

## **Iva Jestratićević**

### Curriculum Vitae

*Assistant Professor*  
*Department of Merchandising and Digital Retailing*  
*University of North Texas, Denton, TX 76203*  
*Chilton Hall, Room 330 F*  
[Iva.Jestratićević@unt.edu](mailto:Iva.Jestratićević@unt.edu)

### **EMPLOYMENT**

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8/2019: Assistant Professor Merchandising and Digital Retailing (Tenure-Track), University of North Texas, Denton, Texas

2016- 2019: Graduate Teaching Associate, The Ohio State University, Columbus, Ohio

2008 – 2016: Founder and CEO, Fashionglamrnr Management and Consulting, Ltd. Serbia  
([www.fashionglamrnr.com](http://www.fashionglamrnr.com))

2006 – 2009: Graduate Research Associate, University of Arts in Belgrade, Serbia

### **EDUCATION**

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2019: Ph.D. Department of Human Sciences, Program of Fashion and Retail Studies, Ohio State University

2010: Ph.D. Interdisciplinary Studies Program, Theory of Art and Media, University of Arts in Belgrade, Serbia

2004: B.A. International Business, Department of International Engineering Management, European University, Serbia

### **TEACHING**

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*Assistant Professor- University of North Texas*

Since 8/2019 courses taught:

MDSE 4560 Undergraduate course: Sustainable Strategies in Merchandising

MDSE 5560 Graduate course: Sustainable Strategies in Merchandising

RETL 4850 Undergraduate course: Brand Development

RETL 5850 Graduate course: Brand Development

MDSE 5900 Graduate course: Special problems in Merchandising

MDSE 5920 Graduate course: Problem in Lieu of Thesis

*Sole Instructor - The Ohio State University*

2018-2019: Undergraduate course: Branding in Fashion, Hospitality, and Sport Industries

*Co-Instructor- The Ohio State University*

Fall 2018: Graduate course: Psycho-social and Cultural Aspects of Dress

*Graduate Teaching Associate-- The Ohio State University*

2016-2018: Undergraduate course: Branding in Fashion, Hospitality, and Sport Industries

## **PUBLICATIONS**

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### Peer-reviewed monograph

1. **Jestratićević, I.** (2012). *Fashion study: signs and meanings of clothing practice*. (Original: Studija mode: znaci i znacjenja odevne prakse) Belgrade, Serbia: Orion Art. ISBN-13: 978-8683305612 (Second edition)
2. **Jestratićević, I.** (2011). *Fashion study: signs and meanings of clothing practice*. (Original: Studija mode: znaci i znacjenja odevne prakse) Belgrade, Serbia: Orion Art. ISBN 10: 8683305619 (First edition)

### Published peer-reviewed journal articles

1. Corovic E, **Jestratićević 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. Doi: 10.5604/01.3001.0014.8226
2. **Jestratićević, 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*. Doi: <https://doi.org/10.1108/JFMM-09-2020-0182>
3. **Jestratićević, 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*. (SSCI, Impact factor: 1.10) doi: <https://doi.org/10.1177/0887302X20968893>
4. **Jestratićević I.** (2020). Visual seduction: Eroticism in surrealist art photography and postmodern fashion photography. *Journal of Fashion, Style and Popular Culture*. doi: [doi.org/10.1386/fspc\\_00029\\_1](https://doi.org/10.1386/fspc_00029_1)
5. **Jestratićević I.**, Rudd, NA & Uanhoro, J. (2020). Transparency of sustainability disclosures among luxury and mass-market fashion brands. *Journal of Global Fashion Marketing*. doi: [doi.org/10.1080/20932685.2019.1708774](https://doi.org/10.1080/20932685.2019.1708774)
6. Cavender R, Howell A, Hillery J, Paulins A, **Jestratićević, I.** (2019). Exploring Consumers'

Understanding and Evaluation of their Ethical Consumption and Disposition. *Journal of Textile Science and Fashion Technology*. doi:10.33552/JTSFT.2019.02.000536

7. **Jestratičević, I.,** Rudd, N. A. (2018). Six forms of sustainable fashion. *Latest Trends in Textiles and Fashion Designing*. 2(4)-2018. doi: 10.32474/LTTFD.2018.02.000145
8. **Jestratičević, I. (2015).** Fashion and semiotics of gender. *Journal of Issues in Ethnology and Anthropology*, 10(4), 773-787. (Web of Science Emerging Sources Citation Index)
9. **Jestratičević, I. (2013).** Introduction to Fashion studies. *AM Journal of Art and Media Studies, Issue 3*, 108- 119 (European Reference Index for the Humanities and Social Science).
10. **Jestratičević, I. (2009).** Decoding an image (original: Dekodiranje slike), *Journal of Culture, Special Issue on Photography*, 10(1), 83-102 (original: Casopis Kultura)

#### Submitted Journal Articles

**Jestratičević, I.,** Hillery, J. (2021). Clothing mountains among U.S. college students: An examination of student clothing consumption and an educational strategy for sustainable consumption. *Clothing and Textiles Research Journal*. Under review.

**Jestratičević, I** Maystorovich, I., Vrabič-Brodnjak, U. (2021). 7 R's of Sustainable Packaging Framework – Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry. *Clothing and Textiles Research Journal*. Under review.

Vladimirova, K., Henninger, C., Joyner-Martinez, C., Iran, S., Diddi, S., **Jestratičević, I.,** Durrani, M., Iyer, K., McCormick, H., Niinimäki, K., Priyadarshini T., Sauerwein, M., Singh, R., Simek, P., Wallaschkowski S. (2021). Sustainable Fashion consumption during COVID-19: Comparative analysis of changing practices across nine countries. *Journal of Cleaner and Responsible Consumption*. Under review. \*US data collection, and reporting in collaboration with Diddi, S., and Joyner-Martinez, C.

Karpova, E., **Jestratičević, I.,** Lee, J., Wu, J. (2021). An ethnographic study of sharing economy: Understanding experiences of women participating in swapping parts of their wardrobes. *Clothing and Textiles Research Journal*. Under review.

Maldini, I., Iran, S., Laitala, K., Vittersø, G., **Jestratičević, 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 2021 Proceedings.

Creighton, R., **Jestratičević, I.,** Lee, D. (2021). Sustainability Supplier Scorecard Assessment Tools: A Comparison Between Apparel Retailers. *Journal of Global Fashion Marketing*.

Research articles in progress

**Jestratišević, I.,** Pookulangara, S. (2021). Capsule Wardrobe -Mastering Sustainable Consumption through Experiential learning. (to be submitted: Journal of sustainability in higher education, SSCI)

**Jestratišević, I.,** Hawley, Jana. (2021). A Framework for Evaluating Sustainable Jean Attributes. (to be submitted: Sustainability, SSCI)

**Jestratišević, I.** Tracing Restricted Substances Disclosures in Finished Apparel Goods (RSL) and Apparel Manufacturing (MRSL): Implications for Sustainability, Safety and Protection. (Pending-due to external grant decision)

Published Book Chapters and Encyclopedia Articles

**Jestratišević, I. (2021).** Capsule Wardrobe - Sustainable Consumption and Experiential learning. In Sahakian, M., Fischer, D., Seyfang, G., Dyer, J., & King, J. (Eds.), *Teaching Sustainable Consumption*. Routledge. *Accepted*.

1. **Jestratišević, 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. (Dec. 10<sup>th</sup>)
2. **Jestratišević, I.,** Rudd, N. A. (2019). Cosmetics Branding: Advertisements and Beauty Pursuit. In Eicher, J. (Ed.), *Berg Encyclopedia of World Dress and Fashion*. London: Bloomsbury (Invited publication). doi:10.5040/9781847888525.EDch031719
3. Rudd, N. A., **Jestratišević, I. (2019).** Body positivity. In Eicher, J. (Ed.), *Berg Encyclopedia of World Dress and Fashion*. London: Bloomsbury (Invited publication).
4. Rudd, N. A., **Jestratišević, I.** Threats to Body Image. (2019). In Eicher, J. (Ed.), *Berg Encyclopedia of World Dress and Fashion*. London: Bloomsbury (Invited publication). doi: 10.5040/EDch031613
5. **Jestratišević, 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
6. **Jestratišević, I.,** Rudd, N. A. (2018). Sustainable Exclusivity for the Global Marketplace. *Sustainability Marketing Claims and Consumer Behavior*. Special Monograph on the Future of Luxury. Guest Editors: Jana Hawley, Nancy Cassill, Kristie McGowan. (p. 28-38)
7. **Jestratišević, I. (2014).** Fetishism and fashion. In Erdem, T. & Ergul, S. (Eds.). *Fetis Ikame* (pp. 206-222). Istanbul, Sel. (Invited publication).

8. **Jestratić, I. (2014).** Serbian Fashion, Between Two Wars: 1918-1941. (Original: *Moda između dva rata: Beograd 1918-1941*). In Suvaković, 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. (Invited publication).
9. **Jestratić, I. (2012).** Symbol Exoticism in Socialistic Official Dress. (Original: *Egzotični kodovi socijalističke oficijelne mode*). In Suvaković, M. (Ed.) *History of Art in Serbia, XX century, Part III*. (Original: *Istorija Umetnosti u Srbiji XX vek, Tom tri*) (pp.107-120). (Invited publication).
10. **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. (Invited publication).

Accepted Conference Proceedings

**Jestratić, I.** Maystorovich, I., Vrabčić-Brodnjak, U. (2021). 7 R's of Sustainable Packaging Framework – Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry. ITAA.

**Jestratić, I.,** Uanhoro, J. O., & Creighton, R. (2021). To disclose or not to disclose? Fashion brands' strategies for transparency in sustainability reporting. ITAA.

Harmon, J., Lee J, E., & **Jestratić, I.** (2021). The Bankruptcy of Forever 21: Fast Fashion's Relationship with Generation Z and Millennials. ITAA.

Karpova, E., **Jestratić, I.**, Lee, J., Wu, J. (2021). An ethnographic study of sharing economy: Understanding experiences of women participating in swapping parts of their wardrobes. ITAA

Creighton, R., **Jestratić, I.**, Lee, D. (2021). Sustainability Supplier Scorecard Assessment Tools: A Comparison Between Apparel Retailers. ITAA

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 2021.

Published Conference Proceedings

1. **Jestratišević, I.**, Hawley, Jana. (2021). A Framework for Evaluating Sustainable Jean Attributes. International Textile and Apparel Association (ITAA) Annual Conference Proceedings. In print.
2. **Jestratišević, 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 (in print)
3. **Jestratišević, I.**, Rudd, N.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 (ITAA) Annual Conference Proceedings. Las Vegas, Nevada.
4. **Jestratišević, I.** Rudd, N. A., Uanhoro, J. (2018). Policies versus practices: transparency of supply chain disclosures among luxury and mass market fashion brands. International textile and apparel association. International Textile and Apparel Association (ITAA) Annual Conference Proceedings. Cleveland, OH.
5. Wong, J., Shobo, Y., Hodgdon, B., & **Jestratišević, I.** (2018). The Psychosocial Well-being of Different Types of Family Caregivers in Midlife and Late Adulthood. *Innovation in Aging*, 2(Suppl 1), 122. doi: [10.1093/geroni/igy023.449](https://doi.org/10.1093/geroni/igy023.449)
6. Rudd, N. A, **Jestratišević, I.**, Husk, S. (2017). Reflections and Empowerment: Body Image Letters to a Younger Self." International Textile and Apparel Association (ITAA) Annual Conference Proceedings. St. Petersburg, Florida.

#### CONFERENCE PRESENTATIONS

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1. **Jestratišević, I.** (2021). *Sustainable Fashion: How to Adapt*. The Fashion Industry - Virtual Conference. Columbus Fashion Council. (Invited Panel Speaker). May 20<sup>th</sup>.
2. **Jestratišević, I.** (2020). Overproduction and overconsumption: two barriers to a circular economy. International seminar of Environmental impact of textiles. Bharathiar University. Coimbatore, Tamil Nadu, India. November 16<sup>th</sup>. (Invited presentation)
3. **Jestratišević, I.**, Hawley, Jana. (2020). A Framework for Evaluating Sustainable Jean Attributes. International Textile and Apparel Association. November 18<sup>th</sup>. (Virtual due to Covid)
4. Paulins, A, Hillery, J, Cavender, R, **Jestratišević, I.** (2020). Consumer Behaviors Regarding Sustainability that Affect Demands Shaping Corporate Social Responsibility Policies in Fashion and Hospitality Industries. International Textile and Apparel Association, November 18<sup>th</sup>. (Virtual due to Covid).

5. **Jestratišević, I.,** Hawley, J. (2020). Better cotton, better jeans: Sustainable Cotton in the Global Denim Industry. The 8th World Sustainability Forum. Switzerland, Basel. September 15<sup>th</sup> (Virtual due to Covid)
6. **Jestratišević, 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-Boston, Northeastern University. June, 10<sup>th</sup> (Virtual due to Covid)
7. **Jestratišević, I. (2020).** Tongue Patch surgery-radical weight-loss fad: Insights from ethnographic and netnographic research. Fashion and Freaks and Monsters Conference. University of Hawaii-Manoa. September 2<sup>nd</sup>-Postponed due to COVID 19.
8. Harmon, J., Lee J, E., & **Jestratišević, I. (2020).** Waste Monstrosity: Fast Fashion's Relationship with Generation Z. Fashion and Freaks and Monsters. University of Hawaii-Manoa. September 2<sup>nd</sup>-Postponed due to COVID 19.
9. **Jestratišević, I.,** Rudd, N. 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, Las Vegas, Nevada. October 28<sup>th</sup>
10. Cavender R, Howell A, Hillery J, Paulins A, **Jestratišević, I. (2019).** Exploring Consumers' Understanding and Evaluation of their Ethical Consumption and Disposition. International Textile and Apparel Association, Las Vegas, Nevada. October 27<sup>th</sup>
11. **Keynote: Jestratišević, I. (2018).** Sustainable Fashion and Future of Apparel Industry. Going Digital, International Conference. Sustainable Urban Society Association (Strand). Belgrade, Serbia. June 8<sup>th</sup>
12. **Jestratišević, I.,** Rudd, N. A., Uanhoro, J. (2018). Policies versus Practices: Transparency of supply chain disclosures among luxury and mass market fashion brands. International Textile and Apparel Association, Cleveland, OH. November 8<sup>th</sup>
13. **Jestratišević, I.** Luxury and Global Markets. (2017). Presentation as a part of Special session on The Future of Luxury. International Textile and Apparel Association, St. Petersburg, FL. November 17<sup>th</sup>
14. Rudd N. A., **Jestratišević, I** & Husk, S. (2017). Reflections and empowerment: body image letters to a younger self. International Textile and Apparel Association, St. Petersburg, FL. November 16<sup>th</sup>

15. **Jestratić, I. (2011).** Fashion under Socialism. *Friends a La Mode*. Regional conference. History Museum of Yugoslavia, Belgrade, Serbia. October 10<sup>th</sup>
16. **Jestratić, I. (2009).** Fashion and Eroticism. 5<sup>th</sup> Global Conference: The Erotic- Exploring Critical Issues. Inter-disciplinary Net. Salzburg, Austria. November 6<sup>th</sup>
17. **Jestratić, I. (2009).** Fashion and Fetishism. *Fetishism and Popular Culture*, International Conference. Independent Scholars. Istanbul, Turkey. September 16<sup>th</sup>
18. **Jestratić, I. (2008).** Postcolonial street style. *Fashioning Postmodern and Postcolonial Bodies*. University of Westminster, London. September 6<sup>th</sup>
19. **Jestratić, I. (2007).** Fashion and Printed media. *Art and Media in the process of European Integrations*, International Conference University of Arts in Belgrade. Serbia. June 5<sup>th</sup>

#### Panels – Workshops

2020: Overproduction and Overconsumption: Two Barriers to a Circular Economy. Bharatiar University, Department of Textiles and Apparel Design. Coimbatore, Tamil Nadu, India. November 20<sup>th</sup>.

Academic Career. The Ohio State University. College of Education and Human Ecology. Columbus, Ohio. December 17<sup>th</sup>.

2019: Knowledge and Skills for Preparing a Competitive 21st Century Workforce in the Fiber, Textile and Apparel (FTA) Industry. Invited by Dr. Ting Chi. International Textile and Apparel Association, Las Vegas, Nevada. October 27<sup>th</sup>.

#### **FELLOWSHIPS & AWARDS**

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2021: ITAA Paper of Distinction Award Sustainability/responsibility Track. Received, 08/24/2021.

2021: UNT Washington DC Faculty Fellow for 2021. Received December 17<sup>th</sup>.

2020: The Outstanding Reviewer Award for Clothing and Textiles Research Journal-CTRJ (this award is based on performance from September 1, 2019 to August 30, 2020). Received, 09/16/2020.

2020: Faculty First Flight- Professional Development Award, University of North Texas, \$500. Received, 7/20/2020.

2020: Faculty First Flight- Professional Development Award, University of North Texas, \$500. Received, 1/15/2020.



2019: Global Venture Fund, Research Activities with University in Serbia, University of North Texas, \$2995. Received, 12/18/2019.

2018: Lois E. Dickey and Esther A. Meacham Endowment, Graduate Scholarship for Research, Ohio State University, \$16,000.

2018: Mary Lapitsky Graduate Fellowship, Ohio State University, \$1,600.

2017: College of Education and Human Ecology Travel Award, Ohio State University, \$750.

2016-2019: Graduate Assistantship including stipend, tuition, benefits. Ohio State University Department of Human Sciences. \$162,750 (\$54,250 x 3, approximate monthly payment \$1,600).

2006-2010: 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)

## GRANTS

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### External

Trippeer, B., **Jestratijevic, I.**, Gam, Hae Jin., Kim, JiYoung. **(2021)**. Sustainable Futures: Innovation, Education and Fashion Design Development. Venture Well Foundation. (\$30,000 requested). Invited for proposal re-submission.

Kim, J., Lee, S., Jestratijevic, I., & Hawley, J **(2020)**. *The Effect of Game-Based Mobile Application on Clothing Disposal Behavior*. Environmental Research and Education Foundation **(\$102,000: requested)**. Not Funded.

Wood, P. (15%), Hawley, J. M. (4%), Bennett, A. (PIs). **(2020)**. *Globalizing the Educational Experience: The College of Merchandising, Hospitality, and Tourism*. U.S. Department of Education. Key Personnel: Williams, K. (8%); Pookulangara, S. (5%), **Jestratijevic, I.** (3%), Leung, X. (3%), Agustin, S.(10% ), Shenberger (4%), A., Large, C.(20%); Kim. J. (3%), Mhlanga, L. (3%), and Littrell, M. **(\$180,371: Funded)**.

**Jestratijevic, I** (PI), Pookulangara (Co-PI). **(2020)**. *Blue Jeans Go Green: Cotton Sustainability in Action*. Cotton Incorporated- Cotton in the Curriculum- **\$50.460** (submitted July, 31, 2020). Not Funded.

**Jestratijevic, I** (PI). **(2019)**. *Tracing Restricted Substances Disclosures in Finished Apparel Goods (RSL) and Apparel Manufacturing (MRSL): Implications for Sustainability, Safety and Protection*. QSR-IIQM Research Grant for Early Career Researchers-**\$25,000** (submitted November, 27<sup>th</sup> 2019). Sponsor: University of Alberta, International Institute for Qualitative methodologies. Not Funded.

### Internal

Gam Hae Jin (PI), **Jestratić, I.** *Mean Green Fix & Wear*. (2020). UNT Mean Green Fund. Amount requested: **\$2,124**. (Awarded, December 15<sup>th</sup>, 2020).

**Jestratić, I.** (PI). (2019). *Outward processing trade in Serbian Textile and Apparel Industry*. UNT Global Venture Fund (GVF): 2019-2020, Collaborative Research Activities. Amount requested: **\$2,995** (Awarded, December 18<sup>th</sup>, 2019).

### **GRADUATE STUDENT ADVISING**

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#### Pilot Advisor

Bennet, B. *Sustainable branding*. Research in the initial research phase.

Wagner, B. *Branding and Gender*. Research in the initial research phase.

McCullar, L. *Sustainable branding*. Research in the initial research phase.

Epley, M. *Influencers and Sustainability*. Research in the initial research phase.

Gunnin, G. *Body and beauty in social media*. Research in the initial research phase.

*\*Graduated:*

Creighton, R. (2020). *Sustainability Supplier Scorecard Assessment Tools: A Comparison Between Apparel Retailers*. University of North Texas, Denton, USA. Submitted manuscript to Journal of Cleaner Production (1/8/2021).

Schuelke, A. (2020). Clothes mending: The role that clothing mending plays in a sustainable lifestyle of Generation Z. Presented at CMHT Research Symposium 2020.

#### Thesis Advisor

Oliver, M. (2022). *Sustainable Packaging*. Research in the initial research phase.

### **OTHER COURSE WORK RELATED TO MENTORING**

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#### Undergraduate Research Advisor

Spenser, Brooke (2021). Exploring Sustainable Brand Materiality Index. *Undergraduate Research Award*- College of Merchandising Hospitality and Tourism Research Symposium (4/2021).

Garcia, A. (2020). Exploring Sustainable Brand Materiality Index. *Most Innovative Research Award*- College of Merchandising Hospitality and Tourism Research Symposium (4/21/2020).

### Graduate Research Advisor

Gunnin, Grace Mary. Sustainable Packaging. How do we define it and assess new solutions? *Best Graduate Research Award*- College of Merchandising Hospitality and Tourism Research Symposium (4/2021).

### **INVITED SCHOLARLY TALKS**

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Jestratišević, I. (2020). *Professional models and eating disorders*. Social Psychology of Dress and Appearance, College of Merchandising, Hospitality, and Tourism. October 13<sup>th</sup>.

Jestratišević, I. (2019). *Professional models and eating disorders*. Social Psychology of Dress and Appearance, College of Merchandising, Hospitality, and Tourism. February 25.

Jestratišević, I. (2018). *Fashion Industry and Transparency of Supply Chain Disclosures - Business case study project presentation*. Introduction to Sustainability in Business: Principles & Practices. Fisher College of Business, Ohio State University. October 9<sup>th</sup>

Jestratišević, I. (2018). *The emerging importance of sustainability in the fashion industry*. Introduction to Sustainability in Principles & Practices. Fisher College of Business, Ohio State University. September 26<sup>th</sup>

Jestratišević, I. (2018). *Six forms of Sustainable Fashion*. Consumer sciences graduate seminar, College of Education and Human Ecology. Ohio State University. August 29<sup>th</sup>

Jestratišević, I. (2018). *Sustainable Fashion and Future of the Apparel Industry*. University of Architecture. Belgrade, Serbia. June 7<sup>th</sup>

Jestratišević, I. (2018). *Professional models and eating disorders*. Introduction to Food, culture, and behavior. College Ecology and Human Education, Ohio State University. February 14<sup>th</sup>

Jestratišević, I. (2018). *Responsible branding: industry practices and challenges*. Corporate social responsibility, Sustainability in Fashion and Hospitality Industries, College Ecology and Human Education, Ohio State University. January 11<sup>th</sup>

Jestratićević, I. (2017). *Making fashion transparent: what consumers know about the brands they admire*. Consumer sciences graduate seminar, College of Education and Human Ecology, Ohio State University. September 29<sup>th</sup>

Jestratićević, I. (2017). *Professional models and eating disorders*. Introduction to Food, culture, and behavior, College of Education and Human Ecology, Ohio State University. February 10<sup>th</sup>

Jestratićević, I. (2017). *Fashion and Aging, invisible Bodies*. Introduction to Lifespan human development, physical & cognitive development in middle adulthood. College of Education and Human Ecology, Ohio State University. April 10<sup>th</sup>

## INDUSTRY ENGAGEMENT

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5/2021: **Columbus Fashion Council**: Panel Speaker. Columbus, Ohio.

3/2020: Food in Fashion: Fashion show event. **The Greater Dallas Restaurant Association, Virgin Hotel**, and CMHT students, University of North Texas.

2018-2019: Sustainable Partnerships team project in collaboration with **Abercrombie and Fitch**, and Fisher College of Business, The Ohio State University.

2018-2019: Participate in *Green Buckeye certified* team project in collaboration with **Nike, Inc.**, Fisher College of Business, and Athletics Department, The Ohio State University.

2017: Guest Speaker. **Abercrombie and Fitch, Sustainability Week**. Educational seminar for Sustainability Home Office Associates. Columbus, Ohio. April 19<sup>th</sup>.

2015: Guest Speaker. Aesthetics and body modification. Presentation for **Serbia Fashion Week**. Novi Sad, Serbia. April, 26<sup>th</sup>

## MEDIA

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Jestratićević, I. (2021). UNT's professor interview. College Guide Magazine, February, 2<sup>nd</sup>.

Jestratićević, I. (2020). Research is Cool- You tube promotional Video for Honors College. <https://www.youtube.com/watch?v=RkcKk1US0E0>

Jestratićević, I. (2020). Interview and Research on Ethics in Modeling Industry featured in the book: Ethics in Fashion Industry. Paulins A., Hillery J. Bloomsbury. Page 154-155. Published February 2020.

Jestratijevic, I. (2019). British Royal Fashion, UNT Podcast. "Interviewee." (November 15, 2019). <https://anchor.fm/unt-pod/episodes/Episode-6---British-Royal-Fashion-e911hv>

## **PROFESSIONAL SERVICE**

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### SERVICE TO UNIVERSITY

2021 Mean Green Fix and Wear Workshop: Organization and execution. October, 22<sup>nd</sup>. (live)  
Mean Green Fix and Wear Workshop: Organization and execution. March 12<sup>th</sup>. (online)

2020

- UNT, Honors College, Research is Cool: Promotional Research video creation for youtube channel.
- UNT, Brand Implementation Committee- College of Merchandising, Hospitality and Tourism College Representative
- Assistant Professor Support & Development Group- University of North Texas
- UNT, Women Leadership Committee, College of Merchandising, Hospitality and Tourism Representative.

2019

- UNT, Brand Implementation Committee- College of Merchandising, Hospitality and Tourism College Representative
- UNT, Women Leadership Committee, College of Merchandising, Hospitality and Tourism Representative.

### SERVICE TO COLLEGE

2021 PhD program application proposal led my Dean, dr. Hawley (09/25/2021)  
Research Committee Member  
Marketing Committee Member  
Research Symposium Execution and Project reviewer (April 7th).

2020

Research Committee Member  
Marketing Committee Member  
Research Symposium Execution and Project reviewer (April 30th).  
Food in Fashion Event-Guiding group of CMHT students to create Dress for the Event (February/March)  
Harvard business cases: Teaching via case studies Event organizer. Speaker Stephanie Peck (2/21/2020).

### SERVICE TO DEPARTMENT

2021

- Merchandising Inc.-co-advisor (starting from August, 2021).
- Research Roadmap -writing team with Dr. Bugao Xu, Dr. Kiseol Yang, and dr. JiYoung Kim (from 1/26/2021-4/1/2021).

- TAPAC-self study and MDSE 4560 course adjustments and assessments. Department based trainings and International Textile and Apparel Association based workshops.

2020

- Search Committee Member for Lecture Position in Merchandising and Digital Retailing (selected candidate Mr. Danton Lee)
- MDSE 4560 Sustainable Strategies in Merchandising. Course developer. CLEAR approved course in Summer 2020.
- TAPAC-self study and MDSE 4560 course adjustments and assessments. Department based trainings and International Textile and Apparel Association based workshops.
- Advising other faculty members: Preparing Ms. Kristina Bruder to teach the course Brand Development for the Frisco Campus. Provided her with all the course material for RETL 4850. Allowed her to copy my already organized RETL 4850 course from canvas platform, including power point slides and all instructional materials.

2019

- Career Fair Representative, International Textile and Apparel Association Conference (2019), Las Vegas, Nevada.
- MDSE 4560 Sustainable Strategies in Merchandising. Course developer.

#### SERVICE TO PROFESSION COMMITTEES, EVENTS, AND ASSIGNMENTS

2021

- International Textile and Apparel Association. Membership Committee Member.
- International Textile and Apparel Association. Faculty Fellowship and Awards member (starting from January 2021).
- Reviewing candidates for ITAA 2021 awards

2020

- International Textile and Apparel Association. Membership Committee Member. (joined April 17<sup>th</sup>)
- International Textile and Apparel Association. Faculty Award Committee Member. (joined November 25<sup>th</sup>)
- NCCC-065 Annual meeting. Multistate Research Coordinating Committee and Information Exchange Group (NCCC-065). Sustainability and climate change cluster. Virtual due to COVID. October 30<sup>th</sup>
- Sustainable Fashion Consumption International professional network. Meetings and Webinars. (Monthly since June 2020)

2019

- NCCC-065 Annual meeting, Frisco, Texas. Multistate Research Coordinating Committee and Information Exchange Group (NCCC-065). Sustainability and climate change cluster. (7<sup>th</sup>-8<sup>th</sup> November)
- International Textile and Apparel Association. Textile and Apparel Industry Session presider, Annual Conference, Las Vegas, Nevada.

- International Textile and Apparel Association. Career Fair Coordinator, Annual Conference, Las Vegas, Nevada.

## 2018

- NCCC-065 Annual meeting, Portland, Oregon. Multistate Research Coordinating Committee and Information Exchange Group (NCCC-065). Sustainability and climate change cluster. (5<sup>th</sup>-7<sup>th</sup> October)
- Transparency Session presider, International Textile and Apparel Association Conference, Cleveland, Ohio.
- NCCC065 Group. Special Topic Session Facilitator: Establishing Action research Networks to Address Challenges in the Changing Marketplace. International Textile and Apparel Association Conference, Cleveland, Ohio.

## 2017

- Facilitator: Luxury Workshop. International Textile and Apparel Association Conference, St. Petersburg, Florida.

## SERVICE TO PROFESSION REVIEWER

### 2021

- Sustainability: 2 paper reviewed.
- Clothing and Textiles Research Journal: 3 paper reviewed.
- Journal of Fashion Management and Marketing: 2 paper reviewed.
- Journal of Global Fashion Marketing: 1 paper
- International Journal of Productivity, and performance measurement
- ITAA best paper review
- ITAA SSR track abstract review

### 2020

- Clothing and Textiles Research Journal: 10 papers reviewed.
- Sustainability: 1 paper reviewed.
- Journal of Fashion Management and Marketing: 3 papers reviewed.
- Fashion and Textiles: 1 paper reviewed.
- Journal of Global Fashion Marketing- 1 paper reviewed.
- International Textile and Apparel Association, Paper of Distinction Award reviewer.
- International Textile and Apparel Association, Conference abstracts reviewer for Sustainability, Social Responsibility Track. April 2020
- University of Hawaii-Manoa, Conference abstracts reviewer for Fashion and Freaks and Monsters Conference. February 2020

### 2019

- Clothing and Textiles Research Journal: 1 paper reviewed.
- Journal of Fashion Management and Marketing: 1 paper reviewed.
- American Collegiate retailing Association (ACRA), Conference abstracts reviewer.
- Book Reviewer. Brand/Story: Cases and Exploration in Fashion Branding Author: Joseph H. Hancock. March 2019

- Book Reviewer. Luxury Brand Management for Fashion: the brand and its value through craftsmanship, culture and exclusivity. Author: Ayshen Ali. July 2019

#### SERVICE TO PUBLIC

2021

- Expert Advisor for Highschool Research Project. Highland Park Independent School District

2020

- Project leader: Hand-made prayer ropes workshops (specialty includes hand woven, knotted satin, natural stone and wooden bead ropes). St. Paisios Orthodox Monastery, Arizona (July-December)
- Expert Advisor for Highschool Research Project. Highland Park Independent School District

2019

- Dallas Forth Worth Cultural Center Rastko – Serbian language and Art and Craft Teacher
- Lewisville Independent School District -(ISD) Bridlewood Elementary Volunteer
- Sirogojno Artisans Serbia- Preservation of traditional and old crafts. Expert Mentor

#### PROFESSIONAL ASSOCIATIONS

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International Textile and Apparel Association, USA (2016-present)

International Society of Sustainability Professionals, USA (2018-present)

Sustainable Fashion Consumption professional network  
[www.sustainablefashionconsumption.org](http://www.sustainablefashionconsumption.org) (2020-present)

NCCC-065 Multistate Research Coordinating Committee and Information Exchange Group  
 (September 1, 2018 - Present)

International Managers, Models, Agents Association: M.A.M.A., The Netherlands (2010-present)

#### LANGUAGES

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English: Proficient reading, writing, speaking

Italian: Intermediate reading, writing, speaking

Serbian: Native language