

Curriculum Vita
Dee K. Knight, Ph.D.
Associate Professor

Department of Merchandising & Digital Retailing
College of Merchandising, Hospitality & Tourism
University of North Texas
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EDUCATION

Ph.D.	Fashion Merchandising Dissertation: <i>Customer Orientation, Self-Monitoring, Role Stress, and Job Performance of Contact Employees: Implications for Retailers.</i>	Texas Woman's University Denton, TX
M.S.	Industrial-Technical Merchandising and Fabric Analytics Thesis: <i>Service Quality and the Small Apparel Specialty Store: Perceptions of Female Consumers.</i>	University of North Texas Denton, TX
B.A.	Business, History	Baylor University Waco, TX

PROFESSIONAL EXPERIENCE

Department of Merchandising and Digital Retailing, University of North Texas		
Sept. 2018 - Present	Associate Professor and Graduate Faculty	
Sept. 2019 – Aug. 2021	Program Coordinator, Retailing	
Aug. 2008 – Aug. 2018	Associate Dean, College of Merchandising, Hospitality & Tourism	
Sept. 2016 – Aug. 2017	Merchandising Graduate Coordinator	
Sept. 2017 – Aug. 2018	Acting Chair, Department of Merchandising & Digital Retailing	
Sept. 2001 – May 2007	Assistant Professor	
Sept. 1999 – Aug. 2001	Lecturer	
Sept. 1997 – Aug. 1999	Adjunct Faculty	
Entrepreneur and Retailer		
Feb. 1973 – Aug. 1997	President and CEO, De De's Inc.,	

HONORS:

Award/Recognition	Description	Date
Nominated	Faculty Senate Mentoring Award	2013
Awarded	Student Government Association Honors Professors	2010
Awarded	Citation for Distinguished Service to International Education	2008
National Recognition \$3,000.00	ATMI Award, <i>International Textiles and Apparel Association.</i> Recognition for innovative programs that specifically cited Campus Catalog.	2000
Selected	Phi Kappa Phi Recognition for scholarly achievement	2000
Awarded	Outstanding Alumni <i>University of North Texas</i> Recognition for achievement in profession.	1998
Awarded	Outstanding Retailer – Selected by <i>The Dallas Morning News, Dallas International Apparel Mart, and the Southwest Apparel Manufacturers Assoc.</i>	1987

GRANTS: Funded - External – \$96,317 Internal - \$858,758

Date	Title	Funding Agency	Amount
2020	How Data Informs Consumer Experiences in a COVID-19 World: GIS and Big Data Applications (Forney, J.C., team member)	UNT Team Mentoring Grant	\$3,000
2020	Early detection of product hoarding: A hoarding alert index. (Collaboration with independent business) Duke, J., & Knight, D.K.	NIH: Small Business Innovation Research (CFP: COVID-19 related)	Not Funded
2013	<i>Sustainable Apparel: Awareness, Voice and Engagement (S.A.A.V.E.)</i> (Kim, JY, Knight, D.K. , Last, R.)	The Charn Uswachoke International Development Fund	Not Funded
2011	Consumer Experiences in Digital Environments (CEDE) Research Cluster (Forney, J., & Knight, D.K. , Co-Lead)	UNT Research Clusters	\$750K+ Funded
2009	<i>O.P.E.N. LOTTE: Sustainability Framework for Global Consumers</i> (Knight, D.K. , Kim, H-J., Alvarado, M., & Lee, S.) Students	Ministry of Environment, Republic of Korea and Lotte Department Store	\$700 Awarded
2009	<i>People, Planet, and Profit: Consumer and Industry Perspectives</i> (Co-PI: Knight, Spears, Kim with Participants: Connors, Kennon, Kinley, Spears, Yang, Xiang)	UNT Honors College (Undergraduate Research Fellows)	\$ 8,000 Funded
2009	<i>Exploring Mall Patronage Intention: Indian Consumers' Perspective</i> (Co-PI: Pookulangara, S., & Knight, D.K.)	UNT, Research Enabling Grant (REG)	\$5,000 Funded
2008	<i>e-POCE (Point of Consumer Experience): Marketing Information System for Retail and Hospitality</i> (Co-investigator with Research Task Force, Xiang, Z. – PI)	UNT, Research Infrastructure Support Initiative	\$25,000 Funded
2008-2009	Building the global experience: From supply chain to blogosphere	UNT, Hispanic and Global Studies Initiative	\$25,000 Funded
2007-2008	Building a Global WebSphere	UNT, Hispanic and Global Studies Initiative	\$ 16, 654 Funded
2007-2008	Generation Y: The Myth and Realty about their Retail Work Experience (Kim, H-J, Knight, D.K. , Crutsinger – co-PIs)	UNT, Research Initiation Program	\$4,775 Funded
2006	E-Passport: Creating Global Experiences for Merchandising Students	UNT Hispanic and Global Studies Initiative	\$8,829 Funded
2003	Retail work experiences and career expectations as antecedents of career choice.	UNT, Research Initiation Grants Program	\$ 3,500 Funded
2002	Teen employees' job performance: The effect of supervisory support and adaptive behavior.	UNT, Research Initiation Grants Program	\$ 4,500 Funded
2002	Retail internationalization: Implications for retailers. (Kim, Y-K, Forney, J.C., Pelton, L.E., & Knight, D.K.)	U.S. Department of Education	\$ 93,627 Funded
2001	Modifiers and consequences of retail contact employees' job performance.	UNT, Research Initiation Grants Program	\$ 1,000 Funded
2001	Retail work expectations and experiences: Implications for retaining college students in the Industry.	Saks, Incorporated	\$ 2,000 Funded
2001	The impact of retail work environments on job performance, job satisfaction, and turnover intention: Understanding the teen employee.	UNT, Research Opportunities Program	\$ 4,000 Funded
1998	Service quality of apparel and home furnishing manufacturers: Perception of retailers.	UNT, Research Opportunities Program	\$2,500 Funded

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

*Co-authored with graduate student

- Knight, D.K.**, Forney, J. C., & Mihalick, L. (2019). Retail renaissance: A case study of retail education reimaged. *Journal for Advancement of Marketing Education*, 27(2), 10-16. (R)(I)
- LeBat, K.L., & **Knight, D.** (2015). Interdisciplinary research and education: Strengthening the textiles and apparel field [monograph], 20-22. ITAA Monograph #11: Envisioning textile and apparel research and education for the 21st century. Published by International Textile and Apparel Association. 1-38. (R)(I)
- Park, J., **Knight, D.**, Kaiser, S., & Ha-Brookshire, J. (2015). Textiles and apparel: The academic core that makes us unique and united [monograph], 16-19. ITAA Monograph #11: Envisioning textile and apparel research and education for the 21st century. Published by International Textile and Apparel Association. 1-38. (R)(I)
- *Anderson, K.C., **Knight, D.K.**, Pookulangara, S., & Josiam, B. (2014). Influence of hedonic and utilitarian motivations on retailer loyalty and purchase intention: A Facebook perspective. *Journal of Retailing and Consumer Services*, 21(5), 676-684. (R)(I)
- Pookulangara, S. & **Knight, D.** (2013). Indian consumers' mall patronage intention: Impacts of shopping motivations, subjective norms, materialism, and self-efficacy. *Journal of Global Fashion Marketing*, 4(1), 20-32. (R)(I)
- *Koo, W., **Knight, D.K.**, Yang, K., & Xiang, Z. (2012). Generation Y consumers' value perceptions toward apparel mobile advertising: Functions of modality and culture. *International Journal of Marketing Studies* 4(2), 56-66. (R)(I)
- Kim, K.H., Park, S-Y., Lee, S., **Knight, D.**, Xu, B., Jeon, B.J., & Moon, H.I. (2011). Relationship among customer equity, customer lifetime value, and attitude toward luxury brand. *Journal of Global Fashion Marketing*. (R)(I)
- Rajamma, R. K., Pelton, L. E., Hsu, M. K., & **Knight, D.K.** (2010) The Impact of Consumers' Need for Uniqueness and Nationality on Generation Y's Retail Patronage Behaviors: Investigating American and Taiwanese Consumers, *Journal of Global Marketing*, 23, (5), 387-410. (R)(I)
- Crutsinger, C., **Knight, D.K.**, & Kim, H-J. (2010). Teens' consumer interaction styles: The impact of assertive and aggressive behaviors on attitudes toward marketing practices. *International Journal of Consumer Studies*, 34, 196-203. (R)(I)
- Kim, E.Y., **Knight, D.K.**, & Pelton, L.E. (2009). Modeling brand equity of a U.S. apparel brand as perceived by Generation Y consumers in the emerging Korean market. *Clothing and Textiles Research Journal*, 27(4), 247-258. (R)(I).
- Kim, H-J., **Knight, D.**, & Crutsinger, C. (2009). Generation Y employees' retail work experience: Mediating effect of job characteristics on job outcomes. *Journal of Business Research*, 62(5). (R)(I)
- Minyoung L., **Knight, D.**, & Kim, Y-K. (2008). Brand analysis of a U.S. global brand in comparison with domestic brands in Mexico, Korea and Japan. *The Journal of Product & Brand Management*, 17 (Winter/Spring), 163-174. (R)(I)
- Lee, M., Kim, Y-K., Pelton, L., **Knight, D.** & Forney, J. (2008). Factors affecting Mexican college students' purchase intention toward a U.S. apparel brand. *Journal of Fashion Marketing and Management*, 12(3), 294-307. (R)(I)
- Kim, E.Y., & **Knight, D. K.** (2007). A path analytic exploration of consumer information search in online clothing purchases. *Journal of the Korean Society of Clothing and Textiles*, 31(2), 1721-1732. (R)(I)
- Knight, D. K.**, Kim, H-J., & Crutsinger, C. (2007). Examining the effects of role stress on customer orientation and job performance of retail salespeople. *International Journal of Retail and Distribution Management*, 35(5), 381-392. (R)(I)
- Knight, D. K.**, & Kim, E. Y. (2007). Japanese consumers' need for uniqueness: Effects on brand perceptions and purchase intention. *Journal of Fashion Marketing and Management*, 11(2), 270-280. (R)(I)
- Knight, D. K.** (2006). Examining our global interdependence through study abroad in China and Hong Kong. *Journal of Family & Consumer Sciences*, 98(3), 57-61. (R)
- Knight, D. K.**, Crutsinger, C., Kim, H.J., (2006). The impact of retail work experience, career expectation, and job satisfaction on career intention. *Clothing and Textiles Research Journal*, 24(1), 1-14. (R)(I)
- Crutsinger, C., **Knight, D.**, & Kinley, T. (2005). Student learning style preferences: Implications for web-based instruction. *Clothing and Textiles Research Journal*, 23(4), 266-277. (R)(I)

- Kim, H.J., Crutsinger, C., & **Knight, D.** (2005). A comprehensive approach to model development: The effect of U.S. retail employees' work experiences on job performance, job satisfaction, and career intention. *Journal of the Korean Society of Clothing and Textiles*, 29(12), 1571-1581. (R)(I)
- Kim, H.J., Lim, S.J., Crutsinger, C., & **Knight, D.** (2004). Testing measurement invariance of fashion brand equity. *Journal of the Korean Society of Clothing and Textiles*, 28(12), 1583-1595. (R)(I)
- Knight, D. K.**, Crutsinger, C., & Kim, H.J. (2004). The teen employee: An investigation of motivations, expectations, and experiences. *TAFCS Research Journal*, 1(9), 22-23. (R)
- Crutsinger, C., & **Knight, D.** (2003). The impact of part-time retail work experiences on career choice: A qualitative approach to model development. *TAFCS Research Journal*, 1(8), 6-7, 26. (R)
- Kinley, T., Crutsinger, C., & **Knight, D.** (2002). Alternative web-based pedagogy: Understanding students' perceptions. *TAFCS Research Journal*, 1(6), 5-6. (R)
- Brandon, L., **Knight, D.**, & Crutsinger, C. (2001). The value supply chain: Determinants of retailers' service expectations. *TAFCS Research Journal*, 1(6), 1-3. (R)
- Knight, D.**, & Crutsinger, C. (2000). The service zone of tolerance: A teen perspective. *TAFCS Research Journal*, 1(5), 8-9. (R)
- Crutsinger, C., & **Knight, D.** (1999). The teen consumer: An investigation of sentiments toward marketing practices. *TAFCS Research Journal*, 1(4), 10-11, 36. (R)

Presentations and Publications in Refereed Proceedings (published): (R = refereed, double-blind reviewed, I = International)

*Co-authored with graduate student

- Rice, M., Forney, J., **Knight, D.**, & Mihalick, L. (2019). Geography, real estate, and merchandising: Assessing and extending the application of GIS technologies in the retail sector. Paper presented at the American Association of Geographers, Annual Meeting, April 3-7, 2019, in Washington, D.C. (R)(I)
- ***Knight, D.**, Kim, H-J., Vasquez, L. (2016). Cobranding with Pinterest: Expediting apparel retail brand experience. (Paper presented at ITAA Conference in Vancouver, Canada. *Graduate Student* (R)(I)
- Ha-Brookshire, J. & LaBat, K. (2014). Envisioning the future of textiles and apparel research for the 21st century led by Kim, M., Kaiser, Kean, R., **Knight, D.**, Lee, Jaeil, Lee, Yuri, Marcketti, S., Park, J., Rabolt, N., Reilly, A., Sanders, E., and Welters, L. (R)(I)
- *Anderson, K. C., **Knight, D. K.**, Pookulangara, S., & Josiam, B. (2014). Influence of hedonic and utilitarian motivations on brand loyalty: A Facebook Perspective. (Paper presented at EIRASS annual conference in July 2014). *Graduate Student* (R)(I)
- *Anderson, K. C., **Knight, D. K.**, Pookulangara, S., & Josiam, B. (2014). Motivations for consumer intention to purchase from Facebook retailers. (Paper presented at the American College Retailing Association annual conference in Dallas, TX, March 26-29, 2014. *Graduate Student*. (R)(I)
- *Meal, K., **Knight, D.K.**, Kim, H.J., & Stidham, J. (2013). Identifying apparel attributes: Perceived copyright infringement and purchase intention of knockoff fashion apparel products. (Paper presented at the ITAA Conference in New Orleans, LA, October 2013). *Graduate Student*. (R)(I)
- Knight, D.K.**, & Pookulangara, S. (2012). Indian consumers' mall patronage intention: Impacts of shopping motivations, subjective norms, materialism, and self-efficacy. (Paper presented at the Global Marketing Conference in Seoul, S. Korea, July 18-22, 2012. (R)(I)
- Knight, D.K.**, Forney, J., Kim, H-J., Last, R., & Xiang, Z. (2012). Shifting paradigm in the network society. (Special topics panel for ITAA Conference in Hawaii, November 2012.) (R)(I)
- Knight, D. K.**, & Pookulangara, S. (2011). Utilizing crossover effects and decomposed theory of planned behavior to explain Indian Consumers' mall patronage intention. (Paper presented at The European Institute of Retailing and Services Studies (EIRASS) conference in San Diego in July 2011. (R)(I)
- Kim, H.J., **Knight, D. K.**, & Crutsinger, C. (2009). Generation Y differences at retail work: Intrinsic motivation, polychronicity-orientation, technology adoption and retail work creativity. (Paper presented July 2009 at The European Institute of Retailing and Services Studies (EIRASS) international conference in Niagara Falls, Canada. (R)(I)
- Ryou, E.J., & **Knight, D. K.** (2009). Service quality and its implications for T-consumers. *ITAA Proceedings*, www.itaonline.org. Paper presented at October 2009 International Textiles and Apparel Association annual conference in Seattle, WA. (R)(I)
- Knight, D. K.**, & Kim, E.Y. (2008). Cross-national branding for Gen Y consumers in Korea and U.S. Apparel Markets: Function of Consumers' Need for Uniqueness. [Abstract]. *ITAA Proceedings*, Delores (Dee) Knight, Ph.D.

- www.itaonline.org* presented at November 2008 International Textiles and Apparel Association annual conference in Schaumburg, IL. (R)(I)
- Knight, D. K.,** & Brandon, L. (2008). E-Passport: Creating virtual global experiences for merchandising students. *ITAA Proceedings*, *www.itaonline.org* presented at November 2008 International Textiles and Apparel Association annual conference in Schaumburg, IL. (R)(I) *Nominated for Best Paper Award in Track.*
- Knight, D. K.,** & Kim, E.Y. (2008). Cross-national branding for Gen Y consumers in Korea and U.S. Apparel Markets: Function of Consumers' Need for Uniqueness. [Abstract]. *ITAA Proceedings*, *www.itaonline.org* presented at November 2008 International Textiles and Apparel Association annual conference in Schaumburg, IL. (R)(I)
- Lafrenz, L.A., & **Knight, D.K.** (2007). Charrette: A Problem-Based International, Interdisciplinary Team Learning Experience for Fashion Design, Merchandising, and Retailing Students. [Abstract]. *ITAA Proceedings*, *www.itaonline.org*. (Paper presented at November 2007 International Textiles and Apparel Association annual conference in Los Angeles, CA. (R)(I)
- Crutsinger, C., Kim, H.J., & **Knight, D.K.** (2007). Employee Perceptions of the Retail Work Experiences: Examining Gender Differences. [Abstract]. *ITAA Proceedings*, www.itaonline.org presented at November 2007 International Textiles and Apparel Association annual conference in Los Angeles, CA. (R)(I)
- Kim, E.Y., **Knight, D.K.** (2007). The effect of e-service quality on e-satisfaction: Importance of e-loyalty to apparel e-tailers. [Abstract]. *ITAA Proceedings*, *ITAA Proceedings*, *www.itaonline.org* (Paper presented at November 2007 International Textiles and Apparel Association annual conference in Los Angeles, CA. (R)(I)
- Knight, D. K.,** Kim, E.Y., Pelton, L., Kim, Y-K. (2006). Generation Y consumers' perceptions of a U.S. apparel brand: A Japanese perspective. [Abstract]. *ITAA Proceedings*, *itaonline.org*. (Paper presented at November 2006 International Textiles and Apparel Association annual conference in San Antonio, TX. (R)(I)
- Crutsinger, C. A., **Knight, D. K.,** & Kim, H.J. (2006). Generation Y consumer interaction styles: The impact of assertive and aggressive behavior on attitudes toward marketing. [Abstract]. *ITAA Proceedings*. www.itaonline.org (Poster presentation at International Textiles and Apparel Association annual conference in San Antonio, TX. (R)(I)
- Lee, M-Y, Kim, Y-K, Pelton, L., **Knight, D.,** Forney, J. (2006). Factors affecting Mexican consumers' purchase intention toward a U.S. apparel brand. [Abstract]. *ITAA Proceedings*, www.itaonline.org. (Paper presented at November 2006 International Textiles and Apparel Association annual conference in San Antonio, TX. (R)(I)
- Knight, D. K.,** Kim, E.Y., Pelton, L. E. (2006). Competitiveness of a U.S. apparel brand as perceived by Generation Y consumers in the emerging Korean market. (Paper presented at the 2006 Academy of Marketing Science/Korean Academy of Marketing Science Cultural Perspectives in Marketing Conference, July, Seoul, Korea). (R) *Best Paper Honorable Mention in Merchandising Track.*
- Knight, D. K.,** Pelton, L. E., & Stouffer, A. (2005). Hong Kong and China: An inter-disciplinary approach to study abroad [Abstract]. *ITAA Proceedings*, *itaonline.org*. (Paper presented at November 2005 International Textiles and Apparel Association annual conference, Alexandria, VA.) (R)(I) *Graduate Student.*
- Knight, D. K.,** Kim, H-J., & Crutsinger, C. (2005). Impact of retail work experiences on job outcomes: An investigation of job performance, job satisfaction, and retail career intention. [Abstract]. *ITAA Proceedings*, *itaonline.org* (Poster presentation at the November 2005 International Textiles and Apparel Association annual conference, Alexandria, VA.) (R)(I)
- Crutsinger, C., Kim, H-J., **Knight, D.** (2005.). Retail work experiences: A comparison between high school and college students. [Abstract]. *ITAA Proceedings*, *itaonline.org*. (Paper presented at November 2005 annual International Textiles and Apparel Association conference, Alexandria, Va.) (R)(I)
- Kim, H.J., Crutsinger, C., & **Knight, D.** (2005). A comprehensive approach to model development: The impact of retail employees' work experiences on job performance, job satisfaction, and career intention [Brief Paper]. *Korean Society of Clothing and Textiles Proceedings*, pp. 151-154. (Poster presented at August 2005 Seoul International Clothing and Textiles Conference, in Seoul, Korea, August 18-21, 2005.) (R)

- Kim, Y., **Knight, D.**, Forney, J., & Pelton, L.E. (2004). Generation Y consumers and retail internationalization: Time, place, and space. *Proceedings of the Academy of Marketing Science*, Miami, FL, University of Miami. (R)(I)
- Knight, D. K.**, Kim, H. J., & Crutsinger, C. (2004). Determinants of college students' retail career intention: A comparison by career expectation. [Abstract]. *ITAA Proceedings*, www.itaonline.org. (Poster presented at November 2004 International Textiles and Apparel Association annual conference, Portland, OR.). (R)(I)
- Kim, E. Y., Kim, Y-K., Pelton, L., **Knight, D.**, & Forney, J. (2004). Determinants of apparel brand equity for Y generation consumers. [Abstract]. *ITAA Proceedings*, itaonline.org. (Paper presented at November 2004 International Textiles and Apparel Association annual conference, Portland, OR) (R)(I)
- Crutsinger, C., Kim, H. J., & **Knight, D.** (2004). The effects of supervisory behaviors on teens' job performance. [Abstract]. *ITAA Proceedings*, itaonline.org. (Paper presented at November 2004 International Textiles and Apparel Association annual conference, Portland, OR.) (R)(I)
- Crutsinger, C, **Knight, D.**, & Kim, H.J. (2004). The teen employee: An investigation of motivations, expectations, and experiences. [Abstract]. *Annual of Refereed Papers*, pp.9-10. (Paper presented at November 2004 annual Texas Association of Family and Consumer Sciences meeting in San Antonio, TX.) (R)
- Knight, D. K.**, & Young, D. D. (2003) Role stress: Implications for retail contact employees' job performance. [Abstract]. *ITAA Proceedings*, www.itaonline.org. (Paper presented at November 2003 International Textiles and Apparel Association annual conference, Savannah, GA.) (R)(I)
- Crutsinger, C., Kim, H. J. & **Knight, D.** (2003). Career expectations as antecedents of retail job satisfaction and job intention. [Abstract]. *ITAA Proceedings*, itaonline.org. (Paper presented at November 2003 International Textiles and Apparel Association annual conference, Savannah, GA.) (R)(I)
- Kim, H-Y, Pelton, L. E., Kim, Y-K., **Knight, D. K.**, & Forney, J. C. (2003). Perceptions toward U.S. brands: A qualitative analysis of Japanese, Korean, and Taiwanese college students. [Abstract]. *ITAA Proceedings*, itaonline.org. (Paper presented at November 2003 International Textiles and Apparel Association annual conference, Savannah, GA.) (R)(I)
- Crutsinger, C., & **Knight, D.** (2003). The impact of part-time retail work experiences on career choice: A qualitative approach to model development. [Abstract]. *Annual of Refereed Papers*, pp. 1-2. (Poster presented at March 2003 annual Texas Association of Family and Consumer Sciences meeting, Arlington, TX). (R)
- Knight, D.**, Young, D. (2002). Investigating customer orientation and job performance of retail contact employees. [Abstract]. *ITAA Proceedings*, itaonline.org (Paper presented at August 2002 International Textiles and Apparel Association annual conference, New York.) (R)(I)
- Knight, D.** (2002). Peer Evaluation and Outside Review of Students' Business Plans. [Abstract]. *ITAA Proceedings*, www.itaonline.org. (Paper presented at August 2002 International Textiles and Apparel Association annual conference, New York.) (R)(I)
- Choi, Y. S., Kim, E., & **Knight, D.** (2002). Fishbein model testing for American and Korean online customers. [Abstract]. *ITAA Proceedings*, itaonline.org. (Paper presented at August 2002 International Textiles and Apparel Association annual conference, New York) (R)(I)
- Crutsinger, C., **Knight, D.**, & Kinley, T. (2001). Creating an alternative classroom. [Abstract]. *ITAA Proceedings*, itaonline.org. (Paper presented at the November 2001 International Textiles and Apparel Association annual conference, Kansas City, MO.) (R)(I)
- Brandon, L., Crutsinger, C., Forney, J., Jackson, R., Kim, Y-K., Kinley, T., **Knight, D.**, Sullivan, P. (2001). Encountering corporate culture, making industry connections. [Abstract]. *ITAA Proceedings*, www.itaonline.org. (Special topic panel at November 2001 International Textiles and Apparel Association annual conference, Kansas City, MO.) (R)(I)
- Knight, D.** (2001). Classroom assignment with "real world" consequences. [Abstract]. *ITAA Proceedings*, itaonline.org. (Paper presented at November 2001 International Textiles and Apparel Association annual conference, Kansas City, MO.) (R)(I)
- Crutsinger, C., **Knight, D.**, & Brandon, L. (2000). Service quality in the supply value chain: Retailers' expectations. [Abstract]. *Proceedings of the International Textile and Apparel Association*. Available: itaonline.org. (Paper presented at November 2000 ITAA Annual Meeting, Cincinnati, OH) (R)(I)

- Crutsinger, C., **Knight, D.**, & Brandon, L. (2000). Service quality in the supply value chain: Retailers' expectations. [Abstract]. *ITAA Proceedings*, itaaonline.org (Paper presented at November 2000 International Textiles and Apparel Association annual conference, Cincinnati, OH.) (R)(I)
- Brandon, L., Crutsinger, C., Forney, J., Hawley, J., Jackson, R., Kim, Y., Kinley, T., **Knight, D.**, Lee, D., & MacPherson, B. (2000) Campus Catalog: Developing an experiential laboratory model. [Abstract]. *ITAA Proceedings*, itaaonline.org. (Special topic panel presentation at November 2000 International Textiles Apparel Association annual conference, Cincinnati, OH.) (R)(I)
- Knight, D.**, Crutsinger, C., & Brandon, L. (2000). Retailers' preferences for vendor services: Strengthening the value supply chain. [Abstract]. *AAFCS Annual Abstracts of Research*, p. 42. (Poster presentation at June 2000 American Association of Family and Consumer Sciences annual conference, Chicago, IL). (R)
- Forney, J. C., Crutsinger, C., Kim, Y., Brandon, L., Hawley, J., Kinley, T., & **Knight, D.** (1999). Making virtual connections: Graduate program delivery via the web. [Abstract]. *ITAA Proceedings*, www.itaonline.org (Special session panel presentation at November, 1999 International Textiles and Apparel Association annual conference, Santa Fe, NM.) (R)(I)
- Knight, D.**, Crutsinger, C., & Burdine, T. (1999). The service zone of tolerance: A teen perspective. [Abstract]. *ITAA Proceedings*, www.itaonline.org. (Discussant paper presented at November, 1999 International Textiles and Apparel Association annual conference, Santa Fe, NM). (R)(I)
- Crutsinger, C., & **Knight, D.** (1999). Teen's assertiveness and aggressiveness in the marketplace. [Abstract]. *AAFCS Annual Abstracts of Research*, p. 29 (Poster presentation at June, 1999 American Association of Family and Consumer Sciences annual conference, Seattle, WA.) (R)
- Crutsinger, C., & **Knight, D.** (1999). The teen consumer: An investigation of sentiments toward marketing practices. [Abstract]. *TAFCS Conference Proceedings*, pp. 5-7. (Paper presented March 1999 Texas Association of Family and Consumer Sciences annual conference, San Antonio, TX.) (R)
- Crutsinger, C., & **Knight, D.** (1998). Teens' perceptions of customer service: A qualitative analysis. [Abstract]. *ITAA Proceedings*, www.itaonline.org. (Paper presented at November 1998 International Textiles and Apparel Association, Dallas, TX.) (R)(I)
- Forney, J. C., Crutsinger, C., Kim, Y., Brandon, L., Pate, S., & **Knight, D.** (1998). Crossing fashion boundaries between apparel and home furnishings [Abstract]. *ITAA Proceedings*, www.itaonline.org. (Special topic panel presentation at November, 1998 International Textiles and Apparel Association, Dallas, TX.) (R)(I)
- Crutsinger, C., & **Knight, D.** (1998). Teens' perceptions of customer service: A qualitative analysis. [Abstract]. *ITAA Proceedings*, www.itaonline.org. (Paper presented at November, 1998 International Textiles and Apparel Association, Dallas, TX.) (R)(I)
- Knight, D.**, Forney, J. C., & Kim, Y. K. (1996). Service quality and the small apparel specialty store: Perceptions of female consumers. [Abstract]. *ITAA Proceedings*, www.itaonline.org. (Discussant paper presented at August, 1996 International Textiles and Apparel Association annual conference, Banff, Alberta, Canada). (R)(I)

Papers in Refereed Clearinghouse Proceedings: (R = refereed, double-blind reviewed, I = International)

- Forney, J.C., & **Knight, D. K.** (2021). Digital connections and consumer empowerment: Impact in a COVID-19 world. American Collegiate Retailing Association, Annual Meeting, March 25-26, 2021, virtual. (R)(I)
- Knight, D.K.**, Castillo-Papaleo, A., & Forney, J.C. (2020). Social media influencers (SMIs): Effects on perceived brand image. American Collegiate Retailing Association, Annual Meeting, March 25-27, 2020. (Cancelled due to COVID-19). *Graduate Student* (R)(I)
- Mihalick, L., Forney, J., & **Knight, D.K.** (2020). The new retail paradigm. An interactive forum of teaching strategies to build technical, conceptual and interpersonal skills in retail, digital retailing, and CX courses. American Collegiate Retailing Association, Annual Meeting, March 25-27, 2020. (Cancelled due to COVID-19). (R)(I)

Curriculum Vita: Delores (Dee) K. Knight

- Kim, H.J., **Knight, D. K.**, & Crutsinger, C. (2006). Generation Y employees' work experience in the retail industry: The impact on job performance, job satisfaction, and career intention. [Paper]. *ACRA Clearinghouse*. (Paper presented at the American Collegiate Retailing Association Spring Conference in Bentonville, Arkansas.) (R)(I)
- Kim, E. Y., & **Knight, D. K.** (2006). Online products categorization: The functions of Internet users' motivations and purchase tendencies among Generation Y consumers. [Paper]. *ACRA Clearinghouse*. (Paper presented at the American Collegiate Retailing Association Spring Conference in Bentonville, Arkansas.) (R)(I)
- Kim, H.J., Crutsinger, C., & **Knight, D.** (2005). The effect of supervisors' behavior and job satisfaction on teen employees' job performance. [Paper]. *ACRA Clearinghouse*. (Paper presented at the American Collegiate Retailing Association Winter Conference in New York City.) (R)(I)
- Knight, D.**, & Young, D. (2003). Investigating the relationships between job performance, personal characteristics, and employment characteristics among retail contact employees. [Paper]. *ACRA Clearinghouse*. Paper presented at American Collegiate Retailing Association Spring Conference in Montreal, Quebec, Canada). (R)(I)
- Knight, D.**, & Crutsinger, C. (2003). Retail Work Experiences: Implications for Retaining College Students in the Industry. [Paper]. *ACRA Clearinghouse*. Paper presented at American Collegiate Retailing Association, Montreal, Quebec, Canada). (R)(I)

Invited Presentations (Unpublished)

- Knight, D.** & Kim, H.J. (2009). *Sustainability and the consumer experience*. (Konkuk University, Seoul, Korea).
- Knight, D.**, Crutsinger, C., & Hearn, R. (2004). Retail: It's more than a part-time job, transitioning college recruits into career tracts. (Presentation *National Retail Federation Convention and Expo* in New York, NY.)
- Knight, D.**, Crutsinger, D., & Kim, H-J. (2004). *Retail: Part-Time Job or Promising Career*. (Featured speaker at Retailing Day at University of Alabama, Tuscaloosa.)
- Crutsinger, C., & **Knight, D.** (2003). *Understanding the teen employee: The impact of work environments on job performance, job satisfaction and turnover intention*. (Career and Technology Coordinators Meeting, Dallas Independent School District, TX.)

Chapters / Case Studies in Books Published

*Co-authored with undergraduate student.

Knight, D. K. (2009). Celebrity fragrances: The art of negotiation. In *Concepts and Cases in Retail and Merchandise Management* (2nd ed.) by Nancy J. Rabolt and Judy K. Miler. In addition to writing the case study, I created student activity, discussion questions, and alternative solutions.

*Stone, B. K., & **Knight, D. K.** (2009). The Outsider. In *Concepts and Cases in Retail and Merchandise Management* (2nd ed.) by Nancy J. Rabolt and Judy K. Miler. *Undergraduate student*.

COURSES TAUGHT

Undergraduate

Introduction to Apparel Merchandising
Retailing Principles
Consumers in a Global Market
Creating Consumer Experiences
Consumer Studies
Omnichannel Retailing
Presentation Techniques
Promotion
Global Textile and Apparel Industries
Merchandising Ventures (Retail Start-Ups)

Undergraduate/Graduate

Advanced Merchandising Applications (Resident and Study Abroad in Malaysia, Hong Kong, and China)
Internship

Graduate

Global Retailing
 Consumer Theory
 Service Excellence
 Merchandising Strategies

STUDENT DIRECTED RESEARCH

Fall 2021 – Spring 2022	Mentor, Undergraduate Research Fellow
Fall 2020 – Spring 2021	Mentor, Undergraduate Research Fellow
Fall 2021	Advisor, Research Independent Study
Spring 2021	Advisor, Problem-in-Lieu of Thesis
Spring 2020	Advisor, Problem-in-Lieu of Thesis
Summer 2019	Advisor, Problem-in-Lieu of Thesis
Summer 2019	Advisor, Problem-in-Lieu of Thesis
Fall 2018	Advisor, Problem-in-Lieu of Thesis
Fall 2018	Chair, Thesis
Summer 2018	Advisor, Problem-in-Lieu of Thesis
Spring 2018	Advisor, Problem-in-Lieu of Thesis
Spring 2018	Advisor, Problem-in-Lieu of Thesis
Spring 2018	Chair, Thesis
Fall 2017	Advisor, Research Independent Study
Summer 2018	Advisor, Problem-in-Lieu of Thesis
Fall 2016	Advisor, Problem-in-Lieu of Thesis
Spring 2016	Advisor, Problem-in-Lieu of Thesis
Spring 2015	Advisor, Problem-in-Lieu of Thesis
Spring 2014	Chair, Thesis
Summer 2014	Advisor, Problem-in-Lieu of Thesis
Fall 2013	Advisor, Problem-in-Lieu of Thesis
Fall 2013	Chair, Thesis Committee
Fall 2013	Chair, Thesis Committee
Summer 2013	Advisor, Problem-in-Lieu of Thesis
Summer 2013	Advisor, Problem-in-Lieu of Thesis
Summer 2013	Advisor, Problem-in-Lieu of Thesis
Spring 2013	Advisor, Problem-in-Lieu of Thesis
Spring 2013	Chair, Thesis Committee
Fall 2012	Chair, Thesis Committee
Fall 2012	Chair, Thesis Committee
Summer 2012	Advisor, Problem-in-Lieu of Thesis
Spring 2012	Advisor, Problem-in-Lieu of Thesis
Spring 2012	Chair, Thesis Committee
Spring 2012	Chair, Thesis Committee
Fall 2011	Chair, Thesis Committee
Fall 2011	Chair, Thesis Committee
Fall 2011	Chair, Thesis Committee
Summer 2011	Advisor, Problem-in-Lieu of Thesis
Summer 2011	Advisor, Problem-in-Lieu of Thesis
Spring 2011	Advisor, Problem-in-Lieu of Thesis
Spring 2011	Chair, Thesis Committee
Spring 2011	Chair, Thesis Committee
Fall 2010	Chair, Thesis Committee
Fall 2010	Chair, Thesis Committee
Summer 2010	Chair, Thesis Committee
Summer 2008	Advisor, Problem-in-Lieu of Thesis
Spring 2008	Advisor, Problem-in-Lieu of Thesis
Spring 2008	Chair, Thesis Committee
Spring 2007	Advisor, Problem-in-Lieu of Thesis

EXPERTISE

Teaching Content	Retailing: Omnichannel, consumer experiences, international retailing, promotion, service quality, apparel supply chain, entrepreneurship, service quality Merchandising: Theory, principles, application, international sourcing
Course Delivery	Face-to-face, 100% online, and blended. Developed 100% online undergraduate and graduate courses in international sourcing, global retailing, and consumer theory.
Research	Consumer Behavior (e.g., consumer experiences, social commerce, digital retailing, shopping behavior, Generation Y consumers). Retail Professional Development

UNIVERSITY SERVICE

Beginning – Ending Date	Name of Committee	Role
2020 – 2021 8/20/18	Recruitment Ambassador representing CMHT “Consumer journey” for students at UNT. Presented Aug 20 at Provost’s Deans Retreat in Frisco (Knight & Forney)	Representative Provost Invited Presentation
2008 – 2018 2018 3/15 – 3/16	Academic Associate Deans Council Intentionally designing our future at Frisco	Member Provost Invitee
2016 – 2017	Vice President and Provost Search Committee – Appointed by UNT President	Member
2017	Chancellor Summer 2018 Initiative with Sol Ross University – Exploratory	Member
2016	UNT Systems – Culture of Service Project Pilot (Denton, Dallas, Ft. Worth) 4-Day Training session by additional 2-day sessions led by The Organizational Change Institute. Achieving Service Excellence Initiative	Facilitator Training
2016	UNT Open Access Advisory Board – Appointed by UNT Provost	Inaugural Member
2016 2015	Faculty Success Cross Disciplinary Mentoring Team UNT Policy revision committee, University of North Texas Code of Student Conduct, (18.1.11)	Mentor Member
2015 2015 - 2017	Job Evaluation and Job Grading Committee, Finance and Administration UNT Scheduling Committee	Evaluator Member
2015	Parking and Transportation Committee, Appointed by Provost’s Office	Member
2014 – 2015	QUIP – FORUM on Education Abroad – Self Study Group	Member
2013 – 2015	UNT China Advisory Council	Member
2012 – 2015	Global Affairs Sub-Committee – Study Abroad	Member
2012 – 2015	Associate Deans Council representative to Space Assessment Committee	Member

COLLEGE (CMHT) SERVICE

Beginning – Ending Date	College of Merchandising and Hospitality Management	Role
2020-2021 1/6/21	Diversity and Inclusion Council CMHT Better Teaching Seminar, Inclusive Classrooms.	Chair Presenter
2020-2021 May 20, 2020	Undergraduate Curriculum Committee Business and Economic Dimensions of the COVID-19 Pandemic (Hosted by UNT Department of Geography and the Environment)	Member Panel Member
2020 11/19/20	Ad Hoc Committee – Curriculum Mapping Recruiting – Keller ISD – Fashion Marketing Class	Chair Recruiter
2019-2020	Recruiting – Keller ISD – Advanced Marketing - Entrepreneurship CMHT Research Committee	Recruiter Member

2018-2019	CMHT Research Committee	Chair
	<ul style="list-style-type: none"> • CMHT Research Showcase – developed guidelines, promotional materials. Chaired a sub-committee for the Research Showcase in conjunction with the Consumer Experience Symposium, 4/18/19. • Chaired a sub-committee for the Research Showcase in conjunction with the Consumer Experience Symposium, 4/18/19 which included creating the program insert and packets for reviewers. 	
2018-2019	MDR Search Committee, Tenure-Track faculty, Retail Technology	Member
2018	CEXM collaboration with Sport Management. Exploratory meeting with COB	
2018	Presentation to graduate students re research opportunities in GDRRC (9/24)	Invited Presentation
2018	Invited to participate in “Intentionally Designing our Future in Frisco”	
2018	Hosted a planning meeting with New College personnel for launch of CEXM	
2017-2018	Collaborated on developing Ph.D. in Consumer Experience Management proposal. Proposal was approved by Provost, President, UNT System Provost, and Board of Regents. Coordinating Board sent the proposal to external review before it is reviewed by the Coordinating Board.	
2018	Reviewed Undergraduate Research Applications for UNT Office of Research and National Scholarships.	Reviewer
2018	CMHT Dean Search, faculty participant. Attended all designated sessions for all candidates and hosted each one for lunch.	
2018	Search Committee for MDR Assistant Professor – Search was paused.	Member
2018	Search Committee for MDR Lecturer – Retail	Chair
2018	Search Committee for MDR Assistant Professor – Retail Technology	Member
2018	Explored external funding with Dean, College of Music and CEO of U.S. Music Company	Invited participant
2008 – 2018	Administrative Council	Member
2018	Promoted and evaluated CMHT submissions for RICCO awards	
2016 – 2018	Faculty Credentialing SACSCOC	
2015 – 2016	Faculty Search Committee – MDR Chair	Member
2015 – 2016	Faculty Search Committee – Lecturer and Sr. Director of GDRRC	Member
2013 – 2014	Faculty Search Committee – Lecturer, Buying	Chair
2012	Ph.D. Steering Committee	Member
2007 – 2013	Promotion and Tenure Committee	Member/Chair
2008 – 2018	Scholarship Committee	<i>Ad Hoc</i>
2008 – 2018	Undergraduate Committee	<i>Ad Hoc</i>
2008 – 2010	Undergraduate Committee	Chair
2004 – 2005	Graduate Committee	Member
2003 – 2004	Reviewed applications procedures. Developed marketing materials,	
2002 – 2003	evaluative criteria, and application procedure for selection of SMHM Fellow. Reviewed applications and selected SMHM Fellow, Spring 2004, 2005	
2001 – 2002	Scholarship Committee	Member
	Reviewed and evaluated student applications before selecting scholarship recipients according to specific criteria for each scholarship.	
2000 – 2001	Undergraduate Committee	Member
1999 – 2000	Responsible for identifying and implementing strategies to recruit and retain students to increase enrollment in both the Merchandising and Hospitality Divisions.	Member

DEPARTMENT SERVICE

2020	Search Committee (January – March)	Member
2020	Nominated MDR Faculty for Award (she received the award)	Nominator
2020	Conducted Peer Evaluation of Teaching (February 2020)	Evaluator
2019	NRF Travel Scholarships, reviewer	Faculty Reviewer
2018-2019	Faculty mentor for MDR Lecturer (teaching peer review and three formal meetings)	Faculty Mentor
2018-2019	Peer-review teaching evaluation – report submitted with recommendation to faculty member and MDR Chair	Faculty Mentor
2018	Recruiting for MS program with Fossil alumni (5) in Dallas	Recruiter
2018	Developed CEXM marketing piece for Frisco New College	Recruiter
2018	Program Coordinator for B.S. in Retailing	Administrative
2017-2018	Recruiting Event – Frisco ISD – Nine high schools 3:30 – 8:30 pm	Recruiter
2018	Recruited for B.S. in Retailing. Prepared handout and presented at two major sessions of the UNT Transfer Showcase. CMHT & COB selected to pilot this new initiative.	Recruiter
2016-2017	MDR Graduate Coordinator	
2017	Mentored faculty developing MDSE 4010, reviewed materials, assignments, etc.	Faculty Mentor

PROFESSIONAL ASSOCIATIONS:**Membership in Professional Organizations****Dates**

American Academy of Marketing Science	2010 – 2011
American Association of Family and Consumer Sciences (AAFCS)	1998 – 2010
American Collegiate Retailing Association (ACRA)	1998 – Present
International Textile and Apparel Association (ITAA)	1998 – 2020
National Retail Merchants Association	1988 – 1990
Phi Kappa Phi Honor Society	2000 – Present

PROFESSIONAL ACTIVITIES**International Textile and Apparel Association (ITAA)**

VP of Operations and Council Member 2012-2014
 Board Member, 2002, 2003, 2004, 2012, 2013, 2014
 Chair, Membership Committee: 200s – 2004
 Membership Committee: 2000 – 2002
 International Committee: 2005 – 2009
 Reviewer, Teaching Innovation: 2004, 2005, 2006, 2008
 Reviewer, Research Abstracts: 2004, 2005, 2008, 2009, 2012 - 2020
 Review, Paper of Distinction: 2015 – 2019
 Presider, Research Presentations: 2005 - 2009
 Annual Meeting Attended: 1996, 1998 – 2009, 2011 - 2015

American Collegiate Retailing Association (ACRA)

Conference Chair: Annual Conference, 2014
 Reviewer, Research Papers: 2004 - 2014
 Presider, Research Presentations: 2006
 Annual Meetings: 2003 – 2006, 2011, 2014, 2018, 2020 (COVID), 2021 (Virtual)

OTHER SCHOLRLY ACTIVITIES**Editorial Responsibilities**

Journal of Global Fashion Marketing (JGFM). Editorial Board 2009 – 2013

Journal of Value Chain Management (JVCM) Editorial Board 2004 – 2007

Ad Hoc Manuscript Reviewer

Asian Pacific Journal of Marketing & Logistics
Clothing and Textiles Research Journal
International Journal of Costume and Fashion
International Journal of Manpower
International Journal of Sustainability in Higher Education
Journal for Advancement of Marketing Education
Journal of Business Research
Journal of Fashion Marketing and Management
Journal of Global Academy of Marketing Science
Journal of Global Fashion Marketing
Journal of International Marketing
Journal of Marketing Channels
Journal of Retailing and Consumer Services
Journal of Social Behavior and Personality
Journal of Strategic Marketing

Textbook Reviewer

Flatworld Knowledge
Pearson Higher Education
Prentice Hall
Spring Publishing
