

TUESDAY, NOVEMBER 2

JOINT KSCT / ITAA CONFERENCE KSCT Poster Sessions

7:00 – 8:15 pm
Poster Session 1

KSCT / ITAA Poster Session 1

8:30 – 9:45 pm
Poster Session 2

KSCT / ITAA Poster Session 2

10:00 – 11:15 pm
Poster Session 3

KSCT / ITAA Poster Session 3

WEDNESDAY, NOVEMBER 3 ITAA PRE-CONFERENCE PROGRAM

11:00 am – 12:15 pm	Career Fair Universities and organizations with open job positions will meet with prospective applicants during this time.
11:00 am – 12:15 pm	Graduate Program Fair Universities and programs will meet with prospective graduate students during this time.
12:30 – 1:45 pm	Graduate Student Fireside Chat Dyese Matthews, Cornell University

PRE-CONFERENCE WORKSHOPS

12:30 – 1:30 pm	Workshop #1: Creative Scholarship: In Retrospect Presenters: Diane Sparks, Colorado State University; Jean Parsons, University of Missouri Registration Fee: \$10/conference registrant Description: The purpose of this session is to explore the creative scholarship programs of two highly successful designers within the field through the use of a retrospective exhibition and gallery talk.
1:30-4:00 pm	Workshop #2: Leading After a Global Pandemic Presenter: Eulanda Sanders, Iowa State University – Chair, ITAA Administrative Leadership Committee Registration Fee: \$10/conference registrant Description: During this interactive workshop the participants will: (a) discuss the challenges of leading after a pandemic, (b) outline the types of administrative challenges facing our programs following the recent pandemic, (c) identify support systems and mentorship resources for leaders after the pandemic.
12:30-3:30 pm	Workshop #3: TAPAC Curriculum Assessment Workshop Presenters: Farrell Doss, Radford University – TAPAC President-Elect; Andy Reilly, University of Hawai'i at Manoa – TAPAC Past President; Cynthia Istook, North Carolina State University – TAPAC Secretary; Kim Hiller, Kansas State University – ITAA Liaison to TAPAC; Sanjukta Pookulangara, University of North Texas – TAPAC Board of Commissioners; Laurie Apple, University of Arkansas – Chair, ITAA Meta-Goals Update Committee Registration Fee: \$75/TAPAC affiliate program; \$150/non-affiliate program. Number of individuals attending per program is not limited

and at no additional cost, however, registration is required. All workshop participants must also be registered for the ITAA virtual conference.

Description: The workshop will assist programs with development of learning outcomes assessments related to the ITAA Meta-Goals in the context of TAPAC accreditation. Bloom's Taxonomy will be incorporated into the assessments.

2:30 – 3:45 pm

New Attendee Welcome

ByoungHo Ellie Jin, North Carolina State University

WEDNESDAY, NOVEMBER 3
WELCOME TO 2021 ITAA ANNUAL VIRTUAL CONFERENCE

4:15 – 4:30 pm

Conference Co-Chair Welcome

Huantian Cao and Hye-Shin Kim, University of Delaware

4:30 – 5:00 pm

President's Address

ByoungHo Ellie Jin, North Carolina State University

CONCURRENT SESSION 1

5:30 – 6:45 pm
Concurrent Session 1.1
HIS-Historic

**Diversity, Equity, and
Inclusion in Fashion**

Moderator: Jane Smith

**Judge This Shirt By Its Cover: An Analysis of Slogan T-shirts Worn
by Black Women Millennials for Social Equity**

**Des Moines Gay Men's Chorus, Queer Spaces, Collectives Styles,
and Activist Dress, 2001-present**

Ethel Wallace: Forgotten Histories of Batik and Fashion

**"Indian" Lacemaking: Addressing the Appropriation and
Exploitation of Indigenous Labor within American Fashion**

5:30 – 6:45 pm
Concurrent Session 1.2
MGT-
Merchandising/Retailing I.
Management

**Use of Voice, 3D and
Robotic Technologies in
Retail**

Moderator: Jane Smith

**Fashion Shopping with Voice-Activated Assistants: A Phronetic
Iterative Approach**

**What Drives Competency-based and Integrity-based Trust in
Voice Assistants?**

**Dreams Really Do Come True: How 3D Technology Will Shake
the Future of Online Retailing**

**Trust in Humanoid Robots in Footwear Stores: A Crisp-Set QCA
Model**

5:30 – 6:45 pm
Concurrent Session 1.3
CB-Consumer Behavior

**COVID-19 and Fashion
Consumption**

Moderator: Jane Smith

**Coping with Covid-19: How Resilient Consumers Adjust Clothing
Consumption During the Pandemic**

**A Tale of Two Pandemics: A Pilot Study on COVID-19 Restrictions
and Apparel Sales Growth in California and Texas**

**How COVID-19 has Shaped Gen Z's Fashion Consumption
Values?**

**The New Normal: An Exploratory Study of Consumer
Perceptions of Sustainable Consumption Amid a Global
Pandemic**

5:30 – 6:45 pm
Concurrent Session 1.4
Special Topic

Proactive Advocacy for the Textiles and Apparel Discipline

Presenters: Jennifer Johnson Jorgensen, University of Nebraska-
Lincoln; Andy Reilly, University of Hawai'i at Manoa; Ann Paulins,
Ohio University; Melody LeHew, Kansas State University

Realignment and threat of elimination is a reality for textile and
apparel programs. Effective and essential strategies for being
proactive (rather than reactive) advocates for our profession will
be presented.

5:30 – 6:45 pm
Concurrent Session 1.5

**A Braided Approach to the Development of Textile Print Designs
for NICU Mothers' Kangaroo Care Garments**

Poster Session
DPD-Design/Product
Development

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

Don't Worry She'll Put It in Her Faux-Pocket: Gendered Differences in Pocket Availability and Function in Children's Wear Bifurcated Garments

Flower Prints: A Value-Added Application for Floral Waste

From Behind-The-Scene to the Stage: A Review of the Nonwoven Application in Fashion Design

Implementation of Complex Systems in Fashion Design Creation Using Artificial Intelligence

Implementing a Design Process Framework for the Creation of Sustainable Wearable Art

National Soccer Jerseys: Canadian Perspectives on Material Culture and Design

New Thinking about Blockchain in the Fashion Industry

Sustainability in Footwear Product Development: A Case Study

Thermal Energy Generating Activewear Designs for Millennials

Towards the Development of an Apparel Design Framework for Circus Costume

User-Centered Adaptive Clothing Collection: The Conceptualization of a Post-Postmodern Inclusive Framework for Adaptive Apparel Design (PPIF-AAD)

Using TinkerCAD to Teach Students to Visualize a 3D Form: A 3D Printed Collection of Wearable Objects

What Do Breastfeeding Mothers Want to Wear: Understanding the Issues and Needs of Breastfeeding Mothers to Create a Marketable Design

5:30 – 6:45 pm
Concurrent Session 1.6
[Design Exhibit 2](#)

CONCURRENT SESSION 2

7:00 – 8:15 pm
Concurrent Session 2.1
TAS-Textile/Apparel
Science

Design for Safety and Protection

Moderator: Jane Smith

Cloth Face Mask Fit and Functionality for Children 4-6 Years Old

Design of the Soft Ankle Support (SAS) for Children with Ankle Instability

Differences in Foot Measurements Between Female and Male Firefighters

Usability of Alternative Protective Facemask Designs: Response to Non-Traditional Mask Components

7:00 – 8:15 pm
Concurrent Session 2.2
MRK-
Merchandising/Retailing
li. Marketing

Emerging Issues in Branding and Advertising

Moderator: Jane Smith

The Influence of Interactive Social Media Advertising on Consumer Experience and Fashion-Product Brand Evaluation

Misleading, Not False - The Risks of Deception and Hypocrisy

Understanding Online Second-Hand Luxury Fashion Shopping Motivations and Perceived Value Among Young Adult Consumers

Investigating User-Generated Short Videos: The Impacts of Perceived Fit and Perceived Novelty on Immersion and Consumer Surprise

7:00 – 8:15 pm
Concurrent Session 2.3
PED-Pedagogy And
Professional Development

Diversity and Inclusion

Moderator: Jane Smith

Fashion, Culture, History, and Social Justice: A New Minor to Dismantle Systematic Oppression in Textile and Apparel Curriculum

Empathic Design Approaches for the Development of Adaptive Wear

Mapping Adaptive Apparel Scholarship in the Clothing and Textile Discipline

Scholarship of Teaching and Learning (SOTL) on Adaptive Apparel Design Projects in Higher Education: Analysis and Recommendations for Future Work

7:00 – 8:15 pm
Concurrent Session 2.4
TAI-Textile and Apparel
Industries

**Design and
Manufacturing
Innovations in the Textile
and Apparel Supply Chain**

Moderator: Jane Smith

A Case Study Exploring Adaptive Apparel Design Innovations as Key Competitive Resource for the Adaptive Apparel Market

Prediction of Stitch Length from QAP Setting of a Circular Knitting Machine: A Case Study

Technology Adoption in the Apparel Industry of Bangladesh: A Qualitative Case Study

Where are the 3D Knitting Jedis?

7:00 – 8:15 pm
Concurrent Session 2.5

Special Topic

International Membership in TAPAC: Who, Why, and How?

Presenrters: Andy Reilly, University of Hawai'i at Manoa; Farrell Doss, Radford University; Keunyoung Oh, SUNY Buffalo; Sanjukta Pookulangara, University of North Texas, Elizabeth (Missy) Bye, University of Minnesota; Carol Warfield, TAPAC Executive Director

TAPAC invites interested faculty from international programs and faculty with international program experience to join in a dialogue related to TAPAC Affiliate Program membership and TAPAC Accreditation for international programs.

7:00 – 8:15 pm
Concurrent Session 2.6

Poster Session
SPA- Social/Psychological
Aspects

**Body Coverage for
Safety, Therapy, Attitudes
in a Changed Climate**

**Are You Satisfied with Your Hospital Gown?: Understanding
Patients Satisfaction Toward the Hospital Gown**

**Compensatory Consumption During a Pandemic: Uncertainty
Avoidance and Fashion Innovators**

**Conceptualization of Retail Therapy (RT) and Body Image Distress
among Cancer Patients**

Consumer Reactions and Attitudes in the Pandemic Era

**Fashion Designers Identity Self-Verification through Social Media
Engagement**

**Identifying the Relationships between Retail Therapy (RT),
Exercise, and Physical Fitness**

**Influence of COVID-19 on Changes in Dressing Behaviors of US
Adults**

Mask Wearing Attitudes and Beliefs

**Weight Preoccupation, Self-Objectification, and Body Satisfaction
among Overweight Mid-Life Women: Pre- and Post- Intervention
Assessment**

8:30 – 10:00 pm

| Legacy Meeting

**JOINT KSCT / ITAA CONFERENCE
KSCT Oral Session**

Times shown in **Eastern Daylight Time (EDT USA)**

8:30 –9:45 pm
KSCT Oral Session 1

10:00 – 11:15 pm
KSCT Oral Session 2

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THURSDAY, NOVEMBER 4

CONCURRENT SESSION 3

11:00 am – 12:15 pm
Concurrent Session 3.1
DPD-Design/Product
Development

**Emerging Issue for Mask
Design and Product
Development**

Moderator: Jane Smith

Workflow Analysis to Understand Ease of Importing, Stitching and Dressing Existing N95 Mask Patterns with Current 3D Apparel Modeling Software Programs for Sizing and Fit

Workflow Analysis to Understand Ease of Preparation and Importation of 3D Exemplar Head Scan Data to 3D Apparel Modeling Software Programs for N95 Mask Sizing and Fit

Willingness to Wear Design-Oriented Masks: Understanding Mask Wearing Practices through Demographic Variables for Prototype Development

Development of Novel Face Masks for Children: A Study on User Preferences Over Time

11:00 am – 12:15 pm
Concurrent Session 3.2
SSR-Sustainability/Social
Responsibility

**Fashion Brand, Media and
Sustainability**

Moderator: Jane Smith

To Disclose or Not to Disclose? Fashion Brands' Strategies for Transparency in Sustainability Reporting

The Effects of Brand Emotion and Action Desire on Sustainable Consumer Behavior: The Moderating Roles of Gender and Sustainability Motivation

Rhetorically Listening to Vogue's Coverage of Sustainability

A Preliminary Systematic Literature Review of Sustainable Fashion within Retail

11:00 am – 12:15 pm
Concurrent Session 3.3
CB-Consumer Behavior

Value Co-Creation and Co-Destruction Potentials in Adopting Humanoid Service Robots in Apparel Stores

Smart Technology and Consumer Behavior

Moderator: Jane Smith

11:00 am – 12:15 pm
Concurrent Session 3.4

11:00 am – 12:15 pm
Concurrent Session 3.5
Poster Session

CUL-Culture
HIS-Historic

Cultural and Historical Perspectives of Clothing Consumption

Consumers' Responses to AI-Designed Clothing: The Role of Perceived Authenticity

An Integrative Framework Capturing Consumers' Aesthetic Consumption Experiences of Smart Apparel

Does Augmented Reality Really Engage Consumers? Exploring AR Driven Consumer Engagement

CURRENTLY OPEN

Craft and Social Media: Sites of Knowledge Production and Consumption

Fashion in Transit, A Multi-modal Exhibition Exploring the Symbiotic Relationship Between Transportation and Fashion

How Confidence in the Government Boosted Status Shopping during COVID-19: A Cross-Cultural Study

Intelligent Shopping: A Historical Exploration of Clothing Consumption Practices, 1922-1968

Korean Fashion Design Scholars Use of Cultural Heritage in Their Creative Scholarship

Professional Development of Curators and Collection Managers of Historic Textile and Clothing Collections: A Conceptual Framework

The Cultural Meaning of Bralessness to Consumers: Feminism, Freedom, and Challenge

The Racial and Cultural Effects on Willingness to Wear a Facemask in the Time of COVID-19

"They love the culture, but not the people": A Content Analysis of Fashion Designers' and Brands' Cultural Appropriation Claims in Media from 2013 to the Present

To Be Your True Self, or Not To Be? - Authenticity Constructs as Projected Through Sponsored, Affiliate, and Non-Sponsored Videos in the YouTube Beauty Community

Virtual Costume and Clothing Window Display Exhibition

11:00 am – 12:15 pm
Concurrent Session 3.6
Design Exhibit 3

CONCURRENT SESSION 4

12:30 – 1:45 pm
Concurrent Session 4.1
SPA-Social/Psychological
Aspects

**Emotion, Behaviors,
Identity of Dress**

Moderator: Jane Smith

The Effects of Racial Microaggressions on Consumer Emotions and Behaviors: Focusing on Asian Americans

What About the Guys? Plus Size Men's Awareness of the Body Positive Movement and Its Influence on Body Image and Perception of Fashion Models in the Media

Women University Administrators: Dress Choices and Meanings

The Impact of Imprisonment on the Relationship Between Clothing and Identity of Incarcerated People

12:30 – 1:45 pm
Concurrent Session 4.2
MGT-
Merchandising/Retailing I.
Management

Throw Out the Instructions: How Small Retailers Are Shaping Their Omni-Channel Approach

Student Perceptions of Apparel Rental Services

Omnichannel Retailing and Innovative Service Formats

Moderator: Jane Smith

12:30 – 1:45 pm
Concurrent Session 4.3
PED-Pedagogy and Professional Development

Virtual Learning During COVID-19

Moderator: Jane Smith

12:30 – 1:45 pm
Concurrent Session 4.4

Special Topic

12:30 – 1:45 pm
Concurrent Session 4.5
Poster Session
CB-Consumer Behavior

Smart Technology, Online Shopping and Social Influence

Customer's Perspective on Service Configuration Quality in Omnichannel Fashion Department Store

Channel Service Integration, Customer Experience, and Trust in Online Shopping in the Eye of Beauty Customers

Virtual Guest Speakers in Fashion Courses: Student Experiences and Expectations

Being Real about Teaching Virtual: Comparing Academic and Industry Views on Technology Integration and Skill Development

Teaching During a Pandemic: A Pedagogical Reflection of Students' Challenges in Online Learning During COVID-19

Exploring Student Experiences and Virtual Learning in Apparel and Textiles Curriculum During the COVID-19 Pandemic

Disseminating and Reviewing Design Research

Presenters: Elizabeth Bye, University of Minnesota; Sherry Haar, Kansas State University; Chanjuan Chen, University of North Texas; Kim Hahn and Kendra Lapolla, Kent State University

This session highlights strategies to successfully disseminate and review Design Research. We look specifically at stronger research design, methodology, and manuscript preparation for design research and share an evolving framework.

A Shift in Paradigm: A Systematic Literature Review on Social Network Analysis Used in Apparel-Related Research

An Exploratory Eye-Tracking Study of Consumers' Online Purchasing Behaviors of Sustainable Apparel Products

Barriers and Enablers for Adopting Virtual Reality and Augmented Reality in Apparel Retailing: Insights from Generation Z And Millennials

Can I Touch the Clothes on the Screen? The Touch Effect in Online Fashion Shopping

Consumer Characteristics and the Moderating Roles of Product Presentation in Online Apparel Impulse Buying Behavior

Consumers' Perception and Adoption of Virtual Fitting Rooms (VFRs): A Generational Cohort Comparison

Does the Presence of a Face Influence the Number of Likes?

Gen Z Consumers' Willingness to Pay Delivery Fee: An Indian Perspective

Gen Zs' Intention to Return Product Online: A Regression Analysis of Young Indian Consumers

Korean Consumers' Perception of Fashion YouTube Creators as Informants: Generation Cohort Comparisons

Post-Purchase Reviews: Owlet Smart Sock User Experiences

Resistance or Indifference to Smart Clothing

The Uses and Gratifications Model of Voice Shopping.

U.S. Apparel Consumers' Information Overload and Social Interaction on Social Media

What Draws Shoppers' Attention? Exploring the Role of Consumer Evaluation of Store and Future Intention: An Eye-Tracking Study

12:30 – 1:45 pm
Concurrent Session 4.6
Design Exhibit 4

2:00 – 3:15 pm

Industry Keynote Speaker

CONCURRENT SESSION 5

3:30 – 4:15 pm
Concurrent Session 5.1
SPA-Social/Psychological
Aspects

**Cultural Diversity,
Motivation and Choice**

Moderator: Jane Smith

Just Say No to Compulsory Hijab: Exploring the Motivations and Meanings of Bad-Hijabi in Iran

Doing Religion and Constructing Identity Against a Backdrop Of Cultural Change: Experiences of Freedom In Public Dress Among Saudi Arabian Women

Wearing Social Justice: An Identity Theory Perspective of Black Lives Matter Apparel Among Non-Black Consumers

Perceptions Toward Female Fashion Model Size Diversity in Luxury Brand Runways

3:30 – 4:15 pm
Concurrent Session 5.2
SSR-Sustainability/Social
Responsibility

**Global Sourcing, Supply
Chain and Sustainability**

Moderator: Jane Smith

Exploring Sustainable Sourcing in the Apparel Industry: Perspectives from Bangladesh and China

Bangladeshi Young Consumers and Sustainable Apparel

The Effect of an Apparel Sustainability Index: A Conceptual Model and Propositional Inventory

Social Auditing in the Global Apparel Supply Chain: Challenges from an Emerging Economy Perspective

3:30 – 4:15 pm
Concurrent Session 5.3
CB-Consumer Behavior

**Social Media, Zoom and
Consumer Behavior**

Moderator: Jane Smith

**How Do Consumers' Attitudinal Ambivalence of Trust and Distrust
Toward Social Media Influencers Interplay and Influence Their
Imitation Intention?**

**The Interplay of Cause and Fit on Consumer Responses to an Instagram
Post**

**Understanding the Role of Instagram in Young Adult Consumers'
Purchase and Post-Purchase Evaluation Behaviors**

**Lights, Camera, Zoom: The Impact of Video Conferencing on Cosmetic
Purchase and Use**

3:30 – 4:15 pm
Concurrent Session 5.4

Student Best Paper

Moderator: Jane Smith

**Doctoral 1st Place
Latina Millennial Mother's Experience of Reshaping Motherhood
Ideals: The Role of Fashion Mommy Influencers**

**Masters 1st Place
Consumers' Evaluation of Environment Practices in the Textiles and
Apparel Industry**

**Undergraduate 1st Place
"I Wish I Had Clothes that Worked for Me Like Everyone Else": Female
Consumers that Use Mobility Aids Experiences with Available Ready-
to-Wear Clothing and the Fashion Industry**

3:30 – 4:15 pm
Concurrent Session 5.5
Poster Session
TAS-Textile/Apparel
Science

**Textile Science and
Engineering**

**A Hazard Simulation Study for PPE Contamination and
Decontamination**

**Assessing Chemical Processing and Electrospinning as Alternative
Textile Recycling Methods**

**Assessment of a Novel Antimicrobial Zinc Ion Fiber for COVID-19
Prevention in Nonwoven Face Coverings for Thermal Comfort Impacts
in Healthcare Settings**

Biodegradable Multi-layered Mask Prototype of Silk, Bio-cellulose, and Lyocell Nanofibers

Case Study of Durability, Abrasion Resistance, and Colorfastness to Crocking and Frosting on Faux Leather Fabrics

Colorfastness of Bicolor Sorghum Leaf Sheath on Hemp Fabric

Preparation and Characterization of Emulsion with Black Cumin (Nigella sativa) Oil

Seasonal Dyeing- Color Extraction from the Leaves and Catkins of Cottonwood Trees

Sustainable Leather Production Via Soda Fermentation

Textile Lab at a Distance

The Effect of Different Softening Agents on Optimization of Water Repellency in Jute Fiber

The Potential Use of PLA and Soft PLA in 3D Printing for Sustainable Wearables

Transitioning from Food to Textile: Training Subjective Sensory Panel to Evaluate Silk Fabrics Hand

A Conceptual Model of Antecedents to Para-Social Presence of Chatbots

Artificial Intelligence for the Fashion and Retail Industry: Insights From Network Analysis of the Previous Research

3:30 – 4:15 pm
Concurrent Session 5.5
Poster Session
MGT-
Merchandising/Retailing I.
Management

Use of Retail Technologies to Serve Consumers

Can AI Match Human Experts? Consumer Evaluation Of AI- vs. Human-Curated Products

Competing in the Digital Age: Understanding the Customer Experience of Department Stores through Mobile App Reviews

Consumers Hedonic Shopping Motivations of Using Mobile Self-checkout in Fashion Retail Stores

Consumer Response to a Radio-Frequency Identification (RFID) Technology-based Self-service Beauty Specialty Store: Moderating Effects of Consumer Traits

Did COVID-19 Make Social Media More Imperative than Before? An Investigation of Small Retail Business Practitioners' Perceptions

From Mass Customization to Mass Personalization: A Perspective of the Fashion Industry in China

How Do Size Recommendation Service and Size Concerns Affect E-Shopping Satisfaction?

Live Streaming E-Commerce: A New Way of Promoting Online Shopping in the COVID-19 Pandemic Era

Live Streaming E-Commerce is Transforming Apparel Shopping: A Study of U.S. Consumers

Should a Retailer Take a Political Stance on Social Media?: A Case Study of a Small Retailer's Struggle Over Time

Social Capital of the #VR Community Network for Digital Retailing: Structure Signature of a Twitter Network

The Open Knowledge Platform for Advanced Application: Building a Digital Capstone Course in COVID-19

CONCURRENT SESSION 6

4:30 – 5:45 pm
Concurrent Session 6.1
CUL-Culture

Who Wears What: Self-expressions and Cultural Appropriation?

Moderator: Jane Smith

Consumer Religiosity, Cosmopolitanism and Ethnocentrism in Indonesia: Their Impact on Global Brand Preference and Purchase Intention toward Korean Cosmetics

Women’s Islamic Modest Wear Fashion Brands in the US: Empowerment, Modernity, Self-Expression, and a Rising Market Demand

Native American Designers' Perspectives on Cultural Appropriation

Beyond Afros and Activism: Research Propositions from a Review of Dress and Identity in Black Feminism and Africana Womanism Literature

4:30 – 5:45 pm
Concurrent Session 6.2
MGT-
Merchandising/Retailing I.
Management

Diversity, Business Structure and Credibility Issues

Moderator: Jane Smith

Lack of Diversity in Sale Associates as Stigmatized Identity Threat to Female Customers in an Apparel Store

Corporate Deception and Consumer Negative Emotions

Impact of COVID-19 on Micro Fashion Enterprises in West Virginia

How do Bystanders’ Perceived Credibility of Consumer-to-Consumer Interactions for Webcare in Social Media Affect Brand Attitude?

4:30 – 5:45 pm
Concurrent Session 6.3
TAI-Textile and Apparel
Industries

Apparel Sourcing and Supply Chain Practices

Which Apparel Sourcing Factors Matter?

How Has COVID-19 Affected Apparel Exports from China, Vietnam, and Bangladesh?

**with the Impact of
COVID-19**

Moderator: Jane Smith

4:30 – 5:45 pm
Concurrent Session 6.4
Salon Session

4:30 – 5:45 pm
Concurrent Session 6.5
Poster Session
PED-Pedagogy and
Professional Development

**Social Justice: Diversity,
Sustainability and Mental
Health**

**Rethinking Global Textile and Apparel Supply Chain Management:
Considering the Impact of the COVID-19 Pandemic**

**Understanding the Current Sourcing Process of Patient Gowns to
Improve Patient Experience While Wearing the Garment**

**Advancing the Fibershed Movement: Building Relationships Among
Scholars and Community Organizers**

Centering Social Justice Pedagogy in Fashion Education

**Enhancing Older Adults' Spatial Visualization Skills Via Virtual Pattern-
making Module: Focusing on the Ethnic Background**

Impact Challenge: Fashion with a Purpose

**Incorporating High-Performance Cottons in Adaptive Clothing Design:
Blended Pedagogical Approach**

Integrating Sustainability in a Garment Construction Course

**Presenting Design Collection About Mental Health Challenges: A
Phenomenological Study of Fashion Majored Undergraduates'
Experiences**

**Promoting an Understanding of Cultural Diversity: A Transparency in
Teaching and Learning Approach**

**Staying Anxious or Being Optimistic? Understanding Apparel and
Merchandising Students' Psychological Well-being During the
Pandemic of COVID-19**

**Surviving the Budget Crunch: Increasing Faculty Productivity Without
Faculty Burnout**

Sustainability and Human Rights in the Business World: New Online Course Development

Sustainability and Transparency in the Global Cotton Supply Chain: A Practice-Based Experiential Learning Opportunity Tracing Stakeholder Opinion

The Micro-factory Model: A Case Study in Entrepreneurship, Slow Fashion, and Sustainability

Using Fashion Revolution's Who Made My Clothes Campaign to Introduce Cotton Supply Chain Transparency to Upper-Level Apparel Undergraduates

Utilizing Textile Waste and Deadstock: A Design Driven Process Addressing the Potential of Scrap

4:30 – 5:45 pm
Concurrent Session 6.6
Design Exhibit 5

CONCURRENT SESSION 7

6:00 – 7:45 pm
Concurrent Session 7.1
DPD-Design/Product Development

Functional Apparel for Specialized Applications

Moderator: Jane Smith

Fiber Optic-embedded Gait-Tracking Insole for Detection of Toe-Walking in Children with Autism Spectrum Disorder

Analyzing Healthcare Worker's Current Isolation Gown Features for their Safety and Protection

The Effect of Back-Loaded Distribution on Metabolic Energy and Subjective Fatigue: An Ergonomic Evaluation for the Development of a New Personal Protective Respirator

6:00 – 7:45 pm
Concurrent Session 7.2
SSR-Sustainability/Social
Responsibility

**Sustainable Apparel
Consumption**

Moderator: Jane Smith

**Smart Biometric Wearable System for Disaster Response: A Chromatic
Triage System**

Environmental Apparel Consumption as Social Consumption

**Conceptualizing Consumers' Decision-Making Process of Using
Wearable Technology Through the Sustainability Lens**

**Influences of Utilitarian and Hedonic Motivations on Purchase
Intention Via Green Delivery: Through the Lens of the Environmental
Theory of Planned Behavior**

**An Application of Grounded Theory to Develop a Typology of
Sustainable Apparel Consumer**

6:00 – 7:45 pm
Concurrent Session 7.3
PED-Pedagogy and
Professional Development

Future Skills

Moderator: Jane Smith

**Applied Learning and Case Studies: Preparing Students for the 21st
Century**

**Peer Teaching as a Strategy to Promote 21st Century Skills in Apparel
Technology Courses**

**The Impact of Instructional Effectiveness on Soft Skills Development
among College Students: Mediating and Moderating Mechanisms**

Application of Experienced Based Learning: Wardrobe Analysis Project

6:00 – 7:45 pm
Concurrent Session 7.4
TAS-Textile/Apparel
Science

**Sustainable Design and
Textile Treatment**

Moderator: Jane Smith

**Zero Waste Dyeing? Application and Colorfastness of Spray Versus Vat
Indigo Dyeing**

**Microfiber Shedding at Home Laundering: Evaluation of Washing
Options for Clothing Made of Synthetic Materials**

6:00 – 7:45 pm
Concurrent Session 7.5
Poster Session
CB-Consumer Behavior

**Sustainable, Adaptive,
and Slow Fashion and
Issues with Fit**

Moderator: Jane Smith

The Development and Customer Acceptance of Shoes with Soles Made from Mushroom Mycelium Composite

Development of Biodegradable Plastics from Potato Starch with Enhanced Physico-Mechanical Properties Comparative to the Regular Plastic

A Longitudinal Study on Consumer Awareness of Sustainable Fashion

Apparel Brands Social Cause Advocacy on Social Media: The Importance of Transparency

Apparel Manufacturers' Influence on Consumers with Green Apparel and Eco-label

Are Cosmopolitans into Sustainable Apparel?

Can It Be Bigger...and Better? Problems with and Potential for Men's Big and Tall Apparel Manufacturers and Retailers

Consumers' Internal Causal Attributions about Problems in Finding a Good Fit and Relation to Body Esteem

Disney Collaboration: The Moderating Role of Masstige Brand Types

Its About Inclusion! Mining Online Reviews to Understand the Needs of Adaptive Clothing Consumers

Relationship of Social Media, Social Influences and Eco-Friendly Behaviors for Gen Y vs. Z

Secondary Sneaker Market: Investigating the Motives, Activities, Resources and Capabilities of the Triadic Framework for Collaborative Consumption

Segmenting Mass Customization Consumers: Demographic, Psychographic, and Sustainability Perspectives

The Online Apparel Shopping Experience of Blind Consumers

Understanding Chinese Young Consumers' Acceptance of Clothing Subscription Rental Service

Unraveling Consumer Motivation to Shop Local: Clothing vs. Grocery stores

You Have to Buy It When You See It: Examining the Stash Practices of Apparel Home Sewers

6:00 – 7:45 pm
Concurrent Session 7.6
Design Exhibit 6

8:00 – 9:15 pm

Industry Panel

9:30 – 10:45 pm

Committee Meetings

FRIDAY, NOVEMBER 5

11:00 am – 12:15 pm

Distinguished Scholar Lecture
Jung Ha-Brookshire, University of Missouri

CONCURRENT SESSION 8

12:30 – 1:45 pm
Concurrent Session 8.1
DPD-Design/Product
Development

**Conceptual Exploration of
Emerging Issues in Design
and Product
Development**

Moderator: Jane Smith

Basketball Shoes: Women's Preferences and Purchasing Behavior

**Inclusive Apparel Design Framework for Accommodating Clothing
Needs of People with Different Levels of Reach, Dexterity, and
Mobility Capabilities**

Patent Analysis of Adaptive Apparel Innovations from 1990 to 2020

**Dynamic Body Models and Garments for Apparel Product
Development: A Conceptual Model**

12:30 – 1:45 pm
Concurrent Session 8.2
MGT-
Merchandising/Retailing I.
Management

**Augmented and Virtual
Technologies in Retail**

Moderator: Jane Smith

**Designing Immersive Shopping Experiences Using Augmented
Reality: The Moderating Role of Need for Touch and Shopping Goals**

**Virtual or Real? Try Before You Buy: Investigating Generation Z
Consumers' Responses to Luxury Brand Augmented Reality
Application**

**Interactive Web Service and Risk Perception: Implication toward
Virtual Try-On (VTO) Service**

**Tell Me Your TMI (Technology, Merchandise, and Information) in
Virtual Reality**

12:30 – 1:45 pm
Concurrent Session 8.3
CB-Consumer Behavior

**Because I'm Worth It: An Exploration of Consumer Perceived Values
in the Self-Gifting Experience**

Consumer Preferences and Psychological Needs

Moderator: Jane Smith

12:30 – 1:45 pm
Concurrent Session 8.4
TAS-Textile/Apparel
Science

Design for Comfort

Moderator: Jane Smith

12:30 – 1:45 pm
Concurrent Session 8.5
Poster Session
PED-Pedagogy and
Professional Development

Innovative Pedagogical Approaches

Compressive Sportswear for Strength Training of Consumers in the U.S.: Wear Experience Comparisons between Men and Women

Investigation of Chinese Consumers' Adoption Intention Toward Smart Closet: A Perspective of Psychological Needs and Motivations

Preferences of Dress Design Elements for Mass Customization Targeting Women in the U.S.

Investigation of Thermal Comfort Properties of Firefighters' Gloves: Effects Of Glove Type, Material, Size, and Wind Speed

Performance Characteristics of the Merrow Infused ActiveSeam®: A Comparative Analysis of Joining Techniques for Durability, Comfort, and Appearance in Sportswear

Thermal Comfort Evaluation of Medical Gowns Using Sweating Thermal Manikin

Local Thermal Resistance of Chemical Protective Clothing: Effect Of Material and Clothing Fit

Careers During COVID: Fashion Students' Confidence in the Face of a Pandemic

Development of a Fashion-design Curriculum in South Korea Based on Artificial Intelligence

Effectively Applying and Evaluating the Five Elements of Fit in a Collaborative Classroom Setting

Engaging Students Through Rapid Prototyping: A Human Centered Design Approach

Meeting the Digital-Physical Mashups: Identifying Strategies in the Development of Apparel Design Capstone ePortfolios

Mock Interviews: Leveraging AI Technology to Enhance Professional Skills

Puppet Palooza: A Puppetmaking Collaboration Project

Retail Disruptions: Reimagining Visual Merchandising Using Community-Engaged Learning

South Plains Clothing Design Challenge: Applying Learning Outcomes Literature to the Development of Successful Apparel Design and Manufacturing Students

Teaching Artificial Intelligence in a Fashion Merchandising Course

Teaching Illustration Through Synchronous Online Studio During COVID-19: Reflections and Best Practices

The State of Fashion Design Pedagogy: Current Academic Landscape

Trust the Process: A Collaborative Approach to Teaching the Design Process in Two Fashion Design Courses

12:30 – 1:45 pm

Concurrent Session 8.6

Design Exhibit 7

2:00 – 3:15 pm

Industry Keynote Speaker

CONCURRENT SESSION 9

3:30 – 4:45 pm
Concurrent Session 9.1
CUL-Culture

**Bridging the Gaps
between the Socio-
Political Context and the
Lived Experience**

Moderator: Jane Smith

3:30 – 4:45 pm
Concurrent Session 9.2
SSR-Sustainability/Social
Responsibility

**Corporate Social
Responsibility**

Moderator: Jane Smith

3:30 – 4:45 pm
Concurrent Session 9.3
PED-Pedagogy and
Professional Development

The Industry Experience

Moderator: Jane Smith

Attitudes Towards Wearing Masks Among Young Adults

Bauman and the Unbearable Lightness of Fashion

**Dressing with Dignity: The Choreography of Assisted Dressing in
Long-term Eldercare Facilities**

Cancel Couture? Does Racism in Luxury Brands Impact Rappers?

**Pretension of Morality -- Stakeholders, Shared Values, and Perceived
Corporate Hypocrisy**

**Maquiladora Calidad de Vida Laboral: Qualitative Examination of
Quality of Working Life and the United Nation's Sustainable
Development Goals for Women in the Salvadoran Textile and
Apparel Supply Chain**

**Role of Auditor Experience in Reporting (Non) Discrimination – A
Cluster Analysis Approach**

**Green Message Framing Effects on Social Media Engagement:
Moderating Role of Morality Traits**

**Active Entrepreneurship Learning: An Industry-Specific Consulting
Experience for Apparel and Hospitality Students**

**Teaching Machine Knitting During a Pandemic and Beyond: The Bond
Secret**

**The Friendly Shark Tank: Mentoring Student Entrepreneurs Using
Product Pitches**

**B2C Customer Service in Retail Environments: Best Experiential
Learning Practices**

3:30 – 4:45 pm
Concurrent Session 9.4
Special Topic

Overcoming Online Survey Data Quality Challenges in Using Qualtrics, Amazon Mechanical Turk, and Prolific

Presenters: Kyuree Kim, Ann-Marie Fiore, and Te-Lin (Doreen) Chung, Iowa State University; Olivia Johnson, University of Houston; Srikant (Sri) Manchiraju, Florida State University

This session addresses challenges regarding online survey sampling methods and provides information on how to improve the quality of data from three digital sampling services: Qualtrics, MTurk, and Prolific.

3:30 – 4:45 pm
Concurrent Session 9.5
Student Best Paper

Moderator: Jane Smith

**Doctoral Runner-Up
The Adaptive Design Innovations that Catalyzed the Adaptive Apparel Market**

**Masters Runner-Up
Conceptual Development of a Fashion-Forward Garment Aimed to Ease Anxiety Through Fidget Components**

**Undergraduate Runner-Up
Can we Work This Out? An Examination of the US Activewear Industry Through the Lens of the COVID-19**

3:30 – 4:45 pm
Concurrent Session 9.6
Poster Session
CB-Consumer Behavior

Compensatory Consumption Behavior as a Coping Strategy for COVID-Stress

Current Issues, The Pandemic Influence and the New Normal in Consumer Behavior

Consumers' Local Retailer Support During and After the Pandemic: Empathy-Altruism Hypothesis Perspective

Coping With the COVID-19 Pandemic Crisis by Self-Gifting: A Conceptual Framework

Do Face Masks Really Meet Consumers' Expectations? Addressing Consumers' Post-Purchase Concerns and Criteria of Face Masks by Using Natural Language Processing

Fear of COVID-19 Stimulates Panic Buying or Compulsive Buying?

Feeling Disconnected: Protection Motivation and Acceptance of Online Shopping During COVID-19

How do Millennials Define Luxury?

Investigating the Link between Appearance-Related Self-discrepancies and Retail Therapy Shopping Behavior Through Emotional Route

Preliminary Investigation of the Double Consciousness of Black Millennial Consumers in Retail Shopping Experiences, and Influences on Consumer-Related Decisions

The Impact of COVID-19 on Apparel Consumers' Channel Selections and Omni-Channel Shopping Behaviors

The Impact of Retailers' Bankruptcy Filing on Consumer Perceptions and Behaviors

The Impact of Scarcity During the COVID-19 Pandemic on Consumer Psychological Well-Being and Hoarding Behavior

Understanding Consumers' Perceived Values of Mass-Customized Dress Shirts During COVID-19 Pandemic

Why Buy Used Clothing During the Pandemic? Examining the Impact of COVID-19 on Consumers' Secondhand Fashion Consumption Motivations

CONCURRENT SESSION 10

5:00 – 6:15 pm
Concurrent Session 10.1
SPA-Social/Psychological
Aspects

Dress and Its Effect as Employees Work-from-Home During COVID-19

Pandemic and Beyond

Moderator: Jane Smith

5:00 – 6:15 pm

Concurrent Session 10.2

MGT-

Merchandising/Retailing I.
Management

**Creating Attention and
Efficiencies in the Retail
Supply Chair**

Moderator: Jane Smith

5:00 – 6:15 pm

Concurrent Session 10.3

PED-Pedagogy and

Professional Development

**Enhancing Disciplinary
Pedagogy**

Moderator: Jane Smith

5:00 – 6:15 pm

Concurrent Session 10.4

Poster Session

**Exploring How People Express Their Identities During the COVID-19
Pandemic**

Zoom and Active Learning: Oxymorons?

Motivations for Mask Making and Donating

**Can Live Stream Reduce Fashion Consumers' Uncertainty?
Understanding Brick-and-Mortar and Live Stream Shopping
Experience**

Responsive and Efficient Retail Supply Chain Management

**Who are the Business Influencers? The Underlying Relationship
between Employees and Strategic Retail Change**

**Audio-Based Social Networking Platform Utilization for
Entrepreneurial Strategy Development**

**Teaching Fashion History Wild and Free: How We Dropped Our
Textbooks and Improved Student Learning**

**Utilizing a Theoretical Framework for the Creative Process of
Theatrical Costume Design in a Fashion History Course**

**Set Up for Success: Creating an Online Image Database to Enhance
Learning in a Dress History Course**

**Engaging Students with a US Sheep and Wool Course-Based
Undergraduate Experience at a Hispanic-Serving Institution**

**Apparel Supply Chain Transparency: Where is the Weakness? A Case
Study on VF Corporation**

SSR-Sustainability/Social
Responsibility

Sustainable Fashion
Industry and Consumers

**Sustainability Supplier Scorecard Assessment Tools: A Comparison
Between Apparel Retailers**

**Can Explicitly-Stated Environmental Benefits Alleviate the Effects of
Consumers' Concerns on Ambivalence and Hesitation Toward the
Fashion Sharing Economy?**

**Tell the Consumers How Sustainable Apparel Meets Their Needs
and They will Buy it!**

**Wearables' Sustainability-Related Challenges through Examining
Smartwatch Users' Post-Purchase Online Reviews**

**Engaging with Sustainability: Comparing Consumers Visually-Based
and Text-Based Social Media Engagement with Fashion Brands**

**Organic Consumption: The Influence of Risk Perception, Efficacy,
and Product Types**

What Affects the Patterns of Used Clothing Exports?

Plus Size Intersectional Identity and Sustainable Apparel

Upcycling with Artisans: Proposed Strategies for Production

**Effects of Cause and Disclosure on Attitudes toward an Instagram
Post: Does the Influencer's Race Matter**

**"I'm Not Feeling Comfortable About My Favorite Brand": An
Examination of How Environmental Versus Labor Issues Influence
Consumer Perceptions of Fashion Brands**

**What Do We Know? How Do We Act? Consciousness Toward
Sustainable Fashion Among College Students**

5:00 – 6:15 pm
Concurrent Session 10.5
Poster Session
TAI-Textile and Apparel
Industries

**Trending Topics in the
Textile and Apparel
Industry**

Innovative Social Enterprises in the US Fashion Industry Addressing Global Social Issues: An Analysis of Business Models through a Multi-Case Study

Mass Customized Apparel Consumers and Sustainability: A Starting Point to Guide Future Research

A Conceptual Framework for Apparel Firms' Adoption Intention of 3D Apparel Visualization Software: Moderating Effects of Organizational and Environmental Factors

Analyzing the Competitiveness of Industrial Hemp: Perspectives for the United States Industrial Hemp Industry

Buyer-Seller Relationship Moderators: The Role Of Firm Performance in Shaping General Apparel E-Sourcing Experience

Changing Job Demands: What do Job Advertisements in the Bangladeshi Apparel Industry Job Portals Tell Us?

Cross-functional Skills of the Fashion Industry Professional: T-shaped Fashion Professional Framework

Entrepreneurial Ecosystem Research in the Textile and Apparel Industry

Examining the Impact of Buyer Power on Supply Chain Performance: The Mediating Effect of Supplier Satisfaction

Exploring Barriers to a Sustainable and Regional Fibershed in the Central Plains of the United States

Exploring Traceability for Sustainable Apparel Value Chain: Insights from Multiple Cases

Fashion Entrepreneurship Research: A Comprehensive Review and Future Directions

The Effect of COVID-19 on Firm Performance in the U.S. Textile and Apparel Industry

The Impact of Covid-19 on the Indian Apparel Export Industry: A Qualitative Exploration

The Jewelry Industry and COVID-19: A Content Analysis on Crisis Management

Understanding the Paradigm Shift to Fashion Big Data Analytics

What Factors Shape Textile and Apparel Regional Trade Patterns?

5:00 – 6:15 pm

**Concurrent Session 10.6
Design Exhibit 8**

CONCURRENT SESSION 11

6:30 – 7:45 pm

Concurrent Session 11.1
SPA-Social/Psychological
Aspects

**In Pursuit of Happiness,
Inclusivity and Visibility**

Moderator: Jane Smith

**Paddles, Strap-Ons, Latex, and Leather: Negotiations of BDSM
Womens Dress, Embodiment, and Bodies in Motion through Spatial-
Temporal Dynamics**

**People Like Me in Social Media: Visibility, Representation, and Plus-
Size Fashion Vloggers on YouTube**

**Steps Toward Inclusivity: The State Of Diversity in the Foundation
Cosmetics Industry**

**How Happy are the Retail Employees? A Multidimensional Measure
of Employee Happiness**

6:30 – 7:45 pm
Concurrent Session 11.2
SSR-Sustainability/Social
Responsibility

**Sustainability, Retailing
and Manufacturing**

Moderator: Jane Smith

**7 R's of Sustainable Packaging Framework – Systematic Review of
Sustainable Packaging Solutions in the Apparel and Footwear
Industry**

**External Factors that Impact Apparel Repurposing Practice:
Relationships Between Factors and Repurposing Levels**

**Natural Dyes in the United States: An Exploration of Natural Dye Use
Through the Lens of the Circuit of Style-Fashion-Dress**

**Investigating Online Second-Hand Fashion Reselling Experience: The
Case of Depop.com**

6:30 – 7:45 pm
Concurrent Session 11.3
CB-Consumer Behavior

**Online and Omnichannel
Shopping**

Moderator: Jane Smith

Role of Consumer Traits on Intention to Use Virtual Wardrobe

**Exploring Risks and Benefits of Cross-Border E-Commerce
Consumption: A Qualitative Investigation of Chinese Consumers**

**Amazon's Influence: The Online Apparel Purchase Intention of
Amazon Prime and Non-Prime Shoppers**

**Examining the Relationship between Beauty, Body Image, and Trust
in Omnichannel Beauty Retailers**

6:30 – 7:45 pm
Concurrent Session 11.4
TAS-Textile/Apparel
Science

**Novel Design and
Evaluation**

Moderator: Jane Smith

**Chemical Effects of Laundry Additives on Surface Resistivity of E-
Textiles**

**A Comparison and Validation of Traditional and Three-Dimensional
Anthropometric Methods for Measuring the Hand through
Reliability, Precision, and Visual Analysis**

**Comparison of Digital Printed Fabrics' Colorimetric Attributes Based
on Pretreatment Methods**

6:30 – 7:45 pm
Concurrent Session 11.5
UG Posters

**Sustainability, Social
Media, and Trends
Related to COVID-19
Pandemic**

**Holistic Sensory Evaluation Method for Assessment of Novel
Materials and Apparel Products**

**Affecting YouTube Lifestyle Influencers on Trust and Brand
Awareness**

**An Examination of Fashion Influencers Participation in Racial Equity
Movements on Social Media During the Summer Of 2020**

**An Exploration of Sustainable Athleisure Design for Plus Size Women
Older Than Thirty-Five**

**#Burnberry: A Case Study of Consumer Backlash Through Social
Media**

**Fast Fashion and Sustainability: Generation Z and Millennials
Disconnect Between Environmental Concerns and Purchasing Habits**

**Grow Mississippi: Fostering Entrepreneurship Among Fashion Design
and Merchandising Students.**

Growing Clothes: Creating Textiles from Plants

**Mask Tracks: An On-campus Observation of Style, Function, and
Behavior**

**Packaging Apparel in Sustainability: The Flourishing Green Packaging
Movement**

**Society: The Body-Positive Instagram Influencer's Ever-Present and
Looming Enemy**

**Sustainability in the Apparel Industry: Exploring Buying Behaviors of
Consumers from Four Generational Cohorts**

Technology Discovery to Improve the Design Process for Seamless Knitted Sports Bras

The Impact of COVID-19 on Rural Retailing: Building Upon Family Recovery Models to Guide Business Resilience

What Do People with Type 1 Diabetes Want? An Exploration of Diabetic-Friendly Athleisure Design

Why do Millennials and Generation Z Love the Second-Hand Luxury Products despite the COVID-19 pandemic?

6:30 – 7:45 pm
Concurrent Session 11.6
Design Exhibit 9

8:00 – 9:15 pm

Board Meeting

SATURDAY, NOVEMBER 6

CONCURRENT SESSION 12

11:00 am – 12:15 pm
Concurrent Session 12.1
DPD-Design/Product
Development

Innovative Product Design and Development

Moderator: Jane Smith

Comparison of Actual and Virtual Pressure of Athletic Clothing in Active Poses

Digital Prototyping for Women's Compressive Top for Strength Training

BeTA Pavilion - An Exploration of Knitted Textiles as Dynamic Structural Membranes in Architecture

Examining Crotch Lengths at the Trochanterion Plane by Using 3D Body Scanning to Suggest Considerations for Improving Sizing Of Absorbent Underwear Panels and Pads

11:00 am – 12:15 pm
Concurrent Session 12.2
CUL-Culture

Making the Cut: Design, Experience, and Application

Moderator: Jane Smith

Pre-cut Fabrics' Impact on the Quiltmaking Experience of Quilters Under 45

Evaluation of 3D Apparel Design Spatial Visualization Training for Cognitive Functioning Improvement of Older Adults: Cross-Cultural Comparisons

Fill Your Boots: A Pilot Study of Texas Custom Boot Makers

Co-Designing, Emotional Attachment, and Clothing Longevity of West African Women Dress: An Implication for Apparel Sustainability

11:00 am – 12:15 pm
Concurrent Session 12.3
CB-Consumer Behavior

Moral Responsibility and Consumer Values

Moderator: Jane Smith

I Can Talk: Corporate Moral Responsibility, Word of Mouth, and Shared Values

An Ethnographic Study of Collaborative Consumption: Examining Clothing Swapping

Consumer Evaluations of Mobile, Conversational Decision Aids for In-Store Shopping: Effects of Decision Strategy Implementd and Consumer Need for Cognition

“Are You Enough for Me?” The Effects of Variety Seeking and Product Attachment on the Brand Investment Model

11:00 am – 12:15 pm
Concurrent Session 12.4
Special Topic

Match (dot) edu: Finding Collaborators for a Successful Partnership, Peer-Mentorship, and Friendship for Junior Faculty

Presenters: Te-Lin (Doreen) Chung, Iowa State University; Olivia Johnson, University of Houston; Adrienne Hall-Phillips, Worcester Polytechnic Institute; Michelle Child, University of Tennessee; Delisia Matthews, North Carolina State University; Tiffany Blanchflower, East Carolina University

The purpose of this special topic session is to share the panelists’ experience of navigating through these challenges faced by junior faculty and advancing their academic career through multi-institutional peer-collaborations.

11:00 am – 12:15 pm
Concurrent Session 12.5
Poster Session
TAS-Textile/Apparel
Science

An Experimental Pilot Study: Challenging Textiles (Sheer and Featureless Fabric) in Use of Photogrammetry System

Analyzing 20 Years of Insubstantial Change in ASTM D4910: Calling for Modernity and Transparency in the Infant Body Sizing Standards Development Process

Design Innovation and Sizing

Challenges to Examining the Evolution of Measurement Values in Infant Body Sizing: Highlighting the Necessity of Transparent Procedures in ASTM D4910

Digital to Physical Garment Development: Evaluation of Custom Avatar and Bra Development using CLO 3d

Exploring Mask Design Process for the COVID-19 Pandemic

Mask Design Research at the Time of COVID-19

Mask Instruction for the COVID-19 Pandemic: Testing, Evaluation & Construction Plus Community Sharing

Performance of Super Imposed and Lap Felled Seam Strength in Different Types of Sewing Machine for Woven Shirt Side Seam

Reclassifying Rectangle Body Shape Using Unsupervised Machine Learning Algorithms

Sports Bras for Young Arthritic Women: Required Features and Functions

The Decision to Sew: Making Face Masks during COVID-19 Pandemic

The Endurance Time to Loss of Finger Dexterity with Protective Gloves: Effects of Glove Type, Air Temperature, and Wind Speed

Three-layered Shapewear Fabrics and the Influence on Thermal Comfort Property

11:00 am – 12:15 pm
Concurrent Session 12.6
Design Exhibit 1

12:30 – 1:45 pm

Business Meeting / Town Hall

1:45 – 2:00 pm

Welcome to Denver