Welcome to Our Newest Faculty Member, Na Young Jung

We are pleased to welcome Dr. Na Young Jung, who is a new faculty member in the Department of Textiles and Apparel Management. She received her PhD in International Merchandising from the University of Georgia in July 2015. During the 2015–2016 academic year, she taught merchandising and design courses at Central Washington University. Dr. Jung is originally from South Korea; she received her bachelor’s and master’s degrees in fashion marketing from Seoul National University and her associate degree in fashion design from the Fashion Institute of Technology.

Besides her academic experience, she worked in the active sports apparel and shoe industry for over ten years as both a manufacturing merchandiser and a global retailing merchandiser. She worked for Prospects, Nike Active Life, and Umbro and worked with Crocs and Acorn for Asian markets including Japan, South Korea, and China. Through her industry experience, she has achieved not only merchandising skills and know-how relevant to the apparel industry but also huge insights into how to organize and execute marketing strategies that meet consumer needs.

Based on the knowledge and insights obtained from her work experience, Dr. Jung decided to devote herself to the study of consumer behavior in the apparel and retail industries. Thus, she has been exploring various interesting areas of consumer behavior including branding, corporate social responsibility, community strategies, and more. She has published her research articles on those topics in the Journal of Retailing and Consumer Services, International Journal of Electronic Marketing and Retailing, and Fashion and Textiles. As she investigated those diverse subjects for years, she found three main research topics on which to focus: service failure and recovery, small and independent businesses, and retail tourism.

Dr. Jung’s current area of focus is service failure and recovery quality; her goal is to find how to retain customers and reinforce long-term relationships with them, despite any mishaps during service delivery. Her ultimate goal is to extend the identity of the retail industry into one that is service-intensive, not just product-oriented, through research on service. As online and mobile retailing is expanding and becoming a major part of the market, services are becoming more advanced, followed by highly advanced information technology. Enhancing service quality and developing diverse services would be an important strategy in retail industry.

Regarding service recovery, Dr. Jung has conducted comparative studies of recovery types, the communication channels that are most effective in service recovery, and the effects of recovery on consumers’ cognitive and affective evaluation processes. She attempts to integrate diverse areas such as moral hypocrisy and brand relationships into service contexts to extend her research’s scope and enhance understanding of consumer behavior in the context of service in the retail industry. Her research perspective of service marketing will be extended to retail tourism and small and independent local businesses. She expects to collaborate with many great faculty members and graduate students to research these topics at Mizzou. Dr. Jung believes that local businesses would be vitalized by actively using various services and advanced approaches based on their understanding of consumer behavior. She would like to contribute to TAM department by expanding its research scope, and she’d like to help the local businesses of Columbia with the results of her research.
Walmart Corporate Merchandising Internship

Internship Structure

The Walmart Corporate Internship Program is a 10 week program located at Walmart Stores, Inc.’s corporate offices in Bentonville, Arkansas. Around 250 interns from all over the country come together to learn in areas from IT, to finance, to real estate. The department to which we were assigned was merchandising, specifically softlines merchandising. We both got to serve on apparel teams comprised of a buyer, planner, replenishment manager, and product development team. Throughout our summer we got to learn about each position on our team and observe what they do on a day to day basis. It is safe to say we both realized how much work and knowledge goes into each position and learn a little bit more about where we see ourselves in our future careers. Not only did this internship consist of learning about apparel merchandising, but also about Walmart and business in general. Throughout the summer we got to meet with different executives within each of our departments, as well as each CEO of all Walmart brands.

Project Description

During the internship each of us was assigned a project based on a problem seen by our individual teams. The project was centered on a real-life issue that our team or department faced. Molly was assigned a reevaluation of the girl’s seasonal short strategies and Alex was assigned to improve the line of communication between ladies’ tops and the marketing department. We had the full ten weeks to work on these projects and use our resources, both information and team members, to help solve them. They allowed us to meet a lot of people from all over the company and better understand the dynamics/culture of the company. At the end of the ten weeks we were given the opportunity to present our results in a 15-minute presentation with a Q&A session. We presented in front of our team and top executives. These projects allowed us to show them what we are made of and showcase all that we had learned.

"I don't know of any other company on the Fortune 500 list where the President and CEO will not only sit next to an intern before his presentation but also take a selfie with her"

by Molly Rolan and Alex McCroskly
TAM Graduate Student Named ITAA Liaison

Rachel Lomonaco-Benzing, shown here with her poster presentation at the annual International Textile and Apparel Association (ITAA) conference, was selected by the organization to be the Graduate Student Representative to the ITAA board. Rachel will attend board meetings and represent the graduate student point of view. Congratulations, Rachel!

The Graduate Student Association for the TAM (GSA-TAM)

The Graduate Student Association for the TAM department (GSA-TAM) participates in both professional organizations and philanthropy work to meet the development needs of its members and to promote textile and apparel education. Each fall semester, many of our members attend the ITAA conference to learn about new research and teaching methods in the field, career opportunities, and often present their own research. This year, we had eight current graduate students’ research and design work presented at the conference in Vancouver, Canada. We also had the opportunity to explore Vancouver and network at our annual MU TAM alumni gathering.

Each fall GSA-TAM also participates in the Missouri State 4-H Fashion Revue by putting together a workshop for the participating kids, from ages 8 through 18. We have done topics on sustainability in the past, as well as textile creation methods like crocheting or finger knotting. This year, our members put together a fabric exploration workshop so that kids could see what they wear up close, through magnification. They then had the opportunity to create their own textile designs based on what they had seen. The kids had a great time and our members learned a lot, as well! Additionally, we had the honor of having one of our members, Sunhyung Cho, participate as a judge for the Fashion Revue.

by Rachel LoMonaco-Benzing

Pumpkin Carving Social at Stephens Lake

4-H Fall Fashion Revue, Textile Workshop
This past May, I attended the annual Wakonse Teaching Conference held at Camp Miniwanka on the beautiful shores of Lake Michigan. Wakonse is a professional development retreat where tenure and non-tenure track teaching professionals come together and focus on teaching excellence. To be honest, I didn’t know what to expect. I went as the only TAM faculty, and there were no familiar names on the roster! All I knew for certain was that it was a 10-hour bus ride, and there would be little cell phone reception! Five glorious days later, I left feeling revived and excited to implement some of the excellent teaching tips and tricks into my classrooms. Around 80 conference goers represented eighteen different universities of which Mizzou was the largest contingent.

Both junior and senior faculty attend Wakonse with the intent to further develop themselves so they can develop others. The word Wakonse, itself is a Lakota word that means “to influence.” The influence we have as educators is not taken lightly at Wakonse. The belief is that it is an honor and great responsibility to be an educator. The spirit of Wakonse is a commitment to the spirit of teaching. A focus on elevating the status of teaching was imbued in every lecture, small group discussion, and informal presentation.

The topics discussed at the retreat ranged from global problems faced by many campuses like equity, inclusion, budget cuts to teaching methods to try in the classroom for better student engagement, to topics on self-reflection, where attendees were challenged to think internally about what we love and why we love teaching. All of these topics are addressed with the intent to ignite the teaching spirit and become the best educators we can be. I personally really appreciated multiple discussions on achieving work-life balance!

I enjoyed meeting and learning from educators around the nation. I am humbled by the innovative teaching strategies and humility for which these people teach, mentor, engage, and learn from our students. We engaged in serious conversations about teaching at the university level and enjoyed not-so-serious conversations over wine and jazz music (performed by attendees) near the beach. The retreat concluded with a ceremony where all attendees were recognized as Wakonse Fellows. I’m very proud to be welcomed into this group of very talented and passionate educators. With 30-40 fellows from Mizzou named each year, Wakonse has an enormous influence on the great quality of teaching on the Mizzou campus. We have good teachers on campus thanks to Wakonse, and I’m pleased to have the spirit of teaching sparked in me by attending the conference.

I would like to graciously thank Pam Norum, Sandy Rikoon Interim Dean of the College of Human Environmental Sciences, and Jim Spain Vice Provost for Undergraduate Studies for their support of the Wakonse mission. These people understand and support the value of teaching excellence.

By Kristen Morris
This fall the Association of Textile and Apparel Management (ATAM) had several successful activities and events for our members to take part in! The Fundraising committee was very involved this year, led by Abbi Martin. A social and profit share was held at Yogo Luv downtown at the beginning of the semester to allow members to mingle, enjoy some frozen yogurt, and contribute to ATAM. The annual ATAM garage sale in Lowry Mall went extremely well, and brought in record sales. The Community Service committee, led by chair Courtney Rock, made trips to Dreams to Reality this semester. Dreams to Reality is an organization in Jefferson City that provides professional wear to women in need. The Blogging and Media committee has been active this year, by expanding to 20 contributors that provide fashion content for the ATAM blog and other various social media outlets, under the Secretary Ashley Warren. The organization also traveled to Kansas City Missouri, to watch a night of fashion shows at Kansas City Fashion week at Union Station! There were several guest speakers at meetings including Scott Bursch from Buckle. During the meeting, Scott had the opportunity to speak to members about what it is like to work in the field, and what employers are really looking for. At another meeting, Olivia Bleeker, presented on Study Abroad and gave members insight on what the experience is really like. The fall networking trip took place in St. Louis this year. The first company that ATAM met with was Build-A-Bear. This was the first time the organization traveled to Build-A-Bear, and was able to see behind the scenes of the iconic company. We also had the chance to talk to Misty Jackson, a Mizzou TAM alumni, about her time at Build-A-Bear, and her journey through the industry. Later in the afternoon, ATAM also met with Eric Johnson who is heading the new St. Louis fashion incubator. The ATAM members received a top notch presentation on the new addition to the St. Louis fashion family, which is a program that will aid upcoming and established designers on expanding their business, all the while helping to revitalize the fashion industry in St. Louis.

TA Choice Award

Angela Uriyo, teaching assistant for TAM 2500, Social Appearance in Time and Space, was chosen as an MU TA Choice Award recipient! Ten MU teaching assistants from across campus were chosen to receive the award. The award, hosted by the Missouri Students Association, is an opportunity for students to recognize a teaching assistant who goes “above and beyond the call of duty.” Congratulations, Angela! The department is proud of you!
MAD FOR PLAID! MU TARTAN TURNED 10!

June – August 2016; Abigail and Nicholas Filippello Exhibition Showcase, Gwynn Hall

2016 marked the 10th anniversary of the official Mizzou Plaid! TAM student Lauren Druke-Mahe, whose plaid design was selected as the official Mizzou Plaid in 2006, was a panelist on TAM’s Young Alum Panel in September. MHCTC’s exhibition showcased a variety of plaids in the Collection’s holdings, including a 2007 wool tartan kilt donated by Ed Brandon who facilitated the official registration of the Mizzou Plaid on the Scottish Register of Tartans in 2009

2016 Gallery Crawl

September 22, 2016; Museum of Art and Archaeology

The MHCTC participated in the 11th Annual MU Gallery and Museum Crawl on September 22nd! Visitors to the Collection colored illustrated postcards of garments featured in All or Nothing, an exhibition exploring the bold relationship between black and white and the shifting meanings in dress within Western society. The event was sponsored by Art-i-Fact, a consortium of University of Missouri organizations where art, science, and culture are open for exploration.

The TAM faculty, graduate students, and undergraduate students were well represented at the 2016 annual of the International Textile and Apparel Association held in Vancouver, British Columbia. Faculty and graduate students participated in a range of activities including a tour to LuluLemon headquarters, presenting workshops, exhibiting original designs, presenting research through talks and poster presentations, and receiving awards. The following awards were received by our faculty and students:

- **Marjorie Joseph Fellowship: Outstanding Beginning Doctoral Student**
  - Baolu Wang
  - University of Missouri

- **Oris Glisson Fellowship: Outstanding Beginning Masters Student**
  - Rafiqul Islam Rana
  - University of Missouri

- **Sustainability/Social Responsibility Track- Best Paper**
  - Geetika Jaiswal and Jung Ha-Brookshire
  - University of Missouri
  - *Exploration on Suppliers’ Perceptions towards the Multinational Enterprises’ Codes of Conduct: Behind the Scenes at Indian Apparel Export Houses*

- **Cotton Incorporated Innovations in Cotton Design**
  - Undergraduate - First Place
  - Abyss
  - **Maggie Prather**
  - Mentor: Jean Parsons
  - University of Missouri

- **Blanche Payne Scholarship in Textile or Apparel Design**
  - **Patenting Fashion: Examining the design work of Marion McCoy 1938-1944**
  - Allison Satkowski
  - Advisor: Jean Parsons
  - University of Missouri

While at the conference, the TAM graduate students organized a TAM Alumni Event at a local restaurant, Elephant and Castle, with 20-25 people in attendance. A photo from the event is shown below.
Scholarly works:

An Amazing List of Research, Scholarly Activity, and Awards

The Annual Meeting of the International Textile and Apparel Association was held in Vancouver, B.C., Canada, in November 2016. Each year, the TAM presence has grown. This year faculty and graduate students presented more than 20 research or scholarly works. Five awards were received among our undergraduates, graduate students, and faculty. Other scholarly works are also included on this list:

- **Books or Book Chapters:**

- **Editor Edited Publications:**

- **Peer Review Published Papers:**

- **Juried Exhibitions:**
exhibited at the International Textile and Apparel Association Annual Meeting, Vancouver, British Columbia.

- **Conference Presentations:**


  2016 Paper of Distinction — Sustainability, Social Responsibility Track


**Congratulations December 2016 TAM Candidates for Degrees**

The Department of Textiles and Apparel Management graduated 24 students this semester. These new TAM alums are ready to make an impact on the fashion industry. We wish them the best as they move forward with exciting careers!

Todd Bergman
Payton Bernskoetter
Rebecca Bogle *
Hannah Burnett
Clare Canepa
Alexandra Fleissner
Rebecca Franke
Kimberly Fults
Kathryn Goins
Alexis Harbour
Lauren Hughes
Molly Johnson
Christopher Kocher
Katherine Kraus
Jooyeong Lim *
Travis Mayes
Megan McCray
Eunice Onyelobi
Mikalah Rea
Molly Rolan*
Rachel Rush
Bailey Sharp
Victoria Sporleder
Taylor Wasson

* = an Outstanding TAM Senior

~~Thanks Dr. Suess!~~