

CURRICULUM VITAE

Trisha W. Kemerly, Ph.D.
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EDUCATION

2012	Ph.D.	University of North Carolina at Greensboro Major: Consumer and Retail Studies; Cognate Area: Sociology GPA: 4.0
2006	M.A.	University of North Carolina at Greensboro Liberal Studies, with concentration in Creative Writing GPA: 3.9
1999	B.A.	Louisiana Tech University, Ruston, LA Major: Journalism; Minor: Spanish GPA: 3.9

Dissertation title, 2012: Home Sweet Home: An exploration of women's home furnishings shopping experiences.

PROFESSIONAL EXPERIENCE

Lecturer 2015-present	University of North Carolina at Greensboro, NC Responsibilities: Teaching a 4-4 course load, mentoring students, overseeing several independent study projects, and serving as Threads faculty co-advisor and YMA faculty educator.
Visiting Asst. Professor 2015-2016	University of North Carolina at Greensboro, NC Responsibilities: Teaching a 4-4 course load, mentoring students, overseeing several independent study projects, leading study trip to NYC (Spring 2015)
Course mentor 2014	Western Governor's University Responsibilities: Acting as a subject matter expert for the undergraduate business marketing department; instructing students via online webinars, cohorts, and workshops; advising students and clarifying concepts in order to help them successfully complete marketing courses.
Instructor	The Art Institute of Charlotte, NC

2013-2014	Responsibilities: Teaching a 4-4 course load, advising students, and furthering research interests
Visiting Asst. Professor 2012-2013	University of North Carolina at Greensboro, NC Responsibilities: Teaching a 3-3 course load, advising students
Adjunct Instructor 2011	High Point University Responsibilities: Developed and taught advertising course
Owner, president 2008 – 2012	WhipSmart Creative, Inc., High Point, NC Self-employed as a writer, photographer and graphic designer
Editor 2002 – 2008	<i>Home Furnishings Retailer</i> , High Point, NC Responsibilities: Oversee all layout and design of monthly business magazine, including cover design. Coordinate with writing, editorial, and photography personnel to develop story ideas, layout and design. Edit copy for Associated Press style and proper grammar, spelling, punctuation, and sentence structure. Write monthly column and periodic feature articles. Oversee all ad placement and production for the magazine. Develop all marketing and promotional materials for the magazine.
Managing Editor 2000 – 2001	Sair Linux and GNU Certification, Oxford, MS Responsibilities: Directed workflow, supervised and trained editorial staff to develop eight educational books of computer courseware; managed publication of courseware and supplemental materials, edits of company website and marketing collateral; instrumental in my department for achieving quality assurance for all published materials.
Editor 1999 – 2000	<i>The Southwest Times</i> , Radford, VA Responsibilities: Performed layout and design of daily newspaper, including the front page and inside pages; coordinated with writing, editorial, and photography staffs to develop deadlines and project planning; edited newspaper copy for Associated Press style; responsible for photography assignments, developing, and editing; hired and trained staff in editing and writing.
Reporter 1995 – 1998	<i>The Ruston Daily Leader</i> , Ruston, LA

Executive Editor *The Tech Talk*, Ruston, LA
1997 – 1998

Editorial Assistant *Retailing Today*, New York City, NY
1997

Reporter *The Courier*, Houma, LA
1994 – 1997

RESEARCH FOCUS

My primary research interests are on the sociocultural and psychological aspects of consumer behavior and dress and identity. This has evolved into a related focus on dress and identity, particularly on the portrayals of gender and body image in American culture. My doctoral research focused on the shopping experience of home furnishings consumers, and how online retailers can tailor their retail strategies to influence consumers' attitudes and behavioral intentions, specifically in regard to the home furnishings industry. In order to explore these theoretical questions, I primarily use qualitative and critical research methods.

TEACHING INTERESTS

My primary teaching interests include consumer behavior, culture and human behavior, fundamentals of marketing, retail/marketing strategy, advertising and promotion, social psychology of dress and identity, and international retailing. I also have a strong journalism and graphic design background. Classes I am most interested in teaching:

- Social Psychology and the Meanings of Products
- Consumer Behavior and Online Consumer Behavior
- Marketing Principles and Strategies
- International Retailing
- Sociology of Consumerism
- Dress and Identity
- Qualitative research methods

Courses Taught

The University of North Carolina at Greensboro

- CRS 221: Culture, Human Behavior, and Clothing
- CRS 231: Introduction to Consumer and Apparel Retailing
- CRS 242/APD 242: Introduction to Design Principles and Technology

- CRS 262/RCS 362: Fashion Marketing Communications
- CRS 321: Social Psychology of Dress and Identity
- CRS 372: Survey of Historic Costume
- CRS 421: Entrepreneurship Practicum
- CRS 431: Entrepreneurship
- CRS 463: Global Sourcing of Apparel and Related Consumer Products
- CRS 481: Contemporary Professional Issues in Consumer, Apparel, and Retail Studies (Capstone course)
- CRS 482: Special Problems in Consumer, Apparel, and Retail Studies
- CRS 582: Special Problems in Consumer, Apparel, and Retail Studies
- CRS 570: Apparel Brand Management
- RCS 264: Fashion Retail Management
- RCS 464: Global Retail Strategies
- RCS 584: Advanced Retail Strategy
- RCS 662: Consumer Behavior – Softlines Consumers

The Art Institute of Charlotte

- FM 311: Consumer Behavior
- FMMA 101: Introduction to Retail
- FM 202: Visual Merchandising
- FM 203: Merchandise Marketing
- FM 232: Event Promotion
- ADVA 201: Fundamentals of Marketing
- ADVA 204: Consumer Behavior
- FMMA 104: Sales Promotion

High Point University

- COMM 3325: Strategic Message Development for Advertising

Western Governors University

- ASC1: Marketing Management Concepts
- AST1: Marketing Management Tasks
- MAP1: Cases in Marketing Management

HONORS & AWARDS

- Honorary member of Iota Omega Chapter of Delta Sigma Pi business Fraternity (2020)
- Lecturer Teaching Excellence Award – UNCG Bryan School of Business (2016-2017)

- Induction to Beta Gamma Sigma (international business honor society) (2012)
- UNCG Consumer, Apparel, and Retail Studies Graduate Student of the Year (2011)
- American Home Furnishings Alliance Home Award for Media Excellence (2006)
- R.H. Fackelman Career Enhancement Fund (1997-1999)
- Southeast Journalism Conference Journalist of the Year, second place (1998)
- Academic Excellence Scholar for the College of Liberal Arts (1999)
- Outstanding Student Scholarship (1995-1999)
- Journalism Department Award (1995-1999)
- Best Column, Society of Professional Journalists (1999)
- Louisiana Press Association Best Editorial, third place (1999)
- SJC Best Editorial, honorable mention (1998)
- SJC Best Scholarly Journalism Research Paper, honorable mention (1998)

PUBLICATIONS & PRESENTATIONS

Books

Kemerly, T. (2021). *Culture and Clothing: An introduction to culture, human behavior, and dress*. Great River Learning, Dubuque, IA.

Peer-reviewed Publications

Kemerly, Tony & **Kemerly, Trisha**. (2018). A Supernatural Tale of Agency, Othering, and Oppression. *Popular Culture Review*, Vol 29:1, pgs 51-63.

Kemerly, Trisha W., and Hodges, Nancy. "To Buy or Not to Buy: Exploring the Online Decision-Making Process among Female Home Furnishings Consumers." (Submitted: *Qualitative Research Journal*)

Manuscripts in progress

Kemerly, Trisha W., and Matthews, Delisia. "The "Ideal" Influencer: The Impact of Fashion Influencers on their Followers' Appearance Management Behaviors."

Kemerly, Trisha W., and Hodges, Nancy. "Beyond the Extended Self: Creating a Family Identity through Home Furnishings Consumption."

Kemerly, Trisha W., and Hodges, Nancy. "Home Sweet Home: Understanding the Online Decision-Making Process for Female Home Furnishings Consumers."

Peer-Reviewed Presentations

Kemerly, Trish & Mathews, D. (2020). “The ‘Ideal’ Influencer: The impact of fashion influencers on followers.” Chicago Fashion Lyceum, Chicago, IL. (*submitted*)

Kemerly, Tony & **Kemerly, Trisha.** (2017). “A Supernatural Tale of Agency, Othering, and Oppression.” Mid-Atlantic Popular/American Culture Association Conference – Philadelphia, PA

Kemerly, Trisha and Kemerly, Tony. (2015). “Caught in the Panopticon: Gender Performativity in Women’s Mixed Martial Arts.” Popular Culture Association/American Culture Association 2015 Conference – New Orleans, LA

Kemerly, Tony and **Kemerly, Trisha.** (2014). “Betwixt and Between: The Obese Female in Film as a Liminal Being.” Mid-Atlantic Popular and American Culture Association 2014 Conference – Baltimore, MD.

Kemerly, Tony and **Kemerly, Trisha.** (2014). “Man, Interrupted. Why Disparaging the Obese Isn’t Funny.” New England Popular Culture Association 2014 Conference – Providence, RI.

Kemerly, Tony and **Kemerly, Trisha.** (2014). Sinful Bodies: The Seven Deadly Sins and the Morality of Obesity. Southern States Communication Association 2014 Conference – New Orleans, LA.

Kemerly, Tony and **Kemerly, Trisha.** (2013). A Supernatural Tale of Agency, Oppression, and Obesity. NEPCA 2013 Conference – Burlington, VT.

Kemerly, Trisha W. and Hodges, Nancy. (2011). “To Buy or Not to Buy: Exploring the Online Decision-Making Process for Female Home Furnishings Consumers.” Presented at *International Textile Apparel Association 2011 Conference*, November 2-6, Philadelphia, PA.

Abstract publishing in conference proceedings

Kemerly, Trisha W., and Hodges, Nancy. (2011). “To Buy or Not to Buy: Exploring the Online Decision-Making Process for Female Home Furnishings Consumers.” Presented at *International Textile Apparel Association 2011 Conference*, November 2-6, Philadelphia, PA.

Presentations

Kemerly, Trisha. (2017). Fashion technology using Adobe Illustrator. Invited guest lecturer, Career & Technical Education (CTE) Summer Conference, Greensboro, NC. July 27, 2017.

Kemerly, Trisha. (2016). Gender, identity and dress. Invited guest lecturer, WEL 4675: Body and Identity, High Point University, High Point, NC. September 22, 2016.

Kemerly, Trisha. (2016). Creating mentoring relationships. Bryan Business School “Back 2 Business” faculty panel, Greensboro, NC. August 29, 2016.

Kemerly, Trisha. (2015). Culture and clothing. Office of Intercultural Engagement Art Reception, Greensboro, NC. October 8, 2015.

Kemerly, Trisha. (2015). The challenge of sustainability. Keker First Year Common Read Faculty Panel, UNCG Lloyd International Honors College, Greensboro, NC. September 17, 2015.

ADVISING

Kiara Bethune, McNair Scholar. *Roles Reversed: The Impact of Social Media on Fashion Influencers*. In-progress.

Andrea Oglesby (MS non-thesis track). *Determinants of Millennial Consumers’ Behavior towards Shopping Online versus In-store*. In-progress.

Megan McAbee (MS non-thesis track). *Exploring the Differences in the Online Consumer Decision-Making Process for Staple Apparel Items and Fashion Apparel Items*. Completed December 2019.

Stephanie Shaneyfelt (MS non-thesis track). *Consumer Perceptions of Virtual Garment Renderings in an Online Retail Setting*. Completed December 2019.

Kerri Byrd (MS non-thesis track). *Sustainable Apparel and Apparel Labelling: The Consumers’ Perspective*. Completed December 2019.

LaTosha Bell (MS non-thesis track). *Direct to Consumer Merchandising/Digital Content Coordinator Internship*. Completed June 2019.

Max Fishman (MS non-thesis track). *Denim Jeans: Defining the Optimal Fit from the Perspective of Apparel Designer and Manufacturer*. Completed May 2019.

Heather Keating (MS non-thesis track). *Understanding Business of Divas Boutique and Bridal*. Completed May 2, 2018.

Jessica Papier (MS non-thesis track). *National vs. Private Apparel Brands and the Millennial Consumer*. Completed May 2018.

Virginia Cole (MS non-thesis track). *Emerging Designer: Presenting a Fashion Collection*. Completed November 2018.

Cassandra Senter (MS non-thesis track). *Online vs. Offline Shopping: How Traditional Apparel Retailers Are Struggling with the Increase in Online Retailing*. Completed November 8, 2017.

SERVICE

2016-present	Undergraduate Program Committee (Bryan School), member
2015-present	Threads (CARS student organization) faculty co-advisor
2014-present	CARS Scholarship/Awards Committee, committee member
2014-present	CARS Curriculum Committee, committee member
2016-2018	Phi Beta Lambda (student business organization), faculty advisor
2016-2018	Rotaract (student service organization) faculty advisor
2015-2017	Dean's Gen 3 Task Force, committee member
2012-2013	Scholarship/Awards Committee, committee member
2012-2013	Curriculum Committee, committee member

COMPUTER SKILLS

Proficient with:

- Adobe InDesign, Photoshop, Illustrator, and Acrobat Pro
- All Microsoft Office/PC software
- All standard Mac software

REFERENCES

Nancy J. N. Hodges
Department Chair,
Department of Consumer, Apparel, & Retail Studies, UNCG
nancy.hodges@uncg.edu

Meagan Glasco
Director, Fashion Marketing
The Art Institute, Charlotte, NC
(704) 357-4691 • mglasco@aii.edu