

Caroline Angel Kopot

Assistant Professor

124 Stanley Hall, Textile and Apparel Management, University of Missouri

Phone: (573) 882-2934; E-mail: ckopot@missouri.edu

EDUCATION

Doctor of Philosophy in Fiber, Polymer, and Textiles, emphasis in International Merchandising, College of Family and Consumer Sciences, University of Georgia, USA. 2020

Master of Business Administration, Marshall School of Business, University of Southern California, Los Angeles, CA. 2006

Professional Associate, in Apparel Manufacturing Management, Fashion Institute of Design & Merchandising, Los Angeles, CA. 2004

Bachelor of Science, in Marketing and Distribution Management, Kelley School of Business, Indiana University-Purdue University, Indianapolis, IN. 2003

ACADEMIC EXPERIENCE

Assistant Professor, Textile and Apparel Management (TAM), University of Missouri (MU), 2020-present. *Graduate faculty status awarded, 2016.*

Instructor, Center for Teaching and Learning, University of Georgia. 2019-2020

Instructor, Textile, Merchandising and Interior, University of Georgia. 2018-2019

Adjunct Lecturer, Binus International Business School, Department of Business Management and Marketing, Bina Nusantara International University. 2015-2016

Teaching Assistant, Textile, Merchandising and Interior, University of Georgia, 2016-2020

Teaching Assistant, Division of Academic Enhancement, University of Georgia, (Summer) 2016-2020

Resume Coach, Marshall School of Business, University of Southern California, 2005-2006

INDUSTRY EXPERIENCE

General Manager/Managing Director, MRC Group – PT. Mitra Retailindo Citratama., Jakarta, Indonesia. 2013 – 2016

Direct, managed, coordinated, oversaw, and controlled the Retail Apparel Division of the MRC Group business day-to-day operation.

Senior Brand Manager, MAP Group – PT. Mitra Adi Perkasa, Jakarta, Indonesia. 2010 – 2013

Manage, coordinate, and oversee Tumi, T-Tech by Tumi, and Travelogue brand team - merchandising, marketing, visual merchandising, and operations – day-to-day business.

Brand Manager, MRM Group – PT. Metropolitan Retailmart – Metro Department Stores, Jakarta, Indonesia. 2007 – 2010

Led 17 team members to manage, coordinate, and oversee Monsoon Accessorize and Bysi's brands' merchandising and operations.

International Business Development Manager, Select International Investment Corporation, Century City, CA. 2006 – 2007

Managed a team of 4 in managing international commercial property management for the South East Asia Region.

Designer/Product Developer, Production Coordinator, Carrie Amber Intimates, Inc., Rosemead, CA. 2004 – 2006

Co-managed Product Development department, which led to an increase of 20% sales in the year 2005. Led 5 team members in the Product Development Department in planning, research & development for the lingerie & sleepwear division.

PUBLICATIONS & BOOK CHAPTERS

Kopot, C. A., & Reed, J. (2022). Shopping for beauty: The influence of body appreciation and conceptions of beauty on online shopping behavior during the COVID-19 pandemic. *Journal of Global Fashion Marketing*. <https://doi.org/10.1080/20932685.2022.2085602>

Reed, J. & **Kopot, C. A., (2022).** Instructor and student perceptions of online and traditional delivery for a fundamentals of fashion merchandising course. (*Under 2nd review*)

Robertson, C. & **Kopot, C. A., (2022).** Beyond afros and activism: Research propositions from a review of dress and identity. (*Under 1st review*)

Robertson, C., & **Kopot, C. A. (2022).** Influence of generational cohort, brand attitude, and income on patronage intention in omnichannel fashion department store retailers (*1st Revision*)

Youn, S., Rana, M. R. I., & **Kopot, C. A. (2021).** Consumers going Online for big-box retailers: Exploring the role of feeling disconnected during a pandemic. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12793>

Kopot, C. A., & Cude, B. J. (2021). Channel depth or consistency? A study on establishing a sustainable omnichannel strategy for fashion department store retailers. *Sustainability*, 13(13). <https://doi.org/https://doi.org/10.3390/su13136993>

Kopot, C. & Reed, J. (2020). Evaluating Nordstrom's success as an Omni-channel retailer. Bloomsbury Fashion Business Cases. Bloomsbury Publishing: Digital Resources. (*peer-reviewed*).

PROCEEDINGS

Kopot, C. A. (2021). Customer's perspective on service configuration quality in omnichannel fashion department store. *International Textile and Apparel Association Annual Conference Proceedings* 78, iastatedigitalpress.com.

Kopot, C. A., & Reed, J. (2021). Examining the relationship between beauty, body image, and trust in omnichannel beauty retailers. *International Textile and Apparel Association Annual Conference Proceedings* 78, iastatedigitalpress.com.

Kopot, C. A., & Robertson, C. (2021). Channel service integration, customer experience, and trust in online shopping in the eye of beauty customers. *International Textile and Apparel Association Annual Conference Proceedings* 78, iastatedigitalpress.com.

Kopot, C. & Reed, J. (2020). "Exploratory study on millennials preferences in buying beauty product online." in The American Collegiate Retailing Association (Ed.s), *American Collegiate Retailing Association (ACRA) Conference Proceedings*, pp.284-290.

- Reed, J., & **Kopot, C. A. (2019)**. The Glossier Beauty Space: A Millennial Approach to Brick-and-Mortar Retail. 2019 American Collegiate Retailing Association Conference, New Orleans, LA.
- Kopot, C. & Reed, J. (2019)**. "Teaching Retail Math to Generation Z: A Student-Centered Approach to Retail Math", *International Textile and Apparel Association Annual Conference Proceedings*. 76(1).
- Kopot, C. A., Hong, M., & Cude, B. (2018)**. Does being an Indonesian millennial influences future purchases through website and app? 2018 AMA Winter Academic Conference, Austin, TX.

TEACHING

New Course Developed:

TAM 4600/7600 Digital Merchandising for Fashion, University of Missouri

Course description: A comprehensive overview of the quickly evolving world of digital merchandising across all electronic channels, with an emphasis on textiles and apparel. Students will be exploring the quickly evolving world of digital fashion merchandising, with exposure to commonly used techniques and technology that connect brands and consumers to propel this rapidly expanding channel of distribution.

Course Taught

TAM 7600 Digital Merchandising for Fashion, 3 credits, 2022 – present

Average enrollment = 9

Textile and Apparel Management, University of Missouri

TAM 4600 Digital Merchandising for Fashion, 3 credits, 2021 – present

Average enrollment = 45

Textile and Apparel Management, University of Missouri

TAM 3300 Retail Merchandising and Analytics, 3 credits, 2020 – present

Average enrollment = 25

Textile and Apparel Management, University of Missouri

TAM 2100 Introduction to Digital Merchandising Presentation, 3 credits, 2020 – present

Average enrollment = 50

Textile and Apparel Management, University of Missouri

GRSC 7770, Graduate Teaching Seminar, 3 credits, Fall 2020

Class Enrollment: 8

Center for Teaching and Learning, University of Georgia

TXMI 3240, Retail Planning and Buying, 3 credits, 2018

Average enrollment = 25

Textile, Merchandising and Interior, University of Georgia

UNIV 1103, Skills and Strategies Necessary for Success at UGA and Beyond, 2 credits, 2017

Class Enrollment: 8

Division of Academic Enhancement, University of Georgia

Kopot, 2022

TXMI 4290E, History of Dress and Fashion (Online), 3 credits, 2017

Class Enrollment: 40

Textile, Merchandising and Interior, University of Georgia

MKTG 8005, Marketing Management, 3 credits, 2015-2016

Class Enrollment: 30

BINUS Business School, BINUS University, Indonesia

MKTG 6120, Product Brand Management, 3 credits, 2016

Class Enrollment: 32

BINUS Business School, BINUS University, Indonesia

Graduate Committees Served as a Member

PhD Students

Lida Aflatoony – Textile and Apparel Management, University of Missouri

Research Mentor

PhD Students

Cyndi M. Robertson – Textile and Apparel Management, University of Missouri

Fitria Andayani – School of Journalism, University of Missouri

Master Students

Zhafira Mardhiyah – Trulaske College off Business, University of Missouri

Undergraduate Students

Jay Paden – Trulaske College off Business /Honors College, University of Missouri

GRANTS & HONORS

\$3,000 Exploring diverse beauty customer experiences shopping on offline-online beauty retail crossover. **TAM Catalyst Grant**, Textile and Apparel Management, University of Missouri. 2021 - 2022

\$1,000 Faculty Development (Selected). **THE HUDDLE**, Office of the Provost, University of Missouri. 2020 - present

2020 Outstanding Teaching Assistant Award, Center for Teaching and Learning, University of Georgia, 2020

PROFESSIONAL DEVELOPMENT

UNIVERSITY OF MISSOURI

Huddle - Grant Writing and Project Management	Fall 2021
Mini-Huddle: Being an Authentic Scholar	Fall 2021
ResearchFRST - Fundamentals of Being a Principal Investigator	Spring 2021
ResearchFRST - Public Engagement	Spring 2021
Teaching Essentials: Disciplinary Literacy	Spring 2021

Writing Retreat	Spring 2021
Professional Development, The Huddle	2020 – present
Online Teaching Foundation	Summer 2020
Start Here	Summer 2020

UNIVERSITY OF GEORGIA

Interdisciplinary Certificate in University Teaching	May 2020
Online Teaching and Learning	Fall 2019
Guiding Undergraduates to Mental Health Services	September 2019
Recreational Sports	August 2019
Certified Adult First Aid/CPR/AED	August 2019
Freshman College Summer Experience	June 2017/June 2019
Service-Learning Course Design	Spring 2017
Graduate Teaching Seminar	Fall 2016
Delivering English in Indonesian College Classroom	June 2015

SERVICE

International Associations

• Member, American Collegiate Retailing Association (ACRA)	2016 – present
• Member, International Textile and Apparel Association	2016 – present
• Member, American Marketing Association	2018 – present
• Member, Costume Society of America	2016 – 2018

International Journal

• Reviewer, Journal of Fashion Marketing and Management	2021 – present
• Reviewer, Journal of Global Fashion Marketing	2021 – present
• Reviewer, Clothing & Textiles Research Journal	2020 – present
• Reviewer, International Textile & Apparel Association	2020 – present
• Reviewer, American Collegiate Retailing Association	2020 – present

University and Department:

Committee member, TAM Graduate Education Committee	2022 – present
Committee member, TAM Merchandising Curriculum Committee	2022 – present
Committee member, TAM scholarship Committee	2020 – present