

Jason M. Carpenter

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EDUCATION

Ph.D., University of Tennessee, Retail & Consumer Sciences, 2003

Dissertation: *Consumer Benefits, Satisfaction and Loyalty in the Purchase of Retail Store Branded Products*, Dr. Ann Fairhurst, Advisor

Cognate Area: Marketing

M.S., University of Tennessee, Retail & Consumer Sciences, 2001

Research Project: *Consumer Perceptions of Factors Influencing Patronage Behavior in the Financial Service Industry*, Dr. Rosalind Paige, Advisor

Cognate Area: Human Resource Management

B.S., University of Tennessee, Retail & Consumer Sciences, 1997

Minor: Business Administration

EXPERIENCE

Assistant Professor of Practice (August 1, 2023 – Present) and Associate Department Head of Academic Affairs (January 1, 2024 – Present), University of Tennessee, Retail, Hospitality & Tourism Management

- Explore and propose new ideas for program development and learning options for increasing department productivity (e.g., student credit hour generation, enrollment increase)
- Facilitate curriculum revision and other curriculum management processes, including Vol Core general education course applications and management for both Retail & Merchandising Management (RMM) and Hospitality & Tourism Management (HTM)
- Assist Department Head with recruitment efforts
- Serve as internship course instructor of record and manage internship experiences for both RMM and HTM
- Facilitate development of program assessment and other reports, as needed
- Coordinate and lead HTM and RMM program meetings weekly or bi-weekly
- Support other tasks as assigned by Department Head
- Teach 2 or more RMM courses per semester (3 credit hours each)
- Academically advise and mentor up to 200 RMM majors with regard to academic opportunities (including experiential learning and study abroad), including the development of an individualized academic plan that aligns with the student's aspiration and abilities
- Assist students with issues related to Vol Core (general education) courses, transfers, and substitutions
- Use DARS (Degree Audit Reporting System), GradesFirst, and Banner systems to assist students as appropriate
- Respond to calls and emails from and meet with prospective students (pre-college, pre-transfer, and pre-majors) and parents to provide guidance on available programs and academic

requirements, carefully considering each student's individual goals, including assisting students with changing their major to RMM or adding a minor in RMM

- Assist with orientation of RMM majors
- Build and maintain relationships with established companies to provide internship sites for RMM students
- Organize retailer recruiting visits to campus
- Maintain appropriate alumni relationships with retailers
- Coordinate the RMM, HTM, and RHTM course timetable each semester, determining courses to be taught, by whom, when, location, and enrollment capacity

Senior Coordinator, University of Tennessee, Retail, Hospitality & Tourism Management, August 8, 2022 – July 31, 2023

- Teach 2 or more RMM courses per semester (3 credit hours each)
- Academically advise all RMM majors, collaborating with students to ensure each is taking the mandated courses to guarantee the most effective path toward graduation
- Assist students with issues related to Vol Core (general education) courses, transfers, and substitutions
- Use DARS (Degree Audit Reporting System), GradesFirst, and Banner systems to assist students as appropriate
- Assist with orientation of RMM majors
- Advise and mentor students with regard to career options, interviewing and decision making for internships and permanent positions
- Coordinate internships for all RMM majors, including evaluation of internship course deliverables in the summer
- Build and maintain relationships with established companies to provide internship sites for RMM students
- Organize retailer recruiting visits to campus
- Maintain appropriate alumni relationships with retailers
- Coordinate the RMM and RHTM course timetable each semester, determining courses to be taught, by whom, when, location, and enrollment capacity
- Coordinate RMM's curriculum development and revision including an annual evaluation each year

Co-Owner, WillJay Investments & Quinine Realty, Columbia, SC, 2014 – 2021

- Managed residential and commercial real estate properties as well as a self-service car wash

Associate Professor (Tenured), University of South Carolina, Retailing, 2010 – 2014

- *Acting Department Chair*, University of South Carolina, Retailing, 2012 – 2014
- *Course Scheduling Coordinator*, University of South Carolina, Retailing, 2007 – 2014
 - Carefully developed the departmental course schedule each semester to meet student and faculty needs while working within the physical space allotted
- *Curriculum Coordinator*, University of South Carolina, Retailing, 2007 – 2010

- Coordinated curriculum revisions for Retailing through all levels of approval; Eventually did the same for the entire College of Hospitality, Retail & Sport Management as Curriculum Chair
- *Internship Coordinator*, University of South Carolina, Retailing, 2006 – 2007
 - Helped structure courses to support the internship program, supervised both retail and fashion merchandising student interns, Pursued opportunities for students with retail and fashion employers; Department eventually hired a full-time internship coordinator
- Taught two retailing courses per semester, published refereed journal articles, served on departmental, college, and university committees as needed

Assistant Professor, University of South Carolina, Retailing, 2005 – 2010

- Taught two retailing courses per semester, published refereed journal articles, served on departmental, college, and university committees as needed
- Served as academic advisor to students each semester, including use of DARS and Banner systems (2005 – 2007; Department eventually hired a full-time academic advisor)

Assistant Professor, University of Kentucky, Merchandising, 2004 – 2005

- Taught at least two merchandising courses per semester, published refereed journal articles, served on departmental, college, and university committees as needed
- Served as academic advisor to students each semester

Assistant Professor, University of Missouri, Textile & Apparel Management, 2003 – 2004

- Taught at least two merchandising courses per semester, published refereed journal articles, served on departmental, college, and university committees as needed

Graduate Teaching Associate, University of Tennessee, Knoxville, TN, 2001 – 2003

- Taught two undergraduate courses per semester in retailing while working toward the Ph.D. in Retail & Consumer Sciences
- Provided academic advising and mentoring to undergraduate students to ensure progression in the Retail & Consumer Sciences major
- Served on departmental, college, and university committees as needed

Marketing Coordinator, BankFirst Corporation, Knoxville, TN, 1998 – 2000

- Community bank, acquired by BB&T in 2000
- Assisted Vice President of Marketing with consumer research efforts including survey writing and administration, data analysis, and reporting
- Designed and oversaw production and distribution of marketing materials for branch offices
- Worked with outside advertising agency to produce billboards, signage, brochures, radio, and television advertisements
- Coordinated grand opening events for new branches

- Served as primary contact to branch offices for all marketing needs

Junior Executive Training Program, Proffitt's Incorporated, Knoxville, TN, 1997 – 1998

- Selected for and completed the program working with mentors to explore retail merchandising and management

Product Development Intern, Goody's Family Clothing, Knoxville, TN, 1996 – 1997

- Assisted the product development team with specifying requirements for, sourcing and monitoring quality of Goody's store branded men's apparel

PROFESSIONAL AFFILIATIONS

American Collegiate Retailing Association (*ACRA*), 2001 – 2014

- Editor, *Retail Education Today* (*ACRA* newsletter), 2010 – 2012

International Textile and Apparel Association (*ITAA*), 2001 – 2014

HONORS AND AWARDS

- *Teacher of the Year*, Department of Retailing, College of Hospitality, Retail & Sport Management, University of South Carolina, 2012.
- Ranked eighth among the top 20 North American retailing authors based on publications in the four major retailing specialist journals (Hyun & Runyan, Academy of Marketing Science/American Collegiate Retailing Association), 2009.
- Mortar Board Society *Excellence in Teaching Award*, Alpha Chapter, University of South Carolina, 2009.
- *Distinguished Researcher and Scholar of the Year*, College of Hospitality, Retail & Sport Management, University of South Carolina, 2009.
- Emerald Literati *Highly Commended Paper Award* for *Journal of Fashion Marketing & Management*, 2009.
- Emerald Literati *Award of Excellence for the Most Outstanding Paper* in *Journal of Fashion Marketing & Management*, 2006.
- *Outstanding Service as a Graduate Student Award*, University of Tennessee, 2002.
- *Chancellor's Citation for Extraordinary Professional Promise*, University of Tennessee, 1997.

TEACHING

Courses Taught (University of Tennessee)

RMM 210 – Introduction to Retail Management
RMM 346 – Retail Operations Management
RMM 391 – Leadership in Retailing
RMM 411 – Entrepreneurship and Small Business Management
RMM 422 – Professional Experience in Retail and Merchandising Management
RMM 423 – Advanced Professional Experience in Retail and Merchandising Management
RMM 435 – Retail Planning and Allocation
RMM 493 – Directed Study
RMM 495 – Special Topics
HTM 392 – Community and Industry Engagement
HTM 492 – Professional Experience in Hospitality and Tourism Management
HTM 495 – Advanced Professional Experience in Hospitality and Tourism Management

Courses Taught (University of South Carolina)

RETL 201 – Exploration of the Retail & Fashion Merchandising Industries
RETL 265 – Principles of Retailing
RETL 268 – Principles of Fashion Merchandising
RETL 301 – Pre-Internship Seminar
RETL 344 – Personnel Management
RETL 366 – Retail Buying
RETL 399 – Independent Study
RETL 425 – Retail Shopper Analysis
RETL 460 – Retail Branding Strategies
RETL 463 – Fashion Merchandising Internship
RETL 465 – Retail Management Internship
RETL 491 – Critical Issues in Retailing
RETL 592 – Field Study (Guided travel)
RETL 662 – Customer Relationship Management
RETL 788 – Thesis
RETL 798 – Directed Study
HRSM 788 – Applied Research in Hospitality, Retail & Sport Management

New Course Development

- Developed RETL 460 (*Retail Branding Strategies*) during Fall 2006 – became an elective course for RETL majors beginning Fall 2007, University of South Carolina.
- Developed RETL 295 (*Practicum*) during Fall 2008 – became a required course for all RETL majors beginning Fall 2009, University of South Carolina.

- Developed RETL 425 (*Retail Shopper Analysis*) during Fall 2007 – became a required course for all RETL majors beginning Fall 2008, University of South Carolina.

RESEARCH

Refereed Journal Articles

Edwards, K. & **Carpenter, J.M.** (2014). The face of fakes: U.S. consumers and counterfeit fashion products. *Journal of Business and Economics*.

Sox, C., Benjamin, S., **Carpenter, J.M.**, & Strick, S. (2013). An exploratory study of meeting planners and attendees' perceptions of sustainable issues in convention centers. *Journal of Convention & Event Tourism, 14*(2), 144-161. Acceptance rate: 11-20%; Contribution: 20%.

Carpenter, J.M., Moore, M., Alexander, N. & Doherty, A.M. (2013). Consumer demographics, ethnocentrism, cultural values and acculturation to the global consumer culture: A retail perspective. *Journal of Marketing Management, 29*(3-4), 271-291. Acceptance rate: 11-20%; Contribution: 40%.

Edwards, K. & **Carpenter, J.M.** (2013). U.S. consumer attitudes toward counterfeit fashion products. *Journal of Textile & Apparel, Technology & Management, 8*(1), 1-16. Acceptance rate: 28-39%; Contribution: 50%.

Brosdahl, D. & **Carpenter, J.M.** (2012). U.S. male generational cohorts: Retail format preferences, desired retail attributes, satisfaction and loyalty. *Journal of Retailing & Consumer Services, 19*(6), 545-552. Acceptance rate: 11-20%; Contribution: 30%.

Carpenter, J.M., Moore, M., Doherty, A.M. & Alexander, N. (2012). Acculturation to the global consumer culture: A generational cohort comparison. *Journal of Strategic Marketing, 20*(5), 411-423. Acceptance rate: 21-30%; Contribution: 40%.

Carpenter, J.M. & Brosdahl, D. (2011). Exploring retail format choice among U.S. males. *International Journal of Retail & Distribution Management, 39*(12), 886-898. Acceptance rate: 21-30%; Contribution: 70%.

Brosdahl, D. & **Carpenter, J.M.** (2011). Shopping orientations of U.S. males: A generational cohort comparison. *Journal of Retailing & Consumer Services, 18*(6), 548-554. Acceptance rate: 11-20%; Contribution: 30%.

Brosdahl, D. & **Carpenter, J.M.** (2011). Is green the new black? Assessing textile and apparel undergraduate students' environmental knowledge, concern and responsibility. *Journal of Textile & Apparel, Technology & Management, 7*(2), 1-15. Acceptance rate: 28-39%; Contribution: 30%.

Carpenter, J.M. & Lear, K. (2011). Consumer attitudes toward counterfeit fashion products: Does gender matter? *Journal of Textile & Apparel, Technology & Management, 7*(1), 1-16. Acceptance rate: 28-39%; Contribution: 50%.

Zhang, B., **Carpenter, J.M.**, & Brosdahl, D. (2011). Shopping orientations and retail format choice among Generation Y apparel shoppers. *Journal of Textile & Apparel, Technology & Management*, 7(1), 1-13. Acceptance rate: 28-39%; Contribution: 30%.

Brosdahl, D. & **Carpenter, J.M.** (2010). Consumer knowledge of the environmental impacts of textile and apparel production, concern for the environment, and environmentally friendly consumption behavior. *Journal of Textile & Apparel, Technology & Management*, 6(4), 1-9. Acceptance rate: 28-39%; Contribution: 30%.

Carpenter, J.M. & Moore, M. (2010). Product attributes and retail format choice among U.S. apparel shoppers. *Journal of Textile & Apparel, Technology & Management*, 6(4), 1-12. Acceptance rate: 28-39%; Contribution: 70%.

Carpenter, J.M. & Balija, V. (2010). Retail format choice in the U.S. consumer electronics market. *International Journal of Retail & Distribution Management*, 38(4), 258-274. Acceptance rate: 21-30%; Contribution: 70%.

Alexander, N., Doherty, A.M., **Carpenter, J.M.**, & Moore, M. (2010). Consumer receptiveness to international retail market entry. *International Journal of Retail & Distribution Management*, 38(3), 160-172. Acceptance rate: 21-30%; Contribution: 20%.

Moore, M. & **Carpenter, J.M.** (2010). A decision tree approach to modeling the private label apparel consumer. *Marketing Intelligence & Planning*, 28(1), 59-69. Acceptance rate: 50%; Contribution: 30%.

Moore, M. & **Carpenter, J.M.** (2009). The impact of college student money attitudes on credit responsibility. *College Student Journal*, 43(4), 1116-1124. Acceptance rate: 41-50%; Contribution: 30%.

Carpenter, J.M. (2009). Extreme value shoppers in the United States. *International Journal of Retail & Distribution Management*, 37(9), 804-813. Acceptance rate: 21-30%; Contribution: 100%.

Carpenter, J.M. & Moore, M. (2009). Consumer demographics, retail attributes and apparel cross-shopping behavior. *Journal of Textile & Apparel, Technology & Management*, 6(1), 1-14. Acceptance rate: 28-39%; Contribution: 70%.

Carpenter, J.M. & Moore, M. (2009). Utilitarian and hedonic shopping value in the U.S. discount sector. *Journal of Retailing & Consumer Services*, 16(1), 68-74. Acceptance rate: 11-20%; Contribution: 70%.

Moore, M. & **Carpenter, J.M.** (2008). An examination of consumer price cue usage in U.S. discount formats. *International Journal of Retail & Distribution Management*, 36(5), 345-359. Acceptance rate: 21-30%; Contribution: 30%.

*Moore, M. & **Carpenter, J.M.** (2008). Intergenerational perceptions of market cues among U.S. apparel consumers. *Journal of Fashion Marketing & Management*, 12(3), 323-337. Acceptance rate: 50%; Contribution: 30%.

*Received the Emerald Literati Highly Commended Paper Award in 2009.

Carpenter, J.M. (2008). Consumer shopping value, satisfaction and loyalty in discount retailing. *Journal of Retailing & Consumer Services*, 15(5), 358-363. Acceptance rate: 11-20%; Contribution: 100%.

Carpenter, J.M. & Moore, M. (2008). US consumers' perceptions of non-price retail promotions. *International Journal of Retail & Distribution Management*, 36(2), 111-123. Acceptance rate: 21-30%; Contribution: 70%.

Carpenter, J.M. & Moore, M. (2008). Gender and credit behaviors among college students: Implications for consumer educators. *Journal of Family and Consumer Sciences Education*, 26(2), 42-47. Acceptance rate: 50%; Contribution: 70%.

Carpenter, J.M. (2008). Demographics and patronage motives of supercenter shoppers in the United States. *International Journal of Retail & Distribution Management*, 36(1), 5-16. Acceptance rate: 21-30%; Contribution: 100%.

Carpenter, J.M. (2006). Effective teaching methods for large classes. *Journal of Family and Consumer Sciences Education*, 24(2), 13-23. Acceptance rate: 50%; Contribution: 100%.

Moore, M. & **Carpenter, J.M.** (2006). The effect of price as a marketplace cue on retail patronage. *Journal of Product & Brand Management*, 15(4), 265-271. Acceptance rate: 40%; Contribution: 30%.

Carpenter, J.M. & Moore, M. (2006). Consumer demographics, store attributes, and retail format choice in the U.S. grocery market. *International Journal of Retail & Distribution Management*, 34(6), 434-452. Acceptance rate: 21-30%; Contribution: 70%.

Moore, M., **Carpenter, J.M.** & Fairhurst, A.E. (2005). Strategic integration of multi-channel retailing in the soft-goods sector. *Journal of Marketing Channels*, 12(4), 3-21. Acceptance rate: 16-20%; Contribution: 15%.

Carpenter, J.M. & Fairhurst, A.E. (2005). Delivering quality and value in the classroom: Using problem-based learning in retail merchandising courses. *Clothing and Textiles Research Journal*, 23(4), 257-265. Acceptance rate: 36%; Contribution: 90%.

***Carpenter, J.M.** & Fairhurst, A.E. (2005). Consumer shopping value, satisfaction, and loyalty for retail apparel brands. *Journal of Fashion Marketing & Management*, 9(3), 256-269. Acceptance rate: 50%; Contribution: 90%.

*Received the Emerald Literati Award of Excellence for the Most Outstanding Paper to appear in the *Journal of Fashion Marketing & Management* in 2005.

Carpenter, J.M., Moore, M. & Fairhurst, A.E. (2005). Consumer shopping value for retail brands. *Journal of Fashion Marketing & Management*, 9(1), 43-53. Acceptance rate: 50%; Contribution 80%.

Un-refereed Journal Articles

***Carpenter, J.M.** & Moore, M. (2005). Consumer preferences for retail formats: Implications for tenant-mix strategies. *Journal of Shopping Center Research*, 12(1), 1-22.

**Editor and Industry Expert reviewed.*

Carpenter, J.M. & Paige, R.C. (2002). What do they want from us? *ABA Bank Marketing*, 34(2), 9.

Refereed Conference Publications & Presentations

(**Full paper in proceedings*; †*Abstract in proceedings*; *All were presented*)

***Edwards, K. & Carpenter, J.M.** (2013). The face of fakes: U.S. consumers and counterfeit fashion products. *Proceedings of the Association of Marketing Theory & Practice Annual Conference*, Charleston, SC.

***Carpenter, J.M.,** Moore, M., Alexander, N., & Doherty, A.M. (2012). Consumer demographics, ethnocentrism, cultural values and acculturation to the global consumer culture. *Proceedings of American Marketing Association/American Collegiate Retailing Association Triennial Retailing Conference*, Seattle, Washington.

***Carpenter, J.M.,** Turk, E.S., & Altintas, V. (2011). Hedonic shopping value, satisfaction, loyalty and word of mouth communication in tourism. *Proceedings of Advances in Retailing and Services Science, The Eighteenth International European Institute of Retailing and Service Studies Conference*, San Diego, California.

†**Carpenter, J.M.,** Moore, M., Doherty, A.M., & Alexander, N. (2011). Acculturation to global consumer culture: Investigating the roles of sociodemographics. *Proceedings of Advances in Retailing and Services Science, The Eighteenth International European Institute of Retailing and Service Studies Conference*, San Diego, California.

†**Carpenter, J.M.** & Brosdahl, D.J.C. (2011). Retail format choice among U.S. males. *Proceedings of Advances in Retailing and Services Science, The Eighteenth International European Institute of Retailing and Service Studies Conference*, San Diego, California.

†Alexander, N., Moore, M., Doherty, A.M., & **Carpenter, J.M.** (2011). Modelling brand origin recognition accuracy. *Proceedings of the 7th Thought Leaders International Conference on Brand Management*, Lugano, Switzerland.

†Moore, M., Doherty, A.M., Alexander, N., & **Carpenter, J.M.** (2010). International retail brand origin recognition. *Proceedings of the 6th Thought Leaders International Conference on Brand Management*, Lugano, Switzerland.

†Alexander, N., Doherty, A.M., Moore, M. & **Carpenter, J.M.** (2010). International retail branding and consumer ethnocentrism. *Proceedings of the 6th International Conference of the Academy of Marketing's Special Interest Group on Brand, Corporate Identity and Reputation*, Barcelona, Spain.

*Alexander, N., **Carpenter, J.M.**, Doherty, A.M., & Moore, M. (2009). International retailer country of origin and consumer receptiveness. *Proceedings of Retailing 2009: Strategic Challenges and Opportunities in Uncertain Times, The Ninth Triennial Academy of Marketing Science/American Collegiate Retailing Association Retailing Conference*, New Orleans, LA.

***Carpenter, J.M.** (2009). Consumer response to the competitive strategies of traditional supermarkets in the U.S. *Proceedings of Retailing 2009: Strategic Challenges and Opportunities in Uncertain Times, The Ninth Triennial Academy of Marketing Science/American Collegiate Retailing Association Retailing Conference*, New Orleans, LA.

*†Moore, M. & **Carpenter, J.M.** (2009). The private label consumer: Demographics, behavior and cross shopping. *Proceedings of Retailing 2009: Strategic Challenges and Opportunities in Uncertain Times, The Ninth Triennial Academy of Marketing Science/American Collegiate Retailing Association Retailing Conference*, New Orleans, LA.

‡Received conference Best Paper Award.

†Moore, M. & **Carpenter J.M.** (2009). Gaining insight into patronage choice in the bifurcated U.S. retail market. *Proceedings of Advances in Retailing and Services Science, The Sixteenth International European Institute of Retailing and Service Studies Conference*, Niagara Falls, Canada.

†**Carpenter, J.M.**, Moore, M., Alexander, N., & Doherty, A.M. (2009). A cross-cultural comparison of consumer attitudes toward foreign owned retailers. *Proceedings of Advances in Retailing and Services Science, The Sixteenth International European Institute of Retailing and Service Studies Conference*, Niagara Falls, Canada.

†Alexander, N., Doherty, A.M., Moore, M. & **Carpenter, J.M.** (2008). Consumer response to international retail market entry. *Proceedings of Advances in Retailing and Services Science, The Fifteenth International European Institute of Retailing and Service Studies Conference*, Zagreb, Croatia.

***Carpenter, J.M.** & Moore, M. (2008). Relationships between demographics and shopping enjoyment of U.S. consumers. *Proceedings of the Association of Marketing Theory & Practice Annual Conference*, Savannah, GA.

*Moore, M. & **Carpenter, J.M.** (2008). Application of decision tree modeling to retail patronage behavior. *Proceedings of the Association of Marketing Theory & Practice Annual Conference*, Savannah, GA.

†**Carpenter, J.M.** & Moore, M. (2007). Consumer shopping value in the U.S. discount sector. *Proceedings of Advances in Retailing and Services Science, The Fourteenth International European Institute of Retailing and Service Studies Conference*, San Francisco, CA.

*Grady, J. & **Carpenter, J.M.** (2007). Teaching sport and entertainment venue managers about ADA compliance: Implications for staff training. *Proceedings of the International Conference on Sport & Entertainment Business*, Columbia, SC.

***Carpenter, J.M.** & Moore, M. (2006). Perceptions of fun in the retail environment: A profile of U.S. generational cohorts. *Proceedings of Retailing 2006: Strategic Challenges in the New Millennium, The Eighth Triennial Academy of Marketing Science/American Collegiate Retailing Association Retailing Conference*, Orlando, FL.

*Moore, M., **Carpenter, J.M.** & Seagroves, J. (2006). Positive work influences and psychological outcomes among front-line retail workers. *Proceedings of Retailing 2006: Strategic Challenges in the New Millennium, The Eighth Triennial Academy of Marketing Science/American Collegiate Retailing Association Retailing Conference*, Orlando, FL.

***Carpenter, J.M.** & Moore, M. (2006). Generational cohorts and retail channel choice. *Proceedings of the Association of Marketing Theory & Practice Annual Conference*, Hilton Head, SC.

*Joshi, P. & **Carpenter, J.M.** (2006). Exploring the importance of retail attributes in traditional versus online purchase situations. *Proceedings of the Association of Marketing Theory & Practice Annual Conference*, Hilton Head, SC.

*Moore, M. & **Carpenter, J.M.** (2005). A preliminary investigation of the relationship between price perceptions and format choice among apparel retailers. *Proceedings of the International Textile & Apparel Association Annual Conference*, Washington, DC.

*Turner, M., Michelman, S.O. & **Carpenter, J.M.** (2005). Country selection in global sourcing decisions: Using Porter's Competitive Advantage of Nations as a framework. *Proceedings of the International Textile & Apparel Association Annual Conference*, Washington, DC.

*Woodside, A. & **Carpenter, J.M.** (2005). Measuring performance of direct-marketing tourism strategies. *Proceedings of the Direct Marketing Educational Foundation Annual Conference*, Atlanta, GA.

*Moore, M., **Carpenter, J.M.**, Turner, M. & Joshi, P. (2005). Generation X and Generation Y consumers: An evaluation of retail format preferences and patronage motives. *Proceedings of the American Collegiate Retailing Association Conference*, Philadelphia, PA.

*Turner, M., **Carpenter, J.M.** & Michelman, S.O. (2005). Assessing source countries for U.S. product developers: Utilizing National Competitive Development as a framework. *Proceedings of the Association of Marketing Theory & Practice Annual Conference*, Jekyll Island, GA.

***Carpenter, J.M.** & Hawley, J.M. (2005). Consumer perceptions of key website features for online apparel retailers. *Proceedings of the Association of Marketing Theory & Practice Annual Conference*, Jekyll Island, GA.

Carpenter, J.M. & Fairhurst, A.E. (2004). Consumer shopping benefits, customer satisfaction, and loyalty: The case of lifestyle retail brands. Paper presented at the Society for Marketing Advances Retailing Symposium, St. Petersburg, FL. (Presentation only – no proceedings)

†**Carpenter, J.M.** & Hawley, J.M. (2004). Innovativeness of specialty apparel retailers' websites: Are they keeping up? *Proceedings of the International Textile & Apparel Association Annual Conference*, Portland, OR.

*Moore, M., **Carpenter, J.M.** & Paige, R.C. (2003). Attitudes and shopping intentions of generational cohorts during the post 9-11 holiday season. *Proceedings of the Association of Marketing Theory and Practice Annual Conference*, Hilton Head, SC.

†**Carpenter, J.M.** & Fairhurst, A.E. (2002). Problem-based learning: Bringing retailers into your classroom. *Proceedings of the International Textile and Apparel Association Annual Conference*, New York, NY.

***Carpenter, J.M.**, Moore, M. & Paige, R.C. (2002). Exploring the role of consumer experience in building relationship commitment in the Internet channel. *Proceedings of the American Collegiate Retailing Association Conference*, Las Vegas, NV.

Graduate Student Research and Committee Membership

Jackson, Amy (2010). Consumers' Motivations for Choosing Green Lodging. Master of International Hospitality & Tourism Management, University of South Carolina. Thesis Committee Member.

Zhang, Bopeng (2010). Shopping Orientations, Retail Attributes and Retail Format Choice among Generation Y Consumers. Master of Retailing, University of South Carolina. Thesis Committee Chairperson.

Rhoden, Jennifer (2007). Examining the Effect of Technological Enablers on Impulse Purchasing in the Online Environment. Master of Retailing, University of South Carolina. Thesis Committee Member.

Joshi, Preeti (2005). Exploring the Effects of Shopping Orientation and Prior Purchase Experience on Consumers' Online Shopping Behavior. Master of Science, Merchandising, University of Kentucky. Thesis Committee Chairperson.

Turner, Mika (2005). Country Selection in International Sourcing Decisions: A Proposed Framework. Master of Science, Merchandising, University of Kentucky. Thesis Committee Co-Chairperson.

Undergraduate Student Research Mentorship

Thomas, China (2013). International Study of Financial Literacy Effects on College Students' Consumer Behavior. Bachelor of Arts in German and Bachelor of Science in Economics, University of South Carolina.

Grants

Funded – External

Harrill, R. & **Carpenter, J.M.** (2009). Salkehatchie Lures Marketing Plan. Western Carolina Commission for Higher Education/United States Department of Agriculture, \$20,000, Co-PI.

Carpenter, J.M. (2005). Students in Free Enterprise (SIFE) Conference Development Grant. Take Charge America Institute, University of Arizona Students in Free Enterprise, \$19,979, PI.

Carpenter, J.M. & Moore, M. (2004). Consumer Preferences, Patronage Motives, and Choice of Retail Format: Implications for Tenant Mix Strategies. International Council of Shopping Centers (ICSC) Educational Foundation, \$13,600, PI.

Fairhurst, A.E. & **Carpenter, J.M.** (2003). Problem-Based Learning Portfolio: Retail and Consumer Sciences 410, Strategic Retail Planning. Samford University Center for Problem-Based Learning/Pew Charitable Trust, \$750, Co-PI.

Funded – Internal

Carpenter, J.M. (2010). HRSM Premier Summer Research Support. University of South Carolina, College of Hospitality, Retail & Sport Management, \$10,000, PI.

Carpenter, J.M. & Lear, K. (2009). A Comprehensive Examination of Price and Non-Price Aspects of Consumer Attitudes toward Counterfeit Products. University of South Carolina, College of Hospitality, Retail & Sport Management, Department of Retailing Faculty Research Grant, \$3,500, Co-PI.

Carpenter, J.M. & Moore, M. (2006). Identifying Retail “Winners” Based on Key Strategies at the Store and Shopping Center Levels. University of South Carolina, College of Hospitality, Retail & Sport Management Faculty Research Grant, \$5,500, Co-PI.

Moore, M. & **Carpenter, J.M.** (2005). Antecedents and Consequences of Credit Responsibility among Young Consumers. University of South Carolina, College of Hospitality, Retail & Sport Management Faculty Research Grant, \$5,950, Co-PI.

Not Funded

Ballouli, K., Koesters, T., **Carpenter, J.M.**, Bernthal, M. & Hubbert, J. (2012). Examining the Effects of Brand Music on Shoppers’ Evaluative and Behavioral Responses to the Retail Environment. University of South Carolina, ASPIRE Program, \$61,555, Not funded.

Brosdahl, D., Paige, R., Wash, P. & **Carpenter, J.M.** (2012). Harnessing Instructional Technology for Academic Excellence: Faculty and Student Perceptions and Effectiveness in Achieving Student Learning. University of South Carolina, ASPIRE Program, \$77,882, Not funded.

Brosdahl, D. & **Carpenter, J.M.** (2011). Criteria for Consumer Loyalty to Community and U.S. Growers/Producers: Exploring Questions, Concerns, Attitudes, and Preferences. United States Department of Agriculture/Fed-State Marketing Improvement Program, \$74,122, Co-PI, Not funded.

Brosdahl, D. & **Carpenter, J.M.** (2010). Consumer Response to Environmentally-Friendly Products: Exploring the Disconnect Between Concern and Behavior. University of South Carolina, Social Sciences Grant Program, \$18,042, Co-PI, Not funded.

Carpenter, J.M. (2009). HRSM Premier Summer Research Support. University of South Carolina, College of Hospitality, Retail & Sport Management, \$8,000, PI, Not funded.

Carpenter, J.M. & Moore, M. (2007). Consumer Response to International Retail Market Entry. University of South Carolina, College of Hospitality, Retail & Sport Management Faculty International Research Incentives, \$5,000, PI, Not funded.

SERVICE

University

Faculty Senator, University of South Carolina Faculty Senate, 2008 – 2009.

Sam Walton Faculty Fellow and Advisor for Students in Free Enterprise (SIFE), University of South Carolina, 2005 – 2006.

Member, USC Research Campus Livability Initiative, University of South Carolina, 2005 – 2006.

College

Member, Undergraduate Curriculum Committee, College of Education, Health & Human Sciences, University of Tennessee, 2023 - Present

Member, Student Scholarships Committee, College of Education, Health & Human Sciences, University of Tennessee, 2022 – Present.

Member, Admissions & Student Recruitment Committee, College of Hospitality, Retail & Sport Management, University of South Carolina, 2011 – 2014.

Member, Required Courses Review Subcommittee, College of Hospitality, Retail & Sport Management, University of South Carolina, 2012 – 2013.

Chair, Faculty Research & Grants Committee, College of Hospitality, Retail & Sport Management, University of South Carolina, 2009 – 2010.

Member, Curricula & Courses Committee, College of Hospitality, Retail & Sport Management, University of South Carolina, 2009 – 2010.

Chair, Curricula & Courses Committee, College of Hospitality, Retail & Sport Management, University of South Carolina, 2008 – 2009.

Member, Tenure Track Faculty Search Committee for Assistant/Associate Professor, School of Hotel, Restaurant & Tourism Management, University of South Carolina, 2008 – 2009.

Member, Senior Assessment Committee, College of Hospitality, Retail & Sport Management, University of South Carolina, 2008 – 2009.

Member, Student Scholarship Awards Committee, College of Hospitality, Retail & Sport Management, University of South Carolina, 2005 – 2007.

Department

Acting Department Chair, Department of Retailing, University of South Carolina, 2012 – 2014.

Course Scheduling Coordinator, Department of Retailing, University of South Carolina, 2007 – 2014.

Chair, Tenure Track Faculty Search Committee for Assistant Professor, Department of Retailing, University of South Carolina, 2011 – 2012.

Member, Department Chair Search Committee, Department of Retailing, University of South Carolina, 2010 – 2011.

Chair, Tenure Track Faculty Search Committee for Assistant Professor, Department of Retailing, University of South Carolina, 2010 – 2011.

Member, Tenure Track Faculty Search Committee for Assistant/Associate Professor, Department of Retailing for Associate/Full Professor, University of South Carolina, 2008 – 2009.

Member, Tenure Track Faculty Search Committee for Associate/Full Professor, Department of Retailing, University of South Carolina, 2007 – 2008.

Curriculum Coordinator, Department of Retailing, University of South Carolina, 2007 – 2010.

Member, Tenure Track Faculty Search Committee for Associate/Full Professor, Department of Retailing, University of South Carolina, 2006 – 2007.

Member, Director of Center for Retailing Search Committee, Department of Retailing, University of South Carolina, 2006 – 2007.

Member, Tenure Track Faculty Search Committee for two Assistant Professors, Department of Retailing, University of South Carolina, 2005 – 2006.

Internship Coordinator, Department of Retailing, University of South Carolina, 2005 – 2006.

Professional

Manuscript Reviewer, *Journal of Marketing Management*, 2010 – 2013.

Manuscript Reviewer, *Journal of Retailing & Consumer Services*, 2007 – 2013.

Manuscript Reviewer, *International Journal of Retail & Distribution Management*, 2006 – 2013.

Member, Editorial Board for *Journal of Fashion Marketing & Management*, 2005 – 2013.

Program Reviewer, Fashion Merchandising Program, East Carolina University, 2013.

Chair, Consumer Behavior/Shopper Marketing Track, American Collegiate Retailing Association Spring Conference, 2011.

Editor, *Retail Education Today* (Newsletter of the *American Collegiate Retailing Association* – ACRA), 2010 – 2012.

Manuscript Reviewer, Academy of Marketing Science/American Collegiate Retailing Association Triennial Conference, 2006, 2009 and 2012.

Member, International Textile & Apparel Association Student Fellowships and Awards Committee, 2003 – 2007.

Public

Media Consultant, *Carolina Minute* (NPR/SC-ETV, SC), provided commentary on the effects of the economic recession on the retail industry, March 2009.

Media Consultant, *The State* (Columbia, SC), provided commentary on holiday jobs in retailing, November 2008.

Media Consultant, *The State* (Columbia, SC), provided commentary on holiday shopping season, November 2008.

Media Consultant, *The Herald* (Rock Hill, SC), provided commentary on store brands in grocery retailing, June 2008.

Media Consultant, *The Sun News* (Myrtle Beach, SC), provided commentary on extended hours at shopping centers, March 2007.

Media Consultant, *The Sun News* (Myrtle Beach, SC), provided commentary on retail stores adding variety, June 2006.