

Iva Jestratićević, Ph. D.

Associate Professor

Department of Merchandising and Digital Retailing
University of North Texas, Chilton Hall, Office 330 F
Denton, TX 76203, Iva.Jestratićević@unt.edu

EDUCATION

- 2019 Ph.D.** Ohio State University, Columbus, Ohio
Department of Human Sciences, Graduate degree in Consumer Sciences
Specialization: Fashion and Retail Studies
- 2010 Ph.D.** University of Arts in Belgrade, Serbia
Interdisciplinary Studies Program, Graduate degree in *Theory of Art and Media*
Specialization: Fashion Studies, Semiotics and Visual Representation
- 2004 B.A.** European University, Belgrade, Serbia
Department of International Business and Engineering Management
Specialization: International Business

EMPLOYMENT

Dates	Position	Organization
August 2019	Associate Professor Merchandising and Digital Retailing	University of North Texas, Denton, TX College of Merchandising, Hospitality and Tourism https://cmht.unt.edu/merchandising-and-digital-retailing
August 2019 – present	Assistant Professor Merchandising and Digital Retailing	University of North Texas, Denton, TX College of Merchandising, Hospitality and Tourism https://cmht.unt.edu/merchandising-and-digital-retailing
Spring 2024	Co-Director	Center for Consumer Insights and Innovation, CMHT. https://ccii.unt.edu/
August 2016 – May 2019	Graduate Teaching Associate	The Ohio State University, Columbus, OH College of Education and Human Ecology
January 2008 – July 2016	Founder and CEO	Fashionglamrnr Management and Consulting, Ltd. Belgrade, Serbia Fashion brand marketing, consulting, and international promotion. Executing international and national fashion shows, and events. Driving business strategy, setting long-term goals while ensuring profitability.

2006 – 2009	Graduate Research Associate	Ministry of Scientific and Tech. Development, Serbia
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TEACHING

HIGHLIGHTS

- **Courses taught:** Sustainable Strategies in Merchandising; Branding and Promotion (Brand Development); Special problems in Merchandising; Problem in Lieu of Thesis, Thesis I & II, Psycho-social and Cultural Aspects of Dress.
- Student perception of teaching (SPOT) average evaluations per class: **4,7; 4,8; 4,9 (Scale 0-5).**
- Collaborated with the Center for Learning Experimentation, Application and Research (CLEAR/UNT) to independently develop learning materials, and get approval for two courses: **MDSE 4560/5560 Sustainable Strategies in Merchandising and MDSE 3900 Branding and Promotion.**
- Independently wrote **open-source student textbook** *The Business of Sustainability in Fashion- Following the Threads* (sponsored by UNT Libraries and UNT Press).
<https://untpress.unt.edu/catalog/jestratijevec-business-of-sustainability-in-fashion/>
- Wrote and published three case studies to be used in the classroom:
 - *Recommerce is Changing the Face of Global Fashion Retail* (2024). Written by invitation for National Retail Foundation (<https://cmht.unt.edu/recommerce-changing-face-global-fashion-retail-case-study>)
 - *Capsule Wardrobe - Sustainable Consumption and Experiential Learning* (2023). Teaching and Learning for Sustainable Consumption (Routledge).
<https://www.taylorfrancis.com/chapters/edit/10.4324/9781003018537-36/dressed-sustainability-success-iva-jestratijevec>
 - *Making Fashion Transparent - What Consumers Know about Fashion Brands They Admire* (2020). Fashion Business Cases: A Student Guide to Learning with Case Studies (Fairchild). <https://www.bloomsbury.com/us/fashion-business-cases-9781501362996/>
- Used digitally available industry-based secondary datasets to improve students' analytical skills and to train them to utilize data to make business decisions.
- Mentored undergraduate and graduate students, **undergraduate research fellows (URF)**, and students from other national, and international institutions.
- **9 research awards** for undergraduate and graduate students (UNT).
- Organized and executed **three academic writing workshops** for CMHT graduate students.
- Organized and executed **two mending workshops** to instruct students and UNT community members how to repair, reuse, and upcycle clothing.
- Organized and led student visits to the City of Denton Landfill, Home Chemical collections, and Recycling tour.

- Implemented, and led **the Zero Waste Textile Waste Diversion Initiative** on the UNT campus to support textile waste collection, and diversion strategies, and to create experiential learning opportunities for students who are eager to learn how to collect, sort, and divert textile waste to make a positive social impact in their communities.

GRADUATE STUDENT ADVISEES - Thesis (T) or Problem-in-lieu-of-thesis (P)

<u>Student Name/Topic</u>	<u>Role</u>
Blackburn, M. (P). Expected graduation Spring 2027. UNT. • Received graduate research award (CMHT 2025). • Received undergraduate research award (CMHT 2024).	Advisor
Taylor-Weatherspoon, Havonna (P). Graduated Spring 2026. UNT.	Advisor
Yafusso, M. (P). Graduated Spring 2026. UNT.	Advisor
White-Frierson, C. (P). Graduated Spring 2025. UNT.	Advisor
Christian, S. (P). Graduated Fall 2025. UNT.	Advisor
Rios, S. (P). Graduated Fall 2024. UNT. • <i>Project title: A Second Chance: Understanding the Motivations of secondhand children's Clothing Consumption.</i>	Advisor
Ocepek, B. (T). <i>Production of Promotional products through the Cultural Heritage and Tradition of the City Zalec.</i> Graduated Fall 2024. University of Ljubljana. Slovenia.	Co-Advisor
Lozano L. (P). Graduated Spring 2024. UNT. • <i>Project title: The Effects of Green Marketing of Cosmetic Brands with Toxic Chemicals - Examining Consumer Attitude and Purchase Intention.</i>	Advisor
Maverick L. (P). Graduated Spring 2024. UNT. • <i>Project title: Critically Evaluating the Ecological Impacts and Effectiveness of Sustainable Packaging Practices within the Footwear Industry.</i>	Advisor
Siddiqi, H.T. (P). Graduated Spring 2024. UNT. • <i>Project title: Sustainable Sourcing or Silent Exploitation? A Pilot Study on Modern Slavery in Bangladesh Fashion Industry</i> • Presented at UNT/CMHT Research Symposium in 2024.	Advisor
Soltanisehat, M. (P). Graduated Fall 2023. UNT. • <i>Project title: Sustainability Reporting in the Spotlight: Exploring Evidence from Nike's Corporate Report.</i> • Presented at UNT/CMHT Research Symposium in 2023. • Presented at ITAA Conference in 2023. • Published in journal Accounting and Auditing	Advisor
Mikah, O. (T). Graduated Spring 2022. UNT. • <i>Thesis title: Purchase Intention and Behavior Towards Environmentally Friendly Grocery Packaging.</i> • Presented at UNT/CMHT Research Symposium in 2022. • Received graduate research award (CMHT 2022).	Advisor

- Presented at GRID: International Symposium on Graphic Engineering, and Design. Novi Sad Serbia. - Published in proceedings. Published in SSCI Journal.	
Gunnin, G. (P). Graduated Spring 2022. UNT. <i>Project title: Lack of Plus-Size Options in the North American Women's Athletic Apparel Industry.</i> - Presented at UNT/CMHT Research Symposium in 2022. Received graduate research award (CMHT 2022).	Advisor
McCullar, L. (P). Graduated Spring 2022. UNT. <i>Project title: Slow and Steady Wins the Race: Why Slow Fashion is Better for Business in the Long Run (P).</i> University of North Texas, Denton, USA. - Presented at UNT/CMHT Research Symposium in 2022. Received graduate research award (CMHT 2022).	Advisor
Brown, B. (P). Graduated Spring 2022. UNT. <i>Project title: Truly Sustainable: A Case Study into Sustainable Fashion Faherty Clothing Brand (P).</i> University of North Texas, Denton, USA. - Presented at CMHT Research Symposium (2022). Received graduate research award (CMHT 2022).	Advisor
Eppley, M. (P). Graduated Spring 2022. UNT. <i>Project title: TikTok Influencer Marketing for Corporate Fashion Sustainability: Examining Influencer-Brand Fit and User Engagement.</i>	Advisor
Wagner, B. (P). Graduated Spring 2022. UNT. <i>Project title: Ineffective Marketing via Print Junk Mail.</i>	Advisor
Creighton, R. (P). Graduated Spring 2021. UNT. <i>Project title: Sustainability Supplier Scorecard Assessment Tools: A Comparison Between Apparel Retailers.</i> - Presented at ITAA conference 2021. Published in Journal of Global Fashion Marketing. Another study co-authored and published in the SSCI Journal of Fashion Marketing and Management.	Advisor
Schuelke, A. (P). Graduated Spring 2020. UNT. <i>Project title: Clothes Mending: The role that clothing mending plays in a sustainable lifestyle of Generation Z.</i> - Presented at UNT/CMHT Research Symposium in 2020.	Advisor

OTHER COURSEWORK RELATED TO MENTORING

Student Name/Topic/Institution

Muhammad, J. (2025). *B Corps Global Review.*

- Role: Faculty Graduate Research Mentor
- To be published and presented at the conference.

Blackburn, M. (2024-2025). *Zero Textile Waste Initiative- Waste Diversion and Data Analysis.* University of North Texas.

- Role: Faculty Undergraduate Research Fellow (URF) Advisor
- Presented at UNT/CMHT Research symposium in April 2024.
- **Received undergraduate research award (CMHT 2025).**
- **Presented at Yale University Sustainable Fashion Consumption Conference** (October, 2025)
- **Presented at ITAA Conference** (November, 2025)
- **Presented at ITAA Conference** (November, 2026)
- **Received undergraduate research award (CMHT 2024).**
- Articled co-authored published in Journal of Sustainability in Higher Education.

Zuniga, R. (2024 - 2025). *Zero Textile Waste Initiative- Waste Diversion and Data Analysis.* University of North Texas.

- Role: Faculty Undergraduate Research Fellow (URF) Advisor
- Presented at UNT/CMHT Research symposium in April 2024.
- **Received undergraduate research award (CMHT 2024).**
- **Presented at Yale University Sustainable Fashion Consumption Conference** (October, 2025)
- **Presented at ITAA Conference** (November, 2025)
- **Presented at ITAA Conference** (November, 2026)
- Presented at STAR Recycling Summit Denton (May 2026).
- Articled co-authored published in Journal of Sustainability in Higher Education.

Uresti, Claire. (2024). *Zero Textile Waste Initiative- Waste Diversion and Data Analysis.* University of North Texas.

- Role: Faculty Undergraduate Research Fellow (URF) Advisor

Senthil, R. (2023). *Application of Life Cycle Assessment (LCA) Methodology to Analyze Environmental Impact in the case of Circular Thrift - Innovative, Community based startup in Columbus, Ohio.* The Ohio State University

- Role: Faculty External Advisor
- Presented at ITAA 2023.
- **Published in SSCII journal**

Avina, A. (2023). *The true cost of Fast Fashion.* Lecture for UNT TAM's resident students.

- Role: Faculty Graduate Teaching Advisor. University of North Texas.
- Presented for TAM's students at ReVamp event, 1st November, 2023.

Soltanisehat, M. (2023). *Dressing for Change: Women and Fashion Politics in Postrevolutionary Iran.* University of North Texas.

- Role: Graduate Research Advisor.
- Presented at UNT/CMHT Research Symposium in 2023.
- Presented at ITAA 2023.

Taraz, A. (2023). *Dressing for Change. Women and Fashion Politics in Postrevolutionary Iran.*

- Role: Graduate Research Advisor. University of North Texas.
- Presented at UNT/CMHT Research Symposium in 2023.
- Presented at ITAA 2023.

Taraz, A. (2023). *B Corps in the US fashion industry, Case studies of three brands.* University of North Texas.

- Role: Graduate Research Advisor.
- Submitted to the research journal.
- Submitted to ITAA 2024.

Siddiqi, H.T., and Rahman, M. (2023). *Investigating Modern Slavery in the Post-Pandemic Textile and Apparel Supply Chain: An Exploratory Study*. University of North Texas.

- Role: Graduate Research Advisor.
- Presented at UNT/CMHT Research Symposium in 2023.
- Presented at ITAA 2023.

Soltanisehat, M., and Tefera, M. (2023). *The Nike Materiality Assessment*. University of North Texas.

- Role: Graduate Research Advisor.
- Presented at UNT/CMHT Research Symposium in 2023.

Aji Silpa, Lasya (2023). *Ayurvastra: Why Therapeutic Clothing is a Game Changer*. University of North Texas.

- Role: Graduate Research Advisor.
- Presented at ITAA 2023.

Couzen, J. (2023). *B Corporations in the Fashion Industry-Systematic Review*. University of North Texas.

- Role: Undergraduate Research Advisor.
- Presented at UNT/CMHT Research Symposium in 2023.
- Presented at ITAA 2023.

Spencer, B. (2022). *Waste to Wear: Reducing Ocean Plastic to Create Sustainable Textiles*. University of North Texas.

- Role: **Undergraduate Research Fellow (URF) Advisor**
- Presented at UNT/CMHT Research Symposium and URF competition in 2022.

Garcia, A. (2021). *Sustainability Matrix for Eileen Fisher*. University of North Texas.

- Role: Undergraduate Research Advisor.
- Presented at UNT/CMHT Research Symposium in 2020.
- **Received the most innovative undergraduate research award (CMHT 2020).**

Gunnin, G. (2021). *Sustainable packaging*. University of North Texas.

- Role: Graduate Research Advisor.
- Presented at UNT/CMHT Research Symposium in 2020.
- **Received the most innovative graduate research award (CMHT 2020).**

Stampf, V. (2021). *Sustainability in the packaging industry – Global report*. University of Ljubljana. Slovenia.

- Role: Expert advisor for international student.
- Collaborative project with University of Slovenia. EU.
- **Published in SSCI journal.**

Craycroft, C. (2021). *The negative effect of fast fashion on manufacturing employees*. Highland Park Independent School District, Dallas.

- Role: Expert advisor for high school student.
- Collaborative project with Highland Park Independent School District, Dallas, TX.

Baptiste, J. (2020). *Sustainability and co-creation*. University of North Texas.

- Role: Graduate Research Advisor. University of North Texas, Denton.

SCHOLARSHIP

HIGHLIGHTS:

- UNT Leadership Fellows Cohort (2025-2026).
- ITAA Rising Star Award (2023).
- CMHT Research Award (2023).
- 3 peer-reviewed monographs published in two languages.
- 28 journal publications in a range of highly respected journals including *Clothing and Textiles Research Journal*, *Journal of Global Fashion Marketing*, *Journal of Fashion Marketing and Management*, *Fibers & Textiles in Eastern Europe*, *Sustainability*, *Cleaner and Responsible Consumption*, and the prestigious journals *Sustainable Development* (IF 12,5; cite score 15,2), *Journal of Cleaner Production* (IF 11,1; cite score 18,5), *Sustainable Production and Consumption* (IF 12,1; cite score 12,5), and *Journal of Business Venturing Insights* (cite score 8,8).
- 12 book chapters, encyclopedia entries, and case studies.
- 28 published conference proceedings.
- 67 international conference presentations (5 keynotes).
- 3 industry invited keynote research presentations at the retail corporate headquarters (PVH, Circular Thoughts, Abercrombie & Fitch)
- Research conducted by invitation for National Retail Foundation, PVH, Abercrombie and Fitch, Circular Thrift, and three B Corp manufacturers and wholesalers.
- Total Amount of Funding Received: \$258,372.89 (as of January 2026).
- ITAA Paper of Distinction Award, 2021 (Sustainability/CSR track).
- Innovative Research Award, 2026– Journal of Sustainability in Higher Education
- UNT Washington DC Faculty Fellow, UNT, 2021.
- The Outstanding Reviewer Award, CTRJ, 2020.
- Co-Editor Sustainability (MDPI) Special Issue Fashion and Circular Economy (2023).
- Co-Director Center for Consumer Insights and Innovation, CMHT, UNT.

PUBLICATIONS: MONOGRAPHS

(R = refereed, peer reviewed; I = international; N=national)

1. **Jestratić, I. (2024).** *The Business of Sustainability in Fashion- Following the Threads*. UNT Press. <https://untpress.unt.edu/catalog/jestratic-jovic-business-of-sustainability-in-fashion/> (R/I)
2. **Jestratić, I. (2012).** *Fashion study: signs and meanings of clothing practice*. (Original: Studija mode: znaci i znacenja odevne prakse) Belgrade, Serbia: Orion Art. ISBN-13: 978-8683305612 (Second edition). R/N.
3. **Jestratić, I. (2011).** *Fashion study: signs and meanings of clothing practice*. (Original: Studija mode: znaci i znacenja odevne prakse) Belgrade, Serbia: Orion Art. ISBN 10: 8683305619 (First edition) R/N.

PUBLICATIONS: JOURNAL ARTICLES

(R = refereed, double-blind reviewed; I = international; N=national, *based on graduate student mentoring)

1. **Jestratić, I., Vrabic-Brodnjak, U. (2026).** *From Plastic to Bamboo: Sustainable Innovation in the Cosmetics Packaging Industry -Insights from Big Data Analytics.* Accepted Sustainable Futures.
2. **Jestratić, I., Taraz, R., Couzen, J. (2026).** Business as a Force for Good: Exploring B Corp Business Cases in the US Fashion Industry Through Quadruple Bottom Line Theory and Mixed Method Approach. *Sustainable Development* 34, no. 3: 3827–3844. <https://doi.org/10.1002/sd.70555>.
 - o {SSCI}, Impact Factor 9.3, Cite score 13.6, R/I*
3. Soltanisehat, M., **Jestratić, I., (2025).** Sustainability Reporting in the Spotlight: Exploring Evidence from Nike’s Corporate Report. *Accounting and Auditing, Accepted.*
4. **Jestratić, I., Zuniga, R., Blackburn, M. (2025).** Closing the Loop: Application of Transformative Pedagogy and Action Research to Implement Zero Textile Waste Model at a University Campus. *International Journal of Sustainability in Higher Education.* Accepted December 4th, 2025.
 - o {SSCI}, Impact Factor 4.3, Cite score 5.8, R/I*
5. **Jestratić, I., R. Taraz, and J. Couzen (2025).** Business as a Force for Good: Exploring B Corp Business Cases in the US Fashion Industry Through Quadruple Bottom Line Theory and Mixed Method Approach. *Sustainable Development*, pp. 1–18. <https://doi.org/10.1002/sd.70555>
 - o {SSCI}, Impact Factor 8.2 (Q1), Cite score 14.5, R/I*
6. Vladimirova, K., Samie, Y., Maldini, I., Iran, S., Laitala, K., Henninger, C.E., Alosaimi, S.I., Drennan, K., Lam, H., Teixeira, A.L. and **Jestratić, I. (2024).** Urban transitions toward sufficiency-oriented circular post-consumer textile economies. *Nature Cities*, pp.1-11.
7. **Jestratić, I., Uanhoro, J., Islam, R. (2024).** Transparency of Sustainability Disclosures among Luxury and Mass-market Fashion Brands: Longitudinal Approach. *Journal of Cleaner Production*, 436 (14048), 1-11. <https://doi.org/10.1016/j.jclepro.2023.140481>
 - o {SCIE}, Impact factor 11.1; cite score 18,5, R/I
8. **Vrabic, Brodnjak, U., Jestratić, I. (2023).** The future of Baby cosmetics: A look at sustainable materials and packaging innovations – a systematic review. *Sustainable Development*, online first, 1-15. <https://doi.org/10.1002/sd.2775>
 - o {SSCI}, Impact factor 12.5; cite score 15.2, R/I

9. **Jestratić, I., & Rudd, N. A. (2023).** The ‘Look’! Aesthetic Labour, Aesthetic Norms and Appearance-based Recruitment in the Runway Modelling Industry. *Fashion, Style & Popular Culture*, online first, 1-19. https://doi.org/10.1386/fspc_00201_1
 - o {ESCI}, R/I
10. Escudero, S. B., **Jestratić, I.**, Short, J. C., & Wolfe, M. T. (2023). B Corp Certification in the Age of Fast Fashion: Using Hierarchical Clustering and Correspondence Factor Analysis to Highlight Social Entrepreneurial Advancement in the Fashion Industry. *Journal of Business Venturing Insights*, 20 (e00412), 1-10. <https://doi.org/10.1016/j.jbvi.2023.e00412>
 - o Cite score 8.8, R/I*
11. McCauley, E. & **Jestratić, I (2023).** Exploring the Business Case for Textile-to-textile Recycling using Post-consumer waste in the US: Challenges and Opportunities. *Sustainability*, 15(2), 1473. <https://doi.org/10.3390/su15021473>
 - o {SSCI}, Impact Factor 3.89, Cite score 5.8, R/I*
12. Oliver, M. O., **Jestratić, I.**, Uanhoro, J., & Knight, D. K. (2023). Investigation of a Consumer’s Purchase Intentions and Behaviors towards Environmentally Friendly Grocery Packaging. *Sustainability*, 15(11), 8789. <https://doi.org/10.3390/su15118789>
 - o {SSCI}, Impact Factor 3.89, Cite score 5.8, R/I*
13. **Jestratić, I.**, & Vrabič-Brodnjak, U. (2022). Sustainable and Innovative Packaging Solutions in the Fashion Industry: Global Report. *Sustainability*, 14(20), 13476. <https://doi.org/10.3390/su142013476>
 - o {SSCI}, Impact Factor 3.89, Cite score 5.8, R/I
14. **Jestratić, I.**, Hillery, Julie (2022). Measuring the “Clothing Mountain” among U.S. College Students: Using Action Research and Principles of Sustainability Pedagogy to Examine (Un)Sustainable Clothing Consumption Behaviors in the Classroom. *Clothing and Textiles Research Journal*, 41(1), 1-16. <https://doi.org/10.1177/0887302X221084375>
 - o {SSCI}, Impact Factor 1.9; R/I
15. Karpova, E., **Jestratić, I.**, Lee, J., Wu, J. (2022). An Ethnographic Study of Collaborative Fashion Consumption: The Case of Temporary Clothing Swapping. *Sustainability*, 14(5), 2499. <https://doi.org/10.3390/su14052499>
 - o {SSCI}, Impact Factor 3.89; Cite score 5.8, R/I

16. Henninger, C.E, Joyner-Martinez, C, Iran; S., Diddi, S., Durrani, M., Iyer, K., **Jestratić, I.**, McCormick, H., Niinimäki, K., Thangavelu, P., Sadílek, T., Sauerwein, M., Simek, P., Singh, R., Wallaschkowski, S. (2022). Fashion Consumption During COVID-19: Comparative Analysis of Changing Practices across Nine Countries and Implications for Sustainability. *Cleaner and Responsible Consumption* 5(2022), 100056. <https://doi.org/10.1016/j.clrc.2022.100056>

o *h index 14, R/I*

17. **Jestratić, I.**, Maystorovich, I., & Vrabič-Brodnjak, U. (2022). The 7 Rs Sustainable Packaging Framework: Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry. *Sustainable Production and Consumption*, 30 (2022), 331-340. [10.1016/j.spc.2021.12.013](https://doi.org/10.1016/j.spc.2021.12.013)

o *{SSCI}, Impact Factor 12.1; Cite score 12.5, R/I*

18. Creighton, R., **Jestratić, I.**, Lee, D. (2021). Sustainability Supplier Scorecard Assessment Tools: A Comparison Between Apparel Retailers. *Journal of Global Fashion Marketing*. 13(1), 61-74. <https://doi.org/10.1080/20932685.2021.1987289>

o *{ESCI}, R/I**

19. Corovic, E., **Jestratić, I.** (2021). Assessing the Competitiveness of Serbian Textiles and Apparel Industry Exports Using RCA Index and TPI Indicators. *Fibers & Textiles in Eastern Europe*; 29, 4(148), 15-23. 10.5604/01.3001.0014.8226

o *{SCIE}, Impact Factor 1.045, R/I*

20. **Jestratić, I.**, Uanhoro, J. O., & Creighton, R. (2021). To disclose or not to disclose? Fashion brands' strategies for transparency in sustainability reporting. *Journal of Fashion Marketing and Management: An International Journal*, 26(1), 36-50. <https://doi.org/10.1108/JFMM-09-2020-0182>

o *{SSCI}, Impact Factor 4.021, R/I*

21. **Jestratić, I.** (2021). Visual seduction: Eroticism in surrealist art photography and postmodern fashion photography. *Journal of Fashion, Style and Popular Culture*. 8(2021), 155 – 164. https://doi.org/10.1386/fspc_00029_1

o *{ESCI}, R/I*

22. **Jestratić, I.**, Rudd, N.A, Ilic, S. (2020). The Body to Die for: Body Measurements, and BMI Analysis of Female and Male Runway Models. *Clothing and Textiles Research Journal*, 40(4), 291-307. <https://doi.org/10.1177/0887302X20968893>

o {SSCI}, Impact Factor 1.9; R/I

23. **Jestratić, I.,** Rudd, N.A. & Uanhoro, J. (2020). Transparency of Sustainability Disclosures among Luxury and Mass-market Fashion Brands. *Journal of Global Fashion Marketing*, 11(2), 99-116, <https://doi.org/10.1080/20932685.2019.1708774>

o {ESCI}, R/I*

24. Cavender, R., Howell, A., Hillery, J., Paulins, A., **Jestratić, I. (2019).** Exploring Consumers' Understanding and Evaluation of their Ethical Consumption and Disposition, 2(3), 2019. *Journal of Textile Science and Fashion Technology*. 10.33552/JTSFT.2019.02.000536.

o R/I

25. **Jestratić, I.,** Rudd, N. A. (2018). Six forms of sustainable fashion. *Latest Trends in Textiles and Fashion Designing*, 2(4), 2018, 10.32474/LTTFD.2018.02.000145.

o R/I

26. **Jestratić, I. (2015).** Fashion and semiotics of gender. *Journal of Issues in Ethnology and Anthropology*, 10(4), 773-787. <https://doi.org/10.21301/eap.v10i4.3>

o {ESCI}, R/N

27. **Jestratić, I. (2013).** Introduction to Fashion Studies. *AM Journal of Art and Media Studies*, Issue 3, 108- 119. R/N

28. **Jestratić, I. (2009).** Decoding an image (original: Dekodiranje slike), *Journal of Culture, Special Issue on Photography*, 10(1), 83-102 (original: Casopis Kultura), R/N

JOURNAL ARTICLES SUBMITTED

Hyun, Jonghan, Jestratić, I. (2025). Promoting Textile Recycling Through Persuasive Appeals: Insights from Cosmopolitanism, Ethnocentrism, and Moral Foundations Theory. Under review.

Jestratić, I., Zuniga, R., Blackburn, M. (2026). Triple Impact Assessment: An Evaluation of the Social-Environmental-Financial Benefits of a Zero Textile Waste Model on a University Campus. Under review.

PUBLICATIONS: BOOK CHAPTERS, ENCYCLOPEDIA ARTICLES & CASE STUDIES

(R = refereed, peer-reviewed; I = international; N=national; INV-invited)

1. Kim, J., **Jestratić, I.**, Pookulangara, S. (2024). Recommerce is Changing the Face of Global Fashion Retail. <https://cmht.unt.edu/recommerce-changing-face-global-fashion-retail-case-study> (INV)
2. **Jestratić, I.** (2022). Dressed for Sustainability Success a Capsule Wardrobe Project. In Sahakian, M., Fischer, D., Seyfang, G., Dyer, J., & King, J. (Eds.), *Teaching and Learning for Sustainable Consumption*. Routledge.
<https://www.taylorfrancis.com/chapters/edit/10.4324/9781003018537-36/dressed-sustainability-success-iva-jestratic> (R/I)
3. **Jestratić, I.**, Rudd, N. A. (2020). Making fashion Transparent - what consumers know about fashion brands they admire. In Burns, L. D. (Ed.), *Fashion Business Cases: A Student Guide to Learning with Case Studies*. New York: Fairchild Books.
<https://www.bloomsbury.com/us/fashion-business-cases-9781501362996/> (R/I)
4. **Jestratić, I.**, Rudd, N. A. (2019). Cosmetics Branding: Advertisements and Beauty Pursuit. In Eicher, J. (Ed.), *Berg Encyclopedia of World Dress and Fashion*. London: Bloomsbury. DOI: 10.2752/9781847888525.EDch031719 (R/I/INV)
5. Rudd, N. A., **Jestratić, I.** (2019). Body positivity. In Eicher, J. (Ed.), *Berg Encyclopedia of World Dress and Fashion*. London: Bloomsbury. (R/I/INV)
6. Rudd, N. A., **Jestratić, I.** Threats to Body Image. (2019). In Eicher, J. (Ed.), *Berg Encyclopedia of World Dress and Fashion*. London: Bloomsbury. DOI: 10.5040/EDch031613 (R/I/INV)
7. **Jestratić, I.**, Rudd, N. A. (2018). Making fashion Transparent - what consumers know about fashion brands they admire. In Divita, L. & Burns, L. D. (Eds.), *Bloomsbury Fashion Business Cases*. London: Bloomsbury. DOI: 10.5040/9781474208765.0007 (R/I)
8. **Jestratić, I.**, Rudd, N. A. (2018). Sustainable Exclusivity for the Global Marketplace. *Sustainability Marketing Claims and Consumer Behavior* (pp. 28-38). In Hawley, J., Cassil, N., McGowan, K.
https://cdn.ymaws.com/itaaonline.org/resource/resmgr/publications/Monograph12-2018_Future_of_L.pdf (R/I/INV)
9. **Jestratić, I.** (2014). Fetishism and fashion. In Erdem, T. & Ergul, S. (Eds.). *Fetis Ikame* (pp. 206-222). Istanbul, Sel. (R/N/INV.)
10. **Jestratić, I.** (2014). Serbian Fashion, Between Two Wars: 1918-1941. (Original: *Moda između dva rata: Beograd 1918-1941*). In Suvakovic, M. (Ed.) *History of Art in Serbia, XX century, Part II*. (Original: *Istorija Umetnosti u Srbiji XX vek, Tom dva*) (pp. 202-221). Belgrade, Orion Art. (R/N/INV.)
11. **Jestratić, I.** (2012). Symbol Exoticism in Socialistic Official Dress. (Original: *Egzotični kodovi socijalističke oficijelne mode*). In Suvakovic, M. (Ed.) *History of Art in*

Serbia, XX century, Part III. (Original: Istorija Umetnosti u Srbiji XX vek, Tom tri) (pp.107-120). (R/N/INV.)

12. **Jestratić, I. (2008).** Europeanization of printed media in Serbia. In Daković, N. & Nikolić, M. (Eds.) *Education, Arts and Media in the Process of European Integration* (pp. 105-120). Belgrade, Faculty of Dramatic Arts, Institute for Theatre, Film, Radio and Television. (R/N/INV.)

CONFERENCE PROCEEDINGS

(R = refereed, peer-reviewed; I = international; N=national; * = based on graduate student mentoring)

1. **Jestratić, I., Zuniga, R., Blackburn, M. (2025).** “Closing the Loop: Application of Transformative Pedagogy and Action Research to Implement Zero Textile Waste Model at a University Campus”, *International Textile and Apparel Association Annual Conference Proceedings*. doi:<https://doi.org/10.31274/itaa.21998> (R/I)
2. **Jestratić, I., Vladimirova, K., Samie, Y., Maldini, I., Iran, S., Laitala, K., Henninger, C.E., Alosaimi, S.I., Drennan, K., Lam, H., Teixeira, A.L., Weber, S. (2025).** “Urban transitions toward sufficiency-oriented circular post-consumer textile economies”, *International Textile and Apparel Association Annual Conference Proceedings*. doi: <https://doi.org/10.31274/itaa.21994>
3. Hyun, Jonghan, **Jestratić, I. (2025).** “Promoting Textile Recycling Through Persuasive Appeals: Insights from Cosmopolitanism, Ethnocentrism, and Moral Foundations Theory”, *International Textile and Apparel Association Annual Conference Proceedings*. doi: <https://doi.org/10.31274/itaa.21379>
4. Vrabič-Brodnjak, U., **Jestratić, I. (2024)** “Eco-chic Elegance: Sustainable Cosmetic Packaging Solutions for a Greener Tomorrow”, *9th Conference on Information and Graphic Arts Technology*. Ljubljana, Slovenia. (R/I)
5. **Jestratić, I., Uanhoro, J., Islam, R. (2024)** “Transparency of Sustainability Disclosures among Luxury and Mass-market Fashion Brands: Longitudinal Approach”, *International Textile and Apparel Association Annual Conference Proceedings* 80(1). doi: <https://doi.org/10.31274/itaa.17160> (R/I)
6. McCauley, E. & Jestratić, I. M. (2024) “Exploring the Business Case for Textile-to-Textile Recycling using Post-consumer Waste in the US: Challenges and Opportunities”, *International Textile and Apparel Association Annual Conference Proceedings* 80(1). doi: <https://doi.org/10.31274/itaa.17161> (R/I*)
7. Slaton, K. & **Jestratić, I. (2024)** “All Hail the Secondary Fashion Entrepreneur: A Trendy Career in an Emerging Fashion Resale Market”, *International Textile and Apparel Association Annual Conference Proceedings* 80(1). doi: <https://doi.org/10.31274/itaa.17266> (R/I)

8. Rana, M., **Jestratić, I.**, Rahman, M. & Siddiqi, M., (2024) "Investigating Modern Slavery in the Post-Pandemic Textile and Apparel Supply Chain: An Exploratory Study", *International Textile and Apparel Association Annual Conference Proceedings* 80(1). doi: <https://doi.org/10.31274/itaa.17417> (R/I*)
9. **Jestratić, I.**, (2023). "Sustain-ology and Anti-consumption Rhetoric: Fashion and Consumer-resistant Identities". International Symposium Ljubljana, Slovenia. Identity; Fashion at the CrossRoads. Proceedings. (R/N)
10. **Jestratić, I.** & Hillery, J. L., (2022) "Measuring the "Clothing Mountain": Action Research and Sustainability Pedagogy to Reframe (Un)Sustainable Clothing Consumption in the Classroom", *International Textile and Apparel Association Annual Conference Proceedings* 79(1). doi: <https://doi.org/10.31274/itaa.15983> (R/I)
11. **Jestratić, I.** & Diddi, S., (2022) "Impact of COVID-19 Pandemic on Sustainable Fashion Consumption Values Among US Gen Z Consumers: Implications for Marketers", *International Textile and Apparel Association Annual Conference Proceedings* 79(1). doi: <https://doi.org/10.31274/itaa.13670> (R/I)
12. Vrabč-Brodnjak, U., **Jestratić, I.**, (2022) "Solutions for sustainable packaging in the footwear and apparel industry". *GRID: International Symposium on Graphic Engineering and Design*. Novi Sad Serbia.
<https://www.grid.uns.ac.rs/symposium/download/2022/59.pdf> (R/I)
13. Mikah, O., Vrabč-Brodnjak, U., **Jestratić, I.**, (2022) "Purchase Intention and Behavior Towards Environmentally Friendly Grocery Packaging", *GRID: International Symposium on Graphic Engineering and Design*. Novi Sad Serbia.
<https://www.grid.uns.ac.rs/symposium/download/2022/60.pdf> (R/I*)
14. **Jestratić, I.**, Vrabč-Brodnjak, U., (2022) "Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry", *ACME conference*. New Orleans, LA. https://www.shsu.edu/academics/management-and-marketing/acme-conference/documents/2022_ACME_PROCEEDINGS.pdf (R/I)
15. Wulff, G., **Jestratić, I.**, (2022) "Directions for transparency research in the Fashion, Clothing and Textile Industry: A systematic review", *ACME conference*. New Orleans, LA. https://www.shsu.edu/academics/management-and-marketing/acme-conference/documents/2022_ACME_PROCEEDINGS.pdf (R/I)
16. **Jestratić, I.**, Maystorovich, I. & Vrabč-Brodnjak, U., (2022) "7 R's of Sustainable Packaging Framework – Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry", *International Textile and Apparel Association Annual Conference Proceedings* 78(1). doi: <https://doi.org/10.31274/itaa.13592> (R/I)
17. **Jestratić, I.**, Uanhoro, J. O. & Creighton, R., (2022) "To Disclose or Not to Disclose? Fashion Brands' Strategies for Transparency in Sustainability

Reporting”, *International Textile and Apparel Association Annual Conference Proceedings* 78(1). doi: <https://doi.org/10.31274/itaa.13591> (R/I)

18. Harmon, J., Lee, J. & **Jestratić, I.**, (2022) “Relationship of Social Media, Social Influences and Eco-Friendly Behaviors for Gen Y vs. Z”, *International Textile and Apparel Association Annual Conference Proceedings* 78(1). doi: <https://doi.org/10.31274/itaa.13833> (R/I)
19. Karpova, E. E., **Jestratić, I.**, Lee, J. & Wu, J. (2022) “An Ethnographic Study of Collaborative Consumption: Examining Clothing Swapping”, *International Textile and Apparel Association Annual Conference Proceedings*. 78(1) doi: <https://doi.org/10.31274/itaa.13520> (R/I)
20. **Jestratić, I.**, (2022) “Tongue Patch Surgery-radical Weight-loss Fad: Insights from Ethnographic and Netnographic research. *Fashion and...Freaks and Monsters* symposium. Hawaii. https://drive.google.com/file/d/13j5ugEGnEoNwd-vYLFM_6-FJE-mfZ7kd/view. (R/I.)
21. Maldini, I., Iran, S., Laitala, K., Vittersø, G., **Jestratić, I.**, Amaral, M., Vladimirova, K., (2021) “Dress and the city: a comparative study of clothing and textiles environmental policy in six European cities”, *European Roundtable for Sustainable Consumption and Production Conference Proceedings*. <https://doi.org/10.3217/978-3-85125-842-4-19> (R/I)
22. Creighton, R., **Jestratić, I.**, Lee, D., (2021) “Sustainability Supplier Scorecard Assessment Tools: A Comparison Between Apparel Retailers” *International Textile and Apparel Association Annual Conference Proceedings*. <https://doi.org/10.31274/itaa.13671>. (R/I*)
23. **Jestratić, I.**, Hawley, J., (2021) “A Framework for Evaluating Sustainable Jean Attributes”, *International Textile and Apparel Association Annual Conference Proceedings*. <https://doi.org/10.31274/itaa.12070>. (R/I)
24. **Jestratić, I.**, (2020) “Clothing mountains among U.S. college students: An examination of student clothing consumption and an educational strategy for sustainable consumption”, *4th International Sustainable Consumption Research and Action Initiative SCORAI conference*. (R/I)
25. **Jestratić, I.** & Rudd, D. A., (2019) “The Body to Die for: Appearance Aesthetics, Body Measurements, and BMI Analysis of a Female and Male Runway Models (2012–2018)” *International Textile and Apparel Association Annual Conference Proceedings* 76(1). <https://doi.org/10.31274/itaa.8427>. (R/I)
26. **Jestratić, I.** & Uanhoro, J. & Rudd, D., (2018). Policies versus Practices: Transparency of supply chain disclosures among luxury and mass market fashion brands. *International Textile and Apparel Association Annual Conference Proceedings* 75(1). <https://iastatedigitalpress.com/itaa/article/id/1285/>. (R/I)

27. Wong, J., Shobo, Y., Hodgdon, B., & **Jestratijevic, I., (2018)** “The Psychosocial Well-being of Different Types of Family Caregivers in Midlife and Late Adulthood”. *Innovation in Aging*, 2(Suppl 1), 122. [10.1093/geroni/igy023.449](https://doi.org/10.1093/geroni/igy023.449). (R/I)
28. Rudd, N. A. & **Jestratijevic, I.** & Husk, S., (2017) “Reflections and Empowerment: Body Image Letters to a Younger Self”, *International Textile and Apparel Association Annual Conference Proceedings* 74(1).
<https://iastatedigitalpress.com/itaa/article/id/1568/print/>. R/I.

CONFERENCE PRESENTATIONS

(R = refereed, peer-reviewed; I = international; N=national; Invited- INV.)

1. **Jestratijevic, I., Zuniga, R. (2026)**. Triple Impact Assesment: An Evaluation of the Social-Environmental-Financial Benefits of a Zero Textile Waste Model on a University Campus. Texas Recycling Summit, Denton, TX. (2026, May). *Key note presentation.
2. **Jestratijevic, I.**, Vladimirova, K., Samie, Y., Maldini, I., Iran, S., Laitala, K., Henninger, C.E., Alosaimi, S.I., Drennan, K., Lam, H., Teixeira, A.L., Weber, S. (2025, November). Urban transitions toward sufficiency-oriented circular post-consumer textile economies. *International Textile and Apparel Association Annual Conference, St. Louis, Missouri*.
3. Hyun, Jonghan, **Jestratijevic, I. (2025, November)**. Promoting Textile Recycling Through Persuasive Appeals: Insights from Cosmopolitanism, Ethnocentrism, and Moral Foundations Theory. *International Textile and Apparel Association Annual Conference, St. Louis, Missouri*.
4. **Jestratijevic, I.**, Blackburn, M., Zuniga, R. (2025, November). Closing the Loop: Application of Transformative Sustainability Pedagogy and Action Research to Implement a Scalable Zero Textile Waste Model at a University Campus. *International Textile and Apparel Association Annual Conference, St. Louis, Missouri*.
5. Zuniga, R., **Jestratijevic, I. (2025, November)**. The Application of Life Cycle Assessment Methodology to Evaluate the Effectiveness of a Closed-Loop Textile Waste System in the Displacement of Negative Environmental Impacts in the Local Community. *International Textile and Apparel Association Annual Conference, St. Louis, Missouri*.
6. Vallabhajosyula Tejaswini, M. S., **Jestratijevic I. (2025, November)**. From Sentiment to Sustainability: Resin Keepsakes and Indian Wedding Garment Rentals. *International Textile and Apparel Association Annual Conference, St. Louis, Missouri*.
7. **Jestratijevic, I.**, Blackburn M., Zuniga R. (2025, October). Closing the loop: Application of Transformative Sustainability Pedagogy and Action Research to Implement Scalable Zero Textile Waste Model at a University Campus. 2nd Symposium of the International Research network on Sustainable Fashion Consumption, Yale University.

8. **Keynote: Jestratičević, I., (2025, May).** Closing the Loop: Application of Transformative Sustainability Pedagogy and Action Research to Implement Scalable Zero Textile Waste Model at a University Campus. 10th Conference on Information and Graphic Arts Technology, Ljubljana, Slovenia. (R/I/INV.)
9. Blackburn, M., **Jestratičević, I. (2025, April).** Assessing the Impact of Textile Waste Initiatives: A Qualitative Analysis of Community Engagement and Financial Relief at UNT. Presented at Texas Regional Alliance for Campus Sustainability (TRACS).
10. Zuniga, R., **Jestratičević, I. (2025, April).** The Application of a Closed-Loop Textile Waste System to Displace Negative Social-Environmental Impacts and Propose a Scalable, Replicable Solution to Textile Waste. Presented at Texas Regional Alliance for Campus Sustainability (TRACS).
11. **Jestratičević, I., Taraz, A., Couzens, J. (2024, November).** Business as a Force for Good: Exploring B Corp Business Cases in the US Fashion Industry. *International Textile and Apparel Association Annual Conference, Baltimore, Maryland.*
12. Soltanisehat, M., **Jestratičević, I., (2024, November).** Sustainability Reporting in the Spotlight: Exploring Evidence from Nike's Corporate Report. *International Textile and Apparel Association Annual Conference, Baltimore, Maryland.*
13. Pookulangara, S., Kim, J., **Jestratičević, I., Bowen, C., Case, S. (2024, November).** Case Study on Branded Recommerce: An Exploratory Study on the Business Leadership and Consumers. *International Textile and Apparel Association Annual Conference, Baltimore, Maryland.*
14. Kim, J., Pookulangara, S., **Jestratičević, I. (2024, May).** Circular Business Model in the Fashion Industry. *2024 International Conference on Clothing and Textiles*, Jeju, Korea. (R/I).
15. Vrabič-Brodnjak, U., **Jestratičević, I. (2024, April).** Eco-chic Elegance: Sustainable Cosmetic Packaging Solutions for a Greener Tomorrow. *9th Conference on Information and Graphic Arts Technology*. Ljubljana, Slovenia. (R/I)
16. **Jestratičević, I. (2024, February).** Measuring the Clothing Overconsumption: Action Research and Sustainability Pedagogy to Reframe (Un)Sustainable Clothing Consumption in the Classroom. *106th AAFCS-TX Annual Conference 2024- Training to Revitalize, Educate & Engage*, Denton, TX. (R/INV.)
17. Skelton, M., Cavender, R. C., **Jestratičević, I., Johnson, O. (2023, November).** Creating your Professional Village ITAA Affinity Group Kickoff. *International Textile and Apparel Association Annual Conference*, Baltimore, MD. (R/I)

18. **Jestratić, I., and Couzens, J. (2023, November).** B Corps Movement in the US Fashion Industry: A Systematic Review. *International Textile and Apparel Association Annual Conference*, Baltimore, MD. (R/I)
19. **Jestratić, I., Uanhoro, J., Islam, R. (2023, November).** Transparency of Sustainability Disclosures among Luxury and Mass-market Fashion Brands: Longitudinal Approach. *International Textile and Apparel Association Annual Conference*, Baltimore, MD. (R/I)
20. **McCauley, E. & Jestratić, I. (2023, November).** Exploring the business case for textile-to-textile recycling using post-consumer waste in the US: challenges and opportunities. *International Textile and Apparel Association Annual Conference*, Baltimore, MD. (R/I)
21. **Goldsand, L., Jestratić, I., Ragul, S., Hillery, J. (2023, November).** Application of Life Cycle Assessment (LCA) Methodology to Analyze Environmental Impact in the case of Circular Thrift - Innovative, Community based startup in Columbus, Ohio. *International Textile and Apparel Association Annual Conference*, Baltimore, MD. (R/I)
22. **Islam, R., Jestratić, I., Siddiqi, H. T., Rahman., M. (2023, November).** Investigating Modern Slavery in the Post-Pandemic Textile and Apparel Supply Chain: An Exploratory Study. *International Textile and Apparel Association Annual Conference*, Baltimore, MD. (R/I)
23. **Taraz, A., Soltanisehat, M., Jestratić, I. (2023, November).** Dressing for Change: Women and Fashion Politics in Postrevolutionary Iran. *International Textile and Apparel Association Annual Conference*, Baltimore, MD. (R/I)
24. **Aji Silpa, Lasya & Jestratić, I. (2023, November).** Ayurveda: Why Therapeutic Clothing is a Game Changer. *International Textile and Apparel Association Annual Conference*, Baltimore, MD. (R/I)
25. **Slaton, K., & Jestratić, I. (2023, November).** All Hail the Secondary Fashion Entrepreneur: A Trendy Career in an Emerging Fashion Resale Market. *International Textile and Apparel Association Annual Conference*, Baltimore, MD. (R/I)
26. **Jestratić, I. (2023, December).** Sustain-ology and anti-consumption rhetoric: Fashion and consumer-resistant identities. International Symposium Ljubljana, Slovenia. Identity; Fashion at the Cross Roads. (INV.)
27. **Vrabič-Brodnjak, U., Jestratić, I. (2023, October).** Solutions for sustainable packaging in the beauty industry. *International Circular Packaging Conference. Slovenia, Ljubljana.* <https://icp-lj.si/international-circular-packaging-conference/?lang=en> (R/I)

28. **Jestratić, I., Hillery, J. (2022, October).** Measuring the “clothing mountain” among U.S. college students: Using action research and principles of sustainability pedagogy to examine unsustainable clothing consumption behaviors in the classroom. *International Textile and Apparel Association Annual Conference*, Denver, CO. (R/I)
29. **Jestratić, I., Sonali, D. (2022, October).** Impact of COVID-19 pandemic on sustainable fashion consumption values among US Gen Z consumers: Implications for Marketers. *International Textile and Apparel Association Annual Conference*, Denver, CO. (R/I)
30. Vrabč-Brodnjak, U., **Jestratić, I. (2022, April).** Solutions for sustainable packaging in th footwear and apparel industry. GRID: International Symposium on Graphic Engeenering and Design. Novi Sad Serbia.
<https://www.grid.uns.ac.rs/symposium/enpocetna.html>. (R/I)
31. Mikah, O., Vrabč-Brodnjak, U., **Jestratić, I. (2022, April).** Purchase Intention and Behavior Towards Environmentally Friendly Grocery Packaging. GRID: International Symposium on Graphic Engeenering and Design. Novi Sad Serbia.
<https://www.grid.uns.ac.rs/symposium/enpocetna.html>. (R/I)
32. **Jestratić, I., Vrabč-Brodnjak, U. (2022, March).** Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry. *ACME Conference*, New Orleans, LA. (R/I)
33. Wulff, G., **Jestratić, I. (2022, March).** Directions for transparency research in the Fashion, Clothing and Textile Industry: A systematic review. *ACME Conference*, New Orleans, LA. (R/I)
34. **Jestratić, I. (2022, March).** Tongue Patch surgery-radical weight-loss fad: Insights from ethnographic and netnographic research. *Fashion and...Freaks and Monsters conference*. Manoa, Hawaii. (R/I)
35. Maldini, I., Iran, S., Laitala, K., Vittersø, G., **Jestratić, I., Amaral, M., Vladimirova, K. (2021, September).** Dress and the city: a comparative study of clothing and textiles environmental policy in six European cities. *European Roundtable for Sustainable Consumption and Production*, Graz, Austria. (R/I)
36. **Jestratić, I. (2021, April).** Sustainable Fashion How to Adapt. *Columbus Fashion Council*. Columbus, OH. <https://www.thefashionindustry.org/conference-access-welcome> (N/INV.)
37. **Jestratić, I., Maystorovich, I., Vrabč-Brodnjak, U. (2021, November).** 7 R’s of Sustainable Packaging Framework – Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry. *International Textile and Apparel Association Annual Conference*, Virtual. (R/I)

38. **Jestratić, I., Uanhoro, J. O., & Creighton, R. (2021, November).** To disclose or not to disclose? Fashion brands' strategies for transparency in sustainability reporting. *International Textile and Apparel Association Annual Conference, Virtual.* (R/I)
39. Harmon, J., Lee J, E., & **Jestratić, I. (2021, November).** The Bankruptcy of Forever 21: Fast Fashion's Relationship with Generation Z and Millennials. *International Textile and Apparel Association Annual Conference, Virtual.* (R/I)
40. Karpova, E., **Jestratić, I.,** Lee, J., Wu, J. **(2021, November).** An ethnographic study of sharing economy: Understanding experiences of women participating in swapping parts of their wardrobes. *International Textile and Apparel Association Annual Conference, Virtual.* (R/I)
41. Creighton, R., **Jestratić, I.,** Lee, D. **(2021, November).** Sustainability Supplier Scorecard Assessment Tools: A Comparison Between Apparel Retailers. *International Textile and Apparel Association Annual Conference, Virtual.* (R/I)
42. **Jestratić, I. (2020, November).** Overproduction and Overconsumption: Two Barriers to a Circular Economy. *International Seminar of Environmental Impact of Textiles Bharathiar University.* Coimbatore, Tamil Nadu, India. (R/I/INV.)
43. **Jestratić, I.,** Hawley, J. **(2020, November).** A Framework for Evaluating Sustainable Jean Attributes. *International Textile and Apparel Association Annual Conference, Virtual* (R/I)
44. Paulins, A, Hillery, J, Cavender, R, **Jestratić, I. (2020, November).** Consumer Behaviors Regarding Sustainability that Affect Demands Shaping Corporate Social Responsibility Policies in Fashion and Hospitality Industries. *International Textile and Apparel Association Annual Conference, Virtual* (R/I)
45. **Jestratić, I.,** Hawley, J. **(2020, September).** Better cotton, better jeans: Sustainable Cotton in the Global Denim Industry. *The 8th World Sustainability Forum,* Switzerland, Basel. (R/I)
46. **Jestratić, I. (2020, June).** Clothing Mountains among U.S. College Students: An Examination of Student Clothing Consumption and an Educational Strategy for Sustainable Consumption. *4th International Sustainable Consumption Research and Action Initiative SCORAI conference-Boston, Northeastern University.* (R/I)
47. **Jestratić, I.,** Rudd, N. A. **(2019, November).** The Body to die For: Appearance Aesthetics, Body Measurements, and BMI Analysis of a Female and Male Runway Models (2012-2018). *International Textile and Apparel Association Annual Conference,* Las Vegas, Nevada. (R/I)

48. Cavender R, Howell A, Hillery J, Paulins A, **Jestratić, I. (2019, November)**. Exploring Consumers' Understanding and Evaluation of Their Ethical Consumption and Disposition. *International Textile and Apparel Association Annual Conference*, Las Vegas, Nevada. (R/I)
49. **Keynote: Jestratić, I. (2018, June)**. Sustainable Fashion and Future of Apparel Industry. *Going Digital, International Conference. Sustainable Urban Society Association (Strand)*. Belgrade, Serbia. (R/I/INV.)
50. **Jestratić, I., Rudd, N. A., Uanhoro, J. (2018, November)**. Policies versus Practices: Transparency of Supply Chain Disclosures among Luxury and Mass Market Fashion Brands. *International Textile and Apparel Association Annual Conference*, Cleveland, OH. (R/I)
51. **Jestratić, I. Luxury and Global Markets. (2017, November)**. Presentation as a part of Special session on The Future of Luxury. *International Textile and Apparel Association Annual Conference*, St. Petersburg, FL. (R/I)
52. Rudd N. A., **Jestratić, I & Husk, S. (2017, November)**. Reflections and empowerment: body image letters to a younger self. *International Textile and Apparel Association Annual Conference*, St. Petersburg, FL. (R/I)
53. **Jestratić, I. (2011, May)**. Fashion under Socialism. Friends *a La Mode. Regional conference History Museum of Yugoslavia*, Belgrade, Serbia. (R/I)
54. **Jestratić, I. (2009, November)**. Fashion and Eroticism. *5th Global Conference: The Erotic-Exploring Critical Issues. Inter-disciplinary Net*. Salzburg, Austria. (R/I)
55. **Jestratić, I. (2009, September)**. Fashion and Fetishism. *Fetishism and Popular Culture, International Conference. Independent Scholars*. Istanbul, Turkey. (R/I)
56. **Jestratić, I. (2008, September)**. Postcolonial street style. *Fashioning Postmodern and Postcolonial Bodies*. University of Westminster, London. (R/I)
57. **Jestratić, I. (2007, April)**. Fashion and Printed media. Art and Media in the Process of European Integrations, International Conference, University of Arts in Belgrade. Serbia. (R/N)

PANEL PRESENTATIONS AND SEMINARS

(P=panel/S-seminar, I = international; N=national; Invited- INV.)

1. **Jestratić, I. (2026)**. UNT Earth Week Faculty Panel. April, 22, 2026.
2. **Jestratić, I. (2026)**. True Cost of Fashion. UNT Earth Week. Zero Waste Textile Initiative Panel. * Keynote.

3. **Jestratić, I. (2024).** What's The Future of Textile Waste? University of Washington's Buerk Center for Entrepreneurship and The Chayah Movement. University of Washington. October 29, 2024. P/N/Inv.
4. **Jestratić, I. (2023).** Teaching Sustainability in Higher Education: Tips and tools that make a difference. Sustainable Fashion Consumption network Seminar. <https://sustainablefashionconsumption.org/>. February 15, 2023. S/I/Inv.
5. **Jestratić, I., Hawley, J., Vrabic-Brodnjak, U., Cripps, D. (2022).** Zero waste packaging to save our planet. University of North Texas. April 2022. P/N
6. **Jestratić, I., Gam, H. J. (2021).** Clothes Mending. University of North Texas. October 2021. P/N
7. **Jestratić, I. (2021).** Sustainable Clothing Consumption - Clothing Mountains Project. The Ohio State University. College of Education and Human Ecology. Columbus, Ohio. S/N.
8. **Jestratić, I. (2021).** Overproduction and Overconsumption: Two Barriers to a Circular Economy. Bharatiar University, Department of Textiles and Apparel Design. Coimbatore, Tamil Nadu, India. S/I/INV.
9. **Jestratić, I. (2021).** Academic Career. The Ohio State University. College of Education and Human Ecology. Columbus, Ohio. S/N.
10. **Jestratić, I., Kozłowski, S., Wedel, C., Goldstein, W. (2021).** Sustainable Fashion How to Adapt. Columbus Fashion Council. <https://www.thefashionindustry.org/conference-access-welcome>. N/INV.

INDUSTRY COLLABORATIONS AND INVITED PRESENTATIONS OR CONSULTATIONS FOR FASHION BRANDS

1. **Pookulangara, S., Jestratić, I. (2026).** Strategic Partnership Between Zero Waste Textiles and **Uniqlo, Japan**.
2. **Jestratić, I., Pookulangara, S. (2025).** Strategic Partnership Between Zero Waste Textiles and **Goodwill DFW**. *Invited by Tim Heis, CEO DFW Goodwill.*
3. **Jestratić, I. (2025).** Strategic Partnership Between Zero Waste Textiles and **Soul to Soles DFW**. *Invited by Christina Ortega, Regional Manager, Soul to Soles DFW.*
4. **Jestratić, I. (2025).** Strategic Partnership Between Zero Waste Textiles and **Dallas Market Center**. *Invited by UNT alumna Victoria Edison.*
5. **Jestratić, I. (2024).** Evaluating **Liqui Donate Pitch** Demo for **Retail Technology Capital**. *Invited by David Matthes, Managing Director, Dallas, TX.*

6. **Jestratijevic, I. (2024).** *Life Cycle Assessment research completed.* Invited by Founder Lisa Goldstein. **Circular Thought LLC. Columbus, Ohio.**
7. **Jestratijevic, I. (2023).** *Textile Waste Management Solutions for Circular Fashion.* Invited by Evan McCauley, Senior Director, Sustainability and Innovation **PVH, New York.**
8. **Jestratijevic, I. (2022).** *Solution for Textile Waste Circularity, and Environmental Savings in Second-Hand Apparel Market.* Invited by Founder Lisa Goldstein. **Circular Thought LLC. Columbus, Ohio.**
9. **Jestratijevic, I. (2019).** *Sustainable Partnership for Abercrombie and Fitch.* Team project created and presented for **Abercrombie and Fitch** (Ms. Kim Haar Vice President Global Sustainability and Senior Management Team). Columbus-Ohio. *Keynote speaker
10. **Jestratijevic, I. (2019).** *Green Buckeye certified.* Team project prepared and presented for **Nike, Inc.** and Athletics Department, The Ohio State University. Columbus-Ohio.
11. **Jestratijevic, I. (2017).** *Sustainability in the Fashion Industry: Challenges and Opportunities.* Presented for **Abercrombie and Fitch, Ms. Kim Haar Vice President Global Sustainability and Senior Management Team).** Columbus-Ohio. *Keynote speaker

GRANTS

(E:external /I:internal)

Total Amount of Funding Received: \$258,372.89 (as of August 2026)

Total Funding Requested: \$1,210,187.76

Date	Author(s)	Title	Funding Source	Funding
2025	Vrabic Brodnjak, U. & Jestratijevic, I. (2025)	Erasmus+ KA171 2025 EU programme for education, training, youth and sport	European Comission (E)	\$4,045.69 (funded)
2025	Jestratijevic, I. , Zuniga, R., Blackburn, M., Hawley, J	Mean Green Textile Waste Diversion	Mean Green Fund UNT (I)	\$32,237.76 (funded)
2024	Jestratijevic, I. , Zuniga, R., Hawley, J.	Mean Green Textile Waste Diversion	Mean Green Fund UNT (I)	\$11,599.44 (funded)
2023	Jestratijevic, I. Hawley, J., Kinley, T., Watson, C.	We Mean Green Textile Waste Diversion Initiative Role: PI	EPA Environmental Protection Agency (E)	\$850, 000 (not funded)
2023	Jestratijevic, I.	Micro Mentorship Grant Role PI	UNT (I)	\$1,500 (funded)

2023	Pookulangara, S., Kim, J., Jestratijevic, I.	Business Case Study	NRF National Retail Foundation (E)	\$10,500 (funded)
2023	Jestratijevic, I.	Recycling at CMHT	STAR State of Texas Recycling (E)	\$1,000 (funded)
2022	Jestratijevic, I.	International Visiting Scholar Role: PI	UNT Global Venture Fund (I)	\$2,000 (funded)
2021	Trippeer, B., Jestratijevic, I. , Gam, H. J., Kim, J.	Sustainable Futures: Innovation, Education and Fashion Design Development. Role: Co-PI	Venture Well Foundation. (E)	\$30,000 (not funded)
2021	Jestratijevic, I.	Spring 2021 OER Summer Grants competition. Role: PI	UNT Library and UNT Press (I)	\$10,000 (funded)
2020	Jestratijevic, I. & Pookulangara, S.	Blue Jeans Go Green: Cotton Sustainability in Action Role: PI	Cotton Inc. (E)	\$50,460; (not funded)
2020	Wood, P. and Hawley, J.M., Bennett, A. Collaborators: Williams, K, Pookulangara S., Jestratijevic, I. , Leung, X., Mhlanga, L., Kim, J., Shenberger, A., Large, C., Agustin, S., & Littrell, M	Globalizing the Educational Experience: The College of Merchandising, Hospitality, and Tourism Role: Colaborator	Department of Education. (E)	\$180,371; funded
2020	Gam, H. J., Jestratijevic, I.	Mean Green Fix & Wear Role: Co-PI	UNT Mean Green Fund. (I)	\$2,124 (funded)
2019	Jestratijevic, I.	Tracing Restricted Substances Disclosures in Finished Apparel Goods (RSL) and Apparel Manufacturing (MRSL): Implications for Sustainability, Safety and Protection. Role: PI	University of Alberta, International Institute for Qualitative methodologies. (E)	\$25,000
2019	Jestratijevic, I.	Outward processing trade in Serbian Textile and Apparel Industry Role: PI	UNT Global Venture Fund (I)	\$2,995 (funded)

HONORS, AWARDS, & RECOGNITION

Date	Award	Description
2025	<i>Leadership Fellow</i>	University of North Texas
2025	<i>Visiting Scholar</i>	University of Ljubljana, Slovenia
2024	<i>Visiting Scholar</i>	University of Ljubljana, Slovenia
2023	<i>CMHT Research Award</i>	This award is given for research outcomes accomplished in the given year.
2023	<i>ITAA Rising Star Award</i>	The ITAA Rising Star Award is intended to recognize faculty who teach, research and conduct service in the area of Textiles and Apparel. This award is intended for junior faculty members who are untenured in a tenure-track faculty position. Candidates must demonstrate excellence in teaching, research/scholarly work, outreach/engagement and service that is commensurate with his/her faculty appointment.
2021	<i>ITAA Paper of Distinction Award (Sustainability/CSR track)</i>	Award for research scholarship. Granted by International Textile and Apparel Organization (ITAA).
2021	<i>UNT Washington DC Faculty Fellow</i>	Scholarship development. Meetings with Funding Agencies. UNT Research and Innovation.
2020	<i>The Outstanding Reviewer Award</i>	Based on review performance in 2020. Awarded by Clothing and Textile Research Journal.
2019- 2020	<i>Faculty First Flight Awards</i>	Professional Development Awards, University of North Texas (\$1000).
2018-2019	<i>Lois E. Dickey and Esther A. Meacham Endowment Award</i>	Graduate Scholarship for Doctoral Research. The Ohio State University (\$16,000).
2018	<i>Mary Lapitsky Graduate Fellowship</i>	Graduate Scholarship for Doctoral Research. The Ohio State University (\$1,600).
2017	Travel Award	Professional Development Award. College of Education and Human Ecology. The Ohio State University (\$750).
2016-2019	<i>Graduate Assistantship including stipend, tuition, benefits.</i>	The Ohio State University Department of Human Sciences. \$162,750 (\$54,250 x 3, approximate monthly payment \$1,600).
2006-2007	Graduate Stipend for Doctoral Research and Dissertation.	National Ministry of Science and Technology, Serbia. EUR 40,000 (EUR 8,000 x 5 approximate monthly payment EUR 600)

SERVICE

SERVICE TO THE UNIVERSITY

Date	University of North Texas	Responsibility/Role
Spring 2026	<i>UNT Move Out</i>	Leading Textile Waste Management collection
Fall 2025	<i>UNT Food Pantry \$ Clothing Pantry Drive</i>	Leading Clothing Pantry with Zero Waste Textile (November 7 \$ December 5)
Fall 2025	<i>3 days Sorting a Thon Event</i>	Event organizer
Fall 2025	<i>Thrifting for Free Event</i>	Event Organizer
Fall 2025	<i>SYFT x ZWTI Game Day Styling Pop-Up</i>	Event Organizer
Spring 2025	<i>UNT Move Out & City of Denton</i>	2 dumpsters of textile waste collected & diverted
Spring 2024	<i>UNT Move Out & City of Denton</i>	3 dumpsters of textile waste collected & diverted
Fall 2024	<i>Community Closet</i>	Project Manager *Donations collected through the Zero Waste program are given back to students in need
Fall 2024	<i>Donation Event at UNT Sustainability Fair</i>	Project Manager *Donations collected through the Zero Waste program are given back to students in need
Fall 2024	<i>Sorting a Thon Event with City of Denton</i>	Project Leader *As of September 2024, the team of student volunteers under my supervision sorted one ton of textiles, clothing, and shoes
Spring 2024	<i>Sustainability Council UNT</i>	Member
Spring 2024	<i>Zero Waste Textile Initiative</i>	Project Leader *As of April 2024, the team of student volunteers under my supervision collected and diverted 1894 pounds of textiles, clothing, and shoes
Spring 2024	<i>Community Closet</i>	Project Manager *Donations collected through the Zero Waste program are given back to students in need
Spring 2024	<i>Earth Fest Day</i>	Educational Materials
Fall 2023	<i>TAM's UNT</i>	Guiding 5560 student presentations in TAMS ReVamp event
Spring 2023	<i>We care we count campaign</i>	Ambassador: Leading campaign at CMHT level
Spring 2023	<i>Eagle Award judge UNT</i>	Judge: Reviewing applicants materials.
Fall 2023	<i>Hosting Visiting Scholar</i>	Hosting dr. Urska Vrabec Brodnjak (University of Ljubljana), organizing and coordinating her lectures at UNT and during ITAA 2023

Spring 2022	Panel “Zero waste Packaging to Save our Planet”	Panel organization, and execution Link to the panel https://www.youtube.com/watch?v=E6aZ_LWvLf4
Spring 2022	Hosting Visiting Scholar	Hosting dr. Urska Vrabic Brodnjak (University of Ljubljana), organizing and coordinating her lectures at UNT
Spring 2022	Poster Judge – URF Scholars Day	Scoring and evaluating URF posters.
9/2021 – present	University Undergraduate Curriculum Committee Member (UUCC)	Voting member College of Merchandising, Hospitality and Tourism College Representative
2021-2022	Mentoring Undergraduate research fellow	Mentoring research project conducted by URF.
Fall 2021	Mean Green Fix and Wear Workshop (in-person)	Event planning, organization, and execution
Spring 2021	Mean Green Fix and Wear Workshop (Online)	Event planning, organization, and execution
2020	Research is Cool: UNT, Honors College	Promotional Research video creation for you-tube channel. https://www.youtube.com/watch?v=RkcKk1US0E0
2020-present	Assistant Professor Support & Development Group	Member
2019-present	UNT, Brand Implementation Committee	Member
2019-present	UNT, Women Leadership Committee	College of Merchandising, Hospitality and Tourism Representative.

SERVICE TO THE COLLEGE

Date	College of Merchandising, Hospitality and Tourism	Responsibility/Role
2026	PAC Committee	Member
2025	CCII Rebranding Project	Leader
2025	PAC Committee	Member
2025	Committee for Administrative Reappointment	Member
2025	Center for Consumer Insights and Innovation (Spring & Fall)	Director
2025	Undergraduate Committee CMHT (Spring)	Member

2025	<i>Research Committee CMHT (Spring)</i>	Chair
2024	<i>Undergraduate Committee CMHT (Fall)</i>	Member
2024	<i>Research Committee CMHT (Fall)</i>	Chair
2024	<i>Graduate Committee CMHT (Spring)</i>	Member
2024	<i>Research Committee CMHT (Spring)</i>	Member
2024	<i>Center for Consumer Insights and Innovation (Spring & Fall)</i>	Co-Director
2024	<i>Food in Fashion Event (Spring)</i>	Guiding group of CMHT students to create Dress for the Event and competition
2023	<i>Academic Writing Workshop (Fall)</i>	Organizer and Instructor
2023	<i>Recording two Sustainable Packaging webinars for CMHT with visiting scholar dr. Vrabic Brodnjak (Spring)</i>	Presenter and Coordinator, https://www.youtube.com/watch?v=6FGG25EhXso
2023	<i>The Osher Lifelong Learning Institute, (OLLI), UNT</i>	Lecturer
2023	<i>Research Committee CMHT</i>	Co-chair
2023	<i>Graduate Committee CMHT</i>	Member
2022	<i>College representative at UNT Sustainability Fair</i>	Promoting MDR and HTM courses
2022	<i>Academic Writing Workshop</i>	Organizer and Instructor
2022	<i>Visiting Scholar Lecture at CMHT</i>	Organization: speaker dr. Vrabic-Brodnjak
2022	<i>CMHT Qualitative Research Methods course syllabus</i>	Creator
2021	<i>PhD program application proposal</i>	Member
2021- present	<i>CMHT Undergraduate Curriculum Committee.</i>	Member
2020-2021	<i>Marketing Committee</i>	Member
2020-2021	<i>Research Committee</i>	Member
2019	<i>Food in Fashion Event</i>	Guiding group of CMHT students to create Dress for the Event and competition
2019	<i>Harvard business cases: Teaching via case studies</i>	Organization: Speaker Stephanie Peck

SERVICE TO THE DEPARTMENT

Date	Merchandising and Digital Retailing	Responsibility/Role
2026	<i>Merch Inc Student Org</i>	Advisor
2025	<i>Merch Inc Student Org</i>	Advisor
2025	<i>Program promotion in the local High School, Founders Classical Academy, Flower Mound</i>	Presenter at the Fall Fair
2024	<i>City of Denton, Landfill, HCC, and recycling tour</i>	Organized and led the student tour
2024	<i>4560 Sustainable Strategies in Merchandising Course audits and revision</i>	Revision of the content
2024	<i>Presenter: Professional models and eating disorders</i>	Social Psychology of Dress and Appearance, MDR course
2022	<i>MDSE 3900 Branding and Promotion</i>	Syllabus development. Course developer. Summer 2021 CLEAR trainings and approval process. Combining courses: Brand Development and Visual Merchandising. Internalization of the course content.
2021	<i>MDSE 4560 Sustainable Strategies in Merchandising</i>	Internalization of the course content.
2021-2023	<i>TAPAC standards committee</i>	CMHT representative
2021	<i>Research Roadmap</i>	Writing team member
2021	<i>Advising other faculty members to teach Brand Development course in Frisco</i>	Preparing Ms. Kelcie Slaton to teach the course Provided instructor with complete course materials, videos, and instructional slides.
2021	<i>Presenter: Professional models and eating disorders</i>	Social Psychology of Dress and Appearance, MDR course
2020-2022	<i>TAPAC-self study and course adjustments</i>	MDSE 4560 course adjustments and assessments
2020	<i>TAPAC-self study</i>	Department based trainings and ITAA based workshops.

2020	<i>Search Committee Member for Lecture Position in Merchandising and Digital Retailing</i>	Member o New hire
2020	<i>Search Committee Member for Assistant Professor Position in Retail Technology</i>	Member o The search was abandoned after interviewing candidates
2020	<i>Advising other faculty members to teach Brand Development course in Frisco</i>	Preparing Ms. Kristina Bruder to teach the course Provided instructor with complete course materials, videos, and instructional slides.
2019-2020	<i>2x Presenter: Professional models and eating disorders</i>	Social Psychology of Dress and Appearance, MDR course
2019-2020	<i>MDSE 4560 Sustainable Strategies in Merchandising</i>	Course developer. CLEAR approved course in Summer 2020
2019	Career Fair Representative	International Textile and Apparel Association Conference (2019), Las Vegas, Nevada.

PROFESSIONAL MEMBERSHIP

Organization	Duration	Website
International Textile and Apparel Association, USA	2016-present	https://itaaonline.org/
International Society of Sustainability Professionals, USA	2018-present	https://www.sustainabilityprofessionals.org/
NCCC-065 Multistate Research Coordinating Committee and Information Exchange Group	2018-present	https://www.nimss.org/projects/view/mrp/outline/18806
Sustainable Fashion Consumption professional network	2020-present	www.sustainablefashionconsumption.org
Textile and Apparel Programs	2021-2023	https://itaaonline.org/mpage/TAPAC37

Accreditation
Commission

PROFESSIONAL SERVICE AND ASSIGNMENTS

Date	Professional organizations	Responsibility/Role
2026	National Science Foundation	Review panel on Innovations in Recycling, Water Treatment and Energy-Efficiency Technologies
2026	ITAA	Membership Committee Chair Elect
2026	ITAA	Conference abstract and full paper reviewer for CB, SSR, PED tracks.
2026	Journal of Sustainability in Higher Education	Reviewer *multiple articles
2026	Journal of Cleaner Production	Reviewer *multiple articles
2026	Journal of Sustainable Development	Reviewer *multiple articles
2025	NCCC065	Member- Annual Meeting
2025	ITAA	Conference abstract reviewer for SSR track and PED tracks
2025	Yale University	Conference abstract reviewer
2025	Yale University	Conference president
2025	Statewide Textile Recovery Act Taskforce (STRAT) California	Member
2025	Journal of Fashion Marketing and Management	Reviewer *multiple articles
2025	Journal of Cleaner Production	Reviewer *multiple articles
2024	University of Ljubljana	Scientific Committee
2024	ITAA	Conference abstract reviewer for SSR track and PED tracks
2024	ITAA (Faculty Fellowship and Awards Committee)	Reviewing candidates for 2024 Faculty Fellowship Awards.
2024	Journal of Retail and Consumer Services	Reviewer *multiple articles

2024	Conference on Information and Graphic Arts Technology, Slovenia	Reviewer abstracts and full paper
2024	Ohio State University	Guest Lecture: Eating disorders and Models
2023	ITAA	Conference Presider (SSR)
2023	NCCCC065	Annual meeting, San Francisco, 10/13
2023	ITAA Membership Committee	Developing and Launching ITAA Affinity Groups
2023	ITAA (Faculty Fellowship and Awards Committee)	Reviewing candidates for 2023 faculty fellowship awards.
2022-23	TAPAC	Standards Committee Member Standards Revision
2023	Sustainability (MDPI, IF: 3,9)	Co-Editor Special Issue Fashion and Circular Economy 2023
2023	ITAA	Conference abstract reviewer for SSR track and PED tracks Paper of distinction reviewer
2023	Journal of Fashion Marketing and Management	Reviewer
2023	Journal of Retailing and Consumer Services	Reviewer
2023	Sustainability	Reviewer
2023	Journal of Cleaner Production	Reviewer
2022	NCCCC065	Annual meeting, Denver, 10/24
2022	ITAA	Conference abstract reviewer for SSR track Paper of distinction reviewer
2022	ITAA	Conference presider
2022	ACRA	Conference Abstract reviewer
2022	ITAA (Faculty Fellowship and Awards Committee)	Reviewing candidates for 2022 faculty fellowship awards.
2022	Professional models and eating disorders	Human Nutrition, College of Education and Human Ecology. February 15. Invited speaker.
2021	The Ohio State University	Invited presenter in a graduate research seminar. College of Education and Human Ecology. Columbus, Ohio. September 16 th .
2021-present	TAPAC	Standards Committee Member Standards Revision
2021	ITAA	Conference Abstract reviewer for SSR track Paper of distinction reviewer
2021	ACRA	Conference Abstract reviewer

2021	NCCC-065	Annual meeting. Virtual. October 28 th
2021	ITAA (Membership Committee)	Members meeting
2021	ITAA annual conference	Virtual. Session presider
2021	ITAA (Faculty Fellowship and Awards Committee)	Reviewing candidates for 2021 faculty fellowship awards.
2021	Serbian Academy of Science (SANU)	Papers reviewed for monograph.
2021	Croatian journal of Media Studies	One full paper reviewed
2021	Sustainability	Two full papers reviewed
2021	International Journal of Productivity, and performance measurement	One full paper reviewed
2021	Journal of Global Fashion Marketing	One full paper reviewed
2021	Journal of Fashion Management and Marketing	Two full papers reviewed
2021	Professional models and eating disorders	Human Nutrition, College of Education and Human Ecology. February 15. Invited speaker.
2020	NCCC-065 annual meeting	Virtual. October 30 th
2020	The Ohio State University	Panel on Academic Career. College of Education and Human Ecology. Columbus, Ohio. December 17 th . Presenter.
2020	Clothing and Textile Research Journal	Ten full papers reviewed
2020	Journal of Fashion Management and Marketing	Three full papers reviewed
2020	Sustainability	One full paper reviewed
2020	Fashion and Textiles	One full paper reviewed
2020	Journal of Global Fashion Marketing	One full paper reviewed
2020	ITAA (Membership Committee)	Identifying the pool of new and potential members
2020	ITAA annual conference	Virtual. Session presider
2020	Fashion and Freaks and Monsters Conference	Conference abstracts reviewer
2020	Professional models and eating disorders	Human Nutrition, College of Education and Human Ecology. February 15. Invited speaker.

2019	NCCC-065 annual meeting	Texas Hosts. November 7 th and 8 th
2019	ITAA annual conference	Session presider
2019	ITAA annual conference, Las Vegas, NE	Career Fair coordinator
2019	ACRA	Conference Abstract reviewer
2019	Professional models and eating disorders	Human Nutrition, College of Education and Human Ecology. February 15. Invited speaker.
2019	Luxury Brand Management for Fashion: the brand and its value through craftsmanship, culture and exclusivity. Author: Ayshen Ali.	Book Reviewer.
2019	Brand/Story: Cases and Exploration in Fashion Branding Author: Joseph H. Hancock.	Book Reviewer.
2019	Clothing and Textiles Research Journal	One full paper reviewed
2019	Journal of Fashion Management and Marketing:	One full paper reviewed
2018	ITAA annual conference, Cleveland, OH.	Session presider
2018	NCCC-065 annual meeting	Portland. 5 th -7 th , October.
2018	NCCC065 Group/ITAA	Special Topic Session Facilitator: Establishing Action research Networks to Address Challenges in the Changing Marketplace
2018	Fashion Industry and Transparency of Supply Chain Disclosures	Invited speaker. Fisher College of Business, Ohio State University. October 9 th
2018	Sustainable Fashion and Future of the Apparel Industry	Invited speaker. University of Architecture. Belgrade, Serbia
2017	ITAA annual conference, St. Petersburg, FL.	Facilitator: Luxury Workshop

COMMUNITY SERVICE

Date	Professional organizations	Responsibility/Role
2025	Our Daily Bread Ministries	Diverting textile donations
2025	The Denton Landfill Diversion Project	Diverting textile donations

2025	UNT Diamond Eagle Student Services	Diverting textile donations
2025	Love Thy Neighbour	Diverting textile donations
2025	City of Denton	Collaborating to manage textile waste collection
2024	City of Denton	Collaborating to manage textile waste collection
2024	Chickasaw Resale Center Oklahoma	Collaborating to distribute textile donations
2024	UNT Diamond Eagle Student Services	Collaborating to distribute textile donations
2023	Texas Homeschool Coalition	Member Higher Education Representative
2023	Houston Academy for International Studies	Advising 11th-grade Business Students
2022	Bridlewood Elementary	ESL committee member
2021	Expert Advisor Highland Park Independent School District	Highschool Research Project.
2021- present	“Remake” Sustainability Ambassador. https://remake.world/join-the-movement/	Involved in Community meetings
2021	Stand Earth: Fossil Fuel Report https://www.stand.earth/latest/fossil-free-fashion-scorecard-2021	Multiple meetings in the role of Key Informant.
2020	Highland Park Independent School District	Highschool Research Project. Expert Advisor
2020	Bridlewood Elementary	Lewisville Independent School District Volunteer-guest lecture
2019	Bridlewood Elementary	Lewisville Independent School District Volunteer-guest lecture

PROFESSIONAL DEVELOPMENT SELECTED

Date	Professional organizations	Description
2025	UNT Leadership Fellows	Administrative Leadership Training
2025	Statewide Textile Recovery Act Taskforce (STRAT) California	Exploring upcoming EPR legislation for textiles
2024	Circular Thrift Ohio	Sorting: data collection and management

2024	Direct participation in LCA and SLCA Assessment for Circular Thrift	Life Cycle and Social Life Cycle Assessment
2024	LiquiDonate Inc.	Using AI to manage product return and product liquidation
2024	AI Quick Study Series	ACUE
2023	ISA conference in Columbus Ohio (Fishers College of Business, Ohio State University)	Conference and Workshops
2023	Teach better seminars CMHT	Navigating FIS; Using Government Data; Documenting Service, Research, Teaching
2023	EPA	RIO Grant Application Training
2023	UNT	EIR - Leadership Symposium
2023	Circular Thrift Ohio	Visit to facilities for textile collection, and sorting
2022	Sustainable Fashion Consumption International professional network	Monthly meetings and Research Webinars
2022	Oslo-Metropolitan University	Wardrobe Method– research for change.
2022	University of Arts, Serbia	Qualitative coding using Dedoose
2021	Sustainable Fashion Consumption International professional network	Monthly meetings and Research Webinars
2021	UNT/AI LAB	Data Mining and Scrapping Training
2021	UNT/DC Fellows Trainings	Multiple Trainings and Workshops
2021-present	Teaching Better seminar	Menu-Driven Syllabus, Developing Inclusive Classroom, Teaching Difficult Material, Turn-it-in
2021	UNT/Race is, Race Ain't: Creating Racially-Engaged Campuses and Classrooms	Training
2020	UNT/Planning and Writing Successful Grant Proposals	Training
2020	CLEAR/UNT	I-Clicker and Panopto trainings
2019	ITAA Workshop	Knowledge and Skills for Preparing a Competitive 21st Century Workforce in the Fiber, Textile and Apparel (FTA) Industry. International Textile and Apparel Association, Las Vegas, Nevada. Participant.
2019-present	ISSP	Professional Development Series for Sustainability Professionals (monthly). Learn the most recent sustainability-related assessments (LCA, SLAC, Carbon footprinting)
2019	CLEAR/UNT	Course in the box training
2019	CLEAR/UNT	First Flight Cohort multiple required trainings

2019	QSR International	N-vivo Training
2019	Human Sciences/The Ohio State University	Systematic Review Training

MEDIA

- o **Jestratić, I. (2026, May 4th)** Why GameStop's Bid to Take Over eBay is Important to the Secondhand Apparel Market. <https://wwd.com/sourcing-journal/industry-news/gamestop-wants-to-buy-ebay-1238940104/>. **Sourcing Journal**.
- o *Sorthing a Ton* event featured on the City of Denton portal: <https://www.youtube.com/watch?v=8jzcaWSMadM>
- o Sustainability in Action: The Zero Waste Textile Initiative at UNT. <https://giving.unt.edu/news/sustainability-in-action-the-zero-waste-textile-initiative-at-unt.html>
- o **Jestratić, I. (2024, April 29th)**. *New Initiative at UNT Encourages Sustainable Fashion, Recycling and Zero Waste Creations*. **Denton Record Chronicle**. https://dentonrc.com/denton_u/new-initiative-at-unt-encourages-sustainable-fashion-recycling-and-zero-waste-creations/article_4d474a05-50ac-5ef3-a0ff-e377e2e5d492.html
- o **Jestratić, I. (2024, April 12th)**. *Zero Waste Textile Initiative*. **Earth and Taxes UNT Podcast episode**. <https://open.spotify.com/episode/2RZI35MUAWRgf6ufisbymK?si=ZtDqkuJqQzSoosbJOI7P1A>
- o **Jestratić, I. (2024, March 18th)**. *New recycling initiative campus aims to reduce textile waste*. **News UNT Media**. <https://news.unt.edu/news-releases/new-recycling-initiative-campus-aims-reduce-textile-waste>
- o **Jestratić, I. (2023, March 31st)**. *Future of Fashion*. **North Texan**. <https://northtexan.unt.edu/issues/2023-spring/future-fashion>
- o **Jestratić, I. (2023, n.d.)**. *Ethics in Practice* dr. Iva Jestratić. **Future Learn**. <https://www.futurelearn.com/info/courses/sales-advertising-ethics-fashion-industry/0/steps/326668>
- o **Jestratić, I. (2022, September 27nd)**. *Fast fashion and how it's a bombshell source of pollution*. **CBS Interview**. <https://www.cbsnews.com/dfw/news/fast-fashion-and-how-its-a-bombshell-source-of-pollution-in-so-many-ways/>
- o **Jestratić, I. (2022)**. *Sustainable Packaging Research Insights*. UNT media relations. Printed format only

- o **Jestratić, I. (2021).** Sustainable Fashion-How to adopt. Podcast for Columbus Fashion Design Council.
 - o **Jestratić, I. (2021, February 2nd).** *UNT's professor interview*. College Guide Magazine. Printed format only
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