# Research conducted by our Merchandising, Apparel, and Textiles faculty members includes:

• Cross-cultural Consumer Decision Making

• Soft Skills Development

• Women in Leadership

• Rural Retail Development

• Corporate Social Responsibility and Socially Responsible Consumption

• Consumer behaviors in new retail formats

• International retailing and retailing for ethnic consumers

• Sustainable Development/ Sustainability in the Retail Industry

• Shopping Behavior of Specialty Markets

• Consumer Decision Making

• Laundry fundamentals of consumer and institutional textiles

• Quality Control evaluation of apparel and textiles

• Protective clothing

• Immigrant Women's Dress: Identity and Acculturation

• Relationship between social, cultural and personal identity and dress

• Relationship between emotional and physical disability and appearance

• Feminist theory and meanings of dress

• Dress and gender

• Omnichannel Retailing Strategy

• Sustainable Fashion

• Digital Innovations in Fashion Retailing

# Research conducted by our Hospitality Management and Tourism faculty members includes:

• Hospitality and Event Management

• Consumer behavior in service settings

• Consumer engagement strategies, loyalty programs, drivers of attendee loyalty to events, and

impacts of events on host communities

• Tourism planning for the Abraham Lincoln National Heritage Area in Central, Illinois

• Aspiring Innkeeper's Guide for the Bed & Breakfast Association of Kentucky

• Analysis of paddle trail demand in North Carolina

• Emerging trends in tourism industry business sectors throughout the United States

• Festival and event visitor research

• Tax implications on restaurant demand

• Tourism Policy in Antarctica

• Poverty alleviation in developing countries through sustainable tourism

• Small and medium hospitality & tourism enterprise economic development in developing

countries

• Tourism issues in Kentucky

• Curriculum and didactic materials development in hospitality & tourism at both the university

and vocational & tertiary levels