

## Iva Jestratišević, Ph. D.

### ADDRESS:

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College of Merchandising, Hospitality, and Tourism  
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### EMPLOYMENT:

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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

### EMPLOYMENT:

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- 2019 (current) Assistant Professor Merchandising and Digital Retailing, 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  
2006 – 2009 Graduate Research Associate, University of Arts in Belgrade, Serbia

### PROFESSIONAL EXPERIENCE:

Dates	Position	Organization
August 2019 - present	Assistant Professor Merchandising and Digital Retailing	<i>University of North Texas, Denton, TX</i> College of Merchandising, Hospitality and Tourism
August 2016 – May 2019	Graduate Teaching Associate	<i>The Ohio State University, Columbus, OH</i> College of Education and Human Ecology
January 2008 – July 2016	Founder and CEO	<i>Fashionglamrnr Management and Consulting, Ltd.</i> <i>Belgrade, Serbia</i> Driving organization strategy, setting long-term goals while ensuring profitability. Negotiating international and national contracts, consulting designers, retailers, and

	brands. Executing international and national fashion events.
2006 – 2009	Graduate Research Associate <i>University of Arts, Belgrade Serbia</i>

## TEACHING

### HIGHLIGHTS:

- Courses taught: Sustainable Strategies in Merchandising; Branding and Promotion (Brand Development); Special problems in Merchandising; Problem in Lieu of Thesis, Thesis I & II, Psycho-social and Cultural Aspects of Dress.
- Student perception of teaching (SPOT) average evaluations per class: 4,7; 4,8; 4,9 (Scale 0-5).
- Collaborated with the Center for Learning Experimentation, Application and Research (CLEAR/UNT) to independently develop learning materials, and get approval for the following courses: MDSE 4560/5560 (Sustainability in the Fashion Industry) and MDSE 3900 (Branding and Promotion).
- Independently wrote open-source student textbook *The Business of Sustainability in Fashion- Following the Threads* (sponsored by UNT Libraries and UNT Press)
- Wrote and published multiple case studies to be used in the classroom including the latest one funded by the National Retail Federation (NRF).
- Used digitally available secondary datasets in online class format to prepare students to describe and analyze data to make business decisions.
- Mentored undergraduate and graduate students
- Mentored undergraduate research fellows (URF)
- Mentored students from other national, and international institutions.
- 7 research awards for undergraduate and graduate students (UNT)

### GRADUATE STUDENT ADVISEES:

Thesis (T)/Problem-in-lieu-of-thesis (P)

<u>Student Name/Topic</u>	<u>Role</u>
Caylynn White-Frierson (2023). Expected graduation in 2025 (P).	Advisor
Lizette Lozano (2023). Expected graduation in 2024 (P)	Advisor
Maverick Limon (2023). Expected graduation in 2024 (P).	Advisor
Wiliams Infinity (2023). Expected graduation in 2024 (P).	Advisor
Soltanisehat, Mozghan (2023). <i>Sustainability Reporting in the Spotlight: Exploring Evidence from Nike’s Corporate Report</i> (P). <ul style="list-style-type: none"> <li>• Presented at CMHT Research Symposium (2023).</li> <li>• Presented at ITAA2023</li> <li>• Submitted to SSCI journal (January 2024)</li> </ul>	Advisor
Traylor, Stephanie (2023). Expected graduation in 2024 (P).	Advisor
Siddiqi, H.T. (2023). Expected graduation in 2024 (P).	Advisor
Mikah, O. (2022). <i>Purchase Intention and Behavior Towards Environmentally</i>	Advisor

<p><i>Friendly Grocery Packaging</i> (T).</p> <ul style="list-style-type: none"> <li>Presented at CMHT Research Symposium (2022). Received graduate research award.</li> <li>Presented at GRID: International Symposium on Graphic Engineering, and Design. Novi Sad Serbia. <a href="https://www.grid.uns.ac.rs/symposium/enpocetna.html">https://www.grid.uns.ac.rs/symposium/enpocetna.html</a>.</li> <li>Published in proceedings.</li> <li>Published in SSCI Journal.</li> </ul>	
<p>Gunnin, G. (2022). <i>Lack of Plus-Size Options in the North American Women's Athletic Apparel Industry</i> (P). University of North Texas, Denton, USA.</p> <ul style="list-style-type: none"> <li>Presented at CMHT Research Symposium (2022). Received graduate research award</li> </ul>	Advisor
<p>McCullar, L. (2022). <i>Slow and Steady Wins the Race: Why Slow Fashion is Better for Business in the Long Run</i> (P). University of North Texas, Denton, USA.</p> <ul style="list-style-type: none"> <li>Presented at CMHT Research Symposium (2022). Received graduate research award</li> </ul>	Advisor
<p>Brown, B. (2022). <i>Truly Sustainable: A Case Study into Sustainable Fashion Faherty Clothing Brand</i> (P). University of North Texas, Denton, USA.</p> <ul style="list-style-type: none"> <li>Presented at CMHT Research Symposium (2022). Received graduate research award.</li> </ul>	Advisor
<p>Eppley, M. (2022). <i>TikTok Influencer Marketing for Corporate Fashion Sustainability: Examining Influencer-Brand Fit and User Engagement</i> (P). University of North Texas, Denton, USA. University of North Texas, Denton, USA</p>	Advisor
<p>Wagner, B. (2022). <i>Ineffective Marketing via Print Junk Mail</i> (P). University of North Texas, Denton, USA. University of North Texas, Denton, USA</p>	Advisor
<p>Creighton, R. (2021). <i>Sustainability Supplier Scorecard Assessment Tools: A Comparison Between Apparel Retailers</i>.</p> <ul style="list-style-type: none"> <li>Presented at ITAA conference 2021.</li> <li>Published in Journal of Global Fashion Marketing.</li> <li>Another study co-authored and published in the Journal of Fashion Marketing and Management.</li> </ul>	Advisor
<p>Schuelke, A. (2020). <i>Clothes Mending: The role that clothing mending plays in a sustainable lifestyle of Generation Z</i> (P).</p> <ul style="list-style-type: none"> <li>Presented at CMHT Research Symposium (2020).</li> </ul>	Advisor

## OTHER COURSEWORK RELATED TO MENTORING:

### Student Name/Topic

**Senthil, R. (2023).**

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

Role: Faculty Graduate Teaching Advisor.

- Presented for TAM's students at ReVamp event, 1<sup>st</sup> November, 2023.

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

Role: Graduate Research Advisor.

- Presented at CMHT Research Symposium (2023).

- Presented at ITAA 2023.

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

Role: Graduate Research Advisor.

- Presented at CMHT Research Symposium (2023).
- Presented at ITAA 2023.

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

Role: Graduate Research Advisor.

- To be submitted to the research journal.

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

Role: Graduate Research Advisor.

- Presented at CMHT Research Symposium (2023).
- Presented at ITAA 2023.

**Rahman, M. (2023).** *Investigating Modern Slavery in the Post-Pandemic Textile and Apparel Supply Chain: An Exploratory Study.*

Role: Graduate Research Advisor.

- Presented at CMHT Research Symposium (2023).
- Presented at ITAA 2023.

**Soltanisehat, M., and Tefera Melat (2023).** *The Nike Materiality Matrix.*

Role: Graduate Research Advisor.

- Presented at CMHT Research Symposium (2023).

**Aji Silpa, Lasya (2023).** *Ayurveda: Why Therapeutic Clothing is a Game Changer.*

Role: Graduate Research Advisor.

- Presented at ITAA 2023.

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

Role: Undergraduate Research Advisor.

- Presented at CMHT Research Symposium (2023).
- Presented at ITAA 2023.

**Spencer, B. (2022).** **Undergraduate Research Fellow (URF).** *Waste to Wear: Reducing Ocean Plastic to Create Sustainable Textiles.*

Role: Undergraduate Research Fellow Advisor

- Presented at CMHT Research Symposium and URF competition (2022).

**Garcia, A. (2021).** *Sustainability Matrix for Eileen Fisher.*

Role: Undergraduate Research Advisor.

- Presented at CMHT Research Symposium (2020).
- Received the most innovative research award.

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

Role: Graduate Research Advisor.

- Presented at CMHT Research Symposium (2022).
- Received the most innovative graduate research award.

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

Role: Expert advisor for international student. Collaborative project with University of Slovenia. EU.

**Craycroft, C. (2021).** *The negative effect of fast fashion on manufacturing employees.*

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

**Baptiste, J. (2020).** *Sustainability and co-creation.*

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

## SCHOLARSHIP

### HIGHLIGHTS:

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- ITAA Rising Star Award (2023)
- CMHT Research Award (2023)
- 3 peer-reviewed monographs published in two languages
- 22 journal publications in a range of highly respected journals including *Clothing and Textiles Research Journal*, *Journal of Global Fashion Marketing*, *Journal of Fashion Marketing and Management*, *Fibers & Textiles in Eastern Europe*, *Sustainability*, *Cleaner and Responsible Consumption*, and the prestigious journals *Sustainable Development (IF 12,5)*, *Journal of Cleaner Production (IF 11,1)*, *Sustainable Production and Consumption (IF 8,9)*, and *Journal of Business Venturing Insights (IF 8,8)*.
- 12 eleven book chapters and encyclopedia entries.
- 22 published conference proceedings
- 48 international conference presentations (2 keynotes)
- 4 industry invited keynote research presentations at the retail corporate headquarters (PVH, Circular Thoughts, Abercrombie & Fitch, and Nike, Inc.)
- Total Amount of Funding Received: \$210,490 (as in January 2024)
- ITAA Paper of Distinction Award, 2021 (Sustainability/CSR track)
- UNT Washington DC Faculty Fellow, UNT, 2021
- The Outstanding Reviewer Award, CTRJ, 2020
- Co-Editor Sustainability (MDPI) Special Issue Fashion and Circular Economy (2023)

### PUBLICATIONS: MONOGRAPHS

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

1. **Jestratijevic, I. (2024).** *The Business of Sustainability in Fashion- Following the Threads*. Denton: UNT Press. R/I/open sourcebook.
2. **Jestratijevic, 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). R/N.
3. **Jestratijevic, 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) R/N. *Citations (May, 2022)- 16*

### PUBLICATIONS: JOURNAL ARTICLES

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

1. **Jestratijevic, I., Uanhoro, J., Islam, R. (2024).** Transparency of Sustainability Disclosures among Luxury and Mass-market Fashion Brands: Longitudinal Approach. *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2023.140481>. *Impact factor 11.1. R/I*

2. **Vrabić, Brodnjak, U., Jestratišević, I. (2023).** The future of Baby cosmetics: A look at sustainable materials and packaging innovations – a systematic review. *Sustainable Development*. <https://doi.org/10.1002/sd.2775>. *Impact factor* 12.5. *R/I*
3. **Jestratišević, I., & Rudd, N. A. (2023).** The ‘look’! Aesthetic labour, aesthetic norms and appearance-based recruitment in the runway modelling industry. *Fashion, Style & Popular Culture*. [https://doi.org/10.1386/fspc\\_00201\\_1](https://doi.org/10.1386/fspc_00201_1). *R/I*
4. Escudero, S. B., **Jestratišević, I.**, Short, J. C., & Wolfe, M. T. (2023). B Corp certification in the age of fast fashion: Using hierarchical clustering and correspondence factor analysis to highlight social entrepreneurial advancement in the fashion industry. *Journal of Business Venturing Insights*, 20, e00412. <https://doi.org/10.1016/j.jbvi.2023.e00412>. *Impact Factor: 8,8. R/I*
5. McCauley, E. & **Jestratišević, I (2023).** Exploring the business case for textile-to-textile recycling using post-consumer waste in the US: challenges and opportunities. *Sustainability*. *Sustainability*, 15(2), 1473. <https://doi.org/10.3390/su15021473>. *Impact Factor: 3.,89. R/I*
6. Oliver, M. O., **Jestratišević, I.**, Uanhero, J., & Knight, D. K. (2023). Investigation of a Consumer’s Purchase Intentions and Behaviors towards Environmentally Friendly Grocery Packaging. *Sustainability*, 15(11), 8789. <https://doi.org/10.3390/su15118789>. *Impact Factor: 3.,89; R/I*
7. **Jestratišević, I.**, & Vrabić-Brodnjak, U. (2022). Sustainable and Innovative Packaging Solutions in the Fashion Industry: Global Report. *Sustainability*, 14(20), 13476. <https://doi.org/10.3390/su142013476>. *Impact Factor: 3.,89; R/I*
8. **Jestratišević, I.**, Hillery, Julie (2022). Measuring the “clothing mountain” among U.S. college students: Using action research and principles of sustainability pedagogy to examine unsustainable clothing consumption behaviors in the classroom. *Clothing and Textiles Research Journal*. [10.1177/0887302X221084375](https://doi.org/10.1177/0887302X221084375). *Impact Factor: 1.528; R/I*
9. Karpova, E., **Jestratišević, I.**, Lee, J., Wu, J. (2022). An Ethnographic Study of Collaborative Fashion Consumption: The Case of Temporary Clothing Swapping. *Sustainability* 2022, 14(5), 2499. <https://doi.org/10.3390/su14052499>. *Impact Factor: 3.,89; R/I*
10. Henninger, C.E, Joyner-Martinez, C, Iran; S., Diddi, S., Durrani, M., Iyer, K., **Jestratišević, I.**, McCormick, H., Niinimaki, K., Thangavelu, P., Sadílek, T., Sauerwein, M., Simek, P., Singh, R., Wallaschkowski, S. (2022). Fashion consumption during COVID-19: Comparative analysis of changing practices across nine countries and implications for sustainability. *Cleaner and Responsible Consumption* 5, 100056. <https://doi.org/10.1016/j.clrc.2022.100056>. *R/I*

11. **Jestratišević, I.**, Maystorovich, I., & Vrabič-Brodnjak, U. (2022). The 7 Rs Sustainable Packaging Framework: Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry. *Sustainable Production and Consumption*. 10.1016/j.spc.2021.12.013. *Impact Factor: 8.9; R/I*
12. Creighton, R., **Jestratišević, I.**, Lee, D. (2021). Sustainability Supplier Scorecard Assessment Tools: A Comparison Between Apparel Retailers. *Journal of Global Fashion Marketing*. <https://doi.org/10.1080/20932685.2021.1987289>. *SNIP-1.065, SRJ-0.833, R/I*
13. Corovic E, **Jestratišević I.** (2021). Assessing the Competitiveness of Serbian Textiles and Apparel Industry Exports Using RCA Index and TPI Indicators. *Fibers & Textiles in Eastern Europe*; 29, 4(148): 15-23. 10.5604/01.3001.0014.8226. *Impact Factor: 1.045, R/I*
14. **Jestratišević, 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*. <https://doi.org/10.1108/JFMM-09-2020-0182>, *Impact Factor: 4.021, R/I*
15. **Jestratišević, 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*. <https://doi.org/10.1177/0887302X209688>, *Impact Factor: 1.528; R/I*
16. **Jestratišević I.** (2020). Visual seduction: Eroticism in surrealistic art photography and postmodern fashion photography. *Journal of Fashion, Style and Popular Culture*. [https://doi.org/10.1386/fspc\\_00029\\_1](https://doi.org/10.1386/fspc_00029_1), *SCOPUS, 5.032; R/I*
17. **Jestratišević I.**, Rudd, NA & Uanhoro, J. (2020). Transparency of sustainability disclosures among luxury and mass-market fashion brands. *Journal of Global Fashion Marketing*. DOI: 10.1080/20932685.2019.1708774. *R/I, Citations (May, 2022)- 26*
18. Cavender R, Howell A, Hillery J, Paulins A, **Jestratišević, I.** (2019). Exploring Consumers' Understanding and Evaluation of their Ethical Consumption and Disposition. *Journal of Textile Science and Fashion Technology*. 10.33552/JTSFT.2019.02.000536. *R/I*
19. **Jestratišević, 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. *R/I*
20. **Jestratišević, I.** (2015). Fashion and semiotics of gender. *Journal of Issues in Ethnology and Anthropology*, 10(4), 773-787. *R/N*

21. **Jestratišević, I. (2013)**. Introduction to Fashion studies. *AM Journal of Art and Media Studies*, Issue 3, 108- 119, *R/N*
22. **Jestratišević, I. (2009)**. Decoding an image (original: Dekodiranje slike), *Journal of Culture, Special Issue on Photography*, 10(1), 83-102 (original: Casopis Kultura), *R/N*

### **JOURNAL ARTICLES SUBMITTED OR/ IN THE WRITING PROCESS**

Vladimirova, K., Samie, Y., Maldini, I., Iran, S., Laitala, K., Henninger, C., Alosaimi, S., Drennan, K., Copeland, A., Lam, H., Teixeira, AL., **Jestratišević, I. (2024)**. Exploring urban transitions towards sufficiency-oriented circular post-consumer textile economies: Learnings from nine cities in OECD countries. *Under review*.

**Jestratišević, I., Taraz, A., Couzens, J. (2024)**. Business as a Force for Good: Exploring B Corp Business Cases in the US Fashion Industry.

**Jestratišević, I., Goldsand, L., Ragul, S. (2024)**. Application of Life Cycle Assessment (LCA) Methodology to Analyze Environmental Impact in the case of Circular Thrift - Innovative, Community based startup in Columbus, Ohio.

Soltanisehat, M., **Jestratišević, I., (2024)**. Sustainability Reporting in the Spotlight: Exploring Evidence from Nike's Corporate Report.

### **PUBLICATIONS: BOOK CHAPTERS & ENCYCLOPEDIA ARTICLES**

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

1. Kim, J., **Jestratišević, I., Pookulangara, S. (2024)**. Recommerce is Changing the Face of Global Fashion Retail. *INV*. \* Case study
2. **Jestratišević, I. (2022)**. Capsule Wardrobe - Sustainable Consumption and Experiential learning. In Sahakian, M., Fischer, D., Seyfang, G., Dyer, J., & King, J. (Eds.), *Teaching Sustainable Consumption*. Routledge. *R/I*
3. **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. *R/I*
4. **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. DOI: 10.5040/9781847888525.EDch031719. *R/I/INV*.
5. Rudd, N. A., **Jestratišević, I. (2019)**. Body positivity. In Eicher, J. (Ed.), *Berg Encyclopedia of World Dress and Fashion*. London: Bloomsbury. *R/I/INV*.

6. Rudd, N. A., **Jestratišević, I.** Threats to Body Image. (2019). In Eicher, J. (Ed.), *Berg Encyclopedia of World Dress and Fashion*. London: Bloomsbury. DOI: 10.5040/EDch031613. R/I/INV.
7. **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.R/I/.
8. **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). R/I/INV.
9. **Jestratišević, I.** (2014). Fetishism and fashion. In Erdem, T. & Ergul, S. (Eds.). *Fetis Ikame* (pp. 206-222). Istanbul, Sel. R/N/INV.
10. **Jestratišević, 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. R/N/INV.
11. **Jestratišević, 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). R/N/INV.
12. **Jestratišević, I.** (2008). Europeanization of printed media in Serbia. In Daković, N. & Nikolić, M. (Eds.) *Education, Arts and Media in the Process of European Integration* (pp. 105-120). Belgrade, Faculty of Dramatic Arts, Institute for Theatre, Film, Radio and Television. R/N/INV.

#### CONFERENCE PROCEEDINGS

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

1. **Jestratišević, I.**, Uanhoro, J., Islam, R. (2024). Transparency of Sustainability Disclosures among Luxury and Mass-market Fashion Brands: Longitudinal Approach. ITAA 2023. Forthcoming.
2. McCauley, E. & **Jestratišević, I.** (2024). Exploring the business case for textile-to-textile recycling using post-consumer waste in the US: challenges and opportunities. ITAA 2023. Forthcoming.
3. **Jestratišević, I.** (2023). Sustain-ology and anti-consumption rhetoric: Fashion and consumer-resistant identities. International Symposium Ljubljana, Slovenia. Identity; Fashion at the Cross Roads. Proceedings.
4. **Jestratišević, I.**, Hillery, Julie (2022). Measuring the “clothing mountain” among U.S. college students: Using action research and principles of sustainability pedagogy to examine unsustainable clothing consumption behaviors in the classroom. International

Textile and Apparel Association Proceedings, 2022.

<https://www.iastatedigitalpress.com/itaa/article/15983/galley/14718/view/>. R/I

5. **Jestratišević, I., Sonali, D. (2022).** Impact of COVID-19 pandemic on sustainable fashion consumption values among US Gen Z consumers: Implications for Marketers. International Textile and Apparel Association Proceedings, 2022.  
<https://doi.org/10.31274/itaa.13670>. R/I
6. Vrabič-Brodnjak, U., **Jestratišević, I. (2022).** Solutions for sustainable packaging in the footwear and apparel industry. GRID: International Symposium on Graphic Engineering and Design. Novi Sad Serbia.  
<https://www.grid.uns.ac.rs/symposium/download/2022/59.pdf>. R/I
7. Mikah, O., Vrabič-Brodnjak, U., **Jestratišević, I. (2022).** Purchase Intention and Behavior Towards Environmentally Friendly Grocery Packaging. GRID: International Symposium on Graphic Engineering and Design. Novi Sad Serbia.  
<https://www.grid.uns.ac.rs/symposium/download/2022/60.pdf>. R/I
8. **Jestratišević, I., Vrabič-Brodnjak, U. (2022).** Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry. ACME conference. New Orleans, LA. [http://acme-fbd.org/wp-content/uploads/2022/03/ACME\\_2022\\_Proceedings.pdf](http://acme-fbd.org/wp-content/uploads/2022/03/ACME_2022_Proceedings.pdf). R/I.
9. Wulff, G., **Jestratišević, I. (2022).** Directions for transparency research in the Fashion, Clothing and Textile Industry: A systematic review. ACME conference. New Orleans, LA. [http://acme-fbd.org/wp-content/uploads/2022/03/ACME\\_2022\\_Proceedings.pdf](http://acme-fbd.org/wp-content/uploads/2022/03/ACME_2022_Proceedings.pdf). R/I.
10. **Jestratišević, I. (2022).** Tongue Patch surgery-radical weight-loss fad: Insights from ethnographic and netnographic research. Fashion and...Freaks and Monsters symposium. Hawaii. R/I.
11. Maldini, I., Iran, S., Laitala, K., Vittersø, G., **Jestratišević, 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. 10.3217/978-3-85125-842-4-19. R/I.
12. **Jestratišević, 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. ITAA. <https://doi.org/10.31274/itaa.13592>. R/I.
13. **Jestratišević, I., Uanhoro, J. O., & Creighton, R. (2021).** To disclose or not to disclose? Fashion brands' strategies for transparency in sustainability reporting. ITAA.  
<https://doi.org/10.31274/itaa.13591>. R/I.
14. Harmon, J., Lee J, E., & **Jestratišević, I. (2021).** Relationship of Social Media, Social Influences and Eco Friendly Behaviors for Gen Y vs. Z. ITAA.  
<https://doi.org/10.31274/itaa.13833/>. R/I.

15. Karpova, E., **Jestratišević, I.**, Lee, J., Wu, J. (2021). An ethnographic study of sharing economy: Understanding experiences of women participating in swapping parts of their wardrobes. ITAA. <https://doi.org/10.31274/itaa.13520>. R/I.
16. Creighton, R., **Jestratišević, I.**, Lee, D. (2021). Sustainability Supplier Scorecard Assessment Tools: A Comparison Between Apparel Retailers. ITAA. <https://doi.org/10.31274/itaa.13671>. R/I.
17. **Jestratišević, I.**, Hawley, Jana. (2021). A Framework for Evaluating Sustainable Jean Attributes. International Textile and Apparel Association (ITAA) Annual Conference Proceedings. <https://doi.org/10.31274/itaa.12070>. R/I.
18. **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. R/I.
19. **Jestratišević, I.** & Rudd, D. A., (2019). The Body to Die for: Appearance Aesthetics, Body Measurements, and BMI Analysis of a Female and Male Runway Models (2012–2018). *International Textile and Apparel Association Annual Conference Proceedings* 76(1). <https://doi.org/10.31274/itaa.8427>. R/I.
20. **Jestratišević, I.** & Uanhoro, J. & Rudd, D., (2018). Policies versus Practices: Transparency of supply chain disclosures among luxury and mass market fashion brands. *International Textile and Apparel Association Annual Conference Proceedings* 75(1). <https://iastatedigitalpress.com/itaa/article/id/1285/>. R/I.
21. 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. [10.1093/geron/igy023.449](https://doi.org/10.1093/geron/igy023.449). R/I.
22. Rudd, N. A. & **Jestratišević, I.** & Husk, S., (2017). Reflections and Empowerment: Body Image Letters to a Younger Self. *International Textile and Apparel Association Annual Conference Proceedings* 74(1). <https://iastatedigitalpress.com/itaa/article/id/1568/print/>. R/I.

## CONFERENCE PRESENTATIONS

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

1. **Jestratišević, I** and Membership Committee: Special Session ITAA. *Creating your Professional Village” ITAA Affinity Group Kickoff*. ITAA 2023.
2. **Jestratišević, I.**, and Couzens, J. (2023). B Corps Movement in the US Fashion Industry: A Systematic Review. ITAA 2023.

3. **Jestratijevic, I.,** Uanhoro, J., Islam, R. (2023). Transparency of Sustainability Disclosures among Luxury and Mass-market Fashion Brands: Longitudinal Approach. ITAA 2023.
4. McCauley, E. & **Jestratijevic, I** (2023). Exploring the business case for textile-to-textile recycling using post-consumer waste in the US: challenges and opportunities. ITAA 2023.
5. Goldsand, L., **Jestratijevic, I.,** Ragul, S., Hillery, J (2023). Application of Life Cycle Assessment (LCA) Methodology to Analyze Environmental Impact in the case of Circular Thrift - Innovative, Community based startup in Columbus, Ohio. ITAA 2023.
6. Islam, R., **Jestratijevic, I.,** Siddiqi, H. T., Rahman., M. (2023). Investigating Modern Slavery in the Post-Pandemic Textile and Apparel Supply Chain: An Exploratory Study. ITAA 2023.
7. **Taraz, A., Soltanisehat, M., Jestratijevic, I. (2023).** Dressing for Change: Women and Fashion Politics in Postrevolutionary Iran, ITAA 2023.
8. **Aji Silpa, Lasya & Jestratijevic, I. (2023).** Ayurveda: Why Therapeutic Clothing is a Game Changer. ITAA 2023.
9. Slaton, K., & **Jestratijevic, I. (2023).** All Hail the Secondary Fashion Entrepreneur: A Trendy Career in an Emerging Fashion Resale Market. ITAA 2023.
10. **Jestratijevic, I. (2023).** Sustain-ology and anti-consumption rhetoric: Fashion and consumer-resistant identities. International Symposium Ljubljana, Slovenia. Identity; Fashion at the Cross Roads.
11. Vrabič-Brodnjak, U., **Jestratijevic, I. (2023).** Solutions for sustainable packaging in the beauty industry. International Circular Packaging Conference. Slovenia, Ljubljana. <https://icp-lj.si/international-circular-packaging-conference/?lang=en>
12. **Jestratijevic, I.,** Hillery, Julie (2022). Measuring the “clothing mountain” among U.S. college students: Using action research and principles of sustainability pedagogy to examine unsustainable clothing consumption behaviors in the classroom. ITAA, 2022.
13. **Jestratijevic, I.,** Sonali, D. (2022). Impact of COVID-19 pandemic on sustainable fashion consumption values among US Gen Z consumers: Implications for Marketers. ITAA, 2022.
14. Vrabič-Brodnjak, U., **Jestratijevic, I. (2022).** Solutions for sustainable packaging in the footwear and apparel industry. GRID: International Symposium on Graphic Engineering and Design. Novi Sad Serbia. <https://www.grid.uns.ac.rs/symposium/enpocetna.html>. R/I
15. Mikah, O., Vrabič-Brodnjak, U., **Jestratijevic, I. (2022).** Purchase Intention and Behavior Towards Environmentally Friendly Grocery Packaging. GRID: International

Symposium on Graphic Engineering and Design. Novi Sad Serbia.  
<https://www.grid.uns.ac.rs/symposium/enpocetna.html>. R/I

16. **Jestratišević, I.**, Vrabič-Brodnjak, U. (2022). Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry. ACME conference in New Orleans, LA. R/I.
17. Wulff, G., **Jestratišević, I.**, (2022). Directions for transparency research in the Fashion, Clothing and Textile Industry: A systematic review. ACME conference in New Orleans, LA. R/I.
18. **Jestratišević, I.**, (2022). Tongue Patch surgery-radical weight-loss fad: Insights from ethnographic and netnographic research. Fashion and...Freaks and Monsters conference. Hawaii. R/I.
19. Maldini, I., Iran, S., Laitala, K., Vittersø, G., **Jestratišević, 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*, Graz, Austria. R/I.
20. **Jestratišević, I.** (2021). Sustainable Fashion How to Adapt. Columbus Fashion Council. <https://www.thefashionindustry.org/conference-access-welcome>. N/INV.
21. **Jestratišević, 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. ITAA. R/I.
22. **Jestratišević, I.**, Uanhoro, J. O., & Creighton, R. (2021). To disclose or not to disclose? Fashion brands' strategies for transparency in sustainability reporting. ITAA. R/I.
23. Harmon, J., Lee J, E., & **Jestratišević, I.** (2021). The Bankruptcy of Forever 21: Fast Fashion's Relationship with Generation Z and Millennials. ITAA. R/I.
24. Karpova, E., **Jestratišević, I.**, Lee, J., Wu, J. (2021). An ethnographic study of sharing economy: Understanding experiences of women participating in swapping parts of their wardrobes. ITAA. R/I.
25. Creighton, R., **Jestratišević, I.**, Lee, D. (2021). Sustainability Supplier Scorecard Assessment Tools: A Comparison Between Apparel Retailers. ITAA. R/I.
26. **Jestratišević, I.** (2021). *Sustainable Fashion: How to Adapt*. The Fashion Industry - Virtual Conference. Columbus Fashion Council. R/N/INV.
27. **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>. R/I/INV.

28. **Jestratišević, I.**, Hawley, Jana. (2020). A Framework for Evaluating Sustainable Jean Attributes. International Textile and Apparel Association. R/I.
29. 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. R/I.
30. **Jestratišević, I.**, Hawley, J. (2020). Better cotton, better jeans: Sustainable Cotton in the Global Denim Industry. The 8th World Sustainability Forum. Switzerland, Basel. R/I.
31. **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. R/I.
32. **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. R/I.
33. 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. R/I.
34. **Keynote: Jestratišević, I.** (2018). Sustainable Fashion and Future of Apparel Industry. Going Digital, International Conference. Sustainable Urban Society Association (Strand). Belgrade, Serbia. R/I/INV.
35. **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. R/I.
36. **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. R/I.
37. 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. R/I.
38. **Jestratišević, I.** (2011). Fashion under Socialism. Friends *a La Mode*. Regional conference. History Museum of Yugoslavia, Belgrade, Serbia. R/N.
39. **Jestratišević, I.** (2009). Fashion and Eroticism. 5<sup>th</sup> Global Conference: The Erotic-Exploring Critical Issues. Inter-disciplinary Net. Salzburg, Austria. R/I.

40. **Jestratišević, I. (2009).** Fashion and Fetishism. Fetishism and Popular Culture, International Conference. Independent Scholars. Istanbul, Turkey. R/I.
41. **Jestratišević, I. (2008).** Postcolonial street style. Fashioning Postmodern and Postcolonial Bodies. University of Westminster, London. R/I.
42. **Jestratišević, I. (2007).** Fashion and Printed media. Art and Media in the process of European Integrations, International Conference University of Arts in Belgrade. Serbia. R/I.

### PANEL PRESENTATIONS AND SEMINARS

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

43. **Jestratišević, I. (2023).** Teaching Sustainability in Higher Education: Tips and tools that make a difference. Sustainable Fashion Consumption network Seminar. <https://sustainablefashionconsumption.org/>. February 15, 2023. S/I/Inv.
44. **Jestratišević, I.,** Hawley, J., Vrabic-Brodnjak, U., Cripps, D. (2022). Zero waste packaging to save our planet. University of North Texas. April 2022. P/N
45. **Jestratišević, I.,** Gam, H. J. (2021). Clothes Mending. University of North Texas. October 2021. P/N
46. **Jestratišević, I. (2021).** Sustainable Clothing Consumption - Clothing Mountains Project. The Ohio State University. College of Education and Human Ecology. Columbus, Ohio. S/N.
47. **Jestratišević, I. (2021).** Overproduction and Overconsumption: Two Barriers to a Circular Economy. Bharatiar University, Department of Textiles and Apparel Design. Coimbatore, Tamil Nadu, India. S/I/INV.
48. **Jestratišević, I. (2021).** Academic Career. The Ohio State University. College of Education and Human Ecology. Columbus, Ohio. S/N.
49. **Jestratišević, I., Kozłowski, S., Wedel, C., Goldstein, W. (2021).** Sustainable Fashion How to Adapt. Columbus Fashion Council. <https://www.thefashionindustry.org/conference-access-welcome>. N/INV.

### INDUSTRY COLLABORATIONS AND INVITED PRESENTATIONS FOR FASHION BRANDS

1. **Jestratišević, I. (2023).** *Textile waste management solutions for circular fashion business.* Invited by Evan McCauley, Senior Director, Sustainability and Innovation PVH, New York.
2. **Jestratišević, I. (2022).** *Solution for textile waste circularity.* Serious of mini presentations on the topic. Invited by Lisa Goldstain. **Circular Thought LLC.**

3. **Jestratijevic, I. (2019).** *Sustainable Partnership for Abercrombie and Fitch.* Team project created and presented for **Abercrombie and Fitch (Ms. Kim Haar Vice President Global Sustainability and Senior Management Team)**. Columbus-Ohio. \*Keynote speaker
4. **Jestratijevic, I., (2019).** *Green Buckeye certified.* Team project prepared and presented for **Nike, Inc.** and Athletics Department, The Ohio State University. Columbus-Ohio.
5. **Jestratijevic, I., (2017).** Sustainability in the Fashion Industry: Challenges and Opportunities. Presented for **Abercrombie and Fitch, Ms. Kim Haar Vice President Global Sustainability and Senior Management Team)**. Columbus-Ohio. \*Keynote speaker

### GRANTS

(E:external /I:internal)

Total Amount of Funding Received: \$210,490 (as in January 2024)

Total Funding Requested: \$1,165,950

<b>Date</b>	<b>Author(s)</b>	<b>Title</b>	<b>Funding Source</b>	<b>Funding</b>
2023	<b>Jestratijevic, I.</b> Hawley, J., Kinley, T., Watson, C.	We Mean Green Textile Waste Diversion Initiative Role: PI	EPA Environmental Protection Agency	\$850, 000 (not funded)
2023	<b>Jestratijevic, I.</b>	Micro Mentorship Grant Role PI	UNT	\$1,500 (funded)
2023	Pookulangara, S., Kim, J., <b>Jestratijevic, I.</b>	Business Case Study	NRF National Retail Foundation	\$10,500 (funded)
2023	<b>Jestratijevic, I.</b>	Recycling at CMHT	STAR State of Texas Recycling	\$1,000 (funded)
2022	<b>Jestratijevic, I.</b>	International Visiting Scholar Role: PI	UNT Global Venture Fund	\$2,000 (funded)
2021	Trippeer, B., <b>Jestratijevic, I.</b> , Gam, H. J., Kim, J.	Sustainable Futures: Innovation, Education and Fashion Design Development. Role: Co-PI	Venture Well Foundation. (E)	\$30,000 (not funded)
2021	<b>Jestratijevic, I.</b>	Spring 2021 OER Summer Grants competition.	UNT Library and UNT Press (I)	\$10,000 (funded)

Role: PI

2020	<b>Jestratijevic, I. &amp; Pookulangara, S.</b>	Blue Jeans Go Green: Cotton Sustainability in Action Role: PI	Cotton Inc. (E)	\$50,460; (not funded)
2020	Wood, P. and Hawley, J.M., Bennett, A.  Collaborators: Williams, K, Pookulangara S., <b>Jestratijevic, I.</b> , Leung, X., Mhlanga, L., Kim, J., Shenberger, A., Large, C., Agustin, S., & Littrell, M	Globalizing the Educational Experience: The College of Merchandising, Hospitality, and Tourism Role: Colaborator	Department of Education. (E)	\$180,371; funded
2020	Gam, H. J., <b>Jestratijevic, I</b>	Mean Green Fix & Wear Role: Co-PI	UNT Mean Green Fund. (I)	\$2,124
2019	<b>Jestratijevic, I.</b>	Tracing Restricted Substances Disclosures in Finished Apparel Goods (RSL) and Apparel Manufacturing (MRSL): Implications for Sustainability, Safety and Protection. Role: PI	University of Alberta, International Institute for Qualitative methodologies. (E)	\$25,000
2019	<b>Jestratijevic, I.</b>	Outward processing trade in Serbian Textile and Apparel Industry Role: PI	UNT Global Venture Fund (I)	\$2,995

### HONORS, AWARDS, & RECOGNITION

Date	Award	Description
2023	<i>CMHT Research Award</i>	This award is given for research outcomes accomplished in the given year.
2023	<i>ITAA Rising Star Award</i>	The ITAA Rising Star Award is intended to recognize faculty who teach, research and conduct service in the area of Textiles and Apparel. This award is intended for junior faculty members who are untenured in a tenure-track faculty position. Candidates must demonstrate excellence in teaching, research/scholarly work, outreach/engagement and service that is

		commensurate with his/her faculty appointment.
2021	<i>ITAA Paper of Distinction Award (Sustainability/CSR track)</i>	Award for research scholarship. Granted by International Textile and Apparel Organization (ITAA).
2021	<i>UNT Washington DC Faculty Fellow</i>	Scholarship development. Meetings with Funding Agencies. UNT Research and Innovation.
2020	<i>The Outstanding Reviewer Award</i>	Based on review performance in 2020. Awarded by Clothing and Textile Research Journal.
2019- 2020	<i>Faculty First Flight Awards</i>	Professional Development Awards, University of North Texas (\$1000).
2018-2019	<i>Lois E. Dickey and Esther A. Meacham Endowment Award</i>	Graduate Scholarship for Doctoral Research. The Ohio State University (\$16,000).
2018	<i>Mary Lapitsky Graduate Fellowship</i>	Graduate Scholarship for Doctoral Research. The Ohio State University (\$1,600).
2017	Travel Award	Professional Development Award. College of Education and Human Ecology. The Ohio State University (\$750).
2016-2019	<i>Graduate Assistantship including stipend, tuition, benefits.</i>	The Ohio State University Department of Human Sciences. \$162,750 (\$54,250 x 3, approximate monthly payment \$1,600).
2006-2007	Graduate Stipend for Doctoral Research and Dissertation.	National Ministry of Science and Technology, Serbia. EUR 40,000 (EUR 8,000 x 5 approximate monthly payment EUR 600)

## SERVICE

### SERVICE TO THE UNIVERSITY:

Date	University of North Texas	Responsibility/Role
Fall 2023	<i>TAM's UNT</i>	Guiding 5560 student presentations in TAMS ReVamp event
Spring 2023	<i>We care we count campaign</i>	Ambassador: Leading campaign at CMHT level
Spring 2023	<i>Eagle award judge UNT</i>	Judge: Reviewing applicants materials.

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

**SERVICE TO THE COLLEGE:**

<b>Date</b>	<b>College of Merchandising, Hospitality and Tourism</b>	<b>Responsibility/Role</b>
2024	<i>Center for Consumer Insights and Innovation</i>	Co-Director
2023	<i>Academic Writing Workshop</i>	Organizer and Instructor
2023	The Osher Lifelong Learning Institute, (OLLI),	Lecturer

	UNT	
2023	Research Committee CMHT	Co-chair
2023	Graduate Committee CMHT	Member
2022	<i>College representative at UNT Sustainability Fair</i>	Promoting MDR and HTM courses
2022	<i>Academic Writing Workshop</i>	Organizer and Instructor
2022	<i>Visiting Scholar Lecture at CMHT</i>	Organization: speaker dr. Vrabic-Brodnjak
2022	<i>CMHT Qualitative Research Methods course syllabus</i>	Creator
2021	<i>PhD program application proposal</i>	Member
2021- present	<i>CMHT Undergraduate Curriculum Committee.</i>	Member
2020-2021	<i>Marketing Committee</i>	Member
2020-2021	<i>Research Committee</i>	Member
2019	<i>Food in Fashion Event</i>	Guiding group of CMHT students to create Dress for the Event and competition
2019	<i>Harvard business cases: Teaching via case studies</i>	Organization: Speaker Stephanie Peck

**SERVICE TO THE DEPARTMENT:**

<b>Date</b>	<b>Merchandising and Digital Retailing</b>	<b>Responsibility/Role</b>
2023	<i>OLLI</i>	<i>Guest Lecture</i>
2023	<i>Richardson High School</i>	<i>Guest Lecture</i>
2022	<i>MDSE 3900 Branding and Promotion</i>	Syllabus development. Course developer. Summer 2021 CLEAR trainings and approval process. Combining courses: Brand Development and Visual Merchandising. Internalization of the course content.
2021	<i>MDSE 4560 Sustainable</i>	Internalization of the course content.

	<i>Strategies in Merchandising</i>	
2021-present	<i>TAPAC search committee</i>	CMHT representative
2021	<i>Merchandising Inc</i>	Co-advisor
2021	<i>Research Roadmap</i>	Writing team member
2021	<i>Advising other faculty members to teach Brand Development course in Frisco</i>	Preparing Ms. Kelcie Slaton to teach the course Provided instructor with complete course materials, videos, and instructional slides.
2021	<i>Presenter: Professional models and eating disorders</i>	Social Psychology of Dress and Appearance, MDR course
2020-present	<i>TAPAC-self study and course adjustments</i>	MDSE 4560 course adjustments and assessments
2020	<i>TAPAC-self study</i>	Department based trainings and ITAA based workshops.
2020	<i>Search Committee Member for Lecture Position in Merchandising and Digital Retailing</i>	Member ○ New hire
2020	<i>Search Committee Member for Assistant Professor Position in Retail Technology</i>	Member ○ The search was abandoned after interviewing candidates
2020	<i>Advising other faculty members to teach Brand Development course in Frisco</i>	Preparing Ms. Kristina Bruder to teach the course Provided instructor with complete course materials, videos, and instructional slides.
2019-2020	<i>2x Presenter: Professional models and eating disorders</i>	Social Psychology of Dress and Appearance, MDR course
2019-2020	<i>MDSE 4560 Sustainable Strategies in Merchandising</i>	Course developer. CLEAR approved course in Summer 2020
2019	Career Fair Representative	International Textile and Apparel Association Conference (2019), Las Vegas, Nevada.

**PROFESSIONAL MEMBERSHIP:**

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

**PROFESSIONAL SERVICE AND ASSIGNMENTS:**

<b>Date</b>	<b>Professional organizations</b>	<b>Responsibility/Role</b>
2023	ITAA	Conference Presider (SSR)
2023	NCCC065	Annual meeting, San Francisco, 10/13
2023	ITAA Membership Committee	Developing and Launching ITAA Affinity Groups
2023	ITAA (Faculty Fellowship and Awards Committee)	Reviewing candidates for 2023 faculty fellowship awards.
2022-23	TAPAC	Standards Committee Member Standards Revision

2023	Sustainability (MDPI, IF: 3,9)	Co-Editor Special Issue Fashion and Circular Economy 2023
2023	ITAA	Conference abstract reviewer for SSR track and PED track Paper of distinction reviewer
2023	Journal of Fashion Marketing and Management	Reviewer
2023	Journal of Retailing and Consumer Services	Reviewer
2023	Sustainability	Reviewer
2023	Journal of Cleaner Production	Reviewer
2022	NCCC065	Annual meeting, Denver, 10/24
2022	ITAA	Conference abstract reviewer for SSR track Paper of distinction reviewer
2022	ITAA	Conference president
2022	ACRA	Conference Abstract reviewer
2022	ITAA (Faculty Fellowship and Awards Committee)	Reviewing candidates for 2022 faculty fellowship awards.
2022	Professional models and eating disorders	Human Nutrition, College of Education and Human Ecology. February 15. Invited speaker.
2021	The Ohio State University	Invited presenter in a graduate research seminar. College of Education and Human Ecology. Columbus, Ohio. September 16 <sup>th</sup> .
2021-present	TAPAC	Standards Committee Member Standards Revision
2021	ITAA	Conference Abstract reviewer for SSR track Paper of distinction reviewer
2021	ACRA	Conference Abstract reviewer
2021	NCCC-065	Annual meeting. Virtual. October 28 <sup>th</sup>
2021	ITAA (Membership Committee)	Members meeting
2021	ITAA annual conference	Virtual. Session president

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

2020	Fashion and Freaks and Monsters Conference	Conference abstracts reviewer
2020	Professional models and eating disorders	Human Nutrition, College of Education and Human Ecology. February 15. Invited speaker.
2019	NCCC-065 annual meeting	Texas Hosts. November 7 <sup>th</sup> and 8 <sup>th</sup>
2019	ITAA annual conference	Session president
2019	ITAA annual conference, Las Vegas, NE	Career Fair coordinator
2019	ACRA	Conference Abstract reviewer
2019	Professional models and eating disorders	Human Nutrition, College of Education and Human Ecology. February 15. Invited speaker.
2019	Luxury Brand Management for Fashion: the brand and its value through craftsmanship, culture and exclusivity. Author: Ayshen Ali.	Book Reviewer.
2019	Brand/Story: Cases and Exploration in Fashion Branding Author: Joseph H. Hancock.	Book Reviewer.
2019	Clothing and Textiles Research Journal	One full paper reviewed
2019	Journal of Fashion Management and Marketing:	One full paper reviewed
2018	ITAA annual conference, Cleveland, OH.	Session president
2018	NCCC-065 annual meeting	Portland. 5 <sup>th</sup> -7 <sup>th</sup> , October.
2018	NCCC065 Group/ITAA	Special Topic Session Facilitator: Establishing Action research Networks to Address Challenges in the Changing Marketplace
2018	Fashion Industry and Transparency of Supply Chain Disclosures	Invited speaker. Fisher College of Business, Ohio State University. October 9 <sup>th</sup>

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2018	Sustainable Fashion and Future of the Apparel Industry	Invited speaker. University of Architecture. Belgrade, Serbia
2017	ITAA annual conference, St. Petersburg, FL.	Facilitator: Luxury Workshop

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**COMMUNITY SERVICE:**

<b>Date</b>	<b>Professional organizations</b>	<b>Responsibility/Role</b>
2023	Texas Homeschool Coalition	Member Higher Education Representative
2023	Houston Academy for International Studies	Advising 11th-grade Business Students
2022	Bridlewood Elementary	ESL committee member
2021	Expert Advisor Highland Park Independent School District	Highschool Research Project.
2021-present	“Remake” Sustainability Ambassador. <a href="https://remake.world/join-the-movement/">https://remake.world/join-the-movement/</a>	Involved in Community meetings
2021	Stand Earth: Fossil Fuel Report <a href="https://www.stand.earth/latest/fossil-free-fashion-scorecard-2021">https://www.stand.earth/latest/fossil-free-fashion-scorecard-2021</a>	Multiple meetings in the role of Key Informant.
2020	Highland Park Independent School District	Highschool Research Project. Expert Advisor
2020	Bridlewood Elementary	Lewisville Independent School District Volunteer-guest lecture
2019	Bridlewood Elementary	Lewisville Independent School District Volunteer-guest lecture

**PROFESSIONAL DEVELOPMENT SELECTED:**

<b>Date</b>	<b>Professional organizations</b>	<b>Description</b>
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2023	ISA conference in Columbus Ohio (Fishers College of Business, Ohio State University)	Conference and Workshops
2023	Circular Thrift Ohio	Visit to facilities for textile collection, and sorting
2022	Sustainable Fashion Consumption International professional network	Monthly meetings and Research Webinars
2022	Oslo-Metropolitan University	Wardrobe Method– research for change.
2022	University of Arts, Serbia	Qualitative coding using Dedoose
2021	Sustainable Fashion Consumption International professional network	Monthly meetings and Research Webinars
2021	UNT/AI LAB	Data Mining and Scrapping Training
2021	UNT/DC Fellows Trainings	Multiple Trainings and Workshops
2021-present	Teaching Better seminar	Menu-Driven Syllabus, Developing Inclusive Classroom, Teaching Difficult Material, Turn-it-in
2021	UNT/Race is, Race Ain't: Creating Racially-Engaged Campuses and Classrooms	Training
2020	UNT/Planning and Writing Successful Grant Proposals	Training
2020	CLEAR/UNT	I-Clicker and Panopto trainings
2019	ITAA Workshop	Knowledge and Skills for Preparing a Competitive 21st Century Workforce in the Fiber, Textile and Apparel (FTA) Industry. International Textile and Apparel Association, Las Vegas, Nevada. Participant.
2019-present	ISSP	Professional Development Series for Sustainability Professionals (monthly). Learn the most recent sustainability-related assessments (LCA, SLAC, Carbon footprinting)
2019	CLEAR/UNT	Course in the box training

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2019	CLEAR/UNT	First Flight Cohort multiple required trainings
2019	QSR International	N-vivo Training
2019	Human Sciences/The Ohio State University	Systematic Review Training

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**MEDIA:**

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- **Jestratijevic, I. (2023). North Texan.** Future of Fashion. <https://northtexan.unt.edu/issues/2023-spring/future-fashion>
  - **Jestratijevic, I. (2023). Ethics in Practice dr. Iva Jestratijevic.** <https://www.futurelearn.com/info/courses/sales-advertising-ethics-fashion-industry/0/steps/326668>
  - **Jestratijevic, I. (2022). CBS Interview.** Fast fashion and how it's a bombshell source of pollution. <https://www.cbsnews.com/dfw/news/fast-fashion-and-how-its-a-bombshell-source-of-pollution-in-so-many-ways/>
  - **Jestratijevic, I. (2022).** Sustainable Packaging Research Insights. UNT media relations, forthcoming.
  - **Jestratijevic, I. (2021).** Sustainable Fashion-How to adopt. Podcast for Columbus Fashion Design Council.
  - **Jestratijevic, I. (2021).** UNT's professor interview. College Guide Magazine, February, 2<sup>nd</sup>.
  - **Jestratijevic, I. (2020).** Research is Cool- You tube promotional Video for Honors College. <https://www.youtube.com/watch?v=RkcKk1USOE0>
  - **Jestratijevic, 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>
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