

UNIFORM VITA AND BIOGRAPHICAL DATA SHEET

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EDUCATION:

Year	Degree	Major	Institution
2008	Ph.D.	Human Environmental Sciences Emphasis: Textile and Apparel Management Dissertation: <i>Explaining Consumer's Channel Switching Behavior using the Theory of Planned Behavior</i>	<i>University of Missouri</i> Columbia, MO
2003	M.S.	Merchandising Thesis: <i>Vitality of Multi-Channel Retailing: Function of Retail Synergy and Consumers' Perceived Benefits and Costs</i>	<i>University of North Texas</i> , Denton, TX
1999	Masters in Marketing Management	Marketing Project: <i>Shell: The Indian Experience</i>	<i>Narsee Monjee Institute of Management Sciences</i> , Maharashtra, India
1991	B.S.	Chemistry	<i>Sri Venkateswara College</i> , New Delhi, India

PROFESSIONAL EXPERIENCE:

Dates	Position	Organization
September 2021 – present	Professor & MDR Graduate Coordinator	<i>University of North Texas</i> , College of Merchandising, Hospitality and Tourism Denton, TX
August 2020 – August 2021	Professor & MDR Graduate Coordinator	<i>University of North Texas</i> , College of Merchandising, Hospitality and Tourism Denton, TX
August 2014 – May 2020	Associate Professor & MDR Graduate Coordinator	<i>University of North Texas</i> , College of Merchandising, Hospitality and Tourism Denton, TX
August 2008 – May 2014	Assistant Professor	<i>University of North Texas</i> , College of Merchandising, Hospitality and Tourism Denton, TX
	<ul style="list-style-type: none"> • Courses taught: Advanced Merchandising Applications, Consumer Engagement in Digital Channels, Merchandising Strategies (100% online), Digital Retailing Strategies, Independent Study, and Europe Study Abroad. • Advisor for thesis and non-thesis (Problem-In-Lieu-Of-Thesis) graduate students. • Teaching classes using both in-class face-to-face and online format. • Mentored students both for academic as well as non-academic reason. 	

Curriculum Vita: Sanjukta Arun Pookulangara

- In the role of Graduate Coordinator for the department, responsible for communicating with prospective students; maintaining and managing the application process; student orientation; mentoring of new graduate students.

Dates	Position	Organization
August 2003 – May 2008	Assistant Professor	<p><i>Western Illinois University</i> Dietetics, Fashion Merchandising, & Hospitality Management Macomb, IL</p> <ul style="list-style-type: none"> • Courses taught: Basic Design Concepts, Visual Merchandising, Advanced Textiles, Introduction to Professional Practice, World of Fashion (combination of sourcing and global economy with respect to textile and apparel trade), Pre-Internship, and Internship • Fully responsible for teaching large undergraduate class (on average of 70 students) and lab sections using both in-class presentations and online course management software. • Mentored students • Co-sponsor for the student organization, Visual Apparel Merchandising Organization. The organization took part in fundraisers, homecoming, and other service events. Led Chicago Study Tour. • Used technology such as online course management software and online databases to make instruction more interactive. • Utilized discussion boards on online course management software to develop an ongoing dialogue with the students and also help them monitor their progress in class. • Collaborated with the libraries to create a search engine for apparel/textile related database.
August 2006 – July 2008	Graduate Assistant	<p><i>University of Missouri</i> Textile and Apparel Management Columbia, MO</p> <ul style="list-style-type: none"> • Courses taught: Introduction to Textile and Apparel Industry, Branding, Softgoods Retailing, Textiles and Apparel in the Global Economy • Fully responsible for teaching undergraduate and graduate students in each of the classes. Enrollment ranged from 14- 65 students. • Developed new course syllabi, class projects with rubrics. The projects were based on experiential learning pedagogy and were designed to enhance critical thinking skills as well as provide hands on experience to the students. • Coordinated with the student organization, Association of Textile and Apparel Management, for Denim Day (http://munews.missouri.edu/news-releases/2007/0409-denim-day.php)
January 2001 – July 2003	Teaching Fellow	<p><i>University of North Texas,</i> College of Merchandising, Hospitality and Tourism Denton, TX</p> <ul style="list-style-type: none"> • Joined the program as a Graduate Assistant and was given added responsibilities as a Teaching Assistant, completed tenure as a Teaching Fellow • Fully responsible for teaching undergraduate class and lab sections of Aesthetics and Environment course. The class had an enrollment of 30 students. • Assisted with marketing/ merchandising related activities such as the Retail Roundtable and Executive-In-Residence lecture series.

PROFESSIONAL EXPERIENCE: Continued

Dates	Position	Organization & Location
June 2000 – December 2000	Operations Manager	<i>Intercraft Trading Ltd.</i> Mumbai, India The company is one of the largest importers of fragrances and cosmetics in India. <ul style="list-style-type: none"> Managed the western region and promoted the concept of “luxury products category” with the help of promotions at each of the 50 accounts in western India.
September 1999 – June 2000	Assistant Manager Merchandising	<i>Piramyd Retail & Merchandising Ltd.</i> Mumbai, India The retailer is a pioneer in “The Shopping Mall” format in India. <ul style="list-style-type: none"> Fully responsible for the merchandising and management of the fragrances, cosmetics, and accessories departments. Negotiated terms and contracts with approximately 50-60 Indian and International vendors.
January 1999 – September 1999	Merchandiser	<i>Globus Stores Private Ltd.</i> Mumbai, India The company is one of the regional departmental stores in the Indian market. <ul style="list-style-type: none"> Fully responsible for the cosmetic and fragrance departments including vendor negotiations, and promotions. Launched departments in two locations.
February 1996 – December 1998	Merchandising Executive	<i>Bharat Shell Ltd.</i> Mumbai, India The company is a joint venture operating six Shell gas stations in India. <ul style="list-style-type: none"> Fully responsible for retail operations at all six locations.
February 1996 – December 1998	Buyer	<i>Shopper’s Stop Ltd.</i> Mumbai, India Shoppers’ Stop is the largest retail chain in India. <ul style="list-style-type: none"> Conceptualized a line of garments targeted at the “YUPPIE” customer. Handling product development and vendor selection.

TEACHING

GRADUATE STUDENT ADVISEES

Date of Enrollment	Student's Name	Degree Plan
Spring 2021	Kelsi Reeves-Landers	
Spring 2021	Mallory Moore	Filed – Spring 2021
Fall 2020	Angela Muncy	Filed – Fall 2020
Fall 2020	Tristen Newman	Filed – Fall 2020
Fall 2020	Annie Sautel	Filed – Fall 2020
Fall 2020	Cody Henson	Filed – Fall 2020
Fall 2019	Lauren Pundt- Miller	Filed – Fall 2019
Fall 2019	Reilly Farris	Filed – Fall 2019
Fall 2019	Caitlin Nickel	Filed – Fall 2019
Fall 2018	Glenneasha Brown	Filed – Fall 2018
Fall 2016	Micah Bot	Filed – Fall 2016
Fall 2015	Elaine Aquino	Filed – Fall 2015
Fall 2015	Jackie Parr	Filed – Spring 2016
Spring 2015	Whitney Howard	Not Filed Yet- Not Active
Spring 2015	Aleisha Tunstall	Not Filed Yet- Not Active
Fall 2014	Dominique Bedford	Filed- Spring 2015
Fall 2013	Bhawna Singh	Filed – Fall 2013
Fall 2013	Jessica Salazar	Filed – Spring 2014
Fall 2013	Jenna Street	Filed – Fall 2013
Fall 2010	Khanesia Hill	Filed – Spring 2013
Fall 2010	Darnish Holt	Filed – Spring 2011
Spring 2010	Ashli White	Filed – Spring 2012
Spring 2012	Devin Parker	Filed – Fall 2010
Fall 2011	Marian Karam	Filed – Fall 2011
Fall 2011	Carla Chavez	Not Filed Yet - Not Active
Fall 2011	Stacie Bower	Filed – Fall 2011
Fall 2011	Jordan Thomas	Filed – Fall 2011
Fall 2011	Lauri Morrow	Did not continue
Fall 2011	Serena Luo	Filed - Spring 2012
Fall 2009	Rustie Johnson	Filed - Spring 2010
Summer 2009	Nicole Corts	Filed - Spring 2010

GRADUATE STUDENT THESES (T) / PROBLEM-IN-LIEU-OF-THESIS (PILOT)

Student Name/Topic	Role
Farris, R. (2021). Working Title: <i>Examining purchase intention of Subscription Based Online Services using Theory of Reasoned Action & Technology Acceptance Model</i> . Thesis. University of North Texas, Denton, USA.	Major Professor
Nickel, C. (2021). <i>How do mobile app features impact the stickiness of retailer's mobile apps?</i> PILOT. University of North Texas, Denton, USA.	Major Professor

Student Name/Topic	Role
Brown, G. (2020). <i>Blog vs. Instagram: An exploratory study to examine consumer's intention to purchase sustainable clothing</i> . (Unpublished PILOT). University of North Texas, Denton, USA.	Major Professor
McKneely, B. (2019). Effects of customer's evaluations about Instagram attributes towards purchase intentions for small apparel retailers: Application of Social Capital Theory. (Unpublished Thesis). University of North Texas, Denton, USA.	Committee member
Bot, M. (2019). <i>Impact of social media on home furnishings</i> . (Unpublished PILOT). University of North Texas, Denton, USA. University of North Texas, Denton, USA	Major Professor
Riddiboot, D. (2018). <i>Consumer intention to use mobile shopping application in the U.S.: Using an adapted UTAUT model</i> (Unpublished PILOT). University of North Texas, Denton, USA <ul style="list-style-type: none"> • Concept paper presented at Recent Advances in Retailing and Consumer Science Conference, 2019 	Advisor
Rice, A. (2018). <i>Social media's effect on purchasing frequency</i> (Unpublished PILOT). University of North Texas, Denton, USA <ul style="list-style-type: none"> • Paper presented at Recent Advances in Retailing and Consumer Science Conference, 2019 	Advisor
Sommermeyer, K. (2018). <i>LIKEtoKNOW.it: An exploratory study examining consumer's use and purchase intentions utilizing the app</i> (Unpublished PILOT). University of North Texas, Denton, USA <ul style="list-style-type: none"> • Paper presented at International and Textile Apparel Association Conference, 2019 	Advisor
Parr, J. (2018). <i>The impact of True Fit® technology on millennial consumer confidence and satisfaction in their online clothing purchase</i> (Unpublished master's thesis). University of North Texas, Denton, USA. <ul style="list-style-type: none"> • Presented two papers at International and Textile Apparel Association Conference, 2017 & 2018 • Submitted manuscript to Journal of Retailing and Consumer Services, 2019, revise resubmit. 	Major Advisor, Committee Chair
Scro, P. (2017). <i>Slogan word count and the effects on consumer behavior</i> . (Unpublished master's thesis) University of North Texas, Denton, USA. <ul style="list-style-type: none"> • Presented a paper at International and Textile Apparel Association Conference, 2018 	Committee Member
White, D. (2016). <i>Influence of Twitter in a global platform: H&M's marketing strategy</i> (Unpublished PILOT). University of North Texas, Denton, USA. <ul style="list-style-type: none"> • Presented a paper at International and Textile Apparel Association Conference, 2018 	Advisor

Student Name/Topic	Role
Bedford, D. (2016). <i>Branding within social media: Influence of Instagram on the young women's contemporary on the wholesale market consumer</i> (Unpublished PILOT). University of North Texas, Denton, USA.	Major Advisor
Street, J. (2015). <i>Applying TAM to explore purchase intention using Instagram</i> (Unpublished PILOT). University of North Texas, Denton, USA	Major Advisor
Johnson, B. (2014). <i>Facebook Vs. Twitter: Examining the influence of type of post on social media platforms</i> (Unpublished PILOT). University of North Texas, Denton, USA.	Advisor
Vasquez, L. (2014). <i>Determinants and impacts of Pinterest consumer experiences</i> (Unpublished master's thesis) University of North Texas, Denton, USA.	Committee Member
Anderson, K. B. (2013). <i>Consumer shopping motivations with Facebook retailers: Utilitarian versus hedonic</i> (Unpublished master's thesis) University of North Texas, Denton, USA. <ul style="list-style-type: none"> • Presented a paper at American Collegiate Retailing Association, 2014 • Presented a paper at EIRASS 2014 • Published in <i>Journal of Retailing and Consumer Services</i> 	Committee Member
Melton, R. (2013). <i>Exploring the impacts of a blog's brand messaging signals on consumer response and engagement intention</i> (Unpublished master's thesis) University of North Texas, Denton, USA. <ul style="list-style-type: none"> • Presented a paper at American Collegiate Retailing Association, 2014 	Committee Member
Johnson, R. (2013). <i>Fast Fashion: A consumers' perspective</i> (Unpublished PILOT). University of North Texas, Denton, USA.	Advisor
Karam, M. (2013). <i>Impacts of sociability and usability within SNS on purchasing intentions with the mediation of trustworthiness</i> (Unpublished master's thesis) University of North Texas, Denton, USA. <ul style="list-style-type: none"> • Presented two papers at EIRASS, 2013& 2014 	Major Advisor, Committee Chair
Bower, S. (2012). <i>Case Study – Sheplers</i> (Unpublished PILOT). University of North Texas, Denton, USA.	Major Advisor
Lindse, M. (2012). <i>The Influence of music on the patronage intention of consumers in a campus bookstore</i> (Unpublished PILOT). University of North Texas, Denton, USA.	Advisor
Corts, N. & Koonsman, S. (2012). <i>Consumer perception on cyber security and its influence on purchase intention</i> (Unpublished PILOT). University of North Texas, Denton, USA. <ul style="list-style-type: none"> • Presented a paper at EIRASS, 2013 • Presented a paper at International and Textile Apparel Association Conference, 2013 	Major Advisor

Student Name/Topic	Role
Paschal, R. (2011). <i>An assessment of canned versus fresh fruit</i> (Unpublished master's thesis). University of North Texas, Denton, USA. <ul style="list-style-type: none"> Awarded The Graduate Research Prize for CMHT Research Competition, 2012 	Committee Member
Wang, Y. (2011). <i>Social Media</i> (Unpublished PILOT). University of North Texas, Denton, USA.	Advisor
Thombre, A. (2011). <i>The influence of interactivity and online store atmospherics of a 3 – D retail store in Second Life on consumer purchase intentions</i> (Unpublished master's thesis). University of North Texas, Denton, USA. <ul style="list-style-type: none"> Presented a paper at EIRASS, 2012 Published in <i>Journal of Global Fashion Marketing</i> 	Major Advisor, Committee Chair
Turner, L. (2010). <i>The effect of music on shopping behavior</i> (Unpublished master's thesis). University of North Texas, Denton, USA.	Committee Member
Green, K. (2010). <i>Culture and social media: Changing service expectations</i> (Unpublished PILOT). University of North Texas, Denton, USA.	Advisor
Gieselman, S. (2009). <i>Exploring mall patronage intention: Indian consumers' perspective</i> (Unpublished PILOT). University of North Texas, Denton, USA.	Advisor
Koestler, K. (2009). <i>Social networks impact on purchase intention</i> (Unpublished PILOT). University of North Texas, Denton, USA. <ul style="list-style-type: none"> Highly Recommended award EIRASS Published in <i>Journal of Retailing and Consumer Services</i> 	Completed –, 2010, article published

HONORS THESIS/UNDERGRADUATE RESEARCH FELLOW

Student Name/Topic
Newman, T. (2017-18). <i>Influence of digital channels on the physical store</i> (Unpublished research, Undergraduate Research Program). University of North Texas, Denton, USA.
Robertson, A. (2015). <i>Social media in India</i> (Unpublished research, Honours Project). University of North Texas, Denton, USA.
Vasquez, L. (2011). <i>Visual merchandising - Comparing soft line retailer with a hard line retailer.</i> (Unpublished research, Honours Project). University of North Texas, Denton, USA.

OTHER COURSE WORK RELATED TO MENTORING

Student Name/Topic
Parr, J., Tanoff, L, & Nix, K. (2016). <i>Impact of Instagram usage on purchase intention</i> (Unpublished research, Research Methods Course Project). University of North Texas, Denton, USA. <ul style="list-style-type: none"> Presented a paper at International Textile and Apparel Association Conference, 2018 Presented a paper at Global Marketing Conference, 2018

Student Name/TopicTanoff, T. (2016). *Teaching Practicum – Consumer Engagement in Digital Channels*.

- Role: Supervisor

HONORS, AWARDS, & RECOGNITION

Date	Award	Description
2016	<i>Mid-Career Excellence Award</i>	This award to recognize excellent scholarly achievements made by mid-career professionals. <ul style="list-style-type: none"> • <i>Nominated not awarded</i>
2014	<i>Recognition</i>	Thank a teacher program
2011, 2013	<i>Recognition – Honors Day</i>	Recognized by student award recipient
2008-2009	<i>Lois Dickey Fellowship for Continuing Doctoral Students, ITAA</i>	Award is conceived as financial encouragement for the dissertation research stage of doctoral work
2007-2008	<i>Marjorie Joseph Scholarship, for Beginning Doctoral students, ITAA</i>	Acceptance in a doctoral program at an accredited institution with potential for future contributions to and leadership in the textiles and apparel profession
2007, Fall	<i>eResearch Fellowship,</i>	Awarded by Center for eResearch, University of Missouri
2007-2008	<i>Phi Upsilon Omicron/Treva Kintner Scholarship</i>	Student scholarship, College of Human Environmental Sciences, University of Missouri
2007-2008	<i>Kathryn Constable Ahrens/Campbell-Harrison Scholarship</i>	Student scholarship, College of Human Environmental Sciences, University of Missouri
2007-2008	<i>Maxine Hobbs Patrick and Homer Patrick Graduate Fellowship</i>	Student scholarship, Textile and Apparel Management, College of Human Environmental Sciences, University of Missouri
2007-2008	<i>Human Environmental Sciences Scholarship</i>	Student scholarship, College of Human Environmental Sciences, University of Missouri
2006-2007	<i>Superior Graduate Student Award</i>	Peer nominated, Graduate Student Association, University of Missouri
2006-2007	<i>Fisher Ames Rhymes Memorial Scholarship</i>	Student scholarship, Textile and Apparel Management, College of Human Environmental Sciences, University of Missouri
2006-2007	<i>International Textile and Apparel Association Fellowship</i>	International Textile and Apparel Association
2006-2007	<i>Mary Josephine Cochran National Fellowship,</i>	American Association of Family and Consumer Sciences, 2006-2007
2005-2006	<i>Who's Who Among America's Teachers</i>	Nominated by students

Date	Award	Description
2002-2003	<i>Outstanding Graduate Student in Merchandising</i>	Nominated by faculty School of Merchandising and Hospitality Management, University of North Texas
2001-2002; 2002-2003	<i>Who's Who in American Colleges</i>	Nominated by faculty
2002-2003	<i>Target Scholarship,</i>	Student scholarship, School of Merchandising and Hospitality Management, University of North Texas
2000-2001; 2001-2002	<i>JCPenney Scholarship</i>	Student scholarship, School of Merchandising and Hospitality Management, University of North Texas

SCHOLARSHIP

PUBLICATIONS: SCHOLARLY, CREATIVE & PROFESSIONAL ACTIVITIES

(R = refereed, double-blind reviewed; I = international)

1. Slaton, K., & **Pookulangara, S.** (2021) Collaborative Consumption: An Investigation into the Secondary Sneaker Market. *International Journal of Consumer Studies* (early online).
2. **Pookulangara, S.**, Parr, J., Kinley, T., & Josiam, B. M. (2021). Online sizing: examining True Fit® technology using adapted TAM model. *International Journal of Fashion Design, Technology and Education*, 1-10.
3. Mckneely, B., Kim, J., Leung, C. & **Pookulangara, S.** (2020). Social Capital on Instagram: Application for Small Apparel Retailers, *Journal of Marketing Development and Competitiveness*, 14(4), 22 – 38.
<https://libproxy.library.unt.edu/login?url=https://www.proquest.com/scholarly-journals/social-capital-on-instagram-application-small/docview/2460117853/se-2?accountid=7113>
4. Josiam, B. M., Spears, D. L., Dutta, K., **Pookulangara, S.**, & Kinley, T. (2020). Bollywood induced international travel through the lens of the involvement construct. *Anatolia*, 31(2), 181-196. DOI:10.1080/13032917.2020.1749349
5. Shephard A. & **Pookulangara, S. A.** (2019). Student use of university digital collections: The role of technology and educators. *Museum Management and Curatorship*, 1-17. DOI: 10.1080/09647775.2019.1638818 (R)(I)
6. Fiore, A. M., Hurst, J. L., Niehm, L. S., Chung, T. L., Karpova, E., Sadachar, A., **Pookulangara, S.** & Testa, D. S. (2018). Global and entrepreneurial perspectives for enhancing retailing education: development of a hybrid graduate course focused on US and Indian small businesses. *Journal of Higher Education Theory and Practice*, 18(3), 11-25. (R)
 - 1 on Google Citation Index

PUBLICATIONS: SCHOLARLY, CREATIVE & PROFESSIONAL ACTIVITIES

(R = refereed, double-blind reviewed; I = international)

7. Muralidharan, S., La Ferle, C., & **Pookulangara, S.** (2018). Can divine intervention aid in domestic violence prevention? An analysis of bystanders' advertising attitudes and reporting intentions in India. *Journal of Promotion Management*, 24(1), 1-24. **(R)(I)**
 - 5 on Google Citation Index
 - Journal Impact Factor: Not indexed*
 - H-index: 24 SNIP: 0.88*

8. Muralidharan, S., La Ferle, C., & **Pookulangara, S.** (2018). Studying the impact of religious symbols on domestic violence prevention in India: applying the theory of reasoned action to bystanders' reporting intentions. *International Journal of Advertising*, 1-24. **(R)(I)**
 - 12 on Google Citation Index
 - Journal Impact Factor: 3.606*
 - H-index: 57; SNIP: 2.17*

9. Strubel, J., Petrie, T. A., & **Pookulangara, S.** (2018). “Like” Me: Shopping, self-display, body image, and social networking sites. *Psychology of Popular Media Culture*, 7(3), 328-344. **(R)(I)**
 - *An example of collaboration with research partners across UNT campus.*
 - 28 on Google Citation Index
 - H-index: 7; SNIP: 0.82*

10. Shephard, A., **Pookulangara, S.** Kinley, T., & Josiam, B. (2016). Impact of fashion orientation on Hispanic and non-Hispanic white consumer behavior. *Hispanic Journal of Behavioral Sciences*, 38(1), 75-93. **(R)(I)**
 - *An example of collaboration with research partners across universities.*
 - 8 on Google Citation Index
 - Journal Impact Factor: 0.695*
 - H-index: 59; SNIP: 0.79*

11. Shephard, A., **Pookulangara, S.** Kinley, T., & Josiam, B. (2016). Media influence, fashion, and shopping: A gender perspective. *Journal of Fashion Marketing Management*, 20(1), 4-18. **(R)(I)**
 - *An example of collaboration with research partners across universities.*
 - 47 on Google Citation Index
 - Journal Impact Factor: 1.706*
 - H-index: 47; SNIP:*

12. Josiam, B. M., Spears, D. L., **Pookulangara, S. A.**, Dutta, K., Kinley, T., & Duncan, J. L. (2015). Using structural equation modeling to understand the impact of Bollywood movies on destination image, tourist activity, and purchasing behavior of Indians. *Journal of Vacation Marketing*, 21(3), 251-261. **(R)(I)**
 - *An example of inter-disciplinary and international research efforts*
 - 14 on Google Citation Index
 - Journal Impact Factor: 1.940*
 - H-index: 60; SNIP: 1.24*

PUBLICATIONS: SCHOLARLY, CREATIVE & PROFESSIONAL ACTIVITIES

(R = refereed, double-blind reviewed; I = international)

13. **Pookulangara, S.,** Thombre, A., Josiam, B., & Kim, J. (2014). The intent to purchase from 3-D virtual environments: An exploratory study. *Journal of Global Fashion Marketing* 5(4), 269-282. **(R)(I)**
 - *This was an outcome of thesis*
 - *4 on Google Citation Index*
 - H-index: 17; SNIP: 0.93*
14. Anderson, K. C., Knight, D. K., **Pookulangara, S.,** & Josiam, B. (2014). Influence of hedonic and utilitarian motivations on retailer loyalty and purchase intention: a Facebook perspective. *Journal of Retailing and Consumer Services*, 21(5), 773-779. **(R)(I)**
 - *188 on Google Citation Index*
 - Impact Factor: 4.219; H-index: 75; SNIP: 2.17*
15. Josiam, B., M., Spears, D., & Dutta, D, **Pookulangara, S.,** & Kinley, T.L. (2014). “Namastey London”: Bollywood movies and their impact on how Indians perceive European destinations. *Hospitality Review*, 31(4), 2. **(R)(I)**
 - *An example of inter-disciplinary and international research efforts*
 - *10 on Google Citation Index*
16. Strubel, J., **Pookulangara, S.** & Murray, A. (2013). Musical identity online. *International Journal of Costume and Fashion*, 13(2), 15-29. **(R)(I)**
 - *3 on Google Citation Index*
17. **Pookulangara, S.,** Kinley, T., Josiam, B, & Spears, D. (2013). Hollywood and fashion: Influence on apparel purchase decisions. *The International Journal of Sales, Retailing and Marketing*, 2(1), 50-63. **(R)(I)**
 - *3 on Google Citation Index*
18. **Pookulangara, S.,** & Shephard, A. (2013). Slow Fashion Movement: Will it impact the retail industry – An exploratory study. *Journal of Retailing and Consumer Services*, 20(2), 200-206. **(R)(I)**
 - *An example of collaboration with research partners across universities.*
 - *Most downloaded article till date, 2019*
 - *299 on Google Citation Index*
 - Impact Factor: 4.219; H-index: 75; SNIP: 2.17*
19. . **Pookulangara, S.** & Knight, D. (2013). India consumer's mall patronage intention: Impact of Shopping motivations, subjective norms, materialism and self-efficacy. *Special Issue: Journal of Global Fashion Marketing*, 4(1), 20-32. **(R)(I)**
 - *6 on Google Citation Index*
 - H-index: 17; SNIP: 0.93*

PUBLICATIONS: SCHOLARLY, CREATIVE & PROFESSIONAL ACTIVITIES

(R = refereed, double-blind reviewed; I = international)

20. Spears, D., Josiam, B., Kinley, T., & **Pookulangara, S.** (2012). Tourist see tourist do: The influence of Hollywood movies and television on tourism motivation and activity behavior. *Hospitality Review*, 30(1), pp. 53-74. **(R)**
 - 23 on Google Citation Index
21. **Pookulangara, S.,** & Creasey, S. (2012). Outshopping behavioral implications for rural retailers. A qualitative approach. *TAFCS Research Journal*, 2(6), 7-10. **(R)**
 - An example of collaboration with research partners across universities.
22. **Pookulangara, S.,** Hawley, J., & Xiao, G. (2011). Explaining consumers' channel-switching behavior using the theory of planned behavior. *Journal of Retailing and Services Sciences*, 18(4), 311-321. **(R)(I)**
 - 86 on Google Citation Index
 - Impact Factor: 4.219; H-index: 75; SNIP: 2.17
23. **Pookulangara, S.,** Hawley, J., & Xiao, G. (2011). Explaining multi-channel consumer's channel migration intention using theory of reasoned action. *International Journal of Retail & Distribution Management*, 39(3), 183-202. **(R)(I)**
 - An example of collaboration with research partners across universities.
 - 103 on Google Citation Index
 - Journal Impact Factor: 2.93
 - H-index: 73; SNIP: 1.028
24. **Pookulangara, S.,** & Koestler, K. (2011). Cultural influence on consumers' usage of social networks and its impact on online purchase intentions. *The Journal of Retailing and Consumer Services*, 18(4), 348-354. **(R)(I)**
 - Top 25 hottest article in 2011(number 5), 2012(number 4), 2013(number 9), 2014 (number 17),
 - 382 on Google Citation Index
 - Impact Factor: 4.219; H-index: 75; SNIP: 2.17
25. **Pookulangara, S.,** Shephard, A., Mestres, J. (2011). University community's perception of sweatshops: A mixed method data collection. *International Journal of Consumer Studies*, 35(4), 476-483. **(R)(I)**
 - 20 on Google Citation Index
 - Journal Impact Factor: 1.538
 - H-index: 64; SNIP: 1.16
26. **Pookulangara, S.** (2011). Consumers use of consumer-generated-media while shopping: A conceptual outlook using TAM3 and Hofstede's cultural dimensions. *International Journal of Electronic Commerce Studies*, 2(1), 57-66.) **(R)(I)**
 - An example of collaboration with research partners across universities.
 - 4 on Google Citation Index
 - H-index: 4; SNIP:0.252

PUBLICATIONS: SCHOLARLY, CREATIVE & PROFESSIONAL ACTIVITIES

(R = refereed, double-blind reviewed; I = international)

27. **Pookulangara, S., & Natesan, P.** (2010). Examining consumers' channel-migration intention utilizing theory of planned behavior: A multigroup analysis. *International Journal of Electronic Commerce Studies*, 1(2), 97-116. **(R)(I)**
 - 29 on Google Citation Index
 - H-index: 4; SNIP: 0.252
28. Kim, Y. K., Park, S. H. & **Pookulangara, S.** (2005). Effects of multi-channel consumers' perceived retail attributes on purchase intentions of clothing products. *Journal of Marketing Channels*, 12(4), 23-43. **(R)(I)**
 - 37 on Google Citation Index
 - H-index: 16; SNIP: 0.759
29. Crutsinger, C., **Pookulangara, S.**, Tran, G., Duncan, K. (2004). Collaboration service learning: A winning proposition for industry and education. *Journal of Family and Consumer Sciences*, 96(3), 47-52. **(R)**
 - 20 on Google Citation Index
 - H-index: 21; SNIP: 0.578
30. Kim, Y-K, **Pookulangara, S.** & Crutsinger, C. (2002). Vitality of Multi-Channel Retailing: Function of retail synergy and consumer's perceived benefits and costs. *Journal of Shopping Center Research*, 9(2), 7-29 **(R)**
 - 10 on Google Citation Index

BOOK CHAPTER

(R = refereed, double-blind reviewed; I = international)

1. **Pookulangara, S.** (2016). Cybersecurity: What matters to consumers – an exploratory study? In *Encyclopedia of E-Commerce Development, Implementation, and Management*, 148-163, IGI Global. **(R)(I)**
2. Shephard, A. & **Pookulangara, S.** (2013). The slow fashion process: Rethinking strategy for fast fashion retailers. Handbook on Fast Fashion Systems: Theories and Applications. In *Communications in Cybernetics, Systems Science and Engineering*, 9-22. **(R)(I)**
 - 5 on Google Citation Index
3. **Pookulangara, S.** (2012). Culture and social media: Changing service expectation. In *Services Management: The New Paradigm in Retailing*, Springer, 185-206. **(Invited)**
 - This book has been published in Chinese, March 2016
 - 2 on Google Citation Index

RESEARCH PANEL PRESENTATIONS

(R = refereed, double-blind reviewed; I = international)

1. Cappuccitti, A., Gunn, F., Murphy, A., **Pookulangara, S.**, & Rudkowski, J. (2021). Cultivating Dynamic Retail Learning. Special session, Recent Advances In Retailing And Services Science, Baveno, (accepted) **(R)(I)**.

RESEARCH PANEL PRESENTATIONS

(R = refereed, double-blind reviewed; I = international)

2. Pookulangara, S. & Williams, K. (2020). Resilience and innovation in retail and hospitality. Webinar.
3. Diddi, S., Fiore, A-M., Karpova, E., Yan, R-N., Wesley, S., Chattaraman, V., Holschuh, B., Lehew, M., Niehm, L., **Pookulangara, S.**, & Sadachar, A. (2019). Establishing interdisciplinary, international, and multi-institutional collaborations: Implications for textiles and apparel scholars. (Special session panel presentation at ITAA, Las Vegas, NV, October, 25 – 29, 2019.) **(R)(I)**.
4. **Pookulangara, S.** (2016). *Creating and Managing Your Professional Digital Footprint* (Special session at November, Annual Meeting, ITAA, Vancouver, Canada.) **(R)(I)**.
5. **Pookulangara, S.**, Yang, K, & Kim, Y. (2015). Creative Consumption At The Intersection of Digital Technology And The Consumer Experience. EIRASS, Montreal **(R)(I)**
6. Josiam, B. M., Spears, D., **Pookulangara, S.**, Dutta, K., & Kinley, T. (2014). *Understanding the Impact of Bollywood Movies on Purchasing Behavior and Tourism*. Indian Institute of Management – Bangalore, India. (Invited Presentation)
IIM-B is an elite management institution established by the Government of India.
 - It is in the *Top 75 Global MBA Rankings in 2014* by the *Financial Times* of UK
7. Josiam, B.M., Spears, D., **Pookulangara, S.**, Dutta, K., Kinley, T. (2013). *Namaste London”; “An Evening in Paris”: Bollywood Movies and Their Impact on Gen Y Indians’ Perceptions of Europe*. National Institute of Development Administration (NIDA), Bangkok, Thailand. (Invited presentation)
8. Spears, D. L., Josiam, B., **Pookulangara, S.**, & Kinley, T. (2012). *The Impact of Hollywood Movies and Television on Destination Image, Tourist Activity & Purchasing Behavior*. EFD Seminar Series 2012: Programa de Investigacion en Desarrollo, Economia y Ambiente CATIE, Turrialba, Costa Rica.
9. **Pookulangara, S.**, Shephard, A., Crutsinger, C., Kim, Y-K., Hawley, J., & Norum, P. (2007). Graduate Programs: From Backpack to Briefcase. (Special session panel presentation at November, Annual Meeting, Los Angeles, CA.) **(R)(I)**

ABSTRACTS, PROCEEDINGS AND PAPERS PRESENTED

(R = refereed, double-blind reviewed; I = international)

1. **Pookulangara, S.** (2022). Voice assisted search and its impact on consumer’s path-to-purchase. Recent Advances in Retailing and Consumer Science Conference in Baveno, Italy, July 6-10. **(R)(I)** (*accepted*)
2. Mostaghel, R. & **Pookulangara, S.** (2022). The power of electronic word-of-mouth: Sweden vs. USA. Recent Advances in Retailing and Consumer Science Conference in Baveno, Italy, July 6-10. **(R)(I)** (*accepted*)

ABSTRACTS, PROCEEDINGS AND PAPERS PRESENTED

(R = refereed, double-blind reviewed; I = international)

3. Slaton, K. & **Pookulangara, S.** (2021). Secondary sneaker market: Investigating the motives, activities, resources and capabilities of the triadic framework for collaborative consumption. ITAA (virtual meeting). **(R)(I)** (*accepted*)
4. Wen, H., **Pookulangara, S.**, & Josiam, B. (2021). A comprehensive examination of consumers' food delivery app usage during the COVID-19 pandemic in the U.S.: A gender perspective. ICHRIE Summer Conference & Marketplace, 26-30 July, 2021. **(R)(I)**
5. Mckneely, B., Kim, J., Leung, C. & **Pookulangara, S.** (2020). Social capital on Instagram: Application for small apparel retailers. Association of Collegiate Marketing Educators (ACME) (virtual meeting). **(R)(I)**
6. Slaton, K. & **Pookulangara, S.** (2020). Stompin' in my Air Force Ones: An investigation into the sneaker resale market. ITAA (virtual meeting). **(R)(I)**
7. Crutsinger, C., **Pookulangara, S.**, & Zorola, M. (2020). Mentor Up: Preparing for the 21st Century Classroom. ITAA (virtual meeting). **(R)(I)**
8. **Pookulangara, S.** & Shephard, A. & Brown, G. (2020). Business with purpose: Using social media for sustainability efforts. RARCS (virtual meeting). **(R)(I)**
9. **Pookulangara, S.** & Bentahar, A. (2019). Hey Google: Voice search and customer's path to purchase. ITAA, Las Vegas, NV, October, 25 – 29, 2019. **(R)(I)**
10. **Pookulangara, S.** & Sommermeyer, K. (2019). LIKEtoKNOW.it: The influencer economy, an exploratory study. ITAA, Las Vegas, NV, October, 25 – 29, 2019. **(R)(I)**
11. Shephard, A. & **Pookulangara, S.** (2019). Teaching slow fashion: An inquiry-based pedagogical approach. ITAA, Las Vegas, NV, October, 25 – 29, 2019. **(R)(I)**. *Received the Educators for Socially Responsible Apparel Practices (ESRAP), 2019 Teaching award*
12. **Pookulangara, S.** & Shephard, A. (2019). Blog vs. Instagram: An exploratory study to examine consumer's intention to purchase sustainable clothing. Sustainability in Fashion, Regent's and International Textile & Apparel Association Joint Conference, London, July 30 – August 1, 2019. **(R)(I)**
13. **Pookulangara, S.** & Rice, A. (2019). Like Me! A qualitative analysis of selfie taking behaviour and its impact on purchase behaviour. Recent Advances in Retailing and Consumer Science Conference in Talinn, Estonia, July 8-11. **(R)(I)**
14. **Pookulangara, S.** & Riddiboot, D. (2019). Consumer intention to use mobile shopping apps: An exploratory study. Recent Advances in Retailing and Consumer Science Conference in Talinn, Estonia, July 8-11. **(R)(I)**

ABSTRACTS, PROCEEDINGS AND PAPERS PRESENTED

(R = refereed, double-blind reviewed; I = international)

15. **Pookulangara, S.** Parr, J., Kinley, T., & Josiam, B. (2018). Online Sizing: An exploratory study of True Fit® technology using adapted TAM model. ITAA, Cleveland, OH, November, 6 – 9, 2018. **(R)(I)**
16. **Pookulangara, S.** & White, D. (2018). Usage of Twitter in a global context: A qualitative analysis. ITAA, Cleveland, OH, November, 6 – 9, 2018. **(R)(I)**
17. Scro, P. k.; Kinley, T. R., Brandon, L., & **Pookulangara, S.** (2018) Slogan word count and cosmetics purchase behavior. ITAA, Cleveland, OH, November, 6 – 9, 2018. **(R)(I)**
18. **Pookulangara, S.**, Kinley, T. Josiam, B., Spears, D., & Dutta, K. (2018). Gender Matters: Examining influence of Bollywood on purchase of fashion. Global Marketing Conference at Tokyo, Japan, July 26-29, 2018. **(R)(I)**
19. **Pookulangara, S.**, Parr, J., Tanoff, L. & Nix, K. (2018). The Instagram effect: Exploring consumers' shopping behavior and its impact on purchase intention. Global Marketing Conference at Tokyo, Japan, July 26-29, 2018. **(R)(I)**
20. Fiore, A-M., Hurst, J., Niehm, L., Chung, T., Sadachar, A., **Pookulangara, S.**, Armstrong, C. & Testa, D. (2018). Addressing opportunities and challenges for retail entrepreneurship in the US and India: Innovative Learning Modules for a Synchronous Online Graduate Course. USASBE Conference, Los Angeles, January 10-14, 2018. **(R)**
21. Liu, C., **Pookulangara, S.** & Shephard, A. (2018). Will young consumers buy fast fashion with the luxury ingredient of American alligator leather: A Study of lifestyle characteristics and motivating factors? Institute for Global Business Research International Conference in New Orleans. **(R)(I)**
22. Parr, J. & **Pookulangara, S.** (2017). The impact of True Fit technology on consumer confidence in their online clothing purchase. ITAA, St. Petersburg, Florida, November 15-18, 2017. **(R)(I)**
23. **Pookulangara, S.**, Parr, J., Tanoff, L., & Nix, K. (2017). Insta-shopping: Examining use of Instagram for shopping online using theory of reasoned action. ITAA, St. Petersburg, Florida, November 15-18, 2017. **(R)(I)**
24. **Pookulangara, S.** & Shephard, A. (2017). Technology Vs. Teachers: Student use of university digital collections and role of teachers. ITAA, St. Petersburg, Florida, November 15-18, 2017. **(R)(I)**
25. Liu, C., **Pookulangara, S.**, & Shephard, A. (2017). Who buys slow fashion: A study of lifestyle characteristics and motivating factors among young consumers. ITAA, St. Petersburg, Florida, November 15-18, 2017. **(R)(I)**

ABSTRACTS, PROCEEDINGS AND PAPERS PRESENTED

(R = refereed, double-blind reviewed; I = international)

26. Shephard, A. J. & **Pookulangara, S. A.** (2017). University Digital Collections: An Examination of Student Attitudes and Use. Costume Society of America, Wiscasset, ME. **(R)(I)**.
27. Josiam, B. M., **Pookulangara, S.**, Wen, H., Spears, D. L., Yang, Y., & Saul, N. (2017). Using Structural Equation Modeling to Recognize The Impact of Movies and Television on Destination Image, Tourist Activity and Purchasing Behavior of Chinese Consumers. Full paper in proceedings of *The 2017 Academy of Global Hospitality & Tourism Conference (AGHTC)*. Cheongju, Korea, May 2017. **(R)**.
28. **Pookulangara, S.**, Shephard, A., & Liu, C. (2016). Using Theory of Reasoned Action to explore "Slow Fashion" consumer behavior. ITAA, Vancouver, Canada, November 8-11, 2016. **(R)(I)**.
29. Shephard, A. & **Pookulangara, S.** (2016). University Collections Online: The student perspective. ITAA, Vancouver, Canada, November 8-11, 2016. **(R)(I)**.
30. Kinley, T., **Pookulangara, S.**, Josiam, B., Spear, D., & Dutta, K. (2016). Fashion Viva la Bollywood. ACRA, Secaucus, New Jersey, April 13-16, 2016. **(R)**.
31. **Pookulangara, S.** (2015). Does gender matter: An exploratory study of influence of cybersecurity, privacy, and trust on purchase intention. ITAA, Santa Fe, New Mexico, November 9-13, 2015. **(R)(I)**.
32. Shephard, A., & **Pookulangara, S.** (2015). Students' attitudes toward and use of university digital collections. ITAA, Santa Fe, New Mexico, November 9-13, 2015. **(R)(I)**.
33. **Pookulangara, S.**, Strubel, J., & Kinley, T. (2015). Twitter Vs. Instagram: Influence of social media platforms on purchase intention. EIRASS, Montreal, Canada, July 26-30, 2015. **(R)(I)**
34. Yang, K., Kim, J., & **Pookulangara, S.** (2015). Local store website attributes promoting locavore movement. . EIRASS, Montreal, Canada, July 26-30, 2015. **(R)(I)**
35. Strubel, J., **Pookulangara, S.**, & Petrie, T. (2015). "Like" me: Shopping, self-display, body image and Social Networking Sites". 2015 AMA/ACRA Triennial Conference, Coral Gables, Florida March 4-7. **(R)(I)**.
36. Shephard, A., **Pookulangara, S.**, Kinley, T., & Josiam, B. (2014). Gender matters: Examining the influence of gender on purchase influence, fashion orientation and shopping channel choice. ACRA, Dallas, March 26-29, 2014. **(R)(I)**.
37. Anderson. K., Knight, D., **Pookulangara, S.**, & Josiam, B. (2014). Motivations for consumer intention to purchase from Facebook retailers. ACRA, Dallas, March 26-29, 2014. **(R)(I)**.

ABSTRACTS, PROCEEDINGS AND PAPERS PRESENTED

(R = refereed, double-blind reviewed; I = international)

38. Melton, R, Kim, J, **Pookulangara, S.**, & Josiam, B. (2014). Exploring the impacts of fashion blog type and blog message type on female consumer response toward the brand. ACRA, Dallas, March 26-29, 2014. **(R)(I)**.
39. **Pookulangara, S.** & Shephard, A. (2014). Slow fashion movement: Using retail websites to promote slow fashion – An exploratory study. EIRASS, Bucharest, July 7-10. **(R)(I)**.
40. Anderson. K., Knight, D., **Pookulangara, S.**, & Josiam, B. (2014). Influence of hedonic and utilitarian motivations on brand loyalty and purchase intention: A Facebook perspective. EIRASS, Bucharest, July 7-10. **(R)(I)**.
41. Karam, M., **Pookulangara, S.**, Yang, K., & Kennon, L. (2014). Facebook brand page: An exploratory study of Facebook brand page attributes and their influence on purchase intentions. EIRASS, Bucharest, July 7-10. **(R)(I)**.
42. Yang, K., **Pookulangara, S.** & Kim, J. C. (2013). Promoting Shop Local Movement via Digital Platforms. New Orleans, LA, October 14 - 18, **(R)(I)**.
43. Shephard, A., **Pookulangara, S.**, Kinley, T., & Josiam, B. (2013). Comparing Shopping Channel Preferences: Hispanic and Caucasian Consumers. New Orleans, LA, October 14 - 18, **(R)(I)**.
44. **Pookulangara, S.**, Koonsman, S., & Corts, N. (2013). How Secure Are You? Consumer Perceptions of Cybersecurity. New Orleans, LA, October 14 - 18, **(R)(I)**
45. Strubel, J. & **Pookulangara, S.** (2013). The Evolution of Styletribes: A Netnographic Analysis. ITAA, New Orleans, LA, October 14 - 18, **(R)(I)**.
46. Josiam, B.M., Spears, D., Dutta, K., **Pookulangara, S.**, & Kinley, T. (2013). Using the Involvement Construct to Understand the Impact of Bollywood on the Activities and Behaviors of Indian Tourists: An Empirical Study. *The 10th Annual World Congress of the Academy for Global Business Advancement (AGBA)*. Bangkok, Thailand, June 2013. **(R)(I)**.
Awarded – One of the “Best Paper” designation for the conference.
47. Josiam, B.M., Spears, D., **Pookulangara, S.**, Dutta,K., Kinley, T. (2013). “Namaste London”; “An Evening in Paris”: Bollywood Movies and Their Impact on Gen Y Indians’ Perceptions of Europe.” *The World Conference on Hospitality, Tourism and Event Research & International Convention and Expo Summit 2013(WHTER-ICES)*. Bangkok, Thailand, May 2013. **(R)(I)**
48. Josiam, B.M., Spears, D., **Pookulangara, S.**, Dutta,K., Kinley, T. & Duncan, J.L. (2013). “Using Structural Equation Modeling to Understand the Impact of Bollywood Movies on Destination Image, Tourist Activity & Purchasing Behavior of Indians.” *The 11th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference*, Macau, SAR, China, May 2013. **(R)(I)**

ABSTRACTS, PROCEEDINGS AND PAPERS PRESENTED

(R = refereed, double-blind reviewed; I = international)

49. **Pookulangara, S. & Kariam, M.** (2013). Does Facebook Make You Buy More? F-Commerce – An Exploratory Study. EIRASS, Philadelphia, PA, July 7-10, 2013. **(R)(I)**
50. **Pookulangara, S., Koonsman, S., & Corts, N.** (2013). Cybersecurity: What Matters To Consumers – An Exploratory Study. EIRASS, Philadelphia, PA, July 7-10, 2013 **(R)(I)**
51. **Pookulangara, S., Kinley, T., Josiam, B., Spears, D., & Dutta, K.** (2013). Gender Matters: Examining influence of Bollywood on purchase of fashion. EIRASS, Philadelphia, PA, July 7-10, 2013. **(R)(I)**
52. **Pookulangara, S. & Cruisinger, C.** (2013). Everything Social: Networks, Capital, And Organizations. EIRASS, Philadelphia, PA, July 7-10, 2013. **(R)(I)**
53. **Strubel, J., & Pookulangara, S.** (2013). Musical Identity Online: A "Netnographic" perspective of Fandom. EIRASS, Philadelphia, PA, July 7-10, 2013. **(R)(I)**
54. **Pookulangara, S. & Xiao, G.** (2012). Social Network Adoption: Influence of Cultural Dimensions Using Adapted Theory of Reasoned Action. International Textile and Apparel Association Annual Meeting, Honolulu, HI, November 12 – 15, 2012. **(R)(I)**
55. **Pookulangara, S. & Natesan, P.** (2012). Influence of Demographics on Channel-Migration: A MIMIC Modeling Approach. International Textile and Apparel Association Annual Meeting, Honolulu, HI, November 12 – 15, 2012. **(R)(I)**
56. **Pookulangara, S. & Shephard, A.** (2012). Slow Fashion Movement: An Exploratory Study. International Textile and Apparel Association Annual Meeting, Honolulu, HI, November 12 – 15, 2012. **(R)(I)**
57. **Pookulangara, S. & Thombre, A.** (2012). The Intent To Purchase From 3-D Virtual Environments: An Exploratory Study. EIRASS, Vienna, Austria, July 9-12, 2012. **(R)(I)**
58. **Pookulangara, S. & Xiao, Ge.** (2012). Social Network Adoption: Does Culture Matter?. EIRASS, Vienna, Austria, July 9-12, 2012. **(R)(I)**
59. **Pookulangara, S. & Shephard, A.** (2012). Slow Fashion Movement: Will It Impact The Retail Industry – An Exploratory Study” EIRASS, Vienna, Austria, July 9-12, 2012. **(R)(I)**
60. **Knight, D. & Pookulangara, S.** (2012). Indian Consumers’ Mall Patronage Intention: Impacts of Shopping Motivations, Subjective Norms, Materialism, and Self-Efficacy. Global Marketing Conference, Seoul, Republic of Korea. **(R)(I)**
61. **Spears, D., Josiam, B., Pookulangara, S. & Kinley, T.** (2012). Using Structural Equation Modeling to understand the impact of Hollywood movies and television on destination image, tourist activity & purchasing behavior (***Best Paper Award***). 10th APAC-CHRIE Conference, Manila, Philippines. **(R)(I)**

ABSTRACTS, PROCEEDINGS AND PAPERS PRESENTED

(R = refereed, double-blind reviewed; I = international)

62. Knight, D. & **Pookulangara, S.** (2011). Utilizing Crossover Effects And Decomposed Theory Of Planned Behavior To Explain Indian Consumers' Mall Patronage Intention EIRASS Conference, San Diego, CA. **(R)(I)**
63. Spears, D., Josiam, B. M., **Pookulangara, S.**, & Kinley, T. (2011). We Have Seen It In The Movies, Now Let's If It's True: Hollywood and Tourism. SCINF 2011, New Delhi, India. **(R)(I)**
64. Josiam, B. M., Spears, D., **Pookulangara, S.**, Kinley, T. (2011). Love in Tokyo or An Evening in Paris: Bollywood and International Tourism by Indians Worldwide. SCINF 2011 in New Delhi, India. **(R)(I)**
65. **Pookulangara, S.**, Kinley, T., Josiam, B., Spears, D. (2011). My Fair Lady: Examining the Influence of Hollywood on Fashion Purchases. SCINF 2011, New Delhi, India **(R)(I)**
66. **Pookulangara, S.**, & Natesan, P. (2010). Examining Consumers' Channel-Migration Intention Utilizing Theory of Planned Behavior: A Multigroup Analysis. NETs2010 Conference, Taipei, Taiwan, November 25-27, 2010. **(R)(I)**
67. **Pookulangara, S.** (2010). Consumers Use of Consumer-Generated-Media while Shopping: A Conceptual Outlook Using TAM3 and Hofstede's Cultural Dimensions. NETs2010 Conference, Taipei, Taiwan, November 25-27, 2010. **(R)(I)**
68. **Pookulangara, S.** & Natesan, P. (2010) Influence of Demographics on Channel-Migration: A MIMIC Modeling Approach. International Textile and Apparel Association Annual Meeting, Montreal, Canada. (R) *(Accepted for presentation but withdrawn due to travel budget)*
69. **Pookulangara, S.**, & Koestler, K. (2010). Cultural Influence On Consumers' Usage Of Social Networks And It's Impact On Online Purchase Intentions. EIRASS Conference, Istanbul, Turkey, July 2-5, 2010. **(R)(I) Highly Recommended Award**
70. **Pookulangara, S.**, Hawley, J., & Xiao, G. (2010). Explaining Consumers' Channel-Switching Behavior Using The Theory Of Planned Behavior. (R). EIRASS Conference, Istanbul, Turkey, July 2-5, 2010. **(R)(I) Best Paper Award in the Conference**
71. Josiam, B. M., Spears, D., **Pookulangara, S.**, & Kinley, T. (2010). Analyzing the Impact of Bollywood Movies on Tourism by Indians and the Indian Diaspora Worldwide, The 68th Tourism Society of Korea (TOSOK) International Conference. **(R)(I)**
72. Kim, J., **Pookulangara, S.** (2009). Does Social Capital Matter?: Influence of Consumers' Perceived Social Capital on Retailer's Marketing Action . International Textile and Apparel Association Annual Meeting, Bellevue, WA, October 28- 31, 2009. **(R)(I)**

ABSTRACTS, PROCEEDINGS AND PAPERS PRESENTED

(R = refereed, double-blind reviewed; I = international)

73. **Pookulangara, S.,** Shephard, A., Mestres, J., & Dickerson, K. (2008) Sweatshops: Impact on the University Community. International Textile and Apparel Association Annual Meeting, Schaumburg, IL, November 5-8, 2008. **(R)(I)**
74. **Pookulangara, S.,** Kim, E., & Norum, P. (2008). Impact of Credit Card Usage and Money on the Attitude Towards Spending of College Students. International Textile and Apparel Association Annual Meeting, Schaumburg, IL, November 5-8, 2008. **(R)(I)**
75. Crutsinger, C., Jeon, S., Dotter, T., Umberson, K., **Pookulangara, S.** (2008). Analyzing Cultural Patterns through Dress: An International Student Perspective. International Textile and Apparel Association Annual Meeting, Schaumburg, IL, November 5-8, 2008. **(R)(I)**
76. **Pookulangara, S.,** Kaplan, B., & Meyer, H. (2007). “Thin is Out, Curvy is In”: Media Effects on the Evolving Body Image. International Textile and Apparel Association Annual Meeting, Los Angeles, CA November 7-10, 2007 **(R)(I)**
77. **Pookulangara, S.** (2006). Implications of Consumer Outshopping Behavior for Local Development in Rural Areas. International Textile and Apparel Association Annual Meeting, San Antonio, TX November 1-6, 2006 **(R)(I)**; **Candidate for Best Paper award in the Management track for the 2006 ITAA Annual Meeting**
78. **Pookulangara, S.** (2006). Multi-channel Strategies: Impact of Synergy in the Retail Industry. International Textile and Apparel Association Annual Meeting, San Antonio, TX November 1-6, 2006 **(R)(I)**
79. **Pookulangara, S.** (2005). Student Retention: Effects of Social, Psychological, and Environmental Needs on Students. . November 1-6, 2005 International Textiles and Apparel Association, November 1-6, 2005, Alexandria, VA. **(R)(I)**
80. **Pookulangara, S. & Creasey, S.** (2005). Multi-Channel Shopping: Impact of Consumer Value Mix on Patronage Intention of the Rural Consumers. International Textiles and Apparel Association, November 1-6, 2005, Alexandria, VA. **(R)(I)**
81. **Pookulangara, S.** (2005). Examining the student retention issue – a student’s perspective. Connections Conference *funded through Illinois State Board of Education*, St. Charles, Illinois March 9-10, 2005.
82. King, J. & **Pookulangara, S.** (2004). Fashion Merchandising Programs: A Content Analysis Of Courses. International Textiles and Apparel Association, November 3-8, 2004, Portland, OR. **(R)(I)**
83. **Pookulangara, S. & Creasey, S.** (2004). Effect Of High School Students’ Academic Performance And Clothing Consumption On Their Clothing Choices and Behavior. International Textiles and Apparel Association, November 3-8, 2004, Portland, OR. **(R)(I)**

ABSTRACTS, PROCEEDINGS AND PAPERS PRESENTED**(R = refereed, double-blind reviewed; I = international)**

84. Creasey, S. & **Pookulangara, S.** (2004). Educational Collaboration Between a University and Vocational System Connections Conference *funded through Illinois State Board of Education*, St. Charles, Illinois March 24-25, 2004
85. Creasey, S. & **Pookulangara, S.** (2004). Correlation Between Student Dress and Classroom Behavior, Connections Conference *funded through Illinois State Board of Education*, St. Charles, Illinois March 24-25, 2004
86. **Pookulangara, S.**, Kim, Y.K., **Crutsinger, C.**, & Kim, E.Y. (2003). Multi-channel shopping: Effects of consumers' perceived benefits and costs on purchase intentions International Textiles and Apparel Association, November 1-6, 2005, Savannah, GA. **(R)(I)**
87. Crutsinger, C., Duncan, K., Ingram, A., **Pookulangara, S.**, Ruttivut, K., & Tran, G. (2003). Retail product knowledge seminar: Implementing collaborative service learning as a pedagogical tool for teaching [Full TextPaper]. *ACRA Clearinghouse*. (Paper presented at *American Collegiate Retailing Association*, New York, NY). **(R)**
88. **Pookulangara, S.** & Kim, Y-K. (2002). Multi-Channel Retailing: Relations to Consumers' Perceived Shopping Benefits and Costs. International Textile and Apparel Association Annual Meeting, New York, NY, August 6-10, 2002. **(R)(I)**

GRANTS**Total Amount of Funding Received: \$476,521****Total Funding Requested : \$531,981**

Date	Author(s)	Title	Funding Source	Funding
2021	Pookulangara, S. & Williams, K.	College-Wide Project.	Mentoring Grant, UNT	\$5000.00 – Not Funded
2020	Wood, Pia and Hawley, J.M., Bennett, Amanda 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	Department of Education.	\$180,371
2020	Jestratijevic, J & Pookulangara, S.	Blue Jeans Go Green: Cotton Sustainability in Action	Cotton Inc.,	\$50,460; Not Funded
2019	Pookulangara, S. , Kim, J., & Yang, K.	Does Hyper-Individualized Ad Content Impact User Experience and Trust?	Facebook	\$49,899.80 ; Not Funded

Date	Author(s)	Title	Funding Source	Funding
2018-2019	Pookulangara, S. & Yang, K.	Industry Training for Digital Retailing Program Role: PI	Mentoring Grant, UNT	\$5000.00
2017	Pookulangara, S. & Kinley, T.	<i>Generation Study Abroad Access Grant</i> Role: PI This grant included submitting a proposal for study abroad along with a budget (http://generationstudyabroad.ciee.org/)	Council On International Educational Exchange	\$10,000. Not Funded
2016-2018	Pookulangara, S.	<i>A Multi-Dimensional Approach to Meet 21st Century Retailing Education and Industry Challenges for India and the US;</i> Role: PI	Iowa State University	\$44,607.00
2016-2017	Kiseol, Y. & Pookulangara, S.	<i>Pioneering Digital Retailing Program</i> Role: Co-PI, Underwent training in UX with the goal of developing new course/class material	Mentoring Grant, UNT	\$4,970.00
2013	Pookulangara, S., Kim, J, & Yang, K.	<i>Cybersecurity And Its Influence On Consumers Online Purchase Intention: An Exploratory Study</i> Role: PI	Research Enabling Grant (REG), UNT	\$5,000.00
2013	Moore, A., Manjula S., Wang, S., Pookulangara, S., & Wang, Z.	<i>Interdisciplinary Mentoring of Foreign-born Female Academics at University of North Texas</i> Role: Co-PI	Mentoring Grant, UNT	\$4000.00
2013	Pookulangara, S.	<i>Summer Instructional Fellowships 2013</i>	Center for Learning Enhancement, Assessment, and Redesign, UNT	\$2,000.00

Date	Author(s)	Title	Funding Source	Funding
2012	Yang, K, Pookulangara, S. , & Kim, J.	<i>Digital Platforms Promoting Locavore Movement</i> Role: Co-PI; Was responsible for gathering relevant material that was used for writing the grant as well as proof reading.	Research Enabling Grant, UNT	\$7,400.00
2012	Pookulangara, S.	<i>Summer Instructional Fellowships 2012</i>	Center for Learning Enhancement, Assessment, and Redesign, UNT	\$2,000.00
2012	Pookulangara, S. , Kim, J, & Yang, K.	<i>Cybersecurity And Its Influence On Consumers Online Purchase Intention: An Exploratory Study</i> Role: PI	Research Opportunity Grant, UNT	\$7,465.00; Not Funded
2011	Forney, J., Knight, D., Xiang, Z., Kim, H-J, Knight, D. K., Youn, H., Kim, J., Pookulangara, S. , Yang, K, Moen, W., Hartman, C., Jordan, A	<i>Consumer Experiences in Digital Environments Research Cluster</i> Role: Member Cluster was being funded for potential hires.	University of North Texas	Received - This did not have a monetary value attached
2011	Pookulangara, S.	<i>Summer Instructional Fellowships 2011</i>	Center for Learning Enhancement, Assessment, and Redesign	\$2,000.00
2011	Josiam, B, Pookulangara, S. , Kinley, T., & Spears, D.	<i>Empirical Analysis of the Role of Bollywood on Indian Consumer's Fashion and Tourism Consumption</i> Role: Co-PI	Research Enabling Grant, UNT	\$7480.00; Not Funded
2011	Yang, K., Pookulangara, S. & Kim, J.	<i>Localvore Movement: Social Responsibility and Social Media Go Together</i> Role: Co-PI	Research Enabling Grant, UNT	\$7,400.00; Not Funded
2011	Wilson, D. & Pookulangara, S.	<i>Campus Grant – Case Study</i> Role: Co-PI; was responsible for facilitating the case study in a class that was taught by me.	Target Campus Grant	\$2,000.00

Date	Author(s)	Title	Funding Source	Funding
2011	Pookulangara, S.	<i>Slow Fashion Movement: An Exploratory Study</i>	Faculty Summer Grant 2011, UNT	\$5,000.00
2010	Pookulangara, S.	<i>Culture and Social Media: Changing the Way We —Shop</i>	Research Initiation Grant program , UNT	\$7,234.00; Not Funded
2010	Pookulangara, S.	<i>Impact of Culture and Technology on Consumers' Usage of Social Networks and its Influence on Consumer Involvement</i>	Faculty Summer Grant, UNT	\$5,000.00; Not Funded
2009	Wilson, D. & Pookulangara, S.	<i>Campus Grant – Case Study</i> Role: Co-PI; was responsible for facilitating the case study in a class that was taught by me.	Target Campus Grant	\$4,000.00
2009	Pookulangara, S., & Kim, J.	<i>Influence of Consumer Generated Media on Purchase Intention: A Decomposed Theory of Planned Behavior Perspective</i> Role: PI	Fairchild Publications Textile & Apparel Faculty Grant, ITAA	\$1,500.00; Not Funded
2009	Pookulangara, S.	<i>Summer Instructional Fellowships 2009</i>	Center for Learning Enhancement, Assessment, and Redesign, UNT	\$5,000.00
2009	Pookulangara, S.	<i>Influence of Consumer Generated Media on Purchase Intention: A Decomposed Theory of Planned Behavior Perspective</i>	Faculty Summer Grant, UNT	\$5,000.00
2009	Pookulangara, S., & Knight, D. K.	<i>Exploring Mall Patronage Intention: Indian Consumers' Perspective</i> Role: Co-PI, was responsible for survey development, making arrangements for data collection in India, data collection	Research Enabling Grant (REG), UNT	\$5,000.00
2009	Pookulangara, S., & Knight, D. K.	<i>Indian Consumers: The Impact of Malls on Retail Format Preference and Purchase Intention</i> Role: PI	International Council of Shopping Centers Educational Foundation	\$20,706.00 ; Not Funded

Date	Author(s)	Title	Funding Source	Funding
2009	Kinley, Brandon, Burnsed, Jeon, Kim, J. Kim, H., Knight, Pookulangara, S., Wilson, Yang, & Zorola	<i>Building the Global Experience: From Supply Chain to Blogosphere</i> Role: Co-PI	Hispanic and Global Studies Initiative Fund, UNT	\$20,225.00
2009	Xiang, Z., Kim, H-J, Knight, D. K., Youn, H., Kim, J., Pookulangara, S., Yang, K., Spears, D., & Josiam, B.	<i>Global Consumer Experience Cluster</i> Role: Co-PI	University of North Texas	Not Funded; Did not have a monetary value
2008	Pookulangara, S., & Kim, J.	<i>Influence of Virtual Communities on In-class Student Learning: A Social Cognitive and Social Capital Theory Perspective</i> Role- PI	Research Initiation Grant program (RIG), UNT	\$3,820.00
2008	Kim, J., & Pookulangara. S.	<i>Does Social Capital Matter?: Influence of Consumers' Perceived Social Capital on Retailer's Institutional Action</i> Role: Co-PI, was responsible for pre-testing and literature review.	Research Initiation Grant program (RIG), UNT	\$4,695.00
2008	Xiang, Z., Kim, H-J, Knight, D. K., Youn, H., Kim, J., Pookulangara, S., Yang, K., Spears, D., & Josiam, B.	<i>e-POCE (Point of Consumer Experience): Marketing Information System for Retail and Hospitality</i> Role: Member	Infrastructure for Underfunded or Unfunded Research, Scholarship, and Creativity, UNT	\$25,000
2006	Pookulangara, S.	<i>Channel Preferences of Rural Consumers: Implications for Rural Retailers</i>	I.C.S.C. Foundation	Not Awarded
2004	Pookulangara, S., & Creasey, S.	<i>Multi-channel Shopping: Patronage Intention of the Rural Consumers and Implications for Rural Retailers; Role: PI</i>	Office of Sponsored Projects, Western Illinois University	\$ 3,428.00
2002	Kim, Y-K, & Pookulangara, S.	<i>Multi-channel Retailing Study</i> Role: Co-PI,	<i>International Council of Shopping Centers Educational Foundation</i>	\$15,000.00

Date	Author(s)	Title	Funding Source	Funding
2002	Kim, Y-K, & Pookulangara, S.	<i>Multi-channel Retailing Study</i> Role: Co-PI, was responsible for literature review, survey development, pre-testing and results.	UNT Research Opportunity Grant (ROP)	\$4,500.00
			TOTAL AMOUNT	\$531,981

SERVICE

University of North Texas

SERVICE TO THE UNIVERSITY

Date	University of North Texas	Chair or Member
2019, 2021	Search Committee, Vice Provost - Faculty Success <i>Participated in the search committee meetings in Spring 2019, failed search as candidate did not take the job offer in Spring 2019. Successful search completed in Fall 2019.</i>	Member
2017 – present	COACHE Steering Committee <i>Charged with providing information based on the data to the Provost and other stakeholders.</i>	Member
2018	Future Eagle Presentation <ul style="list-style-type: none"> • <i>Presentation to the Denton ISD middle school students – two sessions of around 45 students each</i> • <i>Topic: Digital Retailing</i> 	Guest Speaker
Date	University of North Texas	Chair or Member
2014-2015	Student Computer Lab Redesign Committee <i>Charged to provide recommendations for funding and operation of student technology services delivered via the Student Computer Lab system</i>	Participant
2013- present	Institutional Effectiveness Academic Committee <i>This committee is tasked with helping colleges system wide with preparation of SACS COC Reaffirmation</i>	Member
2013	Teaching Excellence Seminar 2013 <i>Teaching in a U.S. classroom (For International instructors and TA's)</i>	Participant
2013	Women's Faculty Network (Table Leader on a Topic)	Participant
2013	Foreign Born Faculty Mentoring Group	Member
2013	University Forum on Teaching & Learning	Participant

2012 – 2014	IT Governance- RIT Group <i>This committee's main goal is to analyze and recommend IT and related initiatives</i>	Member
2012 – 2013	Review panelist for Intramural Grant <i>Reviewed six grant applications for Research Initiation Grant</i>	Member
2011- 2013	Campus Climate Survey Task Force <i>The committee is in the process of creating a survey instrument that will be administered to faculty campus-wide.</i>	Member
2009	TII Grant Committee Evaluate grant applications	Member

SERVICE TO COLLEGE

Date	College of Merchandising, Hospitality and Tourism (UNT)	Chair or Member
2018 - present	Graduate Committee <i>Responsible for</i> <ul style="list-style-type: none"> • Organizing Graduate Presentation Day • Setting deadline for course approvals 	Chair, Member
2015 – 2016, 2017 - 2018	Research Committee	Member
2014 -2016	Assistant Professor Search Committee - Hospitality	Member
2014-2016, 2020	Personnel Affairs Committee <i>Co-chair of the PAC in 2015-2016.</i>	Co-Chair
2011 - 2015	Graduate Committee <ul style="list-style-type: none"> • Chairing the committee since Fall 2014, prior to which was a committee member • Have successfully presented the name for the interdisciplinary program as well as provided the framework for classes that would be included in the program. 	Chair
2014, 2015	First Flight	Presenter
2014	Executive + Scholar Lecture Series, Nov 11, 2014	Presenter
Date	College of Merchandising, Hospitality and Tourism (UNT)	Chair or Member
2013	Ad-Hoc Action Team	Member
2012	Consumer Engagement in Digital Channels - A Digital Strategy, University Forum on Teaching & Learning	Presenter
2011 – till date	CEDE Cluster	Member
2008-2011	Alumni Committee	Member

SERVICE TO THE DEPARTMENT

Date	College of Merchandising, Hospitality and Tourism (UNT)	Chair or Member
2020	Recruitment efforts with Little Elm High School	
2020	Held three Zoom sessions to promote the Graduate Program	

Date	College of Merchandising, Hospitality and Tourism (UNT)	Chair or Member
2018-2019	Assistant Professor Search Committee - Merchandising	Member
2018 - present	TAPAC representative <i>Working with Dr. Kinley for accreditation in MDR</i>	MDR Representative
2017 – 2018	Assistant Professor Search Committee - Merchandising <i>The search was abandoned after completing evaluation of the applicants</i>	Member
2008 – 2013	Research Committee <i>Chairing the committee since Fall 2011, prior to which was a committee member</i>	Chair
2015 – 2016	Chair Search Committee, MDR	Member
2013- 2014	Assistant Professor Search Committee	Chair
2011 – 2013	Assistant Professor Search Committee - Merchandising <i>The search was abandoned</i>	Member
Ongoing	Faculty Mentor <i>Iva Jestratijevic- Just appointed as her mentor</i>	N/A
	<i>Jessica Strubel: Mentoring junior faculty – have been successful in publishing two articles and four presentations</i>	
	<i>Linda Mihalick: Provided her with all the materiel required in DRTL 3190 and contacts for Silicon Valley Study Tour. Provided feedback on student assignments and guest lecturers.</i>	
	<i>Amine Bentahar: Adjunct Faculty for the Frisco Campus, provided him with all the course material for DRTL3090. Additionally, have submitted a concept paper with him for ITAA 2019.</i>	
	<i>Kelcie Slaton: Adjunct Faculty, she is currently pursuing her Ph.D. from Iowa State. Have helped her with her research, specifically statistical analysis.</i>	
Date	College of Merchandising, Hospitality and Tourism (UNT)	Chair or Member
2011 – 2015	Graduate Ad-Hoc Admission Committee <i>Responsible for reviewing graduate application in MDR</i>	Member
2010 – 2015	Sample Sale	Member
2009 – 2014	Ad-Hoc Digital Retail Committee	Member

Western Illinois University**SERVICE TO THE UNIVERSITY**

Date	Western Illinois University	Chair or Member
2005, 2006	Faculty Mentor Mentor to new faculty joining WIU	NA
2004-2005	Honors Council The council main business was the working of the Honors College	Member
2004, Spring	Academic Expectation Session, New Student Registration Program Spoke to the incoming students and their families regarding faculty expectations	Presenter
2006, Spring	Presenter, " <i>India, the Country, Fashion, and Culture</i> " for the students of World Cultures Music class	Presenter

SERVICE TO THE SCHOOL

Date	Dietetics, Fashion Merchandising, and Hospitality Management (WIU) - Organization, Event, or Activity
2006, Spring	Presenter, " <i>Fashion in India – Journey through the Ages</i> " for Food and Culture Club
2005, Spring	Presenter, " <i>The Influence of Greece on the Fashion Industry</i> " for Food and Culture Club
2004, Spring	Presenter, " <i>History of Italian Fashion</i> " for Food and Culture Club
2004, Fall	Conceptualized and presented a <i>Fashion Show</i> for Food and Culture Club
2006, Spring	Mentored students and assisted them in submitting their research for Undergraduate Research Day: <i>Color Matters: The Effect of Color on a Person's Food Choices</i> , Undergraduate Research Day
2005, Spring	Mentored students and assisted them in submitting their research for Undergraduate Research Day: <i>Impact of Color in Advertising and Consumer Choices</i> .
2004, Spring	Mentored students and assisted them in submitting their research for Undergraduate Research Day: <i>Colors Around The World: Cultural Symbolism of Color</i>

SERVICE TO THE DEPARTMENT

Date	Dietetics, Fashion Merchandising, and Hospitality Management (WIU)	Chair or Member
2004-2008	Retention and Recruitment Committee	Member
2004-2008	Industry Advisory Committee Responsible for recruiting industry members and organizing the advisory board meeting	Member
2005-2006	Curriculum Assessment Committee	Member

SERVICE TO THE DIVISION

Date	Dietetics, Fashion Merchandising, and Hospitality Management (WIU)	Chair or Member
2003-2006	Visual Apparel Merchandising Organization Fashion merchandising student organization	Co-Advisor

PROFESSIONAL SERVICE

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

Date	Organization
2009 - 2016	American Collegiate Retailing Association, ACRA
2009 – 2014	American Association of Family and Consumer Sciences, AAFCS
2002 – present	International Textiles and Apparel Association, ITAA
2001 – 2003	Fashion Group International, Dallas, FGI
2001 – 2003	Professional Leadership Program, UNT, PLP

ORGANIZATION & ACTIVITY/EVENT

International Textile and Apparel Association - <i>Annual Meeting</i>	
Date	Location
2019	Las Vegas, NV
2018	Cleveland, OH
2017	St. Petersburg, FL
2016	Vancouver, Canada
2015	Santa Fe, NM
2014	Charlotte, NC
2013	New Orleans, LA
2012	Honolulu, HI
2009	Seattle, WA
2008	Schaumburg, IL
2007	Los Angeles, CA
2006	San Antonio, TX
2005	Alexandria, VA
2004	Portland, OR
2003	Savannah, GA
International Textile and Apparel Association - <i>Annual Meeting</i>	
2002	New York, NY

Global Marketing Conference – <i>Annual Meeting</i>	
Date	Location
2018	Tokyo, Japan

NETs 2010 – International Conference on Internet Studies - Annual Meeting

Date	Location
2010	Taipei, Taiwan

EIRASS –European Institute of Retailing and Service Studies - Annual Meeting

Date	Location
2019	Estonia, Tallinn
2015	Montreal, Canada
2014	Bucharest, Romania
2013	Philadelphia, PA
2012	Vienna, Austria
2010	Istanbul, Turkey

PROFESSIONAL ASSIGNMENTS

Dates	Organization and Responsibilities
2021	Member, TAPAC, Board of Commissioners
2021	Reviewed one article for Journal of Advertising
2021	Guest Editor, Special Issue of Sustainability (Slow Fashion: Past, Present and Future)
2021	Reviewed one articles for Sustainability
2020	Reviewed three articles for SAGE Open
2020	Reviewed three articles for Clothing and Textiles Research Journal
2020	Reviewed one article for Journal of Research in Interactive Marketing
2020	Reviewed five articles for Sustainability
2019-2020	Member, TAPAC Standards Committee
2019 - 2021	Editorial Board Member, Clothing and Textiles Research Journal
2019	Reviewed one article for Journal of Research in Interactive Marketing
2019	Reviewed one article for Australasian Marketing Journal
2019	Reviewed one article for SAGE Open
2019	Reviewed one article for Journal of Retailing and Consumer Services
2019	Reviewed one article for Social Sciences
2019	Reviewed one article for Clothing and Textiles Research Journal
2018	Guest Editor, Special Issue of Social Sciences (ISSN 2076-0760)
2018 -	Editorial Board Member, Journal of Retailing and Consumer Services
2018, 2019, 2020	Reviewed abstracts for Merchandising Management track for ITAA Annual Conference
2018	Reviewed one article for Journal of Research in Interactive Marketing
2018	Reviewed one article for Detritus Journal
2018	Reviewed one article for PLOS One
2018	Reviewed one article for Journal of Relationship Marketing
2018	Reviewed one article for Journal of Retailing and Consumer Services
2018	Reviewed one article for Journal of Marketing Communications
2018	Reviewed one article for Sustainability

Dates	Organization and Responsibilities
2018	Reviewed one article for Clothing and Textiles Research Journal
2017	Reviewed one article for International Journal of Retail & Distribution Management
2017	Reviewed two articles for Journal of Retailing and Consumer Services
2017	Reviewed one article for Sustainability
2016	Member, Nominating Committee, ITAA (<i>this position is peer elected</i>)
2016	Reviewed one article for Fashion and Textiles journal
2016	Reviewed two articles for Journal of Retailing and Consumer Services
2016	Reviewed one article for The International Review of Retail, Distribution and Consumer Research
2016	Reviewed one article for Sustainability
2015	Chaired session at EIRASS Annual Conference
2015	Reviewed one article for International Journal of Information Management
2015	Reviewed one article for Sustainability
2015	Reviewed one article for Journal of Business Research
2015	Reviewed one article for Journal of Global Fashion Marketing
2015	Reviewed one article for Journal of Retailing and Consumer Services
2014	<i>Guest Editor, Journal of Retailing and Consumer Services</i>
2014	Reviewed one article for special issue: <i>Journal of Business Research</i>
2014 – till date	Chair (appointed in 2017); Member, Electronic Communications Committee, ITAA
2014	Reviewed one full article submitted for ACRA 2015
2014	Reviewed one article for Journal of Global Fashion Marketing
2014	Chaired a session at ITAA annual conference, Charlotte, NC
2014	Reviewed a chapter for “Analyzing the cultural diversity of consumers in the global Marketplace”
2014	Reviewed three abstracts for 2014 Global Marketing Conference 2014
2014	Reviewed one article for Journal of Retailing and Consumer Services
2013	Member, ACRA Planning Committee, Annual Conference 2014
2013	Chair, Public Relations Committee, ITAA
2013	Member, Student Awards and Scholarship Committee, ITAA
2013	Chaired a session at EIRASS annual conference, Philadelphia, PA
2013	Reviewed four articles for Journal of Retailing and Consumer Services
2013	Reviewed one article for IEEE Pervasive Computing
2013	Reviewed one article for International Journal of Retail & Distribution Management
2013	Reviewed one article for Journal of Customer Behaviour
2012 – present	<i>Editorial Board Member, Journal of Social Networking</i>
2012	Chaired a session at EIRASS annual conference, Vienna, Austria
2012	Reviewed one article for Journal of Fashion Marketing and Management
2012	Reviewed one article for Journal of Retailing and Consumer Services

Dates	Organization and Responsibilities
2012	Reviewed one article for Journal of Service Management
2011	Reviewed one article for Journal of Marketing Management
2011	Reviewed one article for Journal of Fashion Marketing and Management.
2011	Reviewed one article for The Journal of Retailing and Consumer Services
2010	Reviewed four research abstracts for annual NETs2010 conference
2010	Session Chair: NETs 2010 Conference, Taipei, Taiwan, Nov 25 – 27, 2010
2010	Reviewed one article for Journal of Fashion Marketing Management
2009	Reviewed ten research abstracts for annual ITAA conference
2008	Conference Planning Committee – Responsible for coordinating oral presentation sessions
2008	Session Presider : Consumer Behavior - Online Decision Making Issues; Design & Aesthetics - Innovative Teaching Strategies
2006	Reviewed an article for Academy of Marketing Science/Korean Academy of Marketing Science
2006	Reviewed eight research abstracts for annual ITAA conference
2005	Reviewed eight research abstracts for annual ITAA conference
2003, Spring	Executive Officer, PLP at University of North Texas
2002, Fall	Ambassador, PLP at University of North Texas
2005	Reviewed eight research abstracts for annual ITAA conference

INDUSTRY CONFERENCES/TRAINING

Date	Event	Location
2020	Machine Learning, Coursera Certificate	Vurtual
2017, 2019	Nielsen Norman Group – Certificate in Certificate in User Experience; UX Research Specialty	San Francisco, Los Angeles, CA
2015	Shop.org	Philadelphia, PA
2013	Shop.org	Chicago, IL
2012	Shop.org	San Diego, CA
2011	Social Media In Retail: What's New? What's Now? What's Next? DFW Retail Executive Association	Dallas, TX
2008	David Wolfe, FGI	Dallas, TX
2003	International Council of Shopping Centers	Dallas, TX

MEDIA INTERVIEWS & PUBLICATIONS:

Dates	Description
2021	2021's Best Places for Valentine's Day (https://wallethub.com/edu/best-and-worst-cities-for-valentines-day/10056#expert=Sanjukta_Pookulangara)

Dates	Description
2018	L'ORÉAL'S new clip-on sensor tracks your exposure to UV rays (https://www.wired.com/story/loreal-my-skin-track-uv-sensor/)
2018	Krebsvorsorge: Dieser Sensor sagt euch, wie viel UV-Strahlung eure Haut abbekommt. (https://www.wired.de/article/krebsvorsorge-dieser-sensor-sagteuch-wie-viel-uv-strahlung-eure-haut-abbekommt)
2018	Sensor klip baru L'Oréal merekam paparan Anda terhadap sinar UV (https://hitechglitz.com/indonesia/sensor-klip-baru-loreal-merekam-paparan-anda-terhadap-sinar-uv/)
2018	Новый клип от L'Oréal датчик отслеживает ваши воздействия ультрафиолетовых лучей (https://gadgetpark.ru/l-oreal-s-new-clip-on-sensor-tracks-your-exposure-to-uv-rays)
2016	Cassidy, M. (2016). The newest breed of digital retailers listens to the customer's voice through actionable data (https://www.linkedin.com/pulse/newest-breed-digital-retailers-listenscustomers-voice-mike-cassidy/)
2013	2012 Annual Report, High Quality Faculty
2013	Making fashion sustainable (http://phys.org/news/2013-12-fashion-sustainable.html)
July 12, 2013	The Bling Ring': Material world
April 3, 2013	New center studies digital retail issues, NT Daily
July 18, 2011	UNT's merchandising students to use vrSoftware's Mockshop, Fibre2Fashion.com, India
2011	Global Consumer Experience, UNT Research
January 15, 2011	Creative types in Abilene find success online with Etsy shops Etsy.com raises profile for arts entrepreneurs

PROFESSIONAL DEVELOPMENT PARTICIPATION & CONTINUING EDUCATION

Date	Event & Institution	Location & Description	Financial Sponsor
January 2021	Attended Art of Participatory Leadership	UNT	UNT
December 2019	Attended Planning and Writing Successful Grant Proposals	UNT	UNT
August 2018	Attended FIS training	UNT	UNT
2009, December	Attended Grant Writers' Workshop	UNT	UNT
2004, 2006, May	Attended Diversity Workshop	Western Illinois University (WIU), IL	WIU

Date	Event & Institution	Location & Description	Financial Sponsor
2004-2006	Faculty Innovators Program	College Of Education and Human Services, WIU, IL	WIU
2006 May	Attended Microsoft Access workshop	Faculty Development, WIU, IL	WIU
2005, Apr.	Attended WesternOnline startup training, Faculty Development	Faculty Development, WIU, IL	WIU

PROFESSIONAL DEVELOPMENT AWARDS AND FUNDS

Date	Award	Funding Source	Funding
2020-2021	UNT Leadership Fellow	UNT	NA
2006, Spring	<i>Develop an online course</i>	WIU	\$5000.00
2005, 2006	<i>Professional Travel Award</i>	Deans Office, College Of Education and Human Services, WIU	\$300.00, \$612.00
2005, May	<i>Faculty Summer Grant Proposal Writing Program</i>	WIU	\$2000.00

SERVICE TO COMMUNITY

1. Presenter, New skills required from fashion professionals and how will the work environment change in years to come, National Institute of Fashion Technology, Mumbai, India, June 2021
2. Panel Member, Impact of COVID-19 on Retail Business, National Institute of Fashion Technology, Mumbai, India, May 2020
3. Guest Lecturer, History of Textiles course, SUNY, Buffalo State, 2020
4. Girl Scout of North East Texas, Active Member, Co-Leader, Cookie Manager, 2011 – present
5. Speaker, 2018, India Fashion Forum (<https://www.indiafashionforum.in/speakers-2018/>)
6. Pookulangara, S. (2015). Omni Channel & Digital Marketing. Digital Retail Executive Education Program, August March 13 - 14, 2015.
7. Pookulangara, S. (2013). The Omni Channel Customer Experience. Digital Retail Executive Education Program, March 18-22, 2013. (<https://cmht.unt.edu/sites/default/files/March%20DEEP%20Agenda%20V2.pdf>)
8. Council member, University of Illinois Extension, 2004-2006
9. Presenter, “Visual Merchandising” to the visual merchandising team at Shopper’s Stop Limited, Mumbai, India, 2004
10. Guest Lecturer, for the Schuyler County Homemakers Association, IL, 2004

ADMINISTRATIVE ROLE

DATES	College of Merchandising, Hospitality and Tourism (UNT)
2017 – present	Graduate Program Coordinator – MDR <i>Responsibilities include:</i> <ol style="list-style-type: none"><i>1. Communication with prospective graduate students including written and face-to-face communication.</i><i>2. Managing graduate application process in MDR.</i><i>3. New graduate student orientation</i><i>4. Graduate student advising</i><i>5. Graduate program assessment</i><i>6. Ongoing graduate student advising</i><i>7. Promote the Graduate program</i>
