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## **EDUCATION**

Ph.D. 1982, Consumer Sciences and Retailing, Purdue University, West Lafayette, Indiana.  
Dissertation title: *The manner in which physical appearance cues have an impact on impression formation.*

M.A. 1971, in mathematics, Miami University, Oxford, Ohio.

B.A. 1969, in mathematics, St. Joseph's College, Rensselaer, Indiana.

## **PROFESSIONAL APPOINTMENTS**

Irma Ayres Professor, Department of Fashion and Apparel Studies, University of Delaware, Newark, Delaware, 2006.

Professor, Department of Consumer and Textile Sciences, The Ohio State University, Columbus, Ohio, 1996.

Women's Studies Adjunct graduate faculty, 1992; Category M status (in Women's Studies) awarded 1998.

Category III graduate faculty status awarded 1990; Category P status awarded 1998.

Associate Professor, Department of Textiles and Clothing, The Ohio State University, Columbus, Ohio, September 1990. Category II graduate faculty status, October 1990.

Associate/Assistant Professor of apparel merchandising, Department of Apparel Merchandising and Interior Design, Indiana University, Bloomington, Indiana, August 1984 to August 1990.

Assistant Professor of clothing and textiles, Home Economics and Consumer Education Department, Utah State University, Logan, Utah, September 1982-1984.

## **RESEARCH**

### **PEER REVIEWED RESEARCH PUBLICATIONS**

Kwon, W-S., & Lennon, S. J. (accepted for publication). Assessing college women's associations of American specialty apparel brands. *Journal of Fashion Marketing and Management.*

Lennon, S. J., Lee, J., Johnson, K. K. P. (accepted for publication). A perfect storm for consumer misbehavior: Shopping on Black Friday. *Clothing and Textiles Research Journal.*

Kim, M. J., Kim, J-H., & Lennon, S. J. (2011). E-service attributes available on men's and women's apparel websites. *Managing Service Quality*, 21(1), 25-45.

Kim, M. J., & Lennon, S. J. (2011). Consumer response to online apparel stockouts. *Psychology & Marketing*, 28(2), 115-144.

Chattaraman, V., Lennon, S. J., & Rudd, N. A. (2010). Social identity salience: Effect on identity-based apparel brand choices of Hispanic consumers. *Psychology & Marketing*, 27(3), 263-284.

Chattaraman, V., Rudd, N. A. & Lennon, S. J. (2010). The malleable bicultural consumer: Effects of cultural contexts on aesthetic judgments. *Journal of Consumer Behavior*, 9(1), 18-31.

Ha, Y., & Lennon, S. J. (2010). Effects of site design on consumer emotions: Role of product involvement. *Journal of Research in Interactive Marketing*, 4(2), 80-96.

Ha, Y., & Lennon, S. J. (2010). Online visual merchandising (VMD) cues and consumer pleasure and arousal: Purchasing vs. browsing situation. *Psychology & Marketing*, 27(2), 141-165.

Im, H., Lennon, S. J., & Stoel, L. (2010). The perceptual fluency effect on pleasurable online shopping experience. *Journal of Research in Interactive Marketing*, 4(4), 280-295.

Kim, H-J., & Lennon, S. J. (2010). E-atmosphere, emotional, cognitive, and behavioral responses. *Journal of Fashion Marketing and Management*, 14(3), 412-428.

Kim, J-H., & Lennon, S. J. (2010). Information available on a web site: Effects on consumers' shopping outcomes. *Journal of Fashion Marketing and Management*, 14(2), 247-262.

Chattaraman, V., Rudd, N. A. & Lennon, S. J. (2009). Identity salience and shifts in product preferences of Hispanic consumers: Cultural relevance of product attributes as a moderator. *Journal of Business Research*, 62, 826-833.

Kim, J-H., Kim, M., & Lennon, S. (2009). Effects of website atmospherics on consumer responses: Music and product presentation. *Direct Marketing: An International Journal*, 3(1), 4-19.

Kwon, W-S., & Lennon, S. J. (2009). Reciprocal effects between multi-channel retailers' offline and online brand images. *Journal of Retailing*, 85, 376-390.

Kwon, W., & Lennon, S. J. (2009). What induces online loyalty toward a multi-channel retailer? Online vs. offline brand images. *Journal of Business Research*, 62, 557-564. **(Ranked 8<sup>th</sup> most downloaded JBR article April - June 2009 acc. to ScienceDirect TOP25 Hottest Articles)**

Lennon, S. J., Ha, Y., Johnson, K. K. P., Jasper, C. R., Damhorst, M. L. & Lyons, N. (2009). Rural consumers' online shopping for food and fiber products as a form of outshopping. *Clothing and Textiles Research Journal*, 27, 3-30.

Park, M., & Lennon, S. J. (2009). The effect of brand name and promotion in online shopping context. *Journal of Fashion Marketing and Management*. 13(2), 149-160.

Chattaraman, V., & Lennon, S. J. (2008). Ethnic identity, consumption of cultural apparel, and self-perceptions of ethnic consumers. *Journal of Fashion Marketing and Management*, 12, 518-531.

Johnson, K. K. P., Yoo, J-J., Kim, M., & Lennon, S. J. (2008). Dress and human behavior: A review and critique of published research. *Clothing and Textiles Research Journal*, 26, 3-22. **This article was listed as being number 3 of the '50 Most-Frequently Read Articles' in *Clothing and Textiles Research Journal* (January 2008).**

- Kim, M., & Lennon, S. J. (2008). The effects of visual and verbal information on attitudes and purchase intentions in Internet shopping. *Psychology & Marketing, 25*, 146-178.
- Park, H., & Lennon, S. J. (2008). Beyond physical attractiveness: Interpersonal attraction as a function of similarities in personal characteristics. *Clothing and Textiles Research Journal, 26*, 275-289.
- Park, J. H., Stoel, L., & Lennon, S. J. (2008). Cognitive, affective, and conative responses to visual simulation: The effects of rotation in online product presentation. *Journal of Consumer Behaviour, 7*, 72-87.
- Park, M., & Lennon, S. J. (2008). The effects of self-esteem and materialism on compulsive buying tendencies and credit card use of American college students. *Korean Journal of Costume and Culture, 11*(4), 51-72.
- Ha, Y., Kwon, W., & Lennon, S. J. (2007). Online visual merchandising (VMD) of apparel web sites. *Journal of Fashion Marketing and Management, 11*(4), 477-493.
- Kim, J-H., Kim, M., & Lennon, S. J. (2007). Information components of apparel retail websites: Task relevance approach. *Journal of Fashion Marketing and Management, 11*(4), 494-510.
- Kim, J-H., & Lennon, S. J. (2007). Mass media and self-esteem, body image, and eating disorder tendencies. *Clothing and Textiles Research Journal, 25*, 3-23. **This article was listed as being number 1 of the '50 Most-Frequently Read Articles' in *Clothing and Textiles Research Journal* (April 2007 and October 2009).**
- Lennon, S. J., Kim, M., Johnson, K. K. P., Jolly, L. D., Damhorst, M. L., & Jasper, C. R. (2007). A longitudinal look at rural consumer adoption of online shopping. *Psychology & Marketing, 24*, 375-401.
- Lennon, S. J., & Park, M. (2007). Extreme consumption: Television shoppers and compulsive buying. In *Extreme fashion: Pushing the boundaries of design, technology, and business* (pp. 148-164). Toronto, CA.
- Ha, S-J., & Lennon, S. J. (2006). Purchase intent for fashion counterfeit products: Ethical ideologies, ethical judgments, and perceived risks. *Clothing and Textiles Research Journal, 24*, 297-315.
- Johnson, K. K. P., Yoo, J-J., Rhee, J., Lennon, S. J., Jasper, C., & Damhorst, M. L. (2006). Multi-channel shopping: Channel use among rural consumers. *International Journal of Retailing and Distribution Management, 34*(5), 453-466.
- <sup>1</sup>Kim, M. J., Kim, J-H., & Lennon, S. J. (2006). Online service available on apparel retail websites: an E-S-QUAL approach. *Managing Service Quality, 16*(1), 51-77.
- Kim, M., & Lennon, S. J. (2006). Content analysis of diet advertisements: A cross-national comparison of Korean and U.S. women's magazines. *Clothing and Textiles Research Journal, 24*, 345-362.
- Park, H., & Lennon, S. J. (2006). An investigation of organizational factors influencing socially responsible buying/sourcing in the apparel industry. *Clothing and Textiles Research Journal, 24*, 229-247.
- Park J. H., & Lennon, S. J. (2006). Psychological and environmental antecedents of impulse

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<sup>1</sup> This paper was nominated as a finalist for the Highly Commended Paper Award

tendency in the multi-channel shopping context. *Journal of Consumer Marketing*, 23(2), 58-68.

Johnson, K. K. P., Lennon, S. J., Yoo, J., Jasper, C., & Damhorst, M. L. (2005). Variables discriminating among rural online shoppers and nonshoppers of apparel and home furnishings products. *Clothing Research Journal*, 3(2), 67-77.

Kim, M., & Lennon, S. J. (2005). The effects of customers' dress on salesperson's service in large-sized clothing specialty stores. *Clothing and Textiles Research Journal*, 23(2), 78-87.

Park J. H., Lennon, S. J., & Stoel, L. (2005). Online product presentation: Effects on mood, perceived risk, and purchase intention. *Psychology and Marketing*, 22(9), 695-719.

Dickson, M.A., Lennon, S.J., Montalto, C.P., Shen, D., & Zhang, L. (2004). Chinese consumer market segments for foreign apparel products. *Journal of Consumer Marketing*, 21(5), 301-317.

Park, J. H., & Lennon, S. J. (2004). Television apparel shopping: Impulse buying and parasocial interaction. *Clothing and Textiles Research Journal*, 22, 135-144.

Johnson, K. K. P., Lennon, S. J., Jasper, C., Damhorst, M. L., Lakner, H. (2003). An application of Rogers's Innovation Model: Use of the internet to purchase apparel, food, and home furnishing products by small community consumers. *Clothing and Textiles Research Journal*, 21, 185-196.

Jung, J., & Lennon, S. J. (2003). Body image, appearance self-schema, and media images. *Family and Consumer Sciences Research Journal*, 32(3), 27-51. **This article was named Number 1 of the '50 Most-Frequently Read Articles' in *Family and Consumer Sciences Research Journal* (December 2006).**

Lennon, S. J., Sanik, M. M., & Stanforth, N. F. (2003). Motivations for television shopping: Clothing purchase frequency and personal characteristics. *Clothing and Textiles Research Journal*, 21(2), 63-74.

Lim, S. J., Yang, Y., Lee, S. H., Ahn, C., & Lennon, S. J. (2003). A cross-cultural research of clothing shopping behavior among Koreans and Americans. *Journal of the Korean Society of Clothing and Textiles*, 27(3/4), 289-297.

Shen, D., Dickson, M. A., Lennon, S., Montalto, C., & Zhang, L. (2003). Cultural influences on Chinese consumers' intentions to purchase apparel: Test and extension of the Fishbein Behavioral Model. *Clothing and Textiles Research Journal*, 21(2), 89-99.

Shen, D., Lennon, S. J., Dickson, M. A., Montalto, C., & Zhang, L. (2002). Chinese consumers' attitudes toward US-made clothing: From a cultural perspective. *Family and Consumer Sciences Research Journal*, 31, 19-49.

Zhang, L., Dickson, M. A., & Lennon, S. J. (2002). The distribution channels for foreign-brand apparel in China: Structure, government's role, and problems. *Clothing and Textiles Research Journal*, 20, 167-180.

Ahn, C., Lee, S. H., Lim, S., Yang, Y., & Lennon, S. J. (2001). A comparative analysis between the Kawabata instrumental evaluation and the subjective evaluation of Korean and American consumers. *Journal of The Korean Society of Clothing and Textiles*, 25 (2), 217-227.

Jung, J., Lennon, S. J., & Rudd, N. A.. (2001). Self-schema or self-discrepancy? Which best predicts body image? *Clothing and Textiles Research Journal*, 19, 171-184.

Lennon, S. J., Johnson, K. K. P., & Park, J. H. (2001). Research trends in Textiles and Clothing; An analysis of three journals, 1980-1999. *Family and Consumer Sciences Research Journal*, 30,

117-139.

Rudd, N. A., & Lennon, S. J. (2001). Body image: Linking aesthetics and social psychology of appearance. *Clothing and Textiles Research Journal*, 19, 120-133.

Stanforth, N. F., Lennon, S. J., & Moore, S. (2001). Perceived risk and purchase intent associated with television shopping. *Frontiers in Direct and Interactive Marketing* (Vol. 3, pp. 53-64), New York: John Wiley & Sons, Inc.

Stanforth, N. F., Lennon, S. J., & Shin, J. I. (2001). Promotional frames' influence on price perceptions of two apparel products. *Family and Consumer Sciences Research Journal*, 30 (1), 79-92.

Ahn, C., Lim, S, Yang, Y., Lee, S. H., & Lennon, S. (2000). A comparison of Korean and American consumers' preference on formal wear fabrics. *International Journal of Costume Culture*, 3(2),124-135.

Lennon, S. J., & Burns, L. D. (2000). Diversity of research in textiles, clothing, and human behavior: The relationship between what we know and how we know. *Clothing and Textiles Research Journal*, 18, 213-226.

Kim, M., & Lennon, S. J. (2000). Television shopping for apparel in the U.S.: Effects of perceived amount of information on perceived risks and purchase intentions. *Family and Consumer Science Research Journal*, 28, 301-330.

Lee, S. H., Lennon, S. J., & Rudd, N. A. (2000). Compulsive consumption tendencies among television shoppers. *Family and Consumer Science Research Journal*, 28(4), 463-488.

Rudd, N. A., & Lennon, S. J. (2000). Body image and appearance-management behaviors in college women. *Clothing and Textiles Research Journal*, 18(3), 152-162.

Bresemann, B., Lennon, S. J., & Schulz, T. L. (1999). Obesity and powerlessness. In K. K. P. Johnson and S. J. Lennon (Eds.), *Appearance and power* (pp. 173-198). New York, NY: Berg.

Lee, S. H., Stanforth, N. F., & Lennon, S. J. (1999). Korean customers' perception of service in U.S. apparel stores. *Journal of the Korean Society of Clothing and Textiles*, 23(8), 1170-1181.

Lennon, S. J. (1999). Sex, dress, and power in the workplace: *Star Trek, The Next Generation*. In K. K. P. Johnson and S. J. Lennon (Eds.), *Appearance and power* (pp. 103-126). New York, NY: Berg.

Lennon, S. J., Johnson, K. K. P., & Schulz, T. L. (1999). Forging linkages between dress and the law, part I: Rape and sexual harassment. *Clothing and Textiles Research Journal*, 17, 144-156.

Lennon, S. J., Lillethun, A., & Buckland, S. S. (1999). Attitudes toward social comparison as a function of self-esteem. *Family and Consumer Sciences Research Journal*, 27(4), 379-405.

Lennon, S. J., Rudd, N. A., Sloan, B., & Kim, J. S. (1999). Attitudes toward gender roles, self-esteem, and body image: Application of a model. *Clothing and Textiles Research Journal*, 17, 191-202.

Lennon, S. J., Schulz, T. L., Johnson, K. K. P. (1999). Forging linkages between dress and the law, part II: Dress codes. *Clothing and Textiles Research Journal*, 17, 157-167.

Rudd, N. A. & Lennon, S. J. (1999). Social power and appearance management among women. In K. K. P. Johnson and S. J. Lennon (Eds.), *Appearance and power* (pp. 153-172). New York,

NY: Berg.

Brandt, B., Brown, D. M., Burns, L. D., Cameron, B. A., Chandler, J., Dallas, M. J., Kaiser, S. B., Lennon, S. J., Pan, N., Salusso, C., & Smitley, R. (1998). Development of a method to measure the individual and joint effects of visual and tactile perceptions of fabrics. *Journal of the Textile Institute*, 89(2), 65-77.

Johnson, K. K. P., & Lennon, S. J. (1997). Sexual harassment in the schools: Strategies for prevention. *Journal of Family and Consumer Sciences*, 89, 20-24.

Stanforth, N. F., & Lennon, S. J. (1997). Salesperson service and customer satisfaction: The impact of store policies. In T. A. Swartz, D. E. Bowen, & D. Iacobucci (Eds.), *Advances in Services Marketing and Management* (Vol. 6, pp. 79-99). Greenwich, CT: JAI Press, Inc.

Lennon, S. J. (1997). Physical attractiveness, age, and body type: Further evidence. *Clothing and Textiles Research Journal*, 15(1), 60-64.

Stanforth, N. F., & Lennon, S. J. (1997). Customer expectations and store policies: Satisfaction, patronage and retail store service. *Clothing and Textiles Research Journal*, 15, 115-124.

Fairhurst, A., Lennon, S. J., & Yu, H. (1996). Retail buyers' and manufacturers' sales representatives' perceptions of market show services in small apparel markets. *Clothing and Textiles Research Journal*, 14, 161-168.

Yu, H., Fairhurst, A., & Lennon, S. J. (1996). Small retail store buyers' responses to apparel markets: Perceptions and choices. *Journal of Small Business Research*, 34(4), 14-22.

Lennon, S. J., Burns, L. D., & Rowold, K. L. (1995). Dress and human behavior research: Sampling, subjects, and consequences for statistics. *Clothing and Textiles Research Journal*, 13, 262-272.

Rudd, N. A., & Lennon, S. J. (1995). Body image: Eating, substance abuse, and appearance disorders. In P. Meszaros (Ed.), *Proceedings of Research and Policy Agenda Conference* (pp. 41-57). Alexandria, VA: American Association of Family and Consumer Sciences.

Lennon, S. J., & Rudd, N. A. (1994). Linkages between attitudes toward gender roles, body satisfaction, self-esteem, and appearance management behaviors in women. *Family and Consumer Sciences Research Journal*, 23, 94-117.

Burns, L. D., & Lennon, S. J. (1994). The touch and the feel: Methods for measuring aesthetic perceptions. In M. DeLong and A. M. Fiore (Eds.), *Aesthetics of textiles and clothing: Advancing multi-disciplinary perspectives* (pp. 120-130). Monument, CO: ITAA.

Rudd, N. A., & Lennon, S. J. (1994). Aesthetics of the body and social identity. In M. DeLong and A. M. Fiore (Eds.), *Aesthetics of textiles and clothing: Advancing multi-disciplinary perspectives* (pp. 163-175). Monument, CO: ITAA.

Lennon, S. J., & Fairhurst, A. (1994). Categorization of the quality concept. *Home Economics Research Journal*, 22, 267-285.

Lennon, T. L., Lennon, S. J., & Johnson, K. K. P. (1993). Is clothing probative of attitude or intent? Implications for rape and sexual harassment cases. *Journal of Law and Inequality*, 11, 301-325.

Burns, L. D., & Lennon, S. J. (1993). Social perception: Methods for measuring our perceptions of others' appearance. In S. J. Lennon & L. D. Burns (Eds.), *Social science aspects of dress: New*

*directions* (pp. 153-159). Monument, CO: ITAA.

Burns, L. D., & Lennon, S. J. (1993). The effect of clothing on the use of person information categories in first impressions. *Clothing and Textiles Research Journal*, 12(1), 9-15.

Lennon, S. J., & Burns, L. D. (1993). Analysis of symbols of dress in characterization. In S. J. Lennon & L. D. Burns (Eds.), *Social science aspects of dress: New directions* (pp. 160-171). Monument, CO: ITAA.

Kaiser, S. B., Lennon, S. J., Damhorst, M. L. (1992). Gendered appearances in 20th century popular media. *Dress*, 18, 40-53.

Lennon, S. J. (1992). Appearance and roles in television sitcoms. *Dress*, 18, 53-59.

Lennon, S. J. (1992). Categorization as a function of body type. *Clothing and Textiles Research Journal*, 10(2), 18-23.

Lennon, S. J., & Clayton, R. (1992). Age, body type, and style features as cues in nonverbal communication. *Semiotica*, 91(1/2), 43-55.

Davis, L., & Lennon, S. J. (1991). Social cognition and the study of clothing and human behavior. In S. B. Kaiser & M. L. Damhorst (Eds.), *Critical linkages in textiles and clothing subject matter: Theory, method, and practice* (182-190). Monument, CO: ITAA. (Reprint).

Lennon, S. J., Fairhurst, A., & Peatross, F. (1991). Apparel and furniture attribute importance as a function of self-monitoring. *Home Economics Research Journal*, 19, 292-302.

Fairhurst, A. E., & Lennon, S. J. (1991). Clothing product involvement and self-monitoring. In R. L. King (Ed.), *Retailing: Reflections, insights and forecasts* (Vol. V, pp. 22-25). Richmond, VA: The Academy of Marketing Science and the American Collegiate Retailing Association.

Lennon, S. J. (1990). Bondage in women's clothing and changing sex roles: Evidence from sitcoms. *Empirical Studies in the Arts*, 8, 77-84.

Lennon, S. J. (1990). Clothing and changing sex roles: Comparison of qualitative and quantitative analyses. *Home Economics Research Journal*, 18, 245-254.

Lennon, S. J. (1990). Effects of clothing attractiveness on perceptions. *Home Economics Research Journal*, 18, 303-310.

Thurston, J. L., Lennon, S. J., & Clayton, R. V. (1990). Influence of age, body type, currency of fashion detail, and type of garment on the professional image of women. *Home Economics Research Journal*, 19, 139-150.

Davis, L., & Lennon, S. J. (1989). Apparel advertising appeals as a function of apparel classification: Trendy versus classic. *Perceptual and Motor Skills*, 68, 1011-1014.

Lennon, S. J., & Davis, L. (1989). Categorization in first impressions. *Journal of Psychology*, 123, 439-446.

Lennon, S. J., & Davis, L. L. (1989). Clothing and human behavior from a social cognitive framework Part I: Theoretical perspectives. *Clothing and Textiles Research Journal*, 7(4), 41-48.

Lennon, S. J., & Davis, L. L. (1989). Clothing and human behavior from a social cognitive framework Part II: The stages of social cognition. *Clothing and Textiles Research Journal*, 8(1), 1-9.

- Lennon, S. J., & Davis, L. (1989). Customer service as a function of customer appearance and salesperson goals. *Home Economics Forum*, 9, 9-11, 18.
- Lennon, S. J., Davis, L., & Fairhurst, A. (1989). Effects of apparel classification on attitudes toward apparel shopping. *Perceptual and Motor Skills*, 68, 485-486.
- Davis, L. L., & Lennon, S. J. (1988). Social cognition and the study of clothing and human behavior. *Social Behavior and Personality*, 16(2), 175-186.
- Lennon, S. J. (1988). Physical attractiveness, age, and body type. *Home Economics Research Journal*, 16, 195-203.
- Lennon, S. J., Davis, L. L., & Fairhurst, A. (1988). Evaluations of apparel advertising as a function of self-monitoring. *Perceptual and Motor Skills*, 66, 987-996.
- Volpp, J., & Lennon, S. J. (1988). Perceived police authority as a function of uniform hat style and sex. *Perceptual and Motor Skills*, 67, 815-824.
- Clayton, R. V., Lennon, S. J., & Larkin, J. (1987). Perceived fashionability of a garment as inferred from the age and body type of the wearer. *Home Economics Research Journal*, 15, 237-246.
- Lennon, S. J., Baugh, D., Chatterton, J., & Larkin, J. (1987). Clothing outshopping in a rural Western community. *Journal of Consumer Studies and Home Economics*, 11, 369-374.
- Lennon, S. J., & Davis, L. L. (1987). Individual differences in fashion orientation and cognitive complexity. *Perceptual and Motor Skills*, 64, 327-330.
- Lennon, S. J. (1986). Additivity of clothing cues in first impressions. *Social Behavior and Personality*, 14(1), 15-21.
- Lennon, S. J. (1986). Adolescent attitudes toward designer jeans: Further evidence. *Adolescence*, 21(82), 475-482.
- Davis, L. L., & Lennon, S. J. (1985). Self-monitoring, fashion opinion leadership and attitudes toward clothing. In M. Solomon (Ed.), *The psychology of fashion: From conception to consumption* (pp. 177-182). Lexington, MA: Lexington Books.
- Lennon, S. J., & Miller, F. (1984-85). Attire, physical appearance, and first impressions: More is less. *Clothing and Textiles Research Journal*, 3(1), 1-8.
- Lennon, S. J. (1984). Consumer spending for designer jeans: A classical conditioning model. *Journal of Consumer Studies and Home Economics*, 8, 145-151.
- Lennon, S. J., & Miller, F. (1984). The salience of physical appearance in impression formation. *Home Economics Research Journal*, 13(2), 95-104.
- Davis, L. L., & Lennon, S. J. (1983). Social stigma of pregnancy. *Psychological Reports*, 53, 997-998.
- Feinberg, R. A., Lennon, S. J., & Yener, B. (1982). Artifact bias in consumer information research. *Journal of Consumer Studies and Home Economics*, 6, 223-227.

#### **EDITOR REVIEWED ARTICLES/BOOK CHAPTERS**

Lennon, S. J. (under review). Social psychology of clothing and adornment. In T. F. Cash (Ed.), *Encyclopedia of body image and human appearance*. Elsevier Limited, Oxford, UK.

Kim, J-H., & Lennon, S. J. (in press). Electronic retailing and service quality. In J. Kandampully (Ed.), *Services management: The new paradigm in retailing*. U.K.: Emerald Group Publishing. (Assigned for publication in early 2011).

Lennon, S. J. (2010, January). Vertical integration in the Italian luxury business: Zegna. *FIBER Journal*, 3(1), [www.udel.edu/fiber](http://www.udel.edu/fiber). Available at: <http://www.udel.edu/fiber/issue5/highlights/#2>.

Kim, H. -S., & Lennon, S. (2008, June). Leveraging virtual communities of consumption in the fashion business. *FIBER Journal*, 1(2), [www.udel.edu/fiber](http://www.udel.edu/fiber). Available at: <http://www.udel.edu/fiber/issue3/highlights/#1>.

Dickson, M. A., Rudd, N. A., & Lennon, S. J. (2006). Focused social responsibility: Part 2. *Clothing and Textiles Research Journal*, 24(4), 279-281.

Dickson, M. A., Rudd, N. A., & Lennon, S. J. (2006). Focused social responsibility: Part 1. *Clothing and Textiles Research Journal*, 24(3), 175-177.

Johnson, K. K. P., & Lennon, S. J. (1999). Appearance and social power. In K. K. P. Johnson and S. J. Lennon (Eds.), *Appearance and power* (pp. 1-10). New York, NY: Berg.

Johnson, K. K. P., & Lennon, S. J. (1995, March). Service as a reviewer for *CTRJ*. *ITAA Newsletter*, pp. 1-2.

Lennon, S. J., & Johnson, K. K. P. (1994, May). Issues in academic publishing. *ITAA Newsletter*, pp. 3-4.

Burns, L. D., & Lennon, S. J. (1993). New directions in methodological approaches and analyses. In S. J. Lennon & L. D. Burns (Eds.), *Social science aspects of dress: New directions* (pp. 197-201). Monument, CO: ITAA.

Lennon, S. J., & Burns, L. D. (1993). Charting our directions: Patterns for the future. In S. J. Lennon & L. D. Burns (Eds.), *Social science aspects of dress: New directions* (pp. 202-208). Monument, CO: ITAA.

Lennon, S. J., & Davis, L. (1991). Linkages in methodological themes: Interwoven patterns. In S. B. Kaiser & M. L. Damhorst (Eds.), *Critical linkages in textiles and clothing subject matter: Theory, method, and practice* (pp. 272-275). Monument, CO: ITAA.

Lennon, S. J., & Clayton, R. V. (1987). Dresses or Suits? *The Voice*, 65(1), 1-2.

## **INVITED PRESENTATIONS**

Lennon, S. J. (2008, November). *Strategically plan your graduate career*. International Textiles and Apparel Association annual meeting, Schaumburg, IL.

Lennon, S. J. (2008, November). *Back to the future: What goes around comes around*. Distinguished Scholar Lecture, International Textiles and Apparel Association annual meeting, Schaumburg, IL.

Lennon, S. J. (2006, November). *Socially irresponsible consumption*. International Textiles and Apparel Association annual meeting, San Antonio, TX.

Lennon, S. J. (2002, August). *You can teach an old dog new tricks: Technology and the teacher*. Prentice Hall Distinguished Lecture, International Textiles and Apparel Association annual meeting, New York, NY.

Lennon, S. J. (1998, October). *Linkages among research, teaching, and practice: A personal view*. Paper presented at the Korean Society of Clothing and Textiles annual meeting, Seoul, Korea.

Lennon, S. J. (1997, November). *Use and abuse of theory in experimental research*. Paper presented at the International Textiles and Apparel Association annual meeting, Knoxville, TN.

Lennon, S. J. (1997, October). *Body image, self-esteem, and appearance-related behaviors*. Invited presentation for nutrition peer counselors, Ohio State University, Columbus, OH.

Lennon, S. J. (1997, May). *The impact of popular culture on body image*. Paper presented at the Department of Women's Studies' 25th Anniversary Celebration, Ohio State University, Columbus, OH.

Rudd, N. A., & Lennon, S. J. (1997, April). *The impact of body image on disordered eating and other risky behaviors*. Paper presented at the Conference on the Co-occurrence of Eating Disorders and Clinical Depression, Harding Hospital, Columbus, OH.

Lennon, S. J. (1996, August). *Exploring linkages: Reflections on industry-academy connections*. Paper presented at the International Textiles and Apparel Association annual meeting, Banff, Alberta.

Lennon, S. J. (1995, June). *Reviewing manuscripts: From the associate editor's perspective*. Paper presented at the American Association of Family and Consumer Sciences annual meeting, New Orleans, LA.

Lennon, S. J., & Rudd, N. A. (1995, June). *Body image and investment in youth: Eating disorders, substance abuse, and other appearance disorders*. Paper presented at the American Association of Family and Consumer Sciences annual meeting, New Orleans, LA.

Rudd, N. A., & Lennon, S. J. (1995, June). *Body image: Eating, substance abuse, and appearance disorders*. Paper presented at the National Research and Policy Agenda Conference, Roanoke, VA.

Lennon, S. J. (1994, October). *Focus on aging: Discussant summary*. Paper presented at the International Textiles and Apparel Association annual meeting, Minneapolis, MN.

Lennon, S. J. (1994, April). *Appearance as nonverbal communication*. Paper presented at the Interdisciplinary Seminar in Community Leadership, Miami University, Cincinnati, OH.

Lennon, S. J. (1994, April 6). *Roles and appearances on television*. Interview with Celeste Quinn from National Public Radio Affiliate, Champaign-Urbana, IL.

Lennon, S. J., Lennon, T. L., & Johnson, K. K. P. (1994, January). *Is clothing probative of attitude or intent? Implications for rape and sexual harassment cases*. Paper presented at the Society for the Detection of Crime meeting, Columbus, OH.

Lennon, S. J. (1993, November). *What reviewers look for*. Paper presented at the International Textiles and Apparel Association meeting, White Sulphur Springs, WV.

Lennon, S. J. (1991, October). *Ethical issues in graduate education*. Paper presented at the International Textiles and Apparel Association meeting, San Francisco, CA.

Lennon, S. J. (1991, October). *The ethics and politics of publishing and extension of knowledge*. Paper presented at the International Textiles and Apparel Association meeting, San Francisco, CA.

Lennon, S. J. (1991, June). *The place of research in the American Home Economics Association*. Paper presented at the American Home Economics Association Annual Meeting.

Lennon, S. J. (1990, November). *Writing and reviewing manuscripts for publication*. Paper presented at the Association of College Professors of Textiles and Clothing National Conference, Denver, CO.

Lennon, S. J. (1989, June). *Getting into print: Publish or . . .* Paper presented at the American Home Economics Association Annual Meeting, Cincinnati, OH.

**CONFERENCE PRESENTATIONS** Note: Presentations with an asterisk (\*) were not blind refereed.

Alonso, K., Roarty, M., Torres, M., Tress, B., & Lennon, S. J. (2010, October). *The dark side of fashion media: The picture is not perfect*. Paper presented at Fashion in Fiction: The Dark Side Conference, Philadelphia, PA. Co-authors are undergraduate students from FASH419.

Hardcastle, A., & Lennon, S. J. (2010, October). *Black eye day: Shopping on the dark side*. Paper presented at Fashion in fiction: The dark side conference, Philadelphia, PA. Co-author is an undergraduate FM summer scholar.

Lennon, S. J. (2010, May). *Death by shopping: Why did it happen and what can we do?* Paper presented at the Anniversary Celebration of the Undergraduate Research Program, University of Delaware, Newark, DE.

Lennon, S. J. (2010, June). *Effectively using technology class instruction at the Student Multimedia Design Center: Lessons learned from Multimedia Fashion Presentations*. Short paper presented to 2010 Summer Faculty Institute, University of Delaware, Newark, DE.

Lennon, S. J., Johnson, K. K. P., Kim, M., & Lee, J. (2010, June). *A model of consumer misbehavior on Black Friday: A perfect storm*. Paper presented at American Collegiate Retailing Association Spring meeting, Orlando, FL.

Lennon, S. J., Kim, M., Lee, J., & Johnson, K. K. P. (October, 2010). *Antecedents of consumer emotions on Black Friday*. Paper presented at International Textiles and Apparel Association meeting, Montreal, Canada.

Lennon, S. J., Lee, J., & Johnson, K. K. P. (2010, October). *Darkside consumption: Consumer misbehavior on Black Friday*. Paper presented at Fashion in Fiction: The Dark Side Conference, Philadelphia, PA.

\*Lennon, S. J., Lee, J., Kim, M., & Johnson, K. K. P. (2010, October). *Consumer misbehavior on Black Friday: Individual and situational antecedents*. Paper presented at International Textiles and Apparel Association meeting, Montreal, Canada. **\*This paper won the Outstanding Research Paper Award focused on Social Responsibility/Sustainability from the Educators for Socially Responsible Apparel Business.**

Ha, Y., & Lennon, S. J. (October, 2009). *Effects of website atmospheric stimuli on pleasure and perceived risk: Role of atmospheric responsiveness*. Paper presented at International Textiles and Apparel Association meeting, Bellevue, WA.

Kwon, W-S., Chang, J. Y., & Lennon, S. J. (2009, October). *Online visual merchandising: Are luxury brands' websites luxurious?* Paper presented at International Textiles and Apparel Association meeting, Bellevue, WA.

Chattaraman, V., Rudd, N. A., & Lennon, S. J. (2008, November). *Cultural priming and shifts in product preferences of Hispanic consumers: Cultural relevance of product attributes as a moderator.* Paper presented at International Textiles and Apparel Association meeting, Schaumburg, IL.

Im, H., Lennon, S. J., & Stoel, L. (2008, November). *Effects of perceptual fluency on online shoppers' aesthetic evaluations and behavioral intent.* Paper presented at International Textiles and Apparel Association meeting, Schaumburg, IL.

Kim, J. H., Kim, M. J., & Lennon, S. J. (2008, November). *Consumer responses to online service quality: An E-A-S-QUAL approach.* Paper presented at International Textiles and Apparel Association meeting, Schaumburg, IL.

Lennon, S. J., Lee, J., & Johnson, K. K. P. (2008, November). *Black Friday shopping: Self-regulation and sales promotion.* Paper presented at International Textiles and Apparel Association meeting, Schaumburg, IL.

Chattaraman, V., Lennon, S. J., & Rudd, N. A. (2007, November). *Enduring and momentary mechanisms of social identity salience: Combinatorial effects on identity-based apparel brand choices of Hispanic consumers.* Paper presented at International Textiles and Apparel Association meeting, Los Angeles, CA.

Ha, Y., & Lennon, S. J. (2007, November). *The influence of online atmospheric cues: pleasure, perceived risk, and patronage intention.* Paper presented at International Textiles and Apparel Association meeting, Los Angeles, CA.

Kim, J. H., & Lennon, S. J. (2007, November). *Effects of music and amount of information on consumer shopping behavior under low involvement.* Paper presented at International Textiles and Apparel Association meeting, Los Angeles, CA.

Kim, J-Y., & Lennon, S. J. (2007, November). *Does familiarity lead to purchase?: Effects of website familiarity and website quality on perceived risk and purchase intention.* Paper presented at International Textiles and Apparel Association meeting, Los Angeles, CA.

Kim, M., Kim, J. H., & Lennon, S. J. (2007, November). *Online store atmospherics: How product presentation and music affect consumer responses.* Paper presented at International Textiles and Apparel Association meeting, Los Angeles, CA.

Kim, M., Lennon, S. J., & Rudd, N. A. (2007, November). *Ripped from the headlines: Demonstrating that textiles and apparel subject matter is relevant in the workplace and the retail environment.* Paper presented at International Textiles and Apparel Association meeting, Los Angeles, CA.

Kwon, W., & Lennon, S. J. (2007, November). *A model of multi-channel retail brands cross-channel effects.* Paper presented at International Textiles and Apparel Association meeting, Los Angeles, CA.

Lennon, S. J., & Johnson, K. K. P. (2007, November). *Black Friday: Shopping on the dark side.* Paper presented at International Textiles and Apparel Association meeting, Los Angeles, CA.

Lennon, S. J., & Rudd, N. A. (2007, November). *Active learning through Appearance in the News presentations*. Paper presented at International Textiles and Apparel Association meeting, Los Angeles, CA.

Park, M., & Lennon, S. J. (2007, November). *The impact of haptic information on consumer responses in catalog and online shopping*. Paper presented at International Textiles and Apparel Association meeting, Los Angeles, CA. **Winner of the Graduate Student Best Paper competition for the 2007 International Textile and Apparel Association Annual Meeting.**

Rucker, M. H., Lennon, S. J., & Cassill, N. (2007, November). *Development and implementation of a cross-university internship program; A learning experience for us all*. Paper presented at International Textiles and Apparel Association meeting, Los Angeles, CA.

Kim, M., Kim J-H., & Lennon, S. J. (2007, April). *E-service attributes available on men's and women's apparel websites*. Paper presented at American Collegiate Retailing Association meeting, Chicago, IL.

Lennon, S. J., & Park, M. (2007, April). *Extreme consumption: Television shoppers and compulsive buying*. Paper presented at International Foundation of Fashion Institutes meeting, Toronto, CA.

Ha, Y., & Lennon, S. J. (2006, November). *Online visual merchandising cues and emotions: Effects of situational involvement*. Paper presented at International Textiles and Apparel Association meeting, San Antonio, TX.

Im, H., & Lennon, S. J. (2006, November). *Social self and body image*. Paper presented at International Textiles and Apparel Association meeting, San Antonio, TX.

<sup>2</sup>Kim, H-J, & Lennon, S. J. (2006, November). *E-atmosphere, pleasure, and approach response of apparel*. Paper presented at International Textiles and Apparel Association meeting, San Antonio, TX.

Kim, J-H, & Lennon, S. J. (2006, November). *The effect of amount of information on consumer shopping behaviors in an online apparel retailing setting*. Paper presented at International Textiles and Apparel Association meeting, San Antonio, TX.

<sup>3</sup>Kim, J. Y., & Lennon, S. J. (2006, November). *Reputation and website quality as determinant of perceived risk, mood and purchase intention in online retailing context*. Paper presented at American Collegiate Retailing Association meeting, Orlando, FL.

Kim, M-J., & Lennon, S. J. (2006, November). *The effects of product presentation on information processing and purchase intent in internet shopping*. Paper presented at International Textiles and Apparel Association meeting, San Antonio, TX.

Kwon, W-S., & Lennon, S. J. (2006, November). *Development of an online brand image measurement for multi-channel apparel retailers*. Paper presented at International Textiles and Apparel Association meeting, San Antonio, TX.

Lennon, S. J., & Kim, H-J. (2006, November). *E-atmosphere, pleasure, and approach response of apparel*. Paper presented at International Textiles and Apparel Association meeting, San Antonio, TX.

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<sup>2</sup> This paper received Honorable Mention for Master's students.

<sup>3</sup> This paper received Honorable Mention for the Best Paper Award.

Park, M., & Lennon, S. J. (2006, November). *The effect of site atmospherics on online shoppers' responses: Brand, promotion and background*. Paper presented at International Textiles and Apparel Association meeting, San Antonio, TX.

Yoo, J., & Lennon, S. J. (2006, November). *The effect of product presentation of apparel on the Internet and consumers' responses*. Paper presented at International Textiles and Apparel Association meeting, San Antonio, TX.

Ha, S., & Lennon, S. J. (2006, April). Fashion counterfeits: Extent of the problem, attitudes, and strategies for changes. Paper presented at Ohio Association of Consumer and Family Sciences meeting, Dublin, OH.

Ha, Y., & Lennon, S. J. (2006, April). *The effect of online atmospheric cues on consumer emotions: Moderating role of product involvement*. Paper presented at American Collegiate Retailing Association meeting, Bentonville, AR.

Keene, J., & Lennon, S. J. (2006, April). *Determining the fashionability of portable technology: Application of the diffusion theory*. Paper presented at American Collegiate Retailing Association meeting, Bentonville, AR.

Kim, J-H., Kim, M-J., & Lennon, S. J. (2006, April). *The effect of visual product presentation and music on mood, attitude towards the site, and purchase intent in online apparel shopping*. Paper presented at American Collegiate Retailing Association meeting, Bentonville, AR.

Kwon, W-S., & Lennon, S. J. (2006, April). *What induces online customer loyalty toward a multi-channel retailer?: Online versus offline brand images*. Paper presented at American Collegiate Retailing Association meeting, Bentonville, AR.

Park, M-J., & Lennon, S. J. (2006, April). *Developing a conceptual model to explain the effect of site atmospherics on online shoppers' responses*. Paper presented at American Collegiate Retailing Association meeting, Bentonville, AR.

Ha, S-J., & Lennon, S. J. (2005, November). *E-shopping attributes driving consumer attitude and patronage intention to shop online*. Paper presented at International Textiles and Apparel Association meeting, Alexandria, VA.

Ha, Y., & Lennon, S. J. (2005, November). *The effect of satisfaction with local shopping conditions on internet apparel shopping behavior among rural consumers*. Paper presented at International Textiles and Apparel Association meeting, Alexandria, VA.

Kim, J-H., Kim, M-J., & Lennon, S. J. (2005, November). *Information components of apparel retail websites: Task relevance approach*. Paper presented at International Textiles and Apparel Association meeting, Alexandria, VA.

Kim, M-J., & Lennon, S. J. (2005, November). *Effectiveness of managerial responses to stockouts on consumer response*. Paper presented at International Textiles and Apparel Association meeting, Alexandria, VA.

Kwon, W-S., & Lennon, S. J. (2005, November). *Development of an apparel specialty retail brand image measurement*. Paper presented at International Textiles and Apparel Association meeting, Alexandria, VA.

Lennon, S. J., Ha, Y., Johnson, K. K. P., Damhorst, M. L., Jasper, C., & Lyons, N. (2005, November). *Online shopping for apparel, food, and home furnishings products as a form of outshopping*. Paper presented at International Textiles and Apparel Association meeting, Alexandria, VA.

Park, J-H., & Lennon, S. J. (2005, November). *Antecedents and consequences of parasocial interaction in television apparel shopping*. Paper presented at International Textiles and Apparel Association meeting, Alexandria, VA.

Park, M-J., Lennon, S. J., & Stoel, L. (2005, November). *The roles of product and customer service information in determining website quality, satisfaction, and patronage intentions*. Paper presented at International Textiles and Apparel Association meeting, Alexandria, VA.

Ha, Y., & Lennon, S. J. (2005, August). *The effect of apparel website atmospherics on consumer emotions and purchase intention*. Paper presented at the Seoul International Clothing and Textiles Conference, Seoul, Korea.

Kim, H-J., & Lennon, S. J. (2005, August). *The effect of website attractiveness on store image and shopping intentions*. Paper presented at the Seoul International Clothing and Textiles Conference, Seoul, Korea.

Kim, M-J., Kim, J-H., & Lennon, S. J. (2005, August). *Service elements of apparel retail websites: A SERVQUAL approach*. Paper presented at the Seoul International Clothing and Textiles Conference, Seoul, Korea.

Park, M-J., Stoel, L., & Lennon, S. J. (2005, August). *Key dimensions of electronic service quality: Applying qualitative research*. Paper presented at the Seoul International Clothing and Textiles Conference, Seoul, Korea.

Ha, Y., & Lennon, S. J. (2005, April). *Rural consumers' Internet apparel shopping: Innovativeness and beliefs*. Paper presented at American Collegiate Retailing Association meeting, Philadelphia, PA.

Kim, M-J., Kim, J-H., & Lennon, S. J. (2005, April). *Online service attributes available on apparel retail websites: A SERVQUAL Approach*. Paper presented at American Collegiate Retailing Association meeting, Philadelphia, PA.

Kwon, W-S., & Lennon, S. J. (2005, April). *A model of reciprocal effects of apparel multi-channel retailers' online and offline brand images*. Paper presented at American Collegiate Retailing Association meeting, Philadelphia, PA.

Park, M-J., Stoel, L., & Lennon, S. J. (2005, April). *Developing a conceptual model to explain the effect of information quality on website quality perceptions and customer satisfaction*. Paper presented at American Collegiate Retailing Association meeting, Philadelphia, PA.

Chattaraman, V., & Lennon, S. J. (2004, November). *Ethnic identity, use of ethnic or ethnic-inspired dress, and self-perceptions of individuals belonging to minority ethnic groups in the U.S.* Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Ha, S., & Lennon, S. J. (2004, November). *Apparel impulse buying, self-monitoring, and perceived peers' clothing involvement*. Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Ha, Y., Kwon, W-S., & Lennon, S. J. (2004, November). *Online visual merchandising: A cross-national approach*. Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Johnson, K. K. P., Yoo, J-J., Rhee, J., & Lennon, S. J. (2004, November). *Multichannel shoppers: Retail channel usage among rural consumers*. Paper presented at the International Textiles and

Apparel Association annual meeting, Portland, OR.

Kim, H., & Lennon, S. J. (2004, November). *The effect of website attractiveness on store image and shopping behaviors*. Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Kim, J-H., & Lennon, S. J. (2004, November). *Effects of mass media on self-esteem, body image, and eating disorder tendencies*. Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Kim, M., & Lennon, S. J. (2004, November). *Consumer response to product unavailability in online shopping*. Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Kwon, W-S., & Lennon, S. J. (2004, November). *The moderating effect of body-image on appearance social comparison*. Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Lennon, S. J., Johnson, K. K. P., Jolly, L. D., Damhorst, M. L., Jasper, C., & Kim, M. (2004, November). *Online apparel shopping among rural consumers: Changes in apparel online shopping adoption*. Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Park, H., & Lennon, S. J. (2004, November). *Beyond physical attractiveness: Attraction by similar personal characteristics*. Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Park, M., & Lennon, S. J. (2004, November). *Self-consciousness, materialism, compulsive buying, and conspicuous consumption of clothing*. Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Stoel, L., Park, J-H., & Lennon, S. J. (2004, November). *Cognitive vs. affective responses: The effects of 3-D presentation online*. Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Yoo, J-J., Johnson, K. K. P., Kim, M., & Lennon, S. J. (2004, November). *Dress and human behavior: What do we know and how do we know it?* Paper presented at the International Textiles and Apparel Association annual meeting, Portland, OR.

Bell, D., & Lennon, S. J. (2004, November). *An assessment of ethnicity and the internalization of beauty standards*. Paper presented at the International Textiles and Apparel Association annual meeting, Savannah, GA.

Johnson, K. K. P., Lennon, S. J., Damhorst, M. L., & Jasper, C. (2004, November). *Predictors of Internet shopping among rural consumers*. Paper presented at the International Textiles and Apparel Association annual meeting, Savannah, GA.

Kim, M., & Lennon, S. J. (2004, November). *The effects of visual and verbal information on attitudes and purchase intent in online shopping (Part II)*. Paper presented at the International Textiles and Apparel Association annual meeting, Savannah, GA.

Lennon, S. J., & Sanik, M. M. (2004, November). *Compulsive buying, parasocial interaction and television shoppers*. Paper presented at the International Textiles and Apparel Association annual meeting, Savannah, GA.

Park, J. H., Lennon, S. J., & Stoel, L. (2004, November). *Internet apparel shopping: The effect of*

*product presentation on mood, perceived risk and purchase intention.* Paper presented at the International Textiles and Apparel Association annual meeting, Savannah, GA.

Kim, M., & Lennon, S. J. (2003, August). *The effects of visual and verbal information on attitudes and purchase intent in online shopping (Part I).* Paper presented at the 10th International Conference on Retailing and Services Science (EIRASS), Portland, OR.

Kwon, H. I., Park, J. H., & Lennon, S. J. (2002, August). *University identification, attitudes toward university-licensed apparel, and purchase intent for university-licensed apparel.* Paper presented at the International Textiles and Apparel Association annual meeting, New York, NY.

Lennon, S. J., Johnson, K. K. P., Damhorst, M. L., Jasper, C., & Lakner, H. M. (2002, August). *A test of Roger's theory: Rural consumers' use of the internet to purchase apparel, food, and home furnishing products.* Paper presented at the International Textiles and Apparel Association annual meeting, New York, NY.

Park, J. H., & Lennon, S. J. (2002, August). *Categorization of designer, designer extension, and retail store brands.* Paper presented at the International Textiles and Apparel Association annual meeting, New York, NY.

Lee, S. H., Workman, J. E., & Lennon, S. J. (2001, November). *What attributes do foreign tourists look for when purchasing souvenir apparel? A case study in the Korean tourists market.* Paper presented at the International Textiles and Apparel Association annual meeting, Kansas City, KS.

Dickson, M. A., Lennon, S. J., Montalto, C. P., & Shen, D. (2000, November). *Competitiveness of U.S. apparel products in China.* Paper presented at the International Textiles and Apparel Association annual meeting, Cincinnati, OH.

Jung, J., & Lennon, S. J. (2000, November). *The effect of appearance schemas and exposure to attractive media images on mood and body image.* Paper presented at the International Textiles and Apparel Association annual meeting, Cincinnati, OH.

Lee, S. H., Lim, S., Song, C. A., Yang, Y., & Lennon, S. J. (2000, November). *Global market assessment for women's apparel: A cross-national comparison of American and Korean consumers.* Paper presented at the International Textiles and Apparel Association annual meeting, Cincinnati, OH.

Lee, S. H., Rudd, N. A., & Lennon, S. J. (2000, November). *Body image and television shopping channel exposure among television shoppers.* Paper presented at the International Textiles and Apparel Association annual meeting, Cincinnati, OH.

Song, C. A., Lim, S., Lee, S. H., Yang, Y., Lennon, S. J., & Parker, S. M. (2000, November). *A comparative analysis between the Kawabata instrumental evaluation and the subjective evaluation of Korean and American consumers-On the suitability of selected 1999 spring/summer fabrics for women's formal wear material.* Paper presented at the International Textiles and Apparel Association annual meeting, Cincinnati, OH.

Stanforth, N. F., Lennon, S. J., & Moore, S. (2000, October). *Perceived risk and purchase intent associated with television shopping.* Paper presented at the Direct Marketing Educators' Conference, New Orleans, LA.

Shen, D., Dickson, M. A., Lennon, S., Montalto, C., & Zhang, L. (2000, February). *Test and extension of the Fishbein Behavioral Intention Model in China.* Paper presented at the Society of Consumer Psychology, San Antonio, TX.

Jung, J., & Lennon, S. J. (1999, November). *Body image as a function of social comparison and*

*self-schema*. Paper presented at the International Textiles and Apparel Association annual meeting, Santa Fe, NM.

Kim, M., & Lennon, S. J. (1999, November). *The effects of perceived amount of information on perceived risks and purchase intentions in television shopping*. Paper presented at the International Textiles and Apparel Association annual meeting, Santa Fe, NM.

Lee, S. H., Lennon, S. J., & Rudd, N. A. (1999, November). *Compulsive consumption tendencies among television shoppers*. Paper presented at the International Textiles and Apparel Association annual meeting, Santa Fe, NM.

Shen, D., Dickson, M. A., Lennon, S., Montalto, C., & Zhang, L. (1999, November). *Chinese consumers' attitudes toward US-made clothing*. Paper presented at the International Textiles and Apparel Association annual meeting, Santa Fe, NM.

Borgers, S., Pharr-Lowther, K., & Lennon, S. J. (1998, November). *Business dress code policies and employee perceptions*. Paper presented at the International Textiles and Apparel Association annual meeting, Dallas, TX.

Kim, M. J., & Lennon, S. J. (1998, November). *The effects of customers' dress on salesperson's service*. Paper presented at the International Textiles and Apparel Association annual meeting, Dallas, TX.

Lennon, S. J., & Zhang, L. (1998, November). *Ethnicity of fashion models: An empirical study using implicit personality theory*. Paper presented at the International Textiles and Apparel Association annual meeting, Dallas, TX.

Ho, J., & Lennon, S. J. (1997, November). *Body image, social comparison and advertising influence*. Paper presented at the International Textiles and Apparel Association annual meeting, Knoxville, TN.

Breseman, B. C., & Lennon, S. J. (1997, November). *Cultural diversity: A mini survey project*. Paper presented at the International Textiles and Apparel Association annual meeting, Knoxville, TN.

Lee, M. Y., & Lennon, S. J. (1997, November). *Relationships of body image, self-esteem, and social comparison among Asian College students*. Paper presented at the International Textiles and Apparel Association annual meeting, Knoxville, TN.

Breseman, B. C., & Lennon, S. J. (1997, November). *Fashion designer update project*. Paper presented at the International Textiles and Apparel Association annual meeting, Knoxville, TN.

Stanforth, N. F., Lennon, S. J., & Moore, S. (1997, November). *Television apparel shoppers: Large-sized opinion leaders*. Paper presented at the International Textiles and Apparel Association annual meeting, Knoxville, TN.

Lee, S. H., Stanforth, N. F., & Lennon, S. J. (1997, October). *Koreans' perceptions of customer service in U.S. stores*. Paper presented at the Korean Society of Clothing and Textiles, Seoul, South Korea.

Breseman, B. C., & Lennon, S. J. (1996, August). *Marketing to diverse cultural groups*. Paper presented at the International Textiles and Apparel Association annual meeting, Banff, Alberta.

McBride, H. W., & Lennon, S. J. (1996, August). *Gender bias in school uniforms: A multi-method approach*. Paper presented at the International Textiles and Apparel Association annual meeting, Banff, Alberta.

Lennon, S. J., Burns, L. D., Choi, M. J., & Lee, S. H. (1996, August). *Market assessment for cotton socks*. Paper presented at the International Textiles and Apparel Association annual meeting, Banff, Alberta.

Wolfe, J. H. & Lennon, S. J. (1996, August). *Appearance and gender stereotyping in popular children's films*. Paper presented at the International Textiles and Apparel Association annual meeting, Banff, Alberta.

Stanforth, N. F., & Lennon, S. J. (1996, June). *Clothing consumption via television: The woman's perspective*. Paper presented at the Third Conference on Gender, Marketing, and Consumer Behavior, Salt Lake City, UT.

Lennon, S. J., & Rudd, N. A. (1996, March). *Body image, eating disorders, substance abuse, and other appearance disorders: Stakeholders and policy*. Paper presented to the Ohio Association of Family and Consumer Sciences annual meeting, Columbus, OH.

Rudd, N. A., & Lennon, S. J. (1996, March). *Body image, eating disorders, substance abuse, and appearance disorders: Research*. Paper presented to the Ohio Association of Family and Consumer Sciences annual meeting, Columbus, OH.

Lennon, S. J., Rudd, N. A., & Hinz, L. (1996, February). *Body image, disordered eating, and self-esteem: Research, practice, and policy implications*. Paper presented at the Indiana Counseling Association 26th Annual Conference, Indianapolis, IN.

Lennon, S. J., & Facer, D. (1995, November). *Body image and large size American women*. Paper presented at the Midwest Popular/American Culture Association meeting, Indianapolis, IN.

Burns, L. D., Lennon, S. J., & Choi, M. (1995, October). *Effect of environmentally sound manufacturing processes and labeling on consumers' evaluations of natural fiber products*. Paper presented at the International Textiles and Apparel Association conference, Pasadena, CA.

Stanforth, N. F., & Lennon, S. J. (1995, October). *Store policies, customer expectations and customer service*. Paper presented at the International Textiles and Apparel Association conference, Pasadena, CA.

Lee, S. H., Stanforth, N. F., & Lennon, S. J. (1995, October). *Korean students' perceptions of customer service in U.S. stores*. Paper presented at the International Textiles and Apparel Association conference, Pasadena, CA.

Lennon, S. J., & Rudd, N. A. (1995, October). *Body image, attitudes toward gender roles, and self-esteem in middle-aged men and women*. Paper presented at the American Association of Family and Consumer Sciences Annual Meeting, New Orleans, LA.

Lillethun, A., Buckland, S. S., & Lennon, S. J. (1995, October). *Attitudes toward social comparison as a function of self-esteem*. Paper presented at the International Textiles and Apparel Association meeting, Minneapolis, MN.

Rudd, N. A., Chia, P., & Lennon, S. J. (1995, October). *Cross-cultural body image and appearance behaviors: Singapore and Korea*. Paper presented at the International Textiles and Apparel Association meeting, Minneapolis, MN.

Stanforth, N. F., & Lennon, S. J. (1995, October). *Customer expectations and fundamental attribution error: Satisfaction, patronage and retail store service*. Paper presented at the International Textiles and Apparel Association meeting, Minneapolis, MN.

- Buckland, S. S., Niehm, L., & Lennon, S. J. (1994, October). *Enhanced graduate marketing research through real-world experience*. Paper presented at the International Textiles and Apparel Association meeting, Minneapolis, MN.
- Niehm, L. S., Buckland, S. S., & Lennon, S. J. (1994, April). Students and market research: A multidimensional case study. Poster presented at the Ohio Home Economics Association Annual Meeting, Columbus, OH.
- Lennon, S. J., Johnson, K. K. P., & Workman, J. E. (1994, April). *Dress and person perception: A second look at Livesley and Bromley*. Paper presented at the Popular Culture Association national meeting, Chicago, IL.
- Lennon, S. J. (1994, March). *Roles and appearances on television: Identity construction and communication*. Paper presented at the Midwest Sociological Association meeting, St. Louis, MO.
- Johnson, K. K. P., & Lennon, S. J. (1993, November). *The role of dress in social perception*. Paper presented at the International Textiles and Apparel Association meeting, White Sulphur Springs, WV.
- Lennon, S. J., Dallas, M. J., & Smitley, R. (1993, November). *Categorization of fabrics: Tactile and visual perceptions*. Paper presented at the International Textiles and Apparel Association meeting, White Sulphur Springs, WV.
- Rudd, N. A., & Lennon, S. J. (1993, November). *Body image and appearance altering behaviors in college women*. Paper presented at the International Textiles and Apparel Association meeting, White Sulphur Springs, WV.
- Lennon, S. J., Lennon, T. L., & Johnson, K. K. P. (1993, October). *The use of clothing as evidence in sexual assault and sexual harassment cases*. Paper presented at the Midwest Popular/American Culture Association meeting, Ann Arbor, MI.
- Lennon, S. J. *Gender and appearance in Star Trek: The Next Generation*. (1993, June). Paper presented at the Second Annual Conference on Gender and Consumer Behavior, Salt Lake City, UT.
- Burns, L. D., & Lennon, S. J. (1992, October). *Research in clothing and human behavior: Designs and sampling techniques*. Paper presented at the International Textiles and Apparel Association meeting, Columbus, OH.
- Lennon, S. J., & Rudd, N. A. (1992, October). *Gender ideology, body satisfaction, and self-esteem* (poster). Presented at the International Textiles and Apparel Association meeting, Columbus, OH.
- Rudd, N. A., & Lennon, S. J. (1992, October). *Gender ideology as a key to appearance behaviors*. Paper presented at the International Textiles and Apparel Association meeting, Columbus, OH.
- Lennon, S. J. (1992, October). *Stores as perpetuators of stereotypes*. Paper presented at the Midwest Popular/American Culture Association meeting, Indianapolis, IN.
- Lennon, S. J. (1992, March). *Appearance themes in L. A. Law*. Paper presented at the Popular/American Culture Association meeting, Lexington, KY.
- Fairhurst, A. E., Lennon, S. J., & Lee, H. U. (1991, October). *Investigation of small apparel retail store buyers' choice of apparel market centers*. Paper presented at the International Textiles and Apparel Association meeting, San Francisco, CA.

Lennon, S. J., & Fairhurst, A. E. (1991, October). *Categorization of the quality concept*. Paper presented at the International Textiles and Apparel Association meeting, San Francisco, CA.

Fairhurst, A. E., & Lennon, S. J. (1991, October). *Clothing involvement and self-monitoring*. Paper presented at the American Collegiate Retailing Association national meeting.

Lennon, S. J., & Peatross, F. (1991, October). *Similarities of clothing and furnishings in television*. Paper presented at the Midwest Popular Culture Association meeting, Cleveland, OH.

Rudd, N. A., & Lennon, S. J. (1991, October). *Women's gender ideology and appearance behaviors*. Paper presented at the Midwest Popular Culture Association meeting, Cleveland, OH.

Fairhurst, A. E., & Lennon, S. J., & Lee, H. U. (1991, June). *Market show services: Perceptions of small apparel retail buyers and vendors*. Paper presented at the World Conference of the International Council for Small Business, Vienna, Austria.

Fairhurst, A. E., & Lennon, S. J. (1991, January). *The importance of market show services to the apparel retail buyer*. Paper presented at the American Collegiate Retailing Association national meeting.

Lennon, S. J., Fairhurst, A. E., & Peatross, F. (1990, November). *Apparel and furniture attribute importance and self-monitoring*. Paper presented at Association of College Professors of Textiles and Clothing National Conference, Denver, CO.

Davis, L. L., & Lennon, S. J. (1990, November). *Effect of clothing attractiveness on valence of first impressions*. Paper presented at Association of College Professors of Textiles and Clothing National Conference, Denver, CO.

Lennon, S. J. (1990, May). *Gender and appearance in American sitcoms, 1950-1989*. Paper presented at National Costume Society of America 16th Annual Meeting and Symposium, Washington, DC.

Lennon, S. J. (1989, November). *Gender stereotypes conveyed through appearance in popular culture*. Panel presentation to the North Central Women's Studies Association Conference, Bloomington, IN.

Lennon, S. J. (1989, October). *Age, body type, and physical attractiveness: Further evidence*. Paper presented at National Association of College Professors of Textiles and Clothing Conference, Atlanta, GA.

Lennon, S. J. (1989, October). *Are perceptions of large-size women changing?* Paper presented at National Association of College Professors of Textiles and Clothing Conference, Atlanta, GA.

Davis, L. L., & Lennon, S. J. (1989, October). *The effect of clothing on category usage in first impressions*. Paper presented at National Association of College Professors of Textiles and Clothing Conference.

Davis, L. L., & Lennon, S. J. (1989, October). *Social perception: Methods for measuring our perceptions of others*. Paper presented at National Association of College Professors of Textiles and Clothing Sociological and Psychological Aspects of Dress Post Conference Workshop, Atlanta, GA.

Lennon, S. J., & Davis, L. L. (1989, October). *Analysis of clothing and personal appearance symbols in characterization*. Paper presented at National Association of College Professors of Textiles and Clothing Sociological and Psychological Aspects of Dress Post Conference Workshop, Atlanta, GA.

- Lennon, S. J., & Clayton, R. V. (1989, July). Age, body type, and clothing fashion. Paper presented at Colloquium on the Body and Clothing as Communication, International Summer Institute for Semiotic and Structural Studies, Indianapolis, IN.
- Lennon, S. J. (1989, June). *Effects of situation on rankings of garment appropriateness* (poster). Paper presented at American Home Economics Association Annual Meeting, Cincinnati, OH.
- Lennon, S. J. (1989, April). *Attitudes toward sex and clothing restrictiveness in sitcoms*. Paper presented at National Popular/American Culture Association Meeting, St. Louis, MO.
- Lennon, S. J., & Davis, L. L. (1988, October). *Categorization and first impressions*. Paper presented at Association of College Professors of Textiles and Clothing Central Region Conference, Kansas City, KA.
- Lennon, S. J. (1988, October). *Perceived competence as a function of clothing attractiveness*. Paper presented at Association of College Professors of Textiles and Clothing Central Region Conference, Kansas City, KA.
- Lennon, S. J. (1988, November). *Masculinity of appearance in sitcoms and changing sex roles*. Paper presented at Midwest Popular/American Culture Association Meeting, Bowling Green, OH.
- Davis, L. L., & Lennon, S. J. (1987, October). *Social cognition: Theoretical and methodological issues*. Paper presented at the Theoretical and Methodological Workshop, Association of College Professors of Textiles and Clothing Central Region Conference, Detroit, MI.
- Lennon, S. J., Larkin, J., Clayton, R. V. (1987, October). *Clothing judgments as inferred from a person's physical attributes* (poster). Paper presented at Association of College Professors of Textiles and Clothing Central Region Conference, Detroit, MI.
- Lennon, S. J. (1987, June). (1987, June). *Attractiveness, age, and weight distribution* (poster). Paper presented at the American Home Economics Association Annual Meeting, Indianapolis, IN.
- Lennon, S. J. (1986, October). *Appropriate clothing across various situations* (poster). Paper presented at national Association of College Professors of Textiles and Clothing Conference, Houston, TX.
- Lennon, S. J., Davis, L. L., & Fairhurst, A. E. (1986, October). *Fashion opinion leadership, self-monitoring, and apparel advertising*. Paper presented at national Association of College Professors of Textiles and Clothing Conference, Houston, TX.
- Lennon, S. J. (1986, June). *Women's perceptions of professional attire* (poster). Paper presented at American Home Economics Association Annual Meeting.
- Lennon, S. J., & Davis, L. L. (1985, June). *Individual differences in cognitive complexity and fashion orientation* (poster). Presented at American Home Economics Association Annual Meeting.
- Lennon, S. J. (1984, June). *Additivity of clothing cues in first impression situations* (poster). Paper presented at American Home Economics Association Annual Meeting.
- Baugh, D., Chatterton, J., Larkin, J., & Lennon, S. J. (1984, October). *Outshopping in a rural Western community*. Paper presented at Association of College Professors of Textiles and Clothing Western Region Conference, Salt Lake City, UT.
- Lennon, S. J. (1984, October). *Fashion knowledge awareness: Development of an instrument*

(poster). Paper presented at Association of College Professors of Textiles and Clothing Western Region Conference, Salt Lake City, UT.

Clayton, R. V., & Lennon, S. J. (1984, October). *Perceived fashionability of a garment as inferred from the age and body type of the wearer*. Paper presented at Association of College Professors of Textiles and Clothing Western Region Conference, Salt Lake City, UT.

Davis, L. L., & Lennon, S. J. (1984, June). *Self-monitoring, fashion opinion leadership and attitudes toward clothing*. Paper presented at the Psychology of Fashion Conference, New York, NY.

Lennon, S. J., & Miller, F. G. (1983, July). *Physical appearance and impression formation: More is less*. Paper presented at Association of College Professors of Textiles and Clothing National Conference, Honolulu, HI.

Lennon, S. J., & Miller, F. G. (1983, June). *The salience of physical appearance* (poster). Presented American Home Economics Association Annual Meeting, Milwaukee, WI.

## RESEARCH CITED IN THE MEDIA

Armstrong, M. (2010, November 26). UD researcher says Black Friday can make you mean. Retrieved December 4, 2010 from: <http://wdel.com/story.php?id=170132676669>

Beware of 'Black Friday' frenzy. (2010, November 26). *Hispanically Speaking News*. Retrieved January 20, 2011 from: <http://www.hispanicallyspeakingnews.com/notitas-de-noticias/details/beware-of-black-friday-frenzy/3182/>

Boyle, A. (2010, November 11). Prof investigates Black Friday's dark side. *UDaily*. Retrieved November 24, 2010 from: <http://www.udel.edu/udaily/2011/nov/black-friday-darkside111110.html>

Dawson, A. (2010, November 25). After the turkey, it is time to shop. *Delaware State News*, pp. 1, 4-5.

Huffman, S. (2010, November 12). Effort, unrealistic expectations why Black Friday shoppers get crazy. Retrieved November 28, 2010 from: <http://www.consumeraffairs.com/news04/2010/11/effort-unrealistic-expectations-why-black-friday-shoppers-get-crazy.html>

Hunsinger, D. (2010, November 25). Black Friday brings out bad behavior. Retrieved December 4, 2010 from: <http://www.indystar.com/article/20101125/BUSINESS/11250451/Black-Friday-brings-out-bad-behavior>

Moncure, A. (2010, November 23). Malls prepare for a torrent of shoppers. *The Review*, p. 18.

Ruth, E. (2010, November 19). Keep the Black Friday mayhem to a minimum. Retrieved November 24, 2010 from: <http://blogs.delawareonline.com/delawareinc/2010/11/19/keep-the-black-friday-mayhem-to-a-minimum/>

Stores urged to take steps to avoid 'Black Friday' frenzy. (2010, November 26). Retrieved December 4, 2010 from: <http://www.healthfinder.gov/news/newsstory.aspx?docID=645977>

Zewe, A. (2010, November 15). UD professor studies ways to make Black Friday a little brighter. *Community News*. Retrieved November 18, 2010 from: <http://www.communitypub.com/business/x684370838/UD-professor-studies-ways-to-make-Black-Friday-a-little-sunnier>

Why people misbehave on Black Friday. (2010, November 24). Retrieved January 20, 2011 from: <http://www.unknowncountry.com/news/why-people-misbehave-black-friday>

Keohane, J. (2009, November 25). The new Black Friday safety protocols, explained. Retrieved January 20, 2011 from: <http://www.aolnews.com/2009/11/25/those-new-black-friday-safety-protocols-explained/>

## **RESEARCH EDITING**

### *Editor*

Editor in Chief, *Clothing and Textiles Research Journal*, 2007-present.

Johnson, K. K. P., & Lennon, S. J. (Eds.) (1999). *Appearance and power*. New York, NY: Berg (197 pages).

Lennon, S. J. (Ed.), (1996). *Abstracts of Research: 1996 Annual Meeting*. Alexandria, VA: American Association of Family and Consumer Sciences. (53 pages).

Lennon, S. J. (Ed.), (1995). *Abstracts of Research: 1995 Annual Meeting*. Alexandria, VA: American Association of Family and Consumer Sciences. (114 pages).

Lennon, S. J., & Burns, L. D. (Eds.). (1993). *Social science aspects of dress: New directions*. Monument, CO: ITAA. (211 pages)

### *Associate editor*

Kaiser, S. B., & Damhorst, M. L. (Eds.) (1991). *Critical linkages in textiles and clothing subject matter: Theory, method, and practice*. Monument, CO: ITAA.

Associate Editor for *Home Economics Research Journal*, Textiles and Clothing, 1990-93.

Associate Editor (social, psychological, and educational) for *Clothing and Textiles Research Journal*, 1992-1993.

## **EDITORIAL BOARD MEMBERSHIP**

Member of the Editorial Board for *Fashion Marketing and Management*, 2003-present.

Member of the Panel of Reviewers for *Home Economics Research Journal*, 1987-90, 1992-present.

Member of Editorial Board for the *Clothing and Textiles Research Journal*, 1989-92.

## **RESEARCH REVIEWER**

Reviewed manuscripts for ACRA competition March 2008.

Occasional reviewer for *Business and Psychology*, *Family Perspectives*, *Journal of Applied Social Psychology*, and *Psychology and Marketing*.

Manuscript reviewer for Academy of Marketing Science/American Collegiate Retailing

Association Conference, November 1991.

Outside reviewer for *Clothing and Textiles Research Journal*, 1986-89.

Outside reviewer for *Home Economics Research Journal*, 1985-87.

## RESEARCH ABSTRACT REVIEWER

Research abstract reviewer, Association of College Professors of Textiles and Clothing Social-Psych Post Conference Workshop, 1989.

Research abstract reviewer for the Annual American Home Economics Association meeting, 1993, 1992, 1988, 1987, 1985, 1984.

Research abstract reviewer for the International Textiles and Apparel Association/Association of College Professors of Textiles and Clothing conference, 2008, 2007, 2004, 2003, 1993, 1984, 1983.

## EXPERIMENT STATION

Impact of technology on rural consumer access to food and fiber products. **NC-222**--North Central Regional Project Outline, U.S. Department of Agriculture Experiment Station, 10/98-9/03. Extend one year to 9/04.

Damhorst, M. L., & Lennon, S. J. Impact of technology on rural consumer access to retail sources. **NCT-171**--North Central Regional Project Proposal, U.S. Department of Agriculture Experiment Station, 10/97-9/98.

Physiological and perceptual relationships between textiles and human health. **W-175**--Western Region Project Outline, U.S. Department of Agriculture Experiment Station, 10/91-9/96; 10/96-9/97; 10/97-9/98.

## FUNDED GRANTS

Lennon, S. (2010). *Development and Implementation of Fashion and Apparel Studies' E-Portfolios for Student Learning*. University of Delaware Office of Teaching and Learning, \$16,036. (Contributors: Sharron Lennon, Kelly Cobb, M. Jo Kallal, Hye-Shin Kim, Jaehee Jung, and Dilia Lopez-Gydosh).

Kim, H. -S., Gregan-Paxton, J. Dickson, M. A., & Lennon, S. (2007-2009). Fashion International Business Education Response (FIBER) Project. Business and International Education Program, U.S Department of Education, Office of Post Secondary Education, Project Co-Director, \$165,000 (U.S. Department of Education), \$177,776 (Cost Sharing).

Kim, M., & Lennon, S. J. (2005). *Impact of Service Orientation Discrepancy on Employees' Job Attitudes and Performance*. Sak's Incorporated Research Grant, \$2,000.

Lennon, S. J., Rucker, M. H., & Cassill, N. (2001, September). *Textiles and apparel industry internships: Cross-university sharing*. USDA Higher Education Challenge Grant, \$245,728.

MacDonald, N. M., & Lennon, S. J. (1999, May). *A clothing symposium: In celebration of the United Nation's International Year of Older Persons 1999*. Massachusetts Avenue Building Assets Fund Grant, American Association of Family and Consumer Sciences, \$7500.

- Lennon, S. J., Dickson, M., Jakes, K., O'Neal, G. S., & Rudd, N. A. (1999, February). *Social responsibility in the textiles and apparel industry* (a proposal for a new honor's course). The Honors Program, OSU, \$12,000.
- Jakes, K. A., Lennon, S. J., & Dickson, M. (1998, February). *Experiential learning in the textiles and apparel industry*. Program Enhancement Grant, The Graduate School, OSU, \$29760.
- Dickson, M., Montalto, C., & Lennon, S. J. (1998, January). *Competitiveness of U.S. Natural Fiber Apparel Products in China*. OARDC Research Enhancement Competitive Grants Program, \$19861.
- Jakes, K., & Lennon, S. J. (1996, September). *Enhancement of textiles and apparel faculty preparation and teaching: Faculty internship and liaison model*. USDA Higher Education Challenge Grant, \$79,535.
- Lennon, S. J. (1996, July). *Social values and the framing of information about textile products: The problems and pluses of television shopping*. Hatch, \$1950.
- Lennon, S. J. (1995, July). *Capturing consumers' perceptions of the textile component of clothing: Development of a consumer-relevant instrument*. Hatch, \$1200.00.
- Facer, D., & Lennon, S. J. (1994, July). *Body image, self-esteem, and attitudes toward shopping: A comparison of plus-sized and average-sized women*. Limited, Inc. Grant Program, \$1000.00.
- N. A. Rudd, S. J. Lennon, & B. Sloan. (1994, April). *Influence of culture and the cultural ideal of beauty on self-perceptions and self-feelings: Some reflections and social issues*. College of Human Ecology, \$898.00.
- Lennon, S. J. (1994, April). *International market assessment for environmentally safe natural fiber products: A pilot study*. Hatch, \$1000.00.
- Stanforth, N. F., & Lennon, S. J. (1993, February). *The effects of customer expectations and management event schema on satisfaction with retail store service and patronage intent*. Skaggs Institute of Retail Management, \$3000.
- Lennon, S. J., & Fairhurst, A. (1991, April). *Categorizing apparel quality*. Russell Corporation, \$1000.
- Lennon, S. J. (1990, November). *The effects of surface and structural characteristics of textiles on human perceptual response*. Ohio State University Small Grant Program, \$1000.
- Fairhurst, A., Lee, H., & Lennon, S. J. (1990, January). *Assessment of apparel market centers for the economic development of small apparel retail firms*. Omicron Nu, \$1000.
- Fairhurst, A., Lee, H., & Lennon, S. J. (1989, November). *Assessment of apparel market centers for the economic development of small apparel retail firms in the Great Lakes region*. Ameritech Fellowship Program, \$4500.
- Lennon, S. J. (1989, May). *Women's changing roles and symbols used to characterize women in television*. Apparel Merchandising and Interior Design Department Grant, \$300.00.
- Lennon, S. J. (1988, May). *Clothing as a component of physical attractiveness*. Apparel Merchandising and Interior Design Department Grant, \$250.00.
- Clayton, R., & Lennon, S. J. (1983). *Perceived fashionability as inferred from the age and body*

*type of the wearer.* College of Family Life Research Grant, \$2500.00.

## **TEACHING**

### **COURSES TAUGHT**

*Graduate:* global fashion consumers, retail environments, social psychological aspects of dress, body image and health, research methods, research trends in fashion merchandising, fashion theory, quantitative methods in textiles and clothing, and graduate readings in apparel.

*Undergraduate:* international retailers and consumers, multi-media fashion presentations, social psychological aspects of clothing, consumer behavior toward fashion, behavioral aspects of dress, apparel industries, ready-to-wear analysis, apparel merchandising, social responsibility in the textiles and apparel industry, cultural aspects of dress, fashion analysis, basic clothing construction, introduction to fashion merchandising, fashion marketing, current topics in fashion merchandising, flat pattern, and apparel/gift market practicum.

### **GRADUATE ADVISEES**

Lijuan Pi (MS). (2011, February). *Analysis of consumers' visual perceptions of garment fit: An eye-tracking study.* University of Delaware.

Hyunjoo Im (PhD). (2007, August). *The effects of perceptual fluency on online shopping.* Co-advisor. Ohio State University.

Veena Chattaraman (PhD). (2006, December). *Multiple cultural identities in the domain of consumption: Influence on apparel product response and brand choices of bicultural consumers.* Co-advisor. Ohio State University.

Jung-Hwan Kim (PhD). (2006, Summer). *The effect of amount of information and music on consumer shopping behaviors in an online apparel retailing setting.*

Minjung Park (PhD). (2006, Summer). *The compensatory effect of pictorial and verbal information for haptic information on consumer responses in multi-shopping environments.* Ohio State University.

Jungmin Yoo (MS). (2006, Spring). *The effect of product presentation of apparel on the internet and consumers' responses.* Ohio State University.

Young Ha (PhD). (2006, Winter). *The influence of online visual merchandising in apparel websites: Moderating role of consumer involvement.* Ohio State University.

Wi-Suk Kwon (PhD). (2005, Summer). *A model of reciprocal effects of multi-channel retailers' offline and online brand images: Application to multi-channel specialty apparel retailing.* Ohio State University.

Hye-Jeong Kim (MS). (2005, Spring). *The effect of Internet shopping environment on sensory and affective pleasure and approach response of apparel.* Ohio State University.

Min-Jeong Kim (PhD). (2004, Spring). *The role of negative emotion on consumer response to online apparel product unavailability.* Ohio State University.

Brennan O'Neill (MS). (2004, Winter). *Fashion merchandising students and anti-sweatshop activists: A comparison of personal ethics, values, and knowledge and their implications for the*

*merchandising curriculum*. Ohio State University.

Young Ha (MS). (2002, Autumn). *Rural Ohio consumers' Internet apparel shopping: Innovativeness, perceptions, and demographic characteristics*. Ohio State University.

Ji-Hye Park (Ph.D.). (2002, Autumn). *The effect of product presentation on mood, perceived risk, and apparel purchase intention in Internet apparel shopping*. Co-advisor.

Catherine A. Leslie (Ph.D.). (2002, Spring). *Identity, consumption, and frequency of behavior among contemporary needleworkers*. Co-advisor. Ohio State University.

Kyung Nam Hahn (MS) (2001, Autumn). *Analysis of non store apparel shopping behavior*. Non-thesis option. Ohio State University.

Haesun Park (PhD) (2001, Autumn). *Socially responsible buying in the apparel industry*; Co-advisor. Ohio State University.

Ji-Hye Park (MS) (2000, June). *Television apparel shopping: Impulse buying, parasocial interaction, and television/television shopping program exposure*. Ohio State University.

Jaehee Jung (PhD.) (Winter, 1999). *Body image as a function of social comparison, self-schema, and self-discrepancy*. Ohio State University.

Minjeong Kim (MS) (1999, Winter). *Perceptions of risk and purchase intent for apparel as a function of amount of information available in television shopping*. Ohio State University.

Dong Shen (PhD) (1999, Summer). *Chinese consumers and US-made clothing: A cultural perspective*. Co-advisor. Ohio State University.

Charlotte Tuggle (MS) (1999, Summer). *The effects of self-esteem on early adolescent body image*, Co-advisor. Ohio State University.

Li Zhang (PhD) (1999, Summer). *The distribution channel for foreign brand apparel in China's market: From a power perspective*. Co-advisor. Ohio State University.

Seung-Hee Lee (PhD) (1998, Autumn). *Body image, self-esteem, and compulsive shopping behavior among television shoppers*. Co-advisor. Ohio State University.

Miran Lee (MS) (1997, Spring). *Relationship of body image, acculturative stress, and self-esteem among Korean female college students*. Co-advisor. Ohio State University.

Nancy Stanforth (Ph.D) (1993, Spring). *The effects of customer expectations and management event schema on satisfaction with retail store service and patronage intent*. Ohio State University.

Amy Harden (Ph.D) (1992, Autumn). *Examination of women's attitudes toward electronic on-line in-home shopping for apparel information search and purchase*. Co-advisor. Ohio State University.

Tammy Tjardes (MS) (1991, June). *Effects of school uniforms on adolescent self-esteem*, Indiana University. Ohio State University.

Jane Larkin (MS) (1984, Spring). *The effects of age, body type, and garment fashion detail on businessmen's perceptions of women's professional image*, Utah State University.

## **GRADUATE COMMITTEE SERVICE**

- Soo Yeon Kim (MS). (2010, December). *Reference groups and self-brand connections for apparel products*. University of Delaware.
- Sejin Ha (PhD). (2007, December). *Consumers' response to rewards of loyalty programs in online apparel shopping*. Ohio State University.
- Lesley Keil (MS). (2006, Summer). *Putting your best face forward: Relationships between cosmetics use, body image, self-esteem, and self-perceived attractiveness*. Ohio State University.
- Jeesun Park (MS). (2006, Summer). *Effects of background music and download delay on consumers' responses in online store shopping*. Ohio State University.
- Betsy Breseman (PhD). (2004, Spring). *Weight-related teasing: Relationship to body image, self-esteem, and relative body size of adult females*. Ohio State University.
- Andy Reilly (PhD). (2004, Spring). *Risk, body image, and internalized homonegativity among gay men: Body building, eating disturbance, tanning, and unsafe sex*. Ohio State University.
- Suzan Jankulovski (MS). (2003, Spring). *Advanced color difference equations: A small application* (Non-thesis option). Ohio State University.
- Tiffany Yang (MS). (2003, Spring). *Kofuku: A Japanese-inspired wedding gown collection* (Non-thesis option). Ohio State University.
- Julie Campbell (MS). (2002, Summer). *The effect of dye bath composition on fabric color for the dyeing of nylon with acid dyes*. Ohio State University.
- Andrea Merchant (MS). (Summer, 2002). *Adolescent body image: The effects of media images on body satisfaction, self-esteem, and body esteem*. Ohio State University.
- Yoon-Jung Lee (PhD). (2001). *The influence of advertisements of products aimed at appearance management on consumers' body image: Social comparison with media models*. University of Wisconsin-Madison.
- Heather Mangine (MS). (2001, Autumn). *Comparison of selected color difference equations' predictive ability of average observers pass/fail judgements of color matching of dyed textiles*. Ohio State University.
- EunHee Cho (MS). (2001, Winter). *Computer-aided design and its application in the apparel industry*. Non-thesis option. Ohio State University.
- Lora Cowie (MS). (2001, Winter). *Relationship between male cyclists' sport clothing involvement, sport clothing interests, and commitment to cycling*.
- Anita Subramaniam (PhD). (2000, Spring). *Utilitarian and value-expressive appeals in television shopping segments*. Ohio State University.
- Krista Pharr-Lowther (MS). (1999, Spring). *Influence past sport clothing and role involvement on women's clothing choice and preferences for aerobic dance*.
- Lisa Generette (MS). (1998, Winter). *The role of dress and appearance in depictions of status in African American film*. Ohio State University.
- Kelly DeLong (MS). (1998, Autumn). *The effect of school uniforms on academic performance and behavioral offenses*. Ohio State University.

Kaiya Wheat (MS). (1997, Spring). *Uniforms for collegiate female golfers: Cause for dissatisfaction and role conflict?* Ohio State University.

Bridgette Sloan (MS). (1995, Spring). *Body image, self esteem, and appearance behaviors among African American women: A comparison of cultural contexts.* Ohio State University.

Susan Hannel (MS). (1994, Winter). *The acquisition of men's clothing in a frontier town: 1857.* Ohio State University.

Pat Chia (MS). (1994, Spring). *Traits of preschool children and their parents as determined through extended inferences from children's apparel.* Ohio State University.

Nicolla Ross (MS). (1993, Summer). *The effects of peripheral model usage on perceptions of fashion advertising.* Ohio State University.

Julie McCullough (MS). (1993, Autumn). *Fashion involvement and valuation of store atmospherics as predictors of in-store shopping behavior among male consumers.* Ohio State University.

Margaret Nawotka (MS). (1992, August). *Costume of the Roman triumphator: A case study of costuming in historical films.* Ohio State University.

Janice Estey (MS). (1992, August). *A comparison of attributes of Marlene Dietrich's cinema costumes to women's fashion attributes in Vogue, 1930-1937.* Ohio State University.

Freida Peatross (MS). (1989, August). *Interrelationships of gender role attitudes, behavioral patterns and spatial preferences on residential kitchen choice,* Indiana University.

Teresa Gould (MS). (1987, May). *A re-evaluation of Laver's theory of the shifting erogenous zones,* Indiana University.

## **UNDERGRADUATE STUDENT RESEARCH**

### **HONORS STUDENTS** (The Ohio State University)

Kathryn Seifker (2004, Spring). *Influence of product presentation on national and private brands purchased online.* Committee member. Ohio State University.

Denise Facer (1995, Spring). *Body image, self-esteem, and attitudes toward shopping: A comparison of plus-sized and average-sized women.* Advisor. Ohio State University.

Joshua Livingston (2001, Summer). *Male apparel preference as a function of sexual identity, color, fit, style features, and texture.* Committee member. Ohio State University.

Beth Gilchrist (1999, Summer). *Effects of social comparison to advertisements on girls' body image as perceived by parent and child.* Committee member. Ohio State University.

Lisa Lomano (1995, Spring). *Using symbolism in alternative dress to assign common personality characteristics to members of the sub-culture.* Committee member. Ohio State University.

Renee Ruhl (1995, Winter). *The relationship between body image and color in the presentation of self.* Committee member. Ohio State University.

Julie McCullough (1993, Spring). *Fashion involvement and valuation of store atmospherics as predictors of attitudes toward in-store shopping behavior among male consumers.* Committee

member. Ohio State University.

### **SUMMER SCHOLARS (University of Delaware)**

Ashley Hardcastle (2010, Summer). *Online visual merchandising and website performance.*

Ashley Hardcastle (2009, Summer). *Black Friday: Shopping on the dark side.*

### **SUMMER RESEARCH OPPORTUNITY PROGRAM STUDENTS**

Danielle Bell (2001, Summer). *A culture of their own: A comparison of African American and Caucasian women and the internalization of the dominant standard of beauty as a factor in body image.* Advisor. Ohio State University.

Elizabeth Santiago (1995, Summer). *Men's attitudes toward date rape as a function of the dress of the victim and gender ideology.* Advisor. Ohio State University.

## ***SERVICE***

### **GRANT REVIEWER**

Ad hoc reviewer for USDA, National Research Initiatives Grant Program, 2001.

### **PROFESSIONAL ORGANIZATIONS**

American Collegiate Retail Association, 2003-present.

International Textiles and Apparel Association (ITAA), 1983-present.

### **NATIONAL AND INTERNATIONAL ELECTED OFFICES**

Counselor, International Textiles and Apparel Association, 1999-2000.

President, International Textiles and Apparel Association, 1998-1999.

President-Elect, International Textiles and Apparel Association, 1997-1998.

Vice President for Scholarship, International Textiles and Apparel Association (1995-1997).

Chair, Research Division, American Association of Family and Consumer Sciences (1994-1996).

Vice President for Research and Education, International Textiles and Apparel Association (1993-1995).

### **AWARDS**

Outstanding Research Paper Award focused on Social Responsibility/Sustainability (Consumer Misbehavior on Black Friday: Individual and Situational Antecedents), 2010. From the Educators for Socially Responsible Apparel Business.

Distinguished Scholar, International Textiles and Apparel Association, 2008.

Consumer Sciences Faculty of the Year, 2004-05

Prentice Hall Distinguished Lecturer, International Textiles and Apparel Association, 2002.

Dean's Faculty Award, 1997.

Fellow of the International Textiles and Apparel Association, 1996.