

Joy M. Kozar, Ph.D.

Department of Apparel, Textiles, and Interior Design; College of Human Ecology;
Kansas State University; 219 Justin Hall; 1324 Lovers Lane; Manhattan, KS, USA 66506-1405
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EDUCATION

Ph.D. Iowa State University, August 2004, Ames, Iowa, USA

Textiles and Clothing; Emphasis: Apparel and Textile Marketing; Minor: Gerontology;
Dissertation Research: *Relationship of Attitudes toward Advertising Images and Self-Perceptions of Older Women*

M.S. Kansas State University, December 2000, Manhattan, Kansas, USA

Apparel and Textiles; Thesis Research: *Adolescents' Perceptions of Quality in Apparel Products*

B.S. Kansas State University, December 1998, Manhattan, Kansas, USA

Clothing and Textiles; Specialization: Apparel and Textile Marketing; Minor: Business Administration

PROFESSIONAL EXPERIENCES

Kansas State University, Department of Apparel, Textiles, and Interior Design, College of Human Ecology, Manhattan, Kansas, USA

Apparel, Textiles, and Interior Design Public Relations Coordinator (Spring 2018-Present);
Apparel and Textiles Industry Board Coordinator (Summer 2017-Present); Apparel, Textiles, and Interior Design Graduate Director (Summer 2014-Summer 2017); Associate Department Head (Fall 2013-Summer 2015); Promoted to Associate Professor with Tenure (Spring 2011); Apparel and Textiles Program Coordinator (Fall 2010-Fall 2013); Assistant Professor of Apparel Marketing (Fall 2006-Spring 2011)

Significant Achievements: Literati Network Awards for Excellence Highly Commended Award Winner (2013); K-State Women of Distinction Award (2012); College of Human Ecology Dawley-Scholer Award for Faculty Excellence in Student Development (2012); International Textile and Apparel Association Paper of Distinction Award for Design and Aesthetics Track (2010); Pi Beta Phi Women's Fraternity Award for Student Development and Enhancing the College Experience (2010; 2009); Literati Network Awards for Excellence Highly Commended Award Winner (2008)

Significant Student Achievements: Sarah Al-Zahrani, Kansas State University Research Forum, Social Sciences, Humanities and Education Poster Winner, Doctoral Student Second Place Research Award (2015); Sarah Al-Zahrani, International Textile and Apparel Association, Master's Level Student Best Paper, Second Place Research Award (2013)

Affiliated Faculty Member Appointments: Center on Aging (Fall 2006-present); Department of Women's Studies (Fall 2008-Fall 2013)

Areas of Graduate Teaching: Research Methods in Apparel and Textiles; Strategic Economic Analysis of the Apparel and Textiles Industries; Consumer Behavior in the Apparel and Textiles and Soft-Goods Marketplace (taught on-campus and online); Historical and Contemporary Issues in Apparel and Textiles Trade (taught on-campus and online)

Areas of Undergraduate Teaching: Global Apparel and Textiles Supply Chain Management (dual graduate and undergraduate course); Principles of Merchandise Buying; Professional Development; Apparel and Textile Internship; Entrepreneurship in Apparel and Interiors; Apparel and Textile Store Operations; Study Tours to New York, New York; Dallas, Texas; and Hangzhou, Shanghai, and Beijing, China

Zhejiang Sci-Tech University, School of Materials and Textiles, Hangzhou, China
Visiting Associate Professor (Summer 2016; Summer 2015)

Areas of Graduate and Undergraduate Teaching: Global Apparel and Textiles Production, Distribution, and Supply Chain Management; Apparel and Textile Marketing

The University of Southern Mississippi, Department of Management and Marketing, College of Business, Hattiesburg, Mississippi, USA
Assistant Professor of Fashion Merchandising (Fall 2004-Summer 2006)

Areas of Undergraduate Teaching: Fashion Fundamentals; Cultural Meanings of Dress and Appearance; Introduction to Consumer Behavior; Entrepreneurship; Seminar in Fashion Merchandising

REFEREED PUBLICATIONS, PROCEEDINGS, AND BOOK CHAPTERS (Categorized by areas of concentration)

1. Consumer Behavior and Buying Intentions; Global Issues in the Apparel Supply Chain; Social and Environmental Responsibility; Consumers' Engagement in Sustainable Apparel Purchasing Behaviors and Practices

Kozar, J. M., & Huang, S. (in review). Examining Chinese consumers perceived knowledge, face-saving, materialistic, and ethical values with attitudes of counterfeit apparel. In I. Muenstermann (Ed.), *Social responsibility* (pp.). InTech – open science | open minds.

Kozar, J. M., & Huang, S. (in press). Face-saving, materialistic, and ethical values as related to Chinese consumers' attitudes of counterfeit fashion goods. *Proceedings of the Academy of Marketing Science, World Marketing Congress, 21*. Porto, Portugal.

Hiller Connell, K. Y., & **Kozar, J. M.** (2017). Introduction on special issue on sustainability and the triple bottom line within the global clothing and textiles industry. *Fashion & Textiles, 4*. DOI: 10.1186/s40691-017-0100-6.

Reiter, L., & **Kozar, J. M.** (2016). Chinese students' knowledge of environmentally and socially sustainable apparel and apparel purchase intentions. *International Journal of Marketing Studies, 8*(3), 12-21. DOI: 10.5539/ijms.v8n3p12.

- Reiter, L., & **Kozar, J. M.** (2016). Chinese students' knowledge and attitudes of environmentally and socially sustainable apparel and sustainable apparel purchasing intentions. *Proceedings of the Academy of Marketing Science, World Marketing Congress, 19*. Paris, France.
- Kozar, J. M.**, & Hiller Connell, K. Y. (2015). Measuring and communicating apparel sustainability. In R. Blackburn (Ed.), *Sustainable apparel* (pp. 219-213). Woodhead Publishing Ltd.
- Kozar, J. M.**, & Hiller Connell, K. Y. (2015). Sustainability in the apparel and textiles industry: A conceptual paper addressing previous research findings and areas of future research. In L. Robinson (Ed.), *Marketing dynamism & sustainability: Things change, things stay the same* (pp. 229-237). Springer Publishing.
- Stehl, K., & **Kozar, J. M.** (2015). Consumer knowledge, attitudes, and purchase intentions of counterfeit fashion goods: An initiative to curbing consumer demand in the marketplace!?. *Proceedings of the Academy of Marketing Science, 44*. Denver, CO.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2014). Environmentally sustainable clothing consumption: Knowledge, attitudes, and behaviors. In S. S. Muthu (Ed.), *Roadmap to sustainable textiles and clothing*. Springer Publishing. DOI: 10.1007/978-981-287-110-7_2.
- Kang, J. H., & **Kozar, J. M.** (2014). Purchase intention of socially responsible apparel goods: Investigating consumers cross-culturally. *Proceedings of the Academy of Marketing Science, World Marketing Congress, 17*. Lima, Peru.
- Kozar, J. M.**, & Hiller Connell, K. Y. (2013). Socially and environmentally responsible apparel consumption: Knowledge, attitudes, & behaviors. *Social Responsibility Journal, 9*(2), 315-324. DOI: 10.1108/SRJ-09-2011-0076.
- Kozar, J. M.**, & Kang, J. H. (2013). Socially responsible apparel purchasing intention, knowledge, and attitudes: Cross-cultural comparison of US and Korean consumers. *Proceedings of the International Textile and Apparel Association, 70*. New Orleans, LA.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2012). Social normative influence: Investigating its effectiveness in increasing engagement in sustainable apparel-purchasing behaviors. *Journal of Global Fashion Marketing, 3*(4), 172-179. DOI: 10.1080/20932685.2012.10600847.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2012). Sustainability knowledge and behaviors of apparel and textile undergraduates. *International Journal of Sustainability in Higher Education, 13*(4), 394-407. DOI: 10.1108/14676371211262335. **Chosen as a Highly Commended Award Winner at the Literati Network Awards for Excellence 2013.**
- Heidebrecht, S., & **Kozar, J. M.** (2012). Island development and the garment industry: Commonwealth of the Northern Mariana Islands. In A. L. Torres & M. A. Gardetti (Eds.), *Sustainability in fashion and textiles: Values, design, production and consumption* (Chapter 20). Greenleaf Publishing.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2012). Using normative social influence to motivate sustainable apparel-purchasing behaviors. *Proceedings of the International Textile and Apparel Association, 69*. Honolulu, HI.
- Kozar, J. M.**, & Hiller Connell, K. Y. (2012). Sustainability in the apparel and textiles industry: A conceptual paper addressing previous research findings and areas of future research. *Proceedings of the Academy of Marketing Science, 41*. New Orleans, LA.

- Kozar, J. M., & Marcketti, S. B.** (2011). Examining ethics and materialism with purchase of counterfeits. *Social Responsibility Journal*, 7(3), 393-404. DOI: 10.1108/17471111111154536.
- Kozar, J. M., & Hiller Connell, K. Y.** (2011). Sustainability knowledge, attitudes, and behavior: A comparison of students in the family and consumer sciences disciplines. *Proceedings of the International Textile and Apparel Association*, 68. Philadelphia, PA.
- Kozar, J. M., & Hiller Connell, K. Y.** (2011). Barriers to socially responsible apparel purchasing behavior: Are consumers right? *Proceedings of the Academy of Marketing Science, World Marketing Congress*, 15. Reims, France.
- Cook, C. N., & **Kozar, J. M.** (2011). The competitive advantages of sourcing agents in global apparel supply chains: An exploratory study. *Proceedings of the Academy of Marketing Science, World Marketing Congress*, 15. Reims, France.
- Kozar, J. M., & Hiller Connell, K. Y.** (2010). Socially responsible knowledge and behaviors: Comparing upper- and lower-classmen. *College Student Journal*, 44(2), 279-293.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2010). Encouraging sustainable apparel consumption among undergraduate students. *Proceedings of the Association for the Advancement of Sustainability in Higher Education*. Denver, CO.
- Kozar, J. M.** (2009). Student book club: The travels of a t-shirt in the global economy. In E. Parker & M. A. Dickson (Eds.), *Sustainable fashion: A handbook for educators*, (pp. 77-81). Bristol: Labour Behind the Label.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2009). Students' attitude-behavior gap on issues of labor exploitation. *Proceedings of the International Textile and Apparel Association*, 66. Seattle, WA.
- Whang, M., & **Kozar, J. M.** (2008). Encouraging socially responsible purchase behavior: Saying "no" to counterfeits. *Proceedings of the International Textile and Apparel Association*, 65. Schaumburg, IL.
- Kozar, J. M., & Marcketti, S. B.** (2008). Counterfeiting: Education influences ethical decision making. *Journal of Family and Consumer Sciences*, 100(4), 49-50.
- Barnes, W. D., & **Kozar, J. M.** (2008). The exploitation of pregnant workers in apparel production: An editorial commentary. *Journal of Fashion Marketing & Management*, 12(3), 285-293. DOI: 10.1108/13612020810889254.
- Barnes, W. D., & **Kozar, J. M.** (2007). Marking motherhood: Sweatshop discrimination against pregnant female workers in China, Mexico, Nicaragua, and the Philippines. *Proceedings of the International Textile and Apparel Association*, 64. Los Angeles, CA.

2. Social, Psychological, Aging, and Culturally-Related Aspects of Dress and Appearance Management; Media and Advertising Influences on Apparel Purchasing Behavior and Body Image

- Wallis, J., **Kozar, J. M., & Hiller Connell, K. Y.** (2015). The effects of social media on the body satisfaction of adolescent and young adult females. *Proceedings of the International Textile and Apparel Association*, 72. Santa Fe, NM.
- Yu, U-J, **Kozar, J. M., & Damhorst, M. L.** (2013). Influence of multiple age identities on social comparison, body satisfaction, and appearance self-discrepancy for women across the life span. *Family and Consumer Sciences Research Journal*, 41(4), 375-392. DOI: 1-1111/fcsr.12025.

- Lee, Y-A., Damhorst, M. L., Lee, M-S., **Kozar, J. M.**, & Martin, P. (2012). Older women's clothing fit and style concerns and their attitudes toward the use of 3D body scanning. *Clothing and Textiles Research Journal*, 30(2), 102-118. DOI: 10.1177/0887302X11429741.
- Kozar, J. M.** (2012). Effects of model age on adult female consumers' purchase intentions and attitudes for an age-specific product, clothing. *International Journal of Marketing Studies*, 4(2), 22-29. DOI: 10.5539/ijms.v4n2p22.
- Kozar, J. M.** (2010). Women's responses to fashion media images: A study of female consumers aged 30-59. *International Journal of Consumer Studies*, 34(3), 272-278. DOI: 10.1111/j.1470-6431.2009.00854.x.
- Lee, Y-A., Damhorst, M. L., Lee, M., **Kozar, J. M.**, & Martin, P. (2010). Older women's clothing fit concerns and their attitudes toward use of 3D body scanning. *Proceedings of the International Textile and Apparel Association*, 67. Montreal, Canada. **Chosen as the Paper of Distinction Award, Design and Aesthetics track.**
- Kozar, J. M.**, & Damhorst, M. L. (2009). Comparison of the ideal and real body as women age: Relationships to age identity, body satisfaction and importance, and attention to models in advertising. *Clothing and Textiles Research Journal*, 27(3), 197-210. DOI: 10.1177/0887302X08326351.
- Kozar, J. M.**, Damhorst, M. L., & Yu, U-J. (2009). Effects of age identity on social comparison and body image. *Proceedings of the International Textile and Apparel Association*, 66. Seattle, WA.
- Kozar, J. M.**, & Damhorst, M. L. (2008). Older women's responses to current fashion models. *Journal of Fashion Marketing & Management*, 12(3), 338-350. DOI: 10.1108/13612020810889290.
- Kozar, J. M.**, & Damhost, M. L. (2006). Older women's attitudes toward middle-aged and older fashion models. *Proceedings of the International Textile and Apparel Association*, 63. San Antonio, TX.
- Kozar, J. M.**, & Damhorst, M. L. (2005). The effects of media images on the self-perceptions of older women. *Proceedings of the International Textile and Apparel Association*, 62. Alexandria, VA.
- Kozar, J. M.** (2005). Older women's attitudes toward aging, appearance changes and clothing. In M. L. Damhorst, K.A. Miller & S. O. Michelman (Eds.), *The meanings of dress*, 2nd ed., (pp. 359-363). Fairchild Publications.
- Kozar, J. M.** (2003). Older female consumers' attitudes toward their clothing and appearance. *Proceedings of the International Textile and Apparel Association*, 60. Savannah, GA.
- 3. Scholarship of Teaching; Effective Methods for Instructing and Mentoring Students; Professional Growth of Faculty in the Academy**
- Al-Zahrani, S. G., & **Kozar, J. M.** (2016). Promoting the professional development of Saudi female students in the apparel and textiles discipline. *International Journal of Fashion Design, Technology and Education*. DOI: 10.1080/17543266.2016.1202331.
- Reiter, L., & **Kozar, J. M.** (2016). China study abroad: Understanding student development in a novel experience. *Proceedings of the Decision Sciences Institute*. Austin, TX.

- Hiller Connell, K. Y., & **Kozar, J. M.** (2016). Development and implementation of an apparel retail pop-up store: An undergraduate apparel marketing capstone experience. *Proceedings of the International Textile and Apparel Association*, 73. Vancouver, British Columbia, Canada.
- Al-Zahrani, S., **Kozar, J. M.**, & Hiller Connell, K. Y. (2015). Fostering the professional development of Saudi female students: Implications for educators in apparel and textiles programs in Saudi Arabia. *Proceedings of the International Textile and Apparel Association*, 72. Santa Fe, NM.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2015). The role of a formal internship experience in the career ambitions of apparel and textile undergraduate students. *Proceedings of the International Textile and Apparel Association*, 72. Santa Fe, NM.
- Kozar, J. M.**, & Hiller Connell, K. Y. (2014). The fashion internship experience: Identifying learning outcomes in preparing students for the 'real world.' *International Journal of Fashion Design, Technology and Education*. DOI: 10.1080/17543226.2014.974690.
- Kozar, J. M.**, Babin, B. J., Hair, J., Crittenden, V., Ford, J. B., & Ortinau, D. (2013). Words of wisdom: Drawing on the past experiences of marketing scholars to shape future leaders within the academy. *Proceedings of the Academy of Marketing Science, World Marketing Congress*, 16. Melbourne, Australia.
- Kozar, J. M.**, & Hiller Connell, K. Y. (2013). The millennial graduate student: Implications for educators in the fashion discipline. *International Journal of Fashion Design, Technology and Education*, 6(3), 149-159. DOI: 10.1080/17543226.2013.795611.
- Kozar, J. M.**, Marcketti, S. B., & Wang, X. (2013). A reexamination of factors contributing to apparel majors' stress and abilities to effectively manage their time. *Proceedings of the International Textile and Apparel Association*, 70. New Orleans, LA.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2011). Times they are a-changin': Identifying the motivations and expectations of the millennial-generation apparel and textiles master's degree students. *Proceedings of the International Textile and Apparel Association*, 68. Philadelphia, PA.
- Kozar, J. M.**, & Marcketti, S. B. (2008). Utilizing field-based instruction as an effective teaching strategy. *College Student Journal*, 42(2), 305-311.
- Heidebrecht, S., & **Kozar, J. M.** (2008). Democracy in the classroom: Innovative lessons to promote student involvement. *Proceedings of the International Textile and Apparel Association*, 65. Schaumburg, IL.
- Kozar, J. M.**, & Marcketti, S. B. (2007). Using the Multidimensional Students' Life Satisfaction Scale to examine the psychological wellness of today's undergraduate students. *Proceedings of the International Textile and Apparel Association*, 64. Los Angeles, CA.
- Kozar, J. M.**, & Marcketti, S. B. (2006). Using field experiences as a teaching tool: Two case examples. *Proceedings of the International Textile and Apparel Association*, 63. San Antonio, TX.
- Kozar, J. M.**, Marcketti, S. B., & Gregoire, M. B. (2006). How textiles and clothing students spend their time and the stressors they reportedly experience. *Family and Consumer Sciences Research Journal*, 35(1), 44-57. DOI: 10.1177/1077727X06289428.
- Roberts, J. L., & **Kozar, J. M.** (2005). Developing a seminar course to serve a wide audience of students. *Proceedings of the International Textile and Apparel Association*, 62. Alexandria, VA.

- Kozar, J. M.**, Horton, B. W., & Gregoire, M. B. (2005). Is gaining working experience while going to school helping or hindering hospitality students? *Journal of Human Resources in Hospitality and Tourism*, 4(1), 1-10. DOI: 10.1300/J171v04n01_01.
- Kozar, J. M.**, Brubacher, S. B., & Gregoire, M. B. (2004). Textiles and clothing undergraduates' recent life experiences: Are students stressed-out? *Proceedings of the International Textile and Apparel Association*, 61. Portland, OR.
- Brubacher, S. B., **Kozar, J. M.**, & Gregoire, M. B. (2004). Time spent by textiles and clothing undergraduate students: A pilot study. *Proceedings of the International Textile and Apparel Association*, 61. Portland, OR.

4. Entrepreneurship; Retailing; Merchandise Management; Small Business Development and Growth

- Kozar, J. M.**, & Piccinni, C. (2009). The denim dilemma at Velvet Moon Boutique. In N. J. Rabolt & J. K. Miller (Eds.), *Concepts and cases in retail and merchandise management*, 2nd ed., (pp. 364-367). Fairchild Publications.
- Kozar, J. M.**, & Marcketti, S. B. (2009). Weighing the options: Should Kristen buy a struggling business? In N. J. Rabolt & J. K. Miller (Eds.), *Concepts and cases in retail and merchandise management*, 2nd ed., (pp. 316-317). Fairchild Publications.
- Marcketti, S. B., & **Kozar, J. M.** (2007). Leading with relationships: A small firm example. *The Learning Organization*, 14(2), 142-154. DOI: 10.1108/09696470710727005.
Chosen as a Highly Commended Award Winner at the Literati Network Awards for Excellence 2008.
- Marcketti, S. B., & **Kozar, J. M.** (2006). Store ownership or a corporate career? *Allied Academies International Internet Conference Proceedings*, 8.
- Kozar, J. M.** (2004, June). Employing older salespeople good for Iowa retailers. *Iowa Retail Federation Newsletter*, 30(6), 2.

REFEREED PRESENTATIONS (Presenter(s) indicated with “*”) (Categorized by areas of concentration)

1. Consumer Behavior and Buying Intentions; Global Issues in the Apparel Supply Chain; Social and Environmental Responsibility; Consumers' Engagement in Sustainable Apparel Purchasing Behaviors and Practices

- Kozar, J. M.***, & Huang, S. (2018, July). *Face-saving, materialistic, and ethical values as related to Chinese consumers' attitudes of counterfeit fashion goods*. Paper accepted for presentation at the Academy of Marketing Science, World Marketing Congress, Porto, Portugal.
- Reiter, L.*, & **Kozar, J. M.** (2016, July). *Chinese students' knowledge and attitudes of environmentally and socially sustainable apparel and sustainable apparel purchasing intentions*. Paper presented at the Academy of Marketing Science, World Marketing Congress, Paris, France.

- Stehl, K., & **Kozar, J. M.*** (2015, May). *Consumer knowledge, attitudes, and purchase intentions of counterfeit fashion goods: An initiative to curbing consumer demand in the marketplace!?* Paper presented at the annual meeting of the Academy of Marketing Science, Denver, CO.
- Kozar, J. M.***, & Kang, J. H. (2013, October). *Socially responsible apparel purchasing intention, knowledge, and attitudes: Cross-cultural comparison of U.S. and Korean consumers.* Paper presented at the annual meeting of the International Textile and Apparel Association, New Orleans, LA.
- Kang, J. H.*, & **Kozar, J. M.** (2014, August). *Purchase intention of socially responsible apparel goods: Investigating consumers cross-culturally.* Paper presented at the Academy of Marketing Science, World Marketing Congress, Lima, Peru.
- Hiller Connell, K. Y.*, & **Kozar, J. M.** (2012, November). *Using normative social influence to motivate sustainable apparel-purchasing behaviors.* Paper presented at the annual meeting of the International Textile and Apparel Association, Honolulu, Hawaii.
- Kozar, J. M.***, & Hiller Connell, K. Y. (2012, May). *Sustainability in the apparel and textiles industry: A conceptual paper addressing previous research findings and areas of future research.* Paper presented at the annual meeting of the Academy of Marketing Science, New Orleans, LA.
- Kozar, J. M.**, & Hiller Connell, K. Y.* (2011, November). *Sustainability knowledge, attitudes, and behavior: A comparison of students in the family and consumer sciences disciplines.* Paper presented at the annual meeting of the International Textile and Apparel Association, Philadelphia, PA.
- Kozar, J. M.***, & Hiller Connell, K. Y. (2011, July). *Barriers to socially responsible apparel purchasing behavior: Are consumers right?* Paper presented at the Academy of Marketing Science, World Marketing Congress, Reims, France.
- Cook, C. N., & **Kozar, J. M.*** (2011, July). *The competitive advantages of sourcing agents in global apparel supply chains: An exploratory study.* Paper presented at the Academy of Marketing Science, World Marketing Congress, Reims, France.
- Hiller Connell, K. Y.*, & **Kozar, J. M.** (2009, October). *Students' attitude-behavior gap on issues of labor exploitation.* Paper presented at the annual meeting of the International Textile and Apparel Association, Seattle, WA.
- Whang, M.*, & **Kozar, J. M.** (2008, November). *Encouraging socially responsible purchase behavior: Saying "no" to counterfeits.* Paper presented at the annual meeting of the International Textile and Apparel Association, Schaumburg, IL.
- Barnes, W. D.*, & **Kozar, J. M.** (2007, November). *Marking motherhood: Sweatshop discrimination against pregnant female workers in China, Mexico, Nicaragua, and the Philippines.* Paper presented at the annual meeting of the International Textile and Apparel Association, Los Angeles, CA.
- Hiller Connell, K. Y.*, & **Kozar, J. M.** (2010, October). *Encouraging sustainable apparel consumption: An exploration of the barriers.* Poster session presented at the annual meeting of the Association for the Advancement of Sustainability in Higher Education, Denver, CO.

2. Social, Psychological, and Aging-Related Aspects of Dress and Appearance Management; Media and Advertising Influences on Apparel Purchasing Behavior and Body Image

- Wallis, J., **Kozar, J. M.**, & Hiller Connell, K. Y.* (2015, November). *The effects of social media on the body satisfaction of adolescent and young adult females*. Paper presented at the annual meeting of the International Textile and Apparel Association, Santa Fe, NM.
- Lee, Y-A.*, Damhorst, M. L., Lee, M., **Kozar, J. M.**, & Martin, P. (2010, October). *Older women's clothing fit concerns and their attitudes toward use of 3D body scanning*. Paper presented at the annual meeting of the International Textile and Apparel Association, Montreal, Canada. **Chosen as the Paper of Distinction Award, Design and Aesthetics track.**
- Kozar, J. M.***, Damhorst, M. L., & Yu, U-J. (2009, October). *Effects of age identity on social comparison and body image*. Paper presented at the annual meeting of the International Textile and Apparel Association, Seattle, WA.
- Kozar, J. M.***, & Damhorst, M. L. (2006, November). *Older women's attitudes toward middle-aged and older fashion models*. Paper presented at the annual meeting of the International Textile and Apparel Association, San Antonio, TX.
- Kozar, J. M.***, & Damhorst, M. L. (2005, November). *The effects of media images on the self-perceptions of older women*. Paper presented at the annual meeting of the International Textile and Apparel Association, Washington D. C.
- Kozar, J. M.*** (2003, November). *Older female consumers' attitudes toward their clothing and appearance*. Poster session presented at the annual meeting of the International Textile and Apparel Association, Savannah, GA.

3. Scholarship of Teaching; Effective Methods for Instructing and Mentoring Students; Professional Growth of Faculty in the Academy

- Reiter, L.*, & **Kozar, J. M.** (2016, November). *China study abroad: Understanding student development in a novel experience*. Paper presented at the annual meeting of the Decision Sciences Institute, Austin, TX.
- Hiller Connell, K. Y.*, & **Kozar, J. M.** (2016, November). *Development and implementation of an apparel retail pop-up store: An undergraduate apparel marketing capstone experience*. Paper presented at the annual meeting of the International Textile and Apparel Association, Vancouver, British Columbia, Canada.
- Al-Zahrani, S.*, **Kozar, J. M.**, & Hiller Connell, K. Y. (2015, November). *Fostering the professional development of Saudi female students: Implications for educators in apparel and textiles programs in Saudi Arabia*. Paper presented at the annual meeting of the International Textile and Apparel Association, Santa Fe, NM.
- Hiller Connell, K. Y.*, & **Kozar, J. M.** (2015, November). *The role of a formal internship experience in the career ambitions of apparel and textile undergraduate students*. Paper presented at the annual meeting of the International Textile and Apparel Association, Santa Fe, NM.
- Kozar, J. M.***, Babin, B. J.*, Hair, J.*, Crittenden, V.*, Ford, J. B.*, & Ortinau, D.* (2013, July). *Words of wisdom: Drawing on the past experiences of marketing scholars to shape future leaders within the academy*. Panel presentation at the Academy of Marketing Science, World Marketing Congress. Melbourne, Australia.

- Kozar, J. M.***, Marcketti, S. B., & Wang, X. (2013, October). *A reexamination of factors contributing to apparel majors' stress and abilities to effectively manage their time*. Paper presented at the annual meeting of the International Textile and Apparel Association, New Orleans, LA.
- Hiller Connell, K. Y.*, & **Kozar, J. M.** (2011, November). *Times they are a-changin': Identifying the motivations and expectations of the millennial-generation apparel and textiles master's degree students*. Paper presented at the annual meeting of the International Textile and Apparel Association, Philadelphia, PA.
- Heidebrecht, S. *, & **Kozar, J. M.** (2008, November). *Democracy in the classroom: Innovative lessons to promote student involvement*. Paper presented at the annual meeting of the International Textile and Apparel Association, Schaumburg, IL.
- Kozar, J. M.***, & Marcketti, S. B.* (2007, November). *Using the Multidimensional Students' Life Satisfaction Scale to examine the psychological wellness of today's undergraduate students*. Paper presented at the annual meeting of the International Textile and Apparel Association, Los Angeles, CA.
- Kozar, J. M.***, & Marcketti, S. B.* (2006, November). *Using field experiences as a teaching tool: Two case examples*. Paper presented at the annual meeting of the International Textile and Apparel Association, San Antonio, TX.
- Roberts, J. L., & **Kozar, J. M.*** (2005, November). *Developing a seminar course to serve a wide audience of students*. Paper presented at the annual meeting of the International Textile and Apparel Association, Washington D. C.
- Kozar, J. M.***, Brubacher, S. B., & Gregoire, M. B. (2004, November). *Textiles and clothing undergraduates' recent life experiences: Are students stressed-out?* Paper presented at the annual meeting of the International Textile and Apparel Association, Portland, OR.
- Brubacher, S. B.*, **Kozar, J. M.**, & Gregoire, M. B. (2004, November). *Time spent by textiles and clothing undergraduate students: A pilot study*. Paper presented at the annual meeting of the International Textile and Apparel Association, Portland, OR.
- Kozar, J. M.*** (2007, January). *The benefits of field-based instruction to enhancing the learning process*. Poster session presented at the fourth annual K-State Teaching Renewal Retreat, Excellence in Teaching and Learning: Teachers as Learners, Kansas State University, Manhattan, KS.

INVITED PRESENTATIONS

- Dekerviler, G., **Kozar, J. M.**, Cantista, I., & Guidry Moulard, J. (2018, July). *The luxury experience: Customer expectations and marketing practices*. Special Session Panel presentation at the Academy of Marketing Science, World Marketing Congress, Porto, Portugal.
- Kozar, J. M.** (2011, March). *Body image and social comparison behavior of women throughout the lifespan*. Presented at Meadowlark Hills Retirement Community, Manhattan, KS.
- Kozar, J. M.** (2009, January). *Distinguished lecture series guest panelist*. Presented at the ADVANCE Distinguished Lecture Series Panel Luncheon, Kansas State University, Manhattan, KS.
- Kozar, J. M.** (2007, November). *Exploring the body satisfaction and social comparison behavior of women of various ages*. Presented at the monthly meeting of the Business and Professional Women's Organization, Manhattan, KS.

Kozar, J. M. (2005, March). *Comparing the body satisfaction and appearance self-discrepancy of older vs. younger women*. Presented at the Southern Miss Feminist Majority Leadership Alliance Body Image Panel, The University of Southern Mississippi, Hattiesburg, MS.

AWARDED GRANTS

- Kozar, J. M.** (2016). *Exploring the Relationship between Chinese Women's Responses to Western and Asian Fashion Models and Purchasing Behavior of Fashion Goods*. Competitive Open Grant Project, College of Textiles and Materials, Zhejiang Sci-Tech University, Hangzhou, China. Funding is awarded based on expenses incurred in completing the project, including: materials and printing, stipends for research assistants in translating questionnaires and in data collection, participant incentives, any publication fees and travel expenses to conferences. Funding typically ranges from 40,000 RMB – 60,000 RMB (\$6,100 - \$9,100).
- Kozar, J. M.** (2013). *Academy of Marketing Science 2013 World Marketing Congress: Travel support to Melbourne, Australia*. President's Faculty Development Awards, Office of Research and Sponsored Programs, Kansas State University, Manhattan, KS. Awarded \$1,500.
- Kozar, J. M.** (2012). *From college to career: Inspiring the professional development of students in the apparel and textiles discipline*. Big 12 Faculty Fellowship, Office of the Provost, Kansas State University, Manhattan, KS. Awarded \$2,500.
- Kang, J. H., & **Kozar, J. M.** (2012). *Socially responsible apparel purchasing behavior: A cross-cultural investigation of consumers*. University Small Research Grant, Office of Research and Sponsored Programs, Kansas State University, Manhattan, KS. Awarded \$2,000.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2011). *Using normative social influence to motivate sustainable apparel-purchasing behaviors*. Sponsored Research Overhead, College of Human Ecology, Kansas State University, Manhattan, KS. Awarded \$2,210.
- Kozar, J. M.** (2011). *Academy of Marketing Science 2011 World Marketing Congress: Travel support to Reims, France*. President's Faculty Development Awards, Office of Research and Sponsored Programs, Kansas State University, Manhattan, KS. Awarded \$2,000.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2009). *Students' attitude-behavior gap on issues of social responsibility in the apparel industry*. University Small Research Grant, Office of Research and Sponsored Programs, Kansas State University, Manhattan, KS. Awarded \$2,000.
- Lee, Y-A., Damhorst, M. L., **Kozar, J. M.**, & Martin, P. M. (2008). *Older women's clothing needs and their attitudes toward 3-D body scanning*. College of Human Sciences Seed Money Grant, Iowa State University, Ames, IA. Awarded \$5,000.
- Kozar, J. M.** (2008). ADVANCE Distinguished Lecture Series, Kansas State University, Manhattan, KS. Awarded \$1,200 to host Dr. Laura Dunn Jolly, Dean of the College of Family and Consumer Sciences, University of Georgia.
- Kozar, J. M.** (2007). *Women's responses to current fashion models: A study of middle-aged female consumers*. Competitive Faculty Research Award, Center on Aging, Kansas State University, Manhattan, KS. Awarded \$2,500. University Small Research Grant, Office of Research and Sponsored Programs, Kansas State University, Manhattan, KS. Awarded \$1,500.

Kozar, J. M. (2006). *The influence of media images on self-perception: A comparison among women of varying ages*. Summer Faculty Research Grant, College of Business, The University of Southern Mississippi, Hattiesburg, MS. Awarded \$3,000.

UNFUNDED GRANTS

Kozar, J. M. (2016). *Chinese students' knowledge and attitudes of environmentally and socially sustainable apparel and apparel purchasing intentions; Travel support to 2016 World Marketing Congress to Paris, France*. President's Faculty Development Awards, Office of Research and Sponsored Programs, Kansas State University, Manhattan, KS. Requested \$2,195.

Kozar, J. M. (2011). *Women's empowerment in Nepal: Examining the significance of a textile cooperative in a developing country*. Sponsored Research Overhead, College of Human Ecology, Kansas State University, Manhattan, KS. Requested \$3,412.

Hiller Connell, K. Y., & **Kozar, J. M.** (2010). *Creating a global apparel and textile classroom: Partnering students with a non-profit organization*. Higher Education Challenge Grant, United States Department of Agriculture, Washington D.C. Requested \$126,210.

LeHew, M. L. A., Haar, S., Hiller Connell, K. Y., & **Kozar, J. M.** (2010). *Durable fashion: Exploring the many pathways to sustainability*. Cotton Student Sponsorship Program, Cotton Incorporated, Cary, NC. Requested \$70,095.

Kozar, J. M. (2010). *Women's empowerment in Nepal: Examining the significance of a textile cooperative in a developing country*. Sponsored Research Overhead, College of Human Ecology, Kansas State University, Manhattan, KS. Requested \$4,668.

Kozar, J. M., & Hiller Connell, K. Y. (2009). *Exploring students' socially responsible shopping behavior and knowledge*. Sponsored Research Overhead, College of Human Ecology, Kansas State University, Manhattan, KS. Requested \$5,000.

PROFESSIONAL SERVICE

Academy of Marketing Science (AMS): Currently Co-Chairing the Fashion and Luxury Marketing Track for the 2018 World Marketing Congress in Porto, Portugal; Co-Chaired the Fashion and Luxury Marketing Track for the 2016 World Marketing Congress in Paris, France; Chaired the Fashion Marketing Tracks for the 2014 World Marketing Congress in Lima, Peru, 2012 AMS Annual Conference in New Orleans, LA, and the 2011 World Marketing Congress in Reims, France; served as a reviewer for the AMS Annual Conference in 2013 on Marketing Ethics, Corporate Social Responsibility and Sustainability; and currently serve on the Marketing Track Editorial Review Board for the *Journal of Business Research* (2010-present)

International Textile and Apparel Association (ITAA): Publication Policy Committee (2013-2016, 2010-2013); previously served on the Graduate Education Committee (2010-2013); continuously serve as a reviewer and/or sessions presider at multiple ITAA Annual Conferences, including papers submitted to the Social and Psychological Aspects of Dress and Appearance Research Track, Sustainability Research and Teaching Tracks, Professional Development and General Curriculum Issues Tracks, and served as a reviewer for the ITAA/Beijing Institute of Fashion Technology Symposium (March 2012)

University of Delaware: Served as a tenure and promotion external reviewer for the Department of Fashion and Apparel Studies, College of Arts & Sciences, Newark, DE (2017)

Guest Co-Editor: *Special Issue on Sustainability and the Triple Bottom Line within the Global Clothing and Textiles Industry, Fashion & Textiles* (published in 2016 and 2017)

Illinois State University: *Served as a tenure and promotion external reviewer for the Department of Family and Consumer Sciences, College of Applied Science and Technology, Normal, IL (2014)*

University of Wisconsin-Madison: *Served as a member of the review committee for the undergraduate program in Textile and Apparel Design within the Department of Design Studies, School of Human Ecology, Madison, WI (2014)*

The University of North Carolina-Greensboro: *Served as a tenure and promotion external reviewer for the Department of Consumer, Apparel, and Retail Studies, Bryan School of Business and Economics, Greensboro, NC (2012)*

Preparing Future Faculty Fellow Program: *Served as a faculty mentor (2008)*

External Reviewer: *Fashion & Textiles; Clothing and Textiles Research Journal; Journal of Business Research; Family and Consumer Sciences Research Journal; Journal of Fashion Marketing & Management; Journal of Marketing Education; European Journal of Marketing; International Journal of Consumer Studies*

INSTITUTIONAL SERVICE

University: *Served on the Student Services for Intercollegiate Athletics Review Committee (2014-2015); served on Graduate Council and the Student Affairs Subcommittee (2010-2013); served as a College of Human Ecology Representative on the Changing Lives University Campaign (2007-2008)*

College: *Served on the Ph.D. Coordinating Committee and Curriculum Assessment Review Committee (2014-2017); previously served on the Scholarship Committee (2010-2013, 2006-2008); chaired the College of Human Ecology Faculty Council and the College Committee on Planning (2009-2010, chair-elect 2008-2009); served on the Academic Standards Committee (2009-2012); served on Academic Affairs (2007-2009)*

Department¹: *Currently serving as the Apparel, Textiles, and Interior Design Public Relations Coordinator (Spring 2018-Present); Apparel and Textiles Industry Board Coordinator (2017-present); Faculty Advisor to the Apparel and Textiles Graduate Student Organization (2014-present); Chair of the Faculty and Staff Awards Nominating Committee (2014-present); served as the Apparel, Textiles, and Interior Design Graduate Director (2014-2017); Associate Department Head (2013-2015); Apparel and Textiles Program Coordinator (2010-2013); Chaired department head search committee (2012-2013); two faculty and one instructor search committees (2014(summer); 2011-2012(2)); served as a member on seven additional faculty and staff searches (2014-2015, 2013(fall), 2010-2011(2), 2007-2008(2), 2006-2007); serve(d) as*

¹ Responsibilities as Apparel, Textiles, and Interior Design Graduate Director and the Apparel and Textiles Program Coordinator are provided below.

faculty advisor and/or committee member to doctoral students; Master's-thesis option students; Master's-coursework option students; and undergraduate honor's students (past and present)

Apparel, Textiles, and Interior Design Graduate Director (Summer 2014-Summer 2017)

Provided leadership and vision to the graduate programs; mentored graduate students in the department; assisted with the development of promotional and recruitment materials for the graduate programs; managed the recruitment of international and domestic (US) graduate students; planned and attended recruitment events for both the undergraduate and graduate programs; planned and managed monthly graduate faculty meetings and monthly meetings with on-campus graduate students; serve(d) (past and present) as the faculty advisor to ATGSO (Apparel and Textiles Graduate Student Organization); guided graduate curriculum revisions and assisted in coordinating line schedules and teaching assignments; updated and revised online content concerning application processes and deadlines, scholarship and assistantship opportunities; revised the departmental Graduate Handbook and the Graduate Catalog as needed; compiled data on student learning outcomes and prepared assessment reports; managed paperwork related to admissions, scholarships, and graduate assistantships

Apparel and Textiles Program Coordinator (Fall 2010-Fall 2013)

Planned and managed monthly AT faculty meetings; directed undergraduate curriculum reviews; coordinated teaching assignments and class schedules; led assessment activities and submitted annual reports as required by the university; reviewed and updated AT undergraduate recruitment and online content; created the AT Undergraduate Student Handbook and the AT Ambassador's Manual; coordinated systems within the program for critiquing students and established components for professional development, teamwork, conflict resolution, and enhancement of students' writing skills; assisted with the development of the Apparel and Textiles Industry Advisory Board

ON-CAMPUS GRADUATE STUDENT DISSERTATION AND THESIS PROJECTS (FACULTY ADVISOR):

- Shuyi Huang, M.S., Completed 2017, *Chinese Consumers' Apparel Purchasing Criteria, Attitudes, Knowledge, Face Saving, Materialistic, and Ethical Values*
- Sarah Al-Zahrani, Ph.D., Completed 2015, *Fostering the Professional Development of Saudi Female Students: Implications for Educators in Apparel and Textiles Programs in Saudi Arabia*
- Julia Wallis, M.S., Completed 2015, *The Effects of Social Media on the Body Satisfaction of Adolescent and Young Adult Females*
- Kelby Polfer, M.S., Completed 2013, *Anti-Counterfeit Education: Examining the Effectiveness of Educational Initiatives in Deterring the Demand of Fashion Counterfeit Goods*
- Sarah Al-Zahrani, M.S., Completed 2012, *Identifying the Attributes of Success of Saudi Female Entrepreneurs in Garment Production: An Exploratory Study Conducted in Saudi Arabia*
- Sarah Heidebrecht, M.S., Completed 2011, *Economic Dependency and Development in the Garment Industry: Commonwealth of the Northern Mariana Islands*
- Nicole Cook, M.S., Completed 2010, *The Role of Sourcing Agents in Global Apparel Supply Chains: An Exploratory Study*

PROFESSIONAL DEVELOPMENT

Courses, Workshops, and Other Training

- 2014-present *Individual Chinese Language Tutoring Sessions*, Confucius Institute, Kansas State University
- 2015 (Spring) *Motivating 21st Century Learners*, Global Campus Conferences and Non-credit Programs, Kansas State University
- 2015 (Spring) *Working with Industry Partners Boot Camp*, Kansas State University
- 2014 (Fall) *Women's Regional Leadership Forum*, American Council on Education, Seattle, WA
- 2014 (Spring) *Academic Leadership: Answering the Call Workshop*, College of Human Ecology, Kansas State University
- 2014 (Spring) *Leadership Academy for Department Chairs*, American Council on Education, Miami, FL
- 2014 (Spring) *Chinese 102*, Department of Modern Languages, Kansas State University
- 2013 (Fall) *Chinese 101*, Department of Modern Languages, Kansas State University
- 2012 (Spring) *Writing your next chapter: How to find your mojo and move forward at mid-career*, Office for the Advancement of Women in Science and Engineering, Kansas State University
- 2011 (Fall) *Pathway to Leadership*, President's Cabinet, Kansas State University
- 2009 (Fall) *At-Risk Training: Identifying and Referring Students in Mental Distress*, Counseling Services, Kansas State University
- 2009 (Fall) *USDA-CREES Grantsmanship Workshop*, University of Missouri Extension, Kansas City, Missouri
- 2008 (Fall) *Coaching Strong Women in the Power of Strategic Persuasion*, Advance Institutional Transformation Workshop, Kansas State University
- 2008 (SUM) *James R. Coffman Leadership Institute*, Kansas State University Office of the Provost, Rock Springs 4-H Center
- 2007 (Spring) *Excellence in Teaching and Learning: Teachers as Learners*, Fourth Annual Teaching Renewal Retreat, Kansas State University
- 2006 (Fall) *Advising Undergraduate Honor's Students Training*, College of Human Ecology, Kansas State University

Academic Conferences and Other Programs Attended

Academy of Marketing Science

- 2018 World Marketing Congress, Porto, Portugal
- 2016 World Marketing Congress, Paris, France
- 2015 AMS Annual Conference, Denver, CO
- 2013 World Marketing Congress, Melbourne, Australia
- 2012 AMS Annual Conference, New Orleans, LA
- 2011 World Marketing Congress, Reims, France

International Textile and Apparel Association Annual Conference

- 2014 Charlotte, NC
- 2013 New Orleans, LA
- 2009 Seattle, WA

2008 Schaumburg, IL
2007 Los Angeles, CA
2006 San Antonio, TX
2005 Alexandria, VA
2004 Portland, OR
2003 Savannah, GA
2002 New York City, NY
2001 Kansas City, KS

American InterContinental University
2009 Visitor's Program, London, England