western Michigan University

Engaging Students through Rapid Prototyping: A Human Centered Design Approach
Sandra Starkey and Andrew Zimbroff, University of Nebraska-Lincoln

Seeking Sustainability in the Global Cotton Supply Chain: An Experiential Learning Opportunity by the Case Method
Li Zhao and Kerri McBee-Black, University of Missouri
SPA: The Body in Transition: Internal and External Influences
The Influence of Film Personae on the Enculturation of Masculine Identity Performance
Jeremy M. Bernardoni and Casey R. Stannard, Louisiana State University

The Search for Authenticity through 'Style-Fashion-Dress' among Adolescent Latina Immigrants
Mary Alice Casto, University of Nebraska-Lincoln; Jennifer Paff Ogle and Maricela DeMirjyn, Colorado State University; and Amanda Morales and Alyssa Smith, University of Nebraska-Lincoln

The Analysis of Causes and Effects of Negative Body Image in Adolescent Girls in the U.S.
Divya V. Desai and Casey R. Stannard, Louisiana State University

Examining Body Positivity in Rihanna's Savage X Fenty Lingerie Runway Show
Fatimah Hakeem, Louisiana State University

Assessment of Relationship among Athlete Uniform Wearing and the Impact on Student-Athlete Mental Health, Mediated by Athlete Identity
Kristian Hogans and Jewon Lyu, University of Georgia

A Descriptive Analysis of Muscularity Research: Looking Backward to Move Forward, Part 1
Sharron J. Lennon, Indiana University; and Kim K. P. Johnson, University of Minnesota, Emeritus

"It's a Joke": Adolescent Girls' Perception of Dress Regulations in Public Schools
Heejin Lim, University of Tennessee, Knoxville; Sharron J. Lennon, Indiana University; and Domenique Jones, University of Tennessee, Knoxville

Pregnancy Expectations of Generation Z: Physical Self-Concept and Maternity Wear
Beth Weigle and Laura McAndrews, University of Georgia

Breaking Cover: Plus-size Transgressive Dress on YouTube
Arienne McCracken, Mary Lynn Damhorst, and Eulanda A. Sanders, Iowa State University

Attached to My Shape: Women's Perceptions of Body Shape, Body Satisfaction, and Religiosity
Dawn M. Michaelson, Sheri L. Dragoo, and Jay Yoo, Baylor University

Why Bind? Public, Private, and Secret Self Chest Binding for Trans and Gender Non-Conforming Individuals
Kelly L. Reddy-Best, Iowa State University; Andy Reilly, University of Hawai‘i at Manoa; Kyra Streck and Denise Nicole Green, Cornell University; and Kristen Morris, Colorado State University

Relationships Between Dress and Gender in a Context of Cultural Change
Alyssa Adomaitis, The New York City College of Technology, CUNY; Diana Saiki, Ball State University; and Kim K. P. Johnson, University of Minnesota, Emeritus

Meanings of Hijab from the Wearers' Perspective
Saiful Islam and Casey R. Stannard, Louisiana State University
Is the Body Positive Movement Too Narrow? Extra Large Insights into Plus Size Men and Clothing in the Context of the Body Positive Movement
Melissa L. Thompson and Ellen McKinney, Iowa State University

SSR: Sustainable Consumption and Determinants
The Roles of Values, Pre-factual Cognition, and Positive Anticipated Emotion on Pro-environmental Product Purchasing Intention
Insook Ahn, New Mexico State University; and Soo Hyun Kim, University of Arizona

Sustainability Transparency and Trustworthiness of Blockchain: A Comparison of Generations X and Y Fashion Customers
Rebekka Navas, Hyo Jung (Julie) Chang, and Samina Khan, Texas Tech University

Renting than Buying Apparel: An Empirical Study of U.S. Consumers
Rebecca Anderson, Olabisi Adesanya, Min-Tzu Ling, Zibo Zhao and Ting Chi, Washington State University

Exploring City Furniture's Mattress Donation Program and Perspectives on Sustainability Among Stakeholders
Max Duroseau, University of Missouri

Working Together to Reduce: An Examination of Environmentally Conscious Consumption
Sarah Frankel, Sejin Ha, and Youn-Kyung Kim, University of Tennessee, Knoxville

Development of Conceptual Model to Measure Determinants of Second-Hand Luxury Shopping
Sivasankari Gopalakrishnan, Northwood University; and Nimet Degirmencioglu, North Carolina State University

Fashion Renting: An Exploratory Study of User and Non-user Behaviors
Heeju Noe and Jonghan Hyun, Kent State University

Consumers' Moral Beliefs on Corporate and Individual Responsibilities for Circular Fashion Co-creation
Chung-Wha 'Chloe' Ki, The Hong Kong Polytechnic University; Sangsoo Park, Korea Institute for Industrial Economics & Trade; and Jung Ha-Brookshire, University of Missouri

The Acceptance and Usage Intention of Menstrual Underwear
Elizabeth Phan, Jiyoung Kim, Haejin Gam, and Jana Hawley, University of North Texas

Passion for the Past: The Effect of Charity Appeals and Nostalgia on Apparel Donation Intentions
Seen Kim, Auburn University; and Michelle Childs, University of Tennessee, Knoxville

Because It Is Green or Beautiful? Consumer's Perceived Value of a Unique Type of Sustainable Packaging, Store Evaluation, and Store Patronage Intentions
Ji Young Lee, SUNY Buffalo State; and Ki Ho Park, Campbell University

Providing Scientific Knowledge on Homemade Textile Based Masks to a Residential Community during the Coronavirus Pandemic
Sumit Mandal, Lynn M. Boorady, and Karla Knoepfl, Oklahoma State University

**Exploring the Influencing Role of Expectancy Values on Online Apparel Rental: The Moderating Effect of Need for Uniqueness**
Rachel Rose, Sukyung Seo, Mon Thu Myin, Carol Brathwaite, and Kittichai Watchravesringkan, The University of North Carolina at Greensboro

**Determinants of Online Collaborative Consumption Behavior: The Application of the Theory of Reasoned Action in the Context of Apparel**
Kristi Partin and Kittichai (Tu) Watchravesringkan, The University of North Carolina at Greensboro

**Identifying Consumers’ Shopping Orientations of Green Textile Furnishing Products**
Ui-Jeen Yu, Illinois State University; Hae Jin Gam, University of North Texas; and Somang Yang, Illinois State University

**Design Session 8. Sustainability**

**Infinity**

**Vivid Punk**

**Three-In-One Gown**

**Be True**

**Cast On Cast Off II**

**Repurposed Bustier Dress**

**Memories**

**Three Times Saved: Repurposing Interior Textile Samples to Duvet Cover to Tailored Sleeveless Jacket**

**On-Demand Swatcher Coat**

**Concurrent Session 9, 3:00 – 3:45 pm**

**CB: Consumer Values, Experiential Marketing, and Subscription Services**
A Typology of Online Shopping Consumers and Its Relation to Online Shopping Perception and Obsession
Hyo Jung (Julie) Chang, Jieun Dokko, Jaehan Min, and Mohammad Abu Nasir Rakib, Texas Tech University

**Classification of Apparel Product Attributes: Consumer Evaluation of Jeans**
Sunhyung Cho, Iowa State University; and Elena Karpova, The University of North Carolina at Greensboro

**Investigating the Link between Appearance-Related Self-Discrepancies and Retail Therapy Shopping Behavior**
Jong-Geun Lee and Amrut Sadachar, Auburn University

**Does Experience Matter? Understanding the Changes of Consumers' Evaluation after Using an Online Apparel Mass Customization System**
Yuli Liang, Southern Illinois University; and Chuanlan Liu, Louisiana State University

**Exploring Chinese Consumer Traits of Using Clothing Subscription Rental Service**
Mon Thu Myin and Huicheng Wu, The University of North Carolina at Greensboro; Haina Shen, Zhejiang Sci-Tech University; and Jin Su, The University of North Carolina at Greensboro

**Identifying Key Factors Affecting Customer Loyalty in a Local Retailing Context**
Jacqueline Parr, St. Catherine University; and Hye-Young Kim, University of Minnesota

**The Emergence of Online Visual Product Reviews: Conceptualizing Needs and Approaches to Analyzing User Generated Photography**
Kassandra Ross and Young-A Lee, Auburn University

**An Examination of Emotions Influence on the Adoption Intention of Online Styling Subscription Services in Fashion**
Jessica Ganak and Jihyeong Son, Washington State University

**The Effect of Price Transparency on Brand Perception and Purchase Intention**
Xiao Tong, The University of Alabama; and Jin Su, The University of North Carolina at Greensboro

**An Assessment of Experiential E-Commerce Apparel Websites and Psychological Personality Traits among Females**
J'den Williams and Lori Rothenberg, North Carolina State University

**DPD: Fit and Sizing for Apparel Enhancement and Design Conceptualization**
Youngsook Kim and Fatma Baytar, Cornell University

**Men's Purchase Behavior and Fit Preferences for Compression Sportswear for Fitness**
Robin Carufel, Brenau University; and Elizabeth Bye, University of Minnesota

**A Phenomenological Exploration of the Apparel Sizing Practice of Small Womenswear Businesses**
Gozde Goncu-Berk, University of California, Davis; and Eunhyuk Yim, Sungkyunkwan University

**How Critical Are We? A Content Analysis of ITAA's Design Proceedings from 2006 to 2019 from a Critical Design Theory Perspective**
Mushfika Tasnim Mica and Semra Peksoz, Oklahoma State University

**Fit Problem and Design Modification of the Ballistic Vest for Female Police Officers**
Mushfika Tasnim Mica and Semra Peksoz, Oklahoma State University
A Conceptual Framework for Post-postmodern Garment Design
Andrew (Andy) Reilly, University of Hawai`i at Manoa; and Sherry Schofield, Florida State University

Using Participatory Design to Create and Test the Aesthetics and Functionality of an Adaptive Bra and Blouse
Milan Shahani, George Brown College

Designing a University Tartan: A Case Study
Amy Shane-Nichols and Eulanda A. Sanders, Iowa State University

Fit Analysis of ASTM Size Standards for Overweight and Obese Women in the United States Based on Body Shapes
Eonyou Shin and Elahe Saeidi, Virginia Tech

Body Shapes and Fit Analysis of ASTM Size Standards for Overweight and Obese Men in the United States
Eonyou Shin and Elahe Saeidi, Virginia Tech

Fit Analysis Using 3D Body Scans and Sports Product Design Methods to Develop a Musical Conductor's Jacket
Susan L. Sokolowski, University of Oregon

Body Scanning Technology Preferences among Consumers
Saiful Islam and Casey R. Stannard, Louisiana State University

Improving Pant Fit among Young Chinese Consumers: Evidence from Female College Students in Hangzhou, China
Haina Shen and Xiaofen Ji, Zhejiang Sci-Tech University; Jin Su and Nancy Hodges, The University of North Carolina at Greensboro; and Ting Tao, Zhejiang Sci-Tech University

TAI: Industry Trends and Corporate Social Responsibility
Regenerated Cellulose Fibers (RCF) for Future Apparel Sustainability: Insights from the U.S. Consumers
Annie Frattali, Yi-Ning Tai, Yuh-Fen Yu, Hang Liu, and Ting Chi, Washington State University

It's All About Stakeholders: Corporate Moral Responsibilities, Stakeholder Capitalism, and Hypocrisy Perceptions
Saheli Goswami, University of Rhode Island; and Gargi Bhaduri, Kent State University

Buyer Power and Supplier Motivation for Code of Conduct Compliance: A Global Apparel Industry Perspective
Geetika Jaiswal, North Carolina A&T State University; and Jung Ha-Brookshire, University of Missouri

Transformative Potentials of Drop Marketing and Drop Retail Strategies in the Fashion Industry
Ouya Huang and Jihyun Kim-Vick, Kent State University

Resiliency and Structural Change of Apparel and Textile Industry Clusters in the United States
A Framework of Perceived Corporate Social Responsibility Gaps between Internal and External Stakeholders: A Stakeholder Theory Approach
Stacy Lee, Texas Tech University; Sojin Jung, Kyung Hee University; and Jung Ha-Brookshire, University of Missouri

Cross-functional Skills: Defining its Meaning
Nicolette Leiby and Jung Ha-Brookshire, University of Missouri

A Mixed Method Exploration of Building Network Ties in the Apparel Industry
Nancy J. Miller, Carol Engel-Enright, and Kayna Hobbs, Colorado State University

The Devil Wears Prada: A Qualitative Study on Counterproductive Workplace Behavior and Employee Satisfaction in the Fashion Industry
Md. Rafiquil Islam Rana and Jung Ha-Brookshire, University of Missouri

Stakeholder Pressures and Workplace Compliance in Bangladeshi Apparel Factories
Zafar Waziha Sarker and Haesun Park-Poaps, Ohio University

Design Session 9. Surface Design
Grey Matter

Weaving for Justice

Cradle-to-Cradle Denim: Fringed Dress and Poncho Design

Blue Nights: The Complexity of Grief

Flowing Lines on The Fabric

Twisted Plane

Sacred and Profane

Pathfinder

Yellowstone Impression

Po Mo

Mother

Special Topic Session 3 and Salon Session, 4:00 – 5:30 pm
Simple Strategies for Implementing Experience Learning

Elevating and Evaluating Curatorial Scholarship

TAPAC Accreditation Reviewers: Tips and Best Practices for the Accreditation Review Preparation, Process and Report