

Dr. Scarlett C. Wesley
University of Kentucky
Retailing and Tourism Management
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Education

PHD, University of Tennessee, 1996.
Major: Consumer Merchandising/Retailing Management

MS, University of Tennessee, 1994.
Major: Consumer Merchandising/Retailing Management

BS, Tennessee Technological University, 1992.
Major: Apparel and Textile Marketing Management

Employment History (Academic, Government, Military, and Professional Positions)

Academic - Post-Secondary

Assistant Professor & Graduate Faculty, University of Kentucky. (2006 - Present).

Licensures and Certifications

University of Kentucky Global Engagement Academy Certificate. (2022).

Professional Memberships

Committee Chair, NCCC-065 Multi-State Planning Committee - Social Change in the Marketplace. (2011 - Present).

Educators for Socially Responsible Business. (2007 - Present).

International Textiles and Apparel Association. (2000 - Present).

Development Activities Attended

Workshop, "Intercultural Communication," UK Global Engagement Academy, Lexington, KY, United States. (November 5, 2022).

Workshop, "Global Health Trends," UK Global Engagement Academy, Lexington, United States. (September 12, 2022).

Workshop, "Engaging Students and Encouraging Attendance," UK Center for Enhancement of Learning and Teaching (CELT), Lexington, KY, United States. (September 8, 2022).

Workshop, "Inclusive and Student-Centered Teaching," UK Center for Enhancement of Learning and Teaching (CELT), Lexington, KY, United States. (February 17, 2022).

Workshop, "China Beyond Geopolitics," UK Global Engagement Academy, Lexington, KY, United States. (November 17, 2021).

Workshop, "Making the Case for Study Abroad," UK Global Engagement Academy, Lexington, KY, United States. (November 12, 2021).

Workshop, "Global Mobility," UK Global Engagement Academy, Lexington, KY, United States. (November 11, 2021).

Workshop, "Internationalization at UK and Global Trends," UK Global Engagement Academy, Lexington, KY, United States. (November 3, 2021).

Workshop, "Engaging Students in Discussions," UK Center for Enhancement of Learning and Teaching (CELT), Lexington, KY, United States. (January 29, 2021).

Seminar, "Engaging your Students and Understanding their Performance in your Course," Echo 360, United States. (July 23, 2020).

Seminar, "Canvas Template Tips and Tricks: Managing Modules," College of Agriculture, Food, and Environment, Lexington, KY, United States. (July 17, 2020).

Seminar, "Canvas Template Tips and Tricks: Presenting Course Policies," College of Agriculture, Food, and Environment, Lexington, KY, United States. (July 16, 2020).

Seminar, "Canvas Template Tips and Tricks: Setting Expectations," College of Agriculture, Food, and Environment, Lexington, KY, United States. (July 15, 2020).

Seminar, "Canvas Template Tips and Tricks: Driving Student Experience," College of Agriculture, Food, and Environment, Lexington, KY, United States. (July 14, 2020).

Seminar, "Canvas Template Tips and Tricks: Customizing Content for Teaching," College of Agriculture, Food, and Environment, Lexington, KY, United States. (July 13, 2020).

Seminar, "The Choice of Teaching Modality After Covid-19," Echo 360, United States. (June 30, 2020).

Workshop, "Health, Safety and Student Orientation Workshop," UK Education Abroad, Lexington. (March 4, 2020).

Workshop, "Tips for Lecturing," Center for Enhancement of Learning and Teaching (CELT), Lexington, KY, United States. (February 27, 2020).

Workshop, "International Teaching Assistant Info Session," Graduate Student Professional Enhancement Office, Lexington, KY, United States. (January 24, 2020).

Workshop, "Emotional Intelligence," University of Kentucky Human Resources, Lexington, KY, United States. (January 13, 2020).

Workshop, "SCRUM/AGILE Learning Session at Toyota North America," NCCC-065, Frisco, TX, United States. (November 7, 2019).

Workshop, "The Brains Behind the Dallas Cowboy Brand - with Tim Burkhart, COO Dallas Cowboys Merchandising," NCCC-065, Frisco, TX, United States. (November 7, 2019).

Workshop, "Basics of Diversity," University of Kentucky Human Resources, Lexington, KY, United States. (August 20, 2019).

Workshop, "Health, Safety and Student Orientation Workshop," UK Education Abroad, Lexington. (March 1, 2019).

Faculty Learning Community, "What the Best College Teachers Do," College of Agriculture, Food and Environment, Lexington, KY, United States. (January 2018 - May 2018).

Workshop, "Health, Safety and Student Orientation Workshop," UK Education Abroad, Lexington. (April 18, 2018).

Workshop, "Confidence Building Your Personal Brand," Seventh & Lime Events Management, Lexington, KY, United States. (January 10, 2018).

Workshop, "Integrity & Ethics in Instruction," CAFE Faculty Council, Lexington, KY, United States. (January 8, 2018).

Corporate Retail Visit, "Walmart Corporate Footwear Quarterly Meeting," Walmart, Bentonville, AR, United States. (October 10, 2017).

Workshop, "Teaching Large Classes," UK Center for the Enhancement of Learning & Teaching, Lexington, KY, United States. (March 8, 2017).

Education Day with Kentucky General Assembly, "Bluegrass Academic Leadership Academy Education Day with Kentucky General Assembly," Bluegrass Academic Leadership Academy, Frankfort, KY, United States. (February 14, 2017).

Workshop, "Representing the U.S. While Abroad," NAFSA - Association of International Educators, Lexington, KY, United States. (January 31, 2017).

TEACHING

Teaching Experience

University of Kentucky

HMT 395, HOSPITALITY & TOURISM INDEPENDENT STUDY, 1 course.

HMT 486, HMT STUDY TOUR: NEW YORK, 1 course.

HMT 570, EVENT PLANNING AND COORDINATION, 1 course.

HON 398, SENIOR HONORS CAPSTONE, 1 course.

MAT 114, INTRO TO MERCHANDISING, 8 courses.

MAT 247, DRESS AND CULTURE, 1 course.

MAT 395, IND STDY MERCHANDISING, APPAREL &TXTILES, 12 courses.

MAT 414, MERCHANDISING STRATEGY ANALYSIS, 20 courses.

MAT 480, MAT STUDY TOUR: ITALY, 12 courses.

MAT 510, BRAND MANAGEMENT, 11 courses.

MAT 559, SP TOP MAT: FASHION SHOW, 10 courses.

MAT 595, IND STUDY MERCH&ISING, APPAREL &TEXTILES, 24 courses.

MAT 748, MASTER'S THESIS RESEARCH, 3 courses.

MAT 759, SPECIAL TOPICS IN MAT: FASHION SHOW, 1 course.

MAT 768, RESIDENCE CREDIT FOR THE MASTER'S DEGREE, 6 courses.

MAT 772, SEMINAR IN INT DSGN MERCHANDISING & TEXT, 1 course.

MAT 785, IND STUDY IN MERCHANDISING APP & TEXT, 10 courses.

MAT 790, RESEARCH PROB IN ID, MERCH, & TEXTILES, 2 courses.

RTM 690, IND EXP IN RETAILING AND TOURISM MNGMNT, 22 courses.

RTM 748, MASTER'S THESIS RESEARCH, 1 course.

RTM 768, RESIDENCE CREDIT FOR THE MASTER'S DEGREE, 1 course.

Non-Credit Instruction

Club Co-Advisor, National Retail Federation Student Organization. (January 2015 - Present).

Directed Student Learning

Directed Individual/Independent Study, "Using Google Analytics to Perform Market Research."
(August 2022 - December 2022).

Advised: Hannah Pollard

Directed Individual/Independent Study, "Using Analytic Techniques to Prepare for Career as
Retail Buyer." (August 2022 - December 2022).

Advised: Jenna Cottengim

Directed Individual/Independent Study, "How can Social Media Help to Grow Small Retail
Businesses." (January 2022 - May 2022).

Advised: Alaina Sanderson

Directed Individual/Independent Study, "Retail Merchandising Event Planning." (January 2022 -
May 2022).

Advised: Bethany Varner

Directed Individual/Independent Study, "Exploration of Athleisure Purchasing by College
Students." (January 2022 - May 2022).

Advised: Christina Rusu

Directed Individual/Independent Study, "Web-Based Business Development for Brand
Management." (January 2022 - May 2022).

Advised: Euri Luce-Mead

Directed Individual/Independent Study, "Digital Media and Website Development for Retailing
Businesses." (January 2022 - May 2022).

Advised: Gracie Brown

Directed Individual/Independent Study, "Exploring the Retailing and Merchandising Industries in
France." (January 2022 - May 2022).

Advised: Maggie Jaworowski

Directed Individual/Independent Study, "Building a Case Study Portfolio for Brand Management."
(August 2021 - December 2021).

Advised: Abigail Frazier

Directed Individual/Independent Study, "Industry Experience at White House Black Market." (May
2021 - August 2021).

Advised: Sydney Meek

Directed Individual/Independent Study, "Visual Merchandising during the COVID Pandemic."
(January 2021 - May 2021).

Advised: Sabriyah Arain

Directed Individual/Independent Study, "Technology and fashion show production." (August 2020
- November 2020).

Advised: Kathia Tamayo

Directed Individual/Independent Study, "Brand Management for Small Businesses." (June 2020 -
July 2020).

Advised: Mykel Bailey

Directed Individual/Independent Study, "Industry Experience in Human Resources at Target Stores." (January 2020 - May 2020).
Advised: Ashlee Parker

Directed Individual/Independent Study, "Using Community Development to Produce a Fashion Show." (January 2020 - May 2020).
Advised: Blake Liles

Directed Individual/Independent Study, "Fashion Show Production and Development." (January 2020 - May 2020).
Advised: Julia Bell Pope

Directed Individual/Independent Study, "Social Media for Fashion Shows." (January 2020 - May 2020).
Advised: Kymberly Johnson

Directed Individual/Independent Study, "Community Engagement and Fashion Show Development." (January 2020 - May 2020).
Advised: Shelby Deacon

Directed Individual/Independent Study, "Small business development for the UK Plaid project." (January 2019 - May 2019).
Advised: Anne Lunsford

Directed Individual/Independent Study, "Event Planning in Retailing." (January 2019 - May 2019).
Advised: John Boyle

Directed Individual/Independent Study, "Small Business development for the UK Plaid Project." (January 2019 - May 2019).
Advised: Megan Stevenson

Directed Individual/Independent Study, "Merchandising Trends in Fashion Show Production." (August 2018 - December 2018).
Advised: Sara Lane

Directed Individual/Independent Study, "Fashion Show Production." (January 2018 - May 2018).
Advised: Addison Stratton

Directed Individual/Independent Study, "Merchandising Product Development of a Fashion Collection." (January 2018 - May 2018).
Advised: Cali Newton

Directed Individual/Independent Study, "Fashion show production." (January 2018 - May 2018).
Advised: Christina Barone

Directed Individual/Independent Study, "Fashion show production." (January 2018 - May 2018).
Advised: Courtney Christ

Directed Individual/Independent Study, "Fashion Show Production." (January 2018 - May 2018).
Advised: Emily Stugan

Directed Individual/Independent Study, "Fashion Show Production." (January 2018 - May 2018).
Advised: Erica Pardee

Directed Individual/Independent Study, "Fashion show production." (January 2018 - May 2018).
Advised: Haley Lawson

Directed Individual/Independent Study, "Luxury spirits and consumer consumption." (January 2018 - May 2018).
Advised: Katelyn Eubank

Directed Individual/Independent Study, "Fashion show production." (January 2018 - May 2018).
Advised: Katherine Munzer

Directed Individual/Independent Study, "Fashion show production." (January 2018 - May 2018).
Advised: Kelsey Mullikin

Directed Individual/Independent Study, "Fashion show production." (January 2018 - May 2018).
Advised: Kristen Dudding

Directed Individual/Independent Study, "Social Media & Promotion." (January 2018 - May 2018).
Advised: Lexi Watts

Directed Individual/Independent Study, "Fashion show production." (January 2018 - May 2018).
Advised: Michelle Cornejo

Directed Individual/Independent Study, "Fashion Show Production." (January 2018 - May 2018).
Advised: Morgan Thalmann

Directed Individual/Independent Study. (January 2018 - May 2018).
Advised: Sidney Kilgo

Directed Individual/Independent Study, "Fashion Show Production." (January 2018 - May 2018).
Advised: Tori Wells

Directed Individual/Independent Study, "Luxury spirits and consumer consumption." (August 2017 - December 2017).
Advised: Ho-young Lee

Directed Individual/Independent Study, "Department Store Management." (August 2017 - December 2017).
Advised: Jennifer Stephens

Directed Individual/Independent Study, "Fashion Show Production." (January 2017 - May 2017).
Advised: Alexis Freeman

Directed Individual/Independent Study, "Fashion in Italy versus USA." (January 2017 - May 2017).
Advised: Claudia Hunsaker

Directed Individual/Independent Study, "Fashion Show Production." (January 2017 - May 2017).
Advised: Hadleigh Frank

Directed Individual/Independent Study, "Bourbon Tourism in Kentucky." (January 2017 - May 2017).
Advised: Ho-Young Lee

Directed Individual/Independent Study, "Fashion Show Production." (January 2017 - May 2017).
Advised: Morgan Clark

Directed Individual/Independent Study, "Fashion Show Production." (January 2017 - May 2017).
Advised: Rachel Siegmeister

Directed Individual/Independent Study, "Fashion Show Production." (January 2017 - May 2017).
Advised: Taylor Rudd

Awards and Honors

Ken Freedman Outstanding Advisor Award Nominee. (2018).

Teachers Who Made a Difference Award, University of Kentucky, College of Education. (April 29, 2017).

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Cavender, R., Zhang, P., Jackson, V. P., Wesley, S. C. (2022). The impact of instructional effectiveness on soft skills development among college students: Mediating and moderating mechanisms. *Journal of Textile Science & Fashion Technology*, 10(1), 1-11.

Sengupta, A., Wesley, S. C., Cavender, R., Lee, M.-Y. (2022). Global vs local: analysis of the consumer-brand relationships in India. *International Journal of Retail & Distribution Management*, 50(3), 361-376.

Cavender, R., Lee, M.-Y., Wesley, S. C. (2021). The Impact of Slow Fashion Orientation (SFO) on Socially Responsible Consumption (SRC); Moderating Effects of Industry Irresponsibility and Consumer Irresponsibility. *International Journal of Business and Social Science*, 12(2), 1-15.

Jackson, V. P., Wesley, S. C. (2017). Closing the gap between faculty and industry professional's importance of student soft skill proficiency. *The Journal of American Academy of Business*, 23(1), 54-60.

Wesley, S. C., Jackson, V. P., Lee, M. (2017). The perceived importance of core soft skills between retailing and tourism management students, faculty and businesses. *Employee Relations*, 39(1), 79-99.

Presentations Given

Cavender, R., Thompson, K., Wesley, S., International Textiles and Apparel Association 2022 Annual Conference, "Exploring Knowledge Gaps in Merchandising Curricula: Perceptions of Recent Retail Internship Participants," Denver, CO, United States. (October 28, 2022).

Wesley, S. C., Bluegrass Home Economist, "Fashion Show: Behind the Scenes at the Color Me Spring Annual Event," Bluegrass Home Economist, Lexington, KY, United States. (January 27, 2022).

Lee, M.-Y., Cavender, R., Wesley, S. C., International Textile and Apparel Association 2020 Annual Conference, "The Impact of Slow Fashion Orientation (SFO) on Socially Responsible Consumption (SRC); Moderating Effects of Industry Irresponsibility and Consumer Irresponsibility.," International Textile and Apparel Association, Cleveland, OH, United States. (November 2020).

- Wesley, S. C., International Textiles and Apparel Association Annual Meeting 2020, "Visible Thinking for a Data-Driven Experiential Ecosystem in a Disruptive Marketplace," International Textiles and Apparel Association (ITAA), United States. (November 17, 2020).
- Wesley, S. C., Diddi, S., Fiore, A.-M., Karpova, E., International Textiles and Apparel Association Conference 2019, "Establishing interdisciplinary, international, and multi-Institutional collaborations: Implications for textiles and apparel scholars," International Textiles and Apparel Association (ITAA), Las Vegas, NV, United States. (October 2020).
- Lee, M.-Y., Cavender, R., Wesley, S. C., International Conference on Clothing and Textiles 2020, "The impact of slow fashion orientation (SFO) on socially responsible consumption (SRC): Moderating effects of industry irresponsibility and consumer irresponsibility," International Conference on Clothing and Textiles, Busan, Korea, South. (May 21, 2020).
- Sengupta, A., Cavender, R., Wesley, S. C., Lee, M.-Y., 2020 American Collegiate Retailing Association (ACRA) Conference, "Comparison of global and local apparel brands in India," American Collegiate Retailing Association (ACRA), New Orleans, United States. (March 25, 2020).
- Cavender, R. (Presenter & Author), Lee, M.-Y. (Author Only), Wesley, S. C. (Author Only), International Textiles and Apparel Association/Regent's University 2019 Joint Conference, "An Exploration of Consumer Accountability for Sustainability in the Fast Fashion Industry," International Textiles and Apparel Association/Regent's University, London, United Kingdom. (August 1, 2019).
- Diddi, S., LeHew, M., Wesley, S. C., Hawley, J., Chi, T., International Textiles and Apparel Association Annual Conference 2018, "Establishing research action networks to address challenges in a changing marketplace.," International Textiles and Apparel Association (2018), Cleveland, OH, United States. (October 2018).
- Wesley, S. C., Phi Upsilon Omicron Alumni Chapter, "Retailing and Tourism Management Department online master's program: What is it all about?," Lexington, KY, United States. (October 23, 2017).
- Dale, K., Wesley, S. C., Showcase of Undergraduate Scholars, "Small group dynamics: Transitioning from the classroom to study abroad," University of Kentucky, Lexington, KY, United States. (April 26, 2017).

Contracts, Grants and Sponsored Research

Other

- Wesley, Scarlett Clouse (Principal), Jackson, Vanessa P (Co-Investigator), Lee, Min-Young (Co-Investigator), Lu, Ying (Co-Investigator), Swanson, Jason R (Co-Investigator), "Creating a Reciprocal Relationship between Rural/Urban Businesses, Educators and Students: Core Course Development Utilizing Soft Skills and Experiential Learning Environments," Sponsored by National Institute of Food and Agriculture, \$0.00.
- Wesley, Scarlett Clouse (Principal), Cavender, RayeCarol (Co-Investigator), Lee, Min-Young (Co-Investigator), Zhang, Pei (Co-Investigator), "Enhancing Small Business Development: Promoting the Growth of Retailing and Hospitality Businesses in Rural Areas Through Curriculum Development and Student Preparedness," Sponsored by National Institute of Food and Agriculture, \$0.00.
- Wesley, Scarlett Clouse (Principal), Cavender, RayeCarol (Co-Investigator), Jackson, Vanessa P (Co-Investigator), Lee, Min-Young (Co-Investigator), Turner-Pryor, Mika L (Co-Investigator),

"Focus on Soft Skills: Investing in the Preparedness of Diverse Undergraduate and Graduate Student Populations Through Concentrated Curriculum Opportunities in Agriculture and Human Sciences," Sponsored by National Institute of Food and Agriculture, \$0.00.

SERVICE

Department Service

- Faculty Advisor, RTM Annual Fashion Show. (2016 - Present).
- Faculty Advisor, RTM National Retail Federation Student Association. (2015 - Present).
- Committee Member, RTM Curriculum Committee. (2014 - Present).
- Committee Member, RTM International Committee. (2014 - Present).
- Committee Member, RTM Faculty Search Committee. (2021).
- Committee Chair, RTM Academic Coordinator Search Committee. (2017).

College Service

- Committee Member, HES Buster Fellowship Committee. (2019 - Present).
- Committee Member, HES Alice Kilpatrick Fellowship Committee. (2013 - Present).
- Committee Member, CAFE Appointment, Promotion, and Tenure (APT) Committee. (July 1, 2021 - June 30, 2023).
- Committee Member, CAFE Graduate Curriculum Committee. (2021 - 2022).
- Committee Member, CAFE Graduate Curriculum Committee. (2020 - 2022).
- Committee Member, CAFE Annual Performance Review Appeals Committee. (2019 - 2021).
- Committee Member, HES International Committee. (2013 - 2021).
- Committee Member, HES Student Awards Committee. (2012 - 2021).
- Committee Member, CAFE Faculty Council. (2017 - 2019).
- Committee Member, CAFE Graduate Curriculum Committee. (2017 - 2019).

University Service

- Committee Member, UK Education Abroad Scholarship Award Committee. (2016 - Present).
- Committee Member, UK Education Abroad Scholarship Review Committee. (2016 - Present).
- Committee Member, Senate Advisory Faculty Code Committee. (2018 - 2021).
- Committee Member, UK Design Strategy & Studies Certificate. (2017 - 2021).
- Faculty Coordinator, UK Plaid Advisory Board. (2007 - 2021).

Professional Service

Editorial Review Board Member, Journal of Global Fashion Marketing. (2017 - Present).

Committee Member, Southeastern Graduate Consortium. (2012 - Present).

International Apparel and Textiles Association. (2019 - 2021).

Officer, President/Elect/Past, NCCC-065 Multip State Committee - Social Change in the Marketplace. (2019 - 2021).

Officer, Secretary, NCCC-065 Multip State Committee - Social Change in the Marketplace. (2017 - 2018).

Officer, Vice President, NCCC-065 Multip State Committee - Social Change in the Marketplace. (2017 - 2018).

Reviewer, Extension Publication, UK Extension Publication Review. (March 2017).

Public Service

Member, Woodford County High School Advisory Council for Business Education. (2019 - Present).