

Vanessa P. Jackson, Chair & Professor

Department of Retailing & Tourism Management

College of Agriculture Food & Environment
University of Kentucky

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Education:

Ph.D., Human Environment and Design Management, Michigan State University,
August, 1998.

Master of Science in Human Environment and Design, Michigan State
University, East Lansing, MI, August, 1993.

Bachelor of Science in Clothing and Textiles, Southern University, Baton Rouge,
Louisiana, August, 1977.

Professional Experience:

July 2013 Chair: Department of Retailing & Tourism Management, College of Agriculture:
School of Human Environmental Sciences

May 2012 Full Professor: College of Agriculture: School of Human Environmental
Sciences: Department of Merchandising, Apparel and Textiles, University of
Kentucky, Lexington, Kentucky.

May 2004- **Associate Professor:** College of Agriculture: School of Human Environmental
Sciences: Department of Merchandising, Apparel and Textiles, University of
Kentucky, Lexington, Kentucky.

1998 – 2004 **Assistant Professor:** College of Agriculture: School of Human Environmental
Sciences: Department of Merchandising, Apparel and Textiles, University of
Kentucky, Lexington, Kentucky.

RESEARCH

Grant Projects:

Internal

Wells, J., Jackson, V., Matias, C.E. and DaMaris Hill. (2020). Stimulating higher education
leadership progression - an institutional framework for BIPOCs. 31,000.00.

External

Wesley, S., Lee, M., Cavender, R., Jackson, V. (2017). Focus on Soft Skills: Investing in the preparedness of diverse undergraduate and graduate student populations through concentrated curriculum opportunities in agriculture and human sciences. National Institute of Food and Agriculture. \$150,000. (unfunded).

PUBLICATIONS

Refereed Journal Articles:

Jackson, V. Wesley, S. (2017). Closing the Gap between faculty and industry professional's importance of student soft skill proficiency. *The Journal of American Academy of Business*, Cambridge, 23(1), 54-60.

Wesley, S, Jackson, V. & Lee, M. (2017). The perceived importance of core soft skills between retailing and tourism management students, faculty and businesses. *Employee Relations*, 39 (1), 79 – 99.

Lee, M-Y, Jackson, V. Miller-Spillman, K. A. & Ferrell, E. (2015). Female consumers' intention to be involved in Fair-Trade product consumption in the U.S.: The role of previous experience, product features and perceived benefits. *Journal of Retailing and Consumer Services*. 23, 91-98

Jackson, V and Johnson, W (2017). Race and Racism: The Black Male Experience in Sports in Critical Race Theory: Black Athletic Sporting Experiences in the United States. [Billy J. Hawkins](#), [Akilah R. Carter-Francique](#), [Joseph N. Cooper](#) . Palgrave Macmillan: NY, NY. Pp. 153-170.

Jackson, V., Miller, J. (2014) Getting and staying in the mainstream: African American Women's contributions To the Human Sciences, *Family & Consumer Sciences Research Journal*, 43(1), 78-91. *Best Paper Award (Family and Consumer Science Research Journal)

Maloney, J., Lee, M., Jackson, V., Spillman, K. (2014). Consumer Willingness to purchase organic Products: Application of the Theory of Planned Behavior. *Journal of Global Fashion Marketing*, published online June 18, 2014.

Graham, M., Jackson, V., Lee, M. (2014). The effect of personal scandal on celebrity athletes and shopper's purchase intentions and attitude favorability, *International Journal of Customer Behavior*, 13(4), 27- 290.

Jackson, V.P., Wesley, S. (2013). Creating a reciprocal learning environment between rural retailers and graduate students, *Journal of Family and Consumer Sciences*, 105(2), 1720.

Other Publications:

Book:

Jackson, V., Holland, Jacqueline and Miller, J. R. (July 2021). African Americans in the Human Sciences. ISBN: 978-1-7936-4894-5. Lexington Books.

Other Publications:

Jackson, V. & Fiest-Price, S. (2016). Mentoring Frameworks and Best Practices Faculty Mentoring.

Jackson, V. & Fiest-Price, S. (2016). Diversity Recruitment Resource Guide for Faculty Positions

Refereed Published Abstracts & Presentations

Jackson, V., Hanley, C. (2021). Stimulating higher education leadership progression - an institutional framework for Black, Indigenous, People of Color.

Cavender, R., Zhang, P., & Jackson, V. P. (November 2021). The connection between instructional effectiveness and career success as moderated by career motivation, career self-efficacy, soft skill development, and attitudes toward higher education. *International Textiles and Apparel Association 2021 Annual Conference*, Virtual.

Lee, M-Y & Jackson, V. P. (2017). Organization-Centered Vs. Customer-Centered: The Effectiveness of Organizations' Orientations and Message Framing on Donation Intention to Nonprofit Organizations. Recent Advances in Retailing and Consumer Science Conference, The European Institute of Retailing and Services Studies (EIRASS), Vancouver, Canada, July 26-29.

Jackson, V., Wesley, S. & Lee, M. (2016). The perceived importance of core soft skills between Retailing and Tourism Management Students, Faculty and Businesses, American Association of Family & Consumer Sciences Conference, Seattle Washington

Saunders, N.*, Jackson, V., Lee, M. Y., & Spillman, K. (2015). A qualitative analysis of consumers' perceptions of retail shopping needs in a rural community. Recent Advances in Retailing and Consumer Services Science by European Institute of Retailing and Service Studies (EIRASS). Montreal, Canada. July 27-30, 2015.

Jackson, V. P., Miller-Spillman, K. A. & Miller, J. R. (2014, July). African American Women in the Human Sciences: A Review of Research and Leadership Contributions to the Well Being of African American Individuals, Families and Communities. Paper presented at the International Federation for Home Economics Pre-Council Symposium, London, Ontario.

Ferrell, E., Lee, M., Spillman, K., Jackson, V. & Kimbrel, C. (2014). Consumer's motivation for

purchasing Fairtrade clothing, International Textiles & Apparel Association Conference, Charlotte, NC.

Jackson, V. P., Miller, J., Vaugh, G. (June, 2013) Fifty Years of African American women's Contributions to the Human Sciences: Getting and Staying the Main Stream. 98th Annual Conference of the Association for the study of African American Life and History, Jacksonville, Florida.

TEACHING AND ADVISING

Doctoral Advisory Committee:

EDE: EPE: **McCrary, Lauren**; Beardmore, Kevin; Boone, Robert

PHD: Hargrove, Lauren: What do teachers think about educational psychology?
Developing and validating the educational psychology practitioner scale. (Fall 2018)

PHD: Saha, Mahasweta Das: Socialization agents and their impact on consumer decision making, Indian Institute of Technology Kharagpur

Online Course Development:

Online Master's Degree in Retailing & Tourism Management
RTM 772 Seminar in RTM (Summer 2016) (Consumer Behavior)
RTM 600 Research Methodology in RTM/HES (Fall 2016)

Courses Taught:

MAT 247: 2021
MAT 247: 2020
MAT 247: 2019
Co-Taught HMT 560 (fall 2016) & RTM 345
RTM 600 Research Methodology in RTM (fall 2017)
RTM 772 Seminar in RTM (Consumer behavior) spring 2018

Activities with Undergraduate Students outside the Classroom:

- Atlanta Student Tour (2017)
- Domestic Study Tour: New York: (22 students) Spring, 2011,2014, 2015
- Study Abroad Program: Italy (March 8 – March 17) 2013
- Club Advisor:
 - MAT Club (Fall 2013)
 - HMA club (fall 2013 & Spring/Fall 2014)

SERVICE AND RECOGNITION

Administrative Assignments:

Chair: Retailing & Tourism Management (July, 2013)

Director of Undergraduate Studies: Department of Merchandising, Apparel & Textiles (2009- 2013)

Editorships

Editor: International Textiles and Apparel Association Newsletter (January 2011-2016)

Editorial Board: Clothing and Textile Research Journal

Editorial Board: Journal of Fashion, Style and Popular Culture

Reviewer service:

Journal of Retailing and Consumer Services

Journal of Global Fashion Marketing

Journal of Fashion Management and Marketing

African Journal of Marketing Management

Clothing and Textile Research Journal

Journal of Fashion, Style and Popular Culture

Invited Lectures & Speeches:

Jackson, V. (2018). 'Pretty Girl Tea & Discussion about Black Professional Women and our Mental Health'. *Alpha Kappa Alpha Sorority, Inc. Connections Chair*, Gatton Student Center, University of Kentucky.

Jackson, V. (2018). Race and More: MAT 247 Dress and Culture.

Jackson, V. (2018). Guest Speaker. Ubuntu Weekend, The Graduate School Office of Diversity and Inclusion.

Jackson, V. (2018). African American Entrepreneurs from Lexington and Around the World. Dunbar High School. Black History Month.

Jackson, V. (2017). Guest Speaker. Ubuntu Weekend, The Graduate School Office of Diversity and Inclusion.

Jackson, V. (2017). Graduate Students of Color Professional Development Colloquium Panel Discussion, University of Kentucky, Lexington Kentucky.

Jackson, V. (2016). Nurturing our Future through collaborations. Family & Consumer Sciences Day, Tennessee State University, Nashville, Tennessee.

Jackson, V. (March 17, 2015). What motivates a customer to buy your product or service?

What motivates a client to do business with you instead of a competitor?
National Association of Women Business Owners, Lexington, KY

Jackson, V. (Spring 2015). Networking in a social setting with a focus on attire and etiquette,
National Society of Black Engineers, Lexington, Kentucky.

Jackson, V. (fall, 2014). Dress for Success. Health Science Students, Public Health
Building, University of Kentucky.

Jackson, V., Austin, M. (2014). Tenure & Promotion: A Journey worth taking. Kentucky
Association of Blacks in Higher Education, DoubleTree, Lexington, KY.

Jackson, V. (2013) Where am I wearing. Phi U Monthly Meeting, Lexington, KY.

Committees, Elected Positions, Offices Held:

College of Agriculture Food and Environment

- COA Distribution of Effort Ad Hoc Committee (2015)
- College of Agriculture Curriculum Committee (Fall 2010 - 2013)
- Co-Chair HMT/MAT Merger Committee (Fall 2010-2012)
- Chair, HES (HMT/MAT) Information Merger Committee (Fall 2010)
- College of Agriculture Faculty Council (2010-2011)

University:

Sexual Misconduct Panel 2017-present
Inclusive Excellence Grants proposal Reviewer. Office of Diversity and
Inclusion 2016-present
Co-Chair the African American Faculty Advisory Committee-(2016)
Member of Honors Transition Committee (2016-2017)
Member of University Strategic Plan Implementation Team (2016-2017)
UK Honors Program Faculty of Record Committee (Spring 2012 – 2018)

Professional Development:

Food Systems Leadership Institute. 2017-2019.
Lead21 Leadership development program (2015-2016).