

# **Leslie Stoel**

**Associate Professor, Fashion & Retail Studies**  
**Department of Consumer Sciences, College of Education & Human Ecology**  
**The Ohio State University**  
**Vita: Through March 31, 2011**

## **ADDRESS**

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## **EDUCATION**

- 1997 Ph.D. **Michigan State University**, East Lansing, MI. College of Human Ecology.  
Department of Human Environment: Design and Management; merchandising management specialization.  
Dissertation title: "Group-Based Rivalry: A Social Conflict Theory on the Influence of Group Membership on Competitive Behavior"
- 1992 M.S. **Purdue University**, West Lafayette, IN. Krannert Graduate School of Management.  
Department of Management: strategic management/marketing specializations.
- 1980 B.S. **University of Nebraska**, Lincoln, NE. College of Home Economics.  
Department of Textiles, Clothing, and Design: fashion merchandising emphasis.

## **PROFESSIONAL EXPERIENCE**

- 07/00 - present **The Ohio State University**, Columbus, OH.  
10/2006 – present: Associate Professor, College of Education & Human Ecology, Department of Consumer Sciences.  
07/2000 – 09/2006: Assistant Professor, College of Education & Human Ecology, Department of Consumer Sciences.
- 01/98 - 06/00 **University of Kentucky**, Lexington, KY.  
Assistant Professor, College of Human Environmental Sciences, Department of Interior Design, Merchandising, and Textiles.
- 08/93 - 05/97 **Michigan State University**, East Lansing, MI.  
Graduate teaching & research assistant, College of Human Ecology, Department of Human Environment: Design and Management, merchandising management program.
- 05/94 - 08/94, 10/92 - 08/93 **Jervis B. Webb Company**, Farmington Hills, MI.  
Special projects, Unibilt and Webb sales division: job analysis and procedure writing for ISO 9000 certification.
- 01/93 - 04/93 **Eastern Michigan University**, Ypsilanti, MI.  
Lecturer, Department of Human, Environmental and Consumer Resources, fashion merchandising.
- 08/91 - 05/92 **Purdue Alumni Association**, West Lafayette, IN.  
Graduate assistant for merchandise.
- 05/80 - 07/90 **JCPenney, Inc.**, Baltimore, MD / Washington, D.C. metropolitan area.  
Senior Merchandise Manager, six store management positions of progressive responsibility for personnel, operations, and fashion and hard line merchandise in four different stores.

## **HONORS AND AWARDS**

- 2011 Highly Commended Paper, Emerald Literati Network 2011 Awards for Excellence
- 2010 2 Best Paper Awards, Academy of Marketing Science- American Collegiate Retailing Association Joint Triennial Conference
- 2008 Best Paper Award, American Collegiate Retailing Association 2008 Annual Spring Meeting
- 2005 International Council of Shopping Centers Best Paper Award - Honorable Mention, American Collegiate Retailing Association 2005 Annual Meeting
- 2001 International Council of Shopping Centers Best Paper Award - Honorable Mention, American Collegiate Retailing Association 2001 Annual Meeting
- 1995-6 Michigan State University Excellence-In-Teaching Citation

# Leslie Stoel

## SECTION I. RESEARCH/SCHOLARLY ACTIVITY

### GRANTS

#### External

- Niehm, L., Frazier, B. & **Stoel, L.** (February 2008). Community Resiliency: Role of the Retail Sector in Easing Sudden and Slow Motion Economic Shocks. United States Department of Agriculture, Cooperative State Research, Education & Extension Service (CSREES), National Research Initiative Competitive Grants Program, Rural Development, **\$500,000** (\$111,655 OSU subcontract); **3 years (funded)**.
- Miller, N., Niehm, L., Frazier, B., **Stoel, L.**, Warrington, P. & Kean, R. (January 2006). Building Research Collaborations to Enhance Rural Economic Development. United States Department of Agriculture, Cooperative State Research, Education & Extension Service (CSREES), National Research Initiative Competitive Grants Program, Rural Development Conference Award, **\$10,000; 1 year (funded)**.
- Wickliffe, V. and **Stoel, L.** (July 2000). Global Internet Merchandising of Food and Textile/Apparel Products: Companion Web-sites for Educating Faculty and Students. United States Department of Agriculture Cooperative State Research, Education & Extension Service (CSREES), Challenge Grant, September 2000 - August 2002, total project **\$100,000 (\$26,375 OSU subcontract)**, co-principal investigator **(funded)**.
- Stoel, L.** (June 1998). Faculty Development in International Business Program, Mexico. Center for Business Education and Research (CIBER) Fellowship, Texas A&M, **\$500 (funded)**.

#### Internal

- Stoel, L.**, Chung, J.E. & Xu, Y. (2008). Profiling Chinese Consumers' Preferences for Soy-Based Dietary Supplements. Ohio Agricultural Research & Development Center (OARDC) Seed Grant Competition, 4/1/08 – 3/30/09, **\$50,803 (funded)**.
- Davis, G., Bowen-Ellzey, N., Clark, J., Irwin, E., Manta-Conroy, M. & **Stoel, L.** (Spring 2007). Central Business Districts: The Measures of Success. OSU Cares Seed Grant Program, 6/1/07 – 6/30/08, **\$8,900 (funded)**.
- Stoel, L.** (October 2004). Rural Retailers: Profiling Internet Users & Non-Users. Ohio Agricultural Research & Development Center (OARDC) Seed Grant Competition, 4/1/05 – 9/30/06, **\$49,898 (funded)**.
- Stoel, L.** (Winter 2001). TELR (Technology Enhanced Learning & Research) Faculty for Internship in Learning & Technology Program, The Ohio State University Technology Enhanced Learning & Research Center; 1 intern, 20 hours per week, 10 weeks, \$8.00 per hour for Winter 2001; time equivalent of **\$1,600 (funded)**.
- Stoel, L.** (October 2000). Internet Affiliate Groups: Group Identification, Purchase Behavior and Loyalty. The Ohio State University Office of Research University Seed Grant Proposal, \$13,014 **(\$9,000 funded)**.
- Stoel, L.** (April 2000). Foreign Travel Support for Presentations at International Conferences: for travel to present paper at the International European Association for Education and Research in Commercial Distribution (EAERCD) Conference on Retail Innovation, July 13-14, 2000, Escuela Superior de Administracion y Dirreccion de Empresas (ESADE), Barcelona, Spain. University of Kentucky Office of the Vice President for Research and Graduate Studies, **\$500 (funded)**.
- Wickliffe, V. and **Stoel, L.** (April 2000). Minigrant: data entry funding (for graduate student) during Summer 2000. University of Kentucky Office of the Vice Chancellor for Research and Graduate Studies, **\$600 (funded)**.
- Stoel, L.** (April 2000). Minigrant: for travel to present paper at the American Collegiate Retailing Association (ACRA) 2000 National Spring Meeting, Toronto, Ontario, Canada. University of Kentucky Office of the Vice Chancellor for Research and Graduate Studies, **\$646 (funded)**.
- Stoel, L.** (December 1999). Retail Hardware Cooperatives: A Longitudinal Study. University of Kentucky 2000 Summer Faculty Research Fellowship Program, **\$5,000 (funded)**.
- Stoel, L.** (August 1999). The Self and Entertainment: Motives for Shopping and Purchasing. College of Human Environmental Sciences Research Grant, \$4,030 **(partially funded - \$2015)**.
- Stoel, L.** (June 1999). Foreign Travel Support for Presentations at International Conferences: for travel to present paper at Into the New Millennium - The Globalization of Retailing Joint Conference of EAERCD and ACRA, Stirling, Scotland. University of Kentucky Office of the Vice President for Research and Graduate Studies, **\$700 (funded)**.

## Leslie Stoel

**Stoel, L.** and Oakes, J. (April 1999). The Influence of Life Cycle on Effectiveness of Mall Entertainment Features. Undergraduate Research and Creativity Grants, **\$500 (funded)**.

### Experiment Station Research Projects

**Stoel, L.** (2009). Role of the Retail Sector in Rural Community Resiliency. Ohio Agricultural Research & Development Center (OARDC) Hatch Project, 2/1/2009-9/30/2014.

**Stoel, L.** (2004). Rural Market Retailers: Beliefs about Internet Use & Conditions for Use. Ohio Agricultural Research & Development Center (OARDC) Hatch Project, 10/1/2004-9/30/2007.

### PUBLICATIONS

#### Refereed Journal Articles, Published

Jackson, V., **Stoel, L.** & Brantley, A. (2011). Mall attributes and shopping value: Differences by gender and generational cohort. *Journal of Retailing & Consumer Services*, 18 (1), 1-9.

Im, H.J., Lennon, S. & **Stoel, L.** (2010). The perceptual fluency effect on pleasurable online shopping experience. *Journal of Research in Interactive Marketing*, 4 (4), 280-295.

Ha, S. & **Stoel, L.** (2010). E-tail evolution: Motives and patronage intentions of online shopper segments. *Journal of Global Fashion Marketing*, 1(1), 9-18.

Kim, J. & **Stoel, L.** (2010). Factors contributing to rural consumers' inshopping behavior: Effects of institutional environment and social capital. *Marketing Intelligence & Planning*, 28 (1), 70-87.

**Stoel, L.**, Jeong, S.W. & Ernst, S. (2010). Beliefs of small, independently owned rural retailers about Internet use: A typology. *Marketing Intelligence & Planning*. 28 (1), 88-104.

Ha, S. & **Stoel, L.** (2009). Consumer E-shopping Acceptance: Antecedents in a Technology Acceptance Model. *Journal of Business Research*, 62 (5), 565-571 \*.

Ha, S. & **Stoel, L.** (2008). Promoting Consumer-Retailer Relationship Building: Influence of Consumer Trustworthiness of Customer Loyalty Program Marketing. *Journal of Customer Behaviour*, 7(3), 215-229.

Park, J. H., **Stoel, L.** & Lennon, S. (2008). Cognitive, affective, and conative responses to visual simulation: The effects of rotation in online product presentation. *Journal of Consumer Behaviour*, 7(1), 72-87.

Lee, M., Geistfeld, L. & **Stoel, L.** (2007). Cultural Differences between Korean & American Apparel Websites. *Journal of Fashion Marketing and Management*, 11 (4), 511-528.

Lee, K.H. & **Stoel, L.** (2006). A Study of Student Perspectives on Web-based Learning Technology in Merchandising Courses. *Journal of the Korean Society of Clothing & Textiles*, 30 (12), 1788-1799.

Reilly, A., Huss, M. & **Stoel, L.** (2005). Encouraging Learning of Industry Technology: A Merchandising Example. *Journal of Family and Consumer Sciences*, 97 (4), 36-40.

Park, J. H., Lennon, S. & **Stoel, L.** (2005). Online Product Presentation: Effects of Mood, Perceived Risk and Purchase Intention. *Psychology and Marketing* †, 22 (9), 695-719.

Kim, M. & **Stoel, L.** (2005). Salesperson Roles: Are Online Retailers Meeting Customer Expectations? *International Journal of Retailing and Distribution Management, Special Issue on Fashion Industry II*, 33 (4), 284-297.

Park, H. & **Stoel, L.** (2005). A Model of Socially Responsible Buying/Sourcing Decision-Making Processes. *International Journal of Retailing and Distribution Management, Special Issue on Fashion Industry II*, 33 (4), 235-248.

Park, J. H. & **Stoel, L.** (2005). Effect of Brand Familiarity, Experience and Information on Online Apparel Purchase. *International Journal of Retailing and Distribution Management*, 33 (2), 148-160.

**Stoel, L.**, Wickliffe, V. & Lee, K. H. (2004). Attribute Beliefs and Spending as Antecedents to Shopping Value. *Journal of Business Research* ‡, 57 (10), 1067-1073.

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\* ISI Journal, Social Sciences Citation Index

† ISI Journal, Social Sciences Citation Index

‡ ISI Journal, Social Sciences Citation Index

## Leslie Stoel

- Ha, Y. & **Stoel, L.** (2004). Internet Apparel Shopping Behaviors: The Influence of General Innovativeness. *International Journal of Retailing and Distribution Management, Special Issue on Fashion Industry I*, 32 (8), 377-385.
- Kim, S. & **Stoel, L.** (2004). Dimensional Hierarchy of Retail Website Quality. *Information & Management* §, 41 (5), 619-633.
- Kim, S. & **Stoel, L.** (2004). Apparel Retailers: Website Quality Dimensions and Satisfaction. *Journal of Retailing and Consumer Services*, 11 (2), 109-117.
- Stoel, L.** & Sternquist, B. (2004). Group Identification: The Influence of Group Membership on Retail Hardware Cooperative Members' Perceptions. *Journal of Small Business Management* \*\*, 42 (2), 155-173.
- Stoel, L.** & Lee, K. H. (2003). The Effect of Experience on Student Acceptance of Web-based Learning Technology. *Internet Research: Electronic Networking Applications and Policy* ††, 13 (5), 364-374.
- Park, J. H. & **Stoel, L.** (2002). Apparel Shopping on the Internet: Information Availability on U.S. Apparel Merchant Websites. *Journal of Fashion Marketing and Management*, 6 (2), 158-176.
- Stoel, L.** (2002) Retail Cooperatives: Group Size, Group Identification, Communication Frequency and Relationship Effectiveness. *International Journal of Retail and Distribution Management*, 30 (1), 51-60.
- Huddleston, P., Good, L.K., & **Stoel, L.** (2001). Consumer Ethnocentrism, Product Necessity and Polish Consumers' Perceptions of Quality. *International Journal of Retail and Distribution Management*, 29 (5), 236-246.
- Huddleston, P., Good, L.K., & **Stoel, L.** (2000). Consumer Ethnocentrism, Product Necessity and Quality Perceptions of Russian Consumers. *International Review of Retail, Distribution and Consumer Research*, 10 (2, April), 167-181.
- Huddleston, P., Good, L. K., & **Stoel, L.** (1997). G.U.M.: From Gloom to Glitter. *Management Case Quarterly*, 2 (#1 & 2, Spring/Summer), 12-18.
- Editor Reviewed Articles**
- Sarma, S. & **Stoel, L.** (2001). The J. Peterman Company: Stretched Beyond Limits. Case study in B. Berman & J. Evans, *Great Ideas in Retailing, Supplement to Retail Management: A Strategic Approach, Eighth Edition* (pp. 119-121), Prentice Hall: Upper Saddle River, NJ.
- Good, L.K., Huddleston, P. & **Stoel, L.** (1999). Where are the "New Russians" Shopping? In R. F. Lusch & P. Dunne, *Retailing (Third Edition)* (pp. 132-133). South-Western Publishing Co.: Cincinnati, OH.
- Refereed Papers Published in Proceedings and Symposium Publications**
- Ernst, S., Hooker, N., **Stoel, L.**, Sanders, D.J. & Kalb, M. (2007). Information Technology Use by Small-Scale Grocers. Research Update. *Journal of Food Distribution Research*, 38 (1), 206.
- Ernst, S., **Stoel, L.**, Hooker, N. H. & Skolmutch, M. (2006). IT and E-Commerce Use by Small Food Retailers: Preliminary Findings. *Journal of Food Distribution Research*, 37 (1), 183-184.
- Stoel, L.** (May 2002). Retail Cooperative Groups: Effectiveness in a Hypercompetitive Market. In H. E. Spotts (Ed.), *Developments in Marketing Science, Volume XXV 2002, Proceedings of the Annual Conference of the Academy of Marketing Science* (pp. 16-24). Coral Gables, Florida: Academy of Marketing Science.
- Stoel, L.**, Wickliffe, V. & Lee, K.H. (June 2001). Satisfaction with Mall Attributes: The Influence of Resource Expenditures and Shopping Values. In *Conference Proceedings 1: Eleventh International Conference on Research in the Distributive Trades* (5 pages in Section C 1.2), Tilburg, The Netherlands: EIM Business and Policy Research.
- Stoel, L.** & Wickliffe, V. (July 2000). The Case of ecampus.com: Strategic Innovator in Customer Service? In *Proceedings: International European Association for Education and Research in Commercial Distribution (EAERCD) Conference on Retail Innovation*, (5 pages on CD-ROM Location: Eaecrd04.pdf). Barcelona, Spain: Escuela Superior de Administracion y Dirreccion de Empresas (ESADE).

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§ ISI Journal, Social Sciences Citation Index

\*\* ISI Journal, Social Sciences Citation Index

†† ISI Journal, Science Citation Index

## Leslie Stoel

- Stoel, L.** (November 2000). The Effect of Rivalry Intensity and Differentiation on Centralization and Conformity of Retail Cooperative Group Members. In J. R. Evans & B. Berman (Eds.), *Retailing 2000: Launching the New Millennium, Special Conference Series, Volume IX 2000, Proceedings of the Sixth Triennial National Retailing Conference Presented by the Academy of Marketing Science and the American Collegiate Retailing Association* (pp. 244-248). Hofstra University, Hempstead, NY: Academy of Marketing Science.
- Stoel, L.** & Sternquist, B. (August 1999). Effects of Intertype versus Intratype Competition on Members of Hardware Retail Cooperatives. In A. Broadbridge (Ed.), *Tenth International Conference on Research in the Distributive Trades* (pp. 163-171). Stirling, Scotland: Institute for Retail Studies, University of Stirling.
- Stoel, L.** (November 1997). The Influence of Retail Cooperative Membership on Competitive Behavior: A Social Conflict-Based Theory. In R. L. King (Ed.), *Retailing: End of a Century and a Look to the Future, Special Conference Series, Volume VIII 1997, Proceedings of the Fifth Triennial National Retailing Conference Presented by the Academy of Marketing Science and the American Collegiate Retailing Association* (pp. 149-153). Richmond, VA: Academy of Marketing Science.
- Abstracts of Refereed Papers Published in Proceedings and Symposium Publications**
- Liu, Y. & **Stoel, L.** (March 2011). The effects of strategy type on the bonding-performance relationship in the retail context. Proceedings of the American Collegiate Retailing Association 2011 Annual Conference, Boston, MA.
- Cho, J.R. & **Stoel, L.** (March 2011). Effects of environmental stimuli on affective and behavioral responses in an online shopping environment. Proceedings of the American Collegiate Retailing Association 2011 Annual Conference, Boston, MA.
- Jackson, V., **Stoel, L.**, Niehm, L. & Frazier, B. (March 2011). Effects of decoupling, recoupling and community norms of openness on organizational legitimacy of small rural retailers. Proceedings of the American Collegiate Retailing Association 2011 Annual Conference, Boston, MA.
- Hwang, J., **Stoel, L.** & Chung, J. (March 2011). Spillover effects of corporate social responsibility (CSR) communication: An exploration with retailer CSR-oriented private brands. Proceedings of the American Collegiate Retailing Association 2011 Annual Conference, Boston, MA.
- Frazier, B.J., **Stoel, L.** & Niehm, L. (October 2010). The influence of the institutional environment on community perceptions of rural retailer performance. In 2010 International Textile & Apparel Association (ITAA) Proceedings #67, Annual Meeting, Montreal, Quebec, Canada, October 27-30, 2010, available online at <http://www.itaonline.org/displaycommon.cfm?an=1&subarticlenbr=67> .
- Jeong, S.W., **Stoel, L.** & Fiore, A.M. (October 2010). The impact of product presentation on consumer experiences and shopping value. In 2010 International Textile & Apparel Association (ITAA) Proceedings #67, Annual Meeting, Montreal, Quebec, Canada, October 27-30, 2010, available online at <http://www.itaonline.org/displaycommon.cfm?an=1&subarticlenbr=67> .
- Jackson, V. & **Stoel, L.** (October 2010). A multi-state qualitative assessment of decoupling, recoupling and organizational survival of rural retailers. In 2010 International Textile & Apparel Association (ITAA) Proceedings #67, Annual Meeting, Montreal, Quebec, Canada, October 27-30, 2010, available online at <http://www.itaonline.org/displaycommon.cfm?an=1&subarticlenbr=67> .
- Jeong, S.W., Chung, J.E. & **Stoel, L.** (September 2010). The impact of country of origin and product familiarity on Chinese consumers' purchase intentions: Exploring the case of dietary supplements. In Proceedings of the 2010 Global Marketing Conference, produced by the Korean Academy of Marketing Science, Concurrent Session 6, Session 6.5, paper #1 (1 page on CD-ROM), Tokyo, Japan.
- Ha, S. & **Stoel, L.** (September 2010). Consumer e-shopping behavior: roles of e-shopping quality and gender. In Proceedings of the 2010 Global Marketing Conference, produced by the Korean Academy of Marketing Science, Multimedia Session II, Session 2.3, paper #10 (1 page on CD-ROM), Tokyo, Japan.
- Cho, J.R. & **Stoel, L.** (June 2010). Investigation of dominance in an online shopping environment. In Proceedings of the American Collegiate Retailing Association (ACRA) 2010 Annual Spring Conference (1 page on CD-ROM), Orlando, FL.

## Leslie Stoel

- Jeong, S.W., **Stoel, L.** & Chung, J.E. (June 2010). The impact of store preference and product country of origin on Chinese consumers' purchase intentions: exploring the case of dietary supplements. In *Proceedings of the American Collegiate Retailing Association (ACRA) 2010 Annual Spring Conference* (1 page on CD-ROM), Orlando, FL.
- Frazier, B., Niehm, L., **Stoel, L.**, Miller, N., & Sattler-Weber, S. (November 2009). An Institutional Perspective of Retailer Marketing Actions in Rural Communities. In *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (4 pages available online at [http://www.itaonline.org/downloads/MM-Frazier-An\\_Institutional\\_Perspective.pdf](http://www.itaonline.org/downloads/MM-Frazier-An_Institutional_Perspective.pdf)). Monument, CO: International Textile & Apparel Association, Inc.
- Niehm, L., Miller, N., Frazier, B., **Stoel, L.** & Sattler Weber, S. (January 2009). Attracting Retail Entrepreneurs to Rural Communities: The Role of the Institutional Environment. *Proceedings of the United States Association for Small Business & Entrepreneurship (USASBE) 2009 Annual Conference*, Anaheim, California.
- Ha, S. & **Stoel, L.** (May 2008). Customer Loyalty Program: Influence of the Trustworthiness of Customer Loyalty Program Marketing on Consumer-Retailer Relationship Building. In D. Burns (Ed.) *Proceedings of the American Collegiate Retailing Association (ACRA) 2008 Annual Meeting* (1 page on CD-ROM), Durango, CO. **Best Paper Award.**
- Kim, J. & **Stoel, L.** (April 2007). Developing a Conceptual Model to Explain Inshopping Behaviors of Rural Consumers: Social Capital and Institutional Environment. In D. Burns (Ed.) *Proceedings of the American Collegiate Retailing Association (ACRA) 2007 Annual Meeting* (1 page on CD-ROM), Chicago, IL.
- Park, J. & **Stoel, L.** (April 2007). Effect of background music and download delay on consumers' responses in online store shopping. In D. Burns (Ed.) *Proceedings of the American Collegiate Retailing Association (ACRA) 2007 Annual Meeting* (1 page on CD-ROM), Chicago, IL.
- Ha, S. & **Stoel, L.** (April 2006). Shopping Motives and Patronage Intentions of Online Shopper Segments: An Apparel Context. In D. Burns (Ed.) *Proceedings of the American Collegiate Retailing Association (ACRA) 2006 Annual Meeting* (1 page on CD-ROM), Fayetteville, Arkansas.
- Ha, S. & **Stoel, L.** (April 2005). E-shopping Quality, Trust and Consumer Acceptance: Addition to the Technology Acceptance Model. In D. Burns (Ed.) *Proceedings of the American Collegiate Retailing Association (ACRA) 2005 Annual Meeting* (1 page on CD-ROM), Philadelphia, PA. **Best Paper Award.**
- Park, M., **Stoel, L.** & Lennon, S. (April 2005). Developing a Conceptual Model to Explain the Effect of Information Quality on Website Quality Perceptions and Customer Satisfaction. In D. Burns (Ed.) *Proceedings of the American Collegiate Retailing Association (ACRA) 2005 Annual Meeting* (1 page on CD-ROM), Philadelphia, PA.
- Glenn, A. & **Stoel, L.** (November 2004). NAFTA and U.S. demand for apparel imports. In *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (1 page available online at <http://www.itaonline.org/template.asp?intPageId=121#Number%20610>). Monument, CO: International Textile & Apparel Association, Inc.
- Stoel, L.**, Park, J. H. & Lennon, S. (November 2004). Cognitive versus affective responses: The effects of 3-D presentation online. In *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (1 page available online at <http://www.itaonline.org/template.asp?intPageId=121#Number%20610>). Monument, CO: International Textile & Apparel Association, Inc.
- Stoel, L.** & Kwon, W. (November 2003). A Real-World Project: Integration of CAD, Fashion Business, and Ready-to-Wear Analysis Courses. In *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (1 page available online at <http://www.itaonline.org/template.asp?intPageId=121>). Monument, CO: International Textile & Apparel Association, Inc.
- Park, J. H., Lennon, S. & **Stoel, L.** (November 2003). Internet apparel shopping: The effect of product presentation on mood, perceived risk and purchase intention. In *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (1 page available online at <http://www.itaonline.org/template.asp?intPageId=121>). Monument, CO: International Textile & Apparel Association, Inc.

## Leslie Stoel

- Lee, K. H., **Stoel, L.** & Reilly, A. (2002). Student Acceptance of E-learning Technology: The Effect of Perceptions of Usefulness and Ease of Use. In *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (1 page available online at <http://www.itaonline.org/ITAAnew/Proceedings2002/Teaching%20Posters/22.htm>). Monument, CO: International Textile & Apparel Association, Inc.
- Park, H. & **Stoel, L.** (2002). Socially Responsible Buying in the Apparel Industry. In *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (1 page available online at <http://www.itaonline.org/ITAAnew/Proceedings2002/Research%20Abstracts/071.htm>). Monument, CO: International Textile & Apparel Association, Inc.
- Lee, K. H., **Stoel, L.** & Reilly, A. H. (2001). WebCT: Using Technology To Enhance Merchandising Courses. In *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (1 page available online at <http://www.itaonline.org/ITAAnew/Proceedings2001/ResearchAbstracts/72.html>). Monument, CO: International Textile & Apparel Association, Inc.
- Hilliard, P. & **Stoel, L.** (2001). An Analysis of African American Dressmaking Businesses During the Great Migration, 1900 to 1930. In *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (1 page available online at <http://www.itaonline.org/ITAAnew/Proceedings2001/ResearchAbstracts/18.html>). Monument, CO: International Textile & Apparel Association, Inc.
- Stoel, L.** & Park, J. H. (2001). Internet Apparel Shopping: Information Availability On Apparel Websites. In *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (1 page available online at <http://www.itaonline.org/ITAAnew/Proceedings2001/ResearchAbstracts/28.html>). Monument, CO: International Textile & Apparel Association, Inc.
- Sarma, S. & **Stoel, L.** (2000). Mall Shopping: A Study of The Relationship between Shopper Orientation, Mall Behavior, and Re-patronage Intention. In N. J. Owens (Ed.), *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (1 page available online at <http://www.itaonline.org/ITAAnew/Proceedings2000/posters/030.html>). Monument, CO: International Textile & Apparel Association, Inc.
- Huddleston, P., Good, L.K. & **Stoel, L.** (1997). Consumer Ethnocentrism and Quality Perceptions of Polish Consumers [Abstract]. In N. J. Owens (Ed.), *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (p. 42). Monument, CO: International Textile & Apparel Association, Inc.
- Stoel, L.**, & Omura, G. (1996). A Social Conflict Theory for Strategic Group Rivalry [Abstract]. In C. Droge & R. Calantone (Ed.), *1996 American Marketing Association Educators' Proceedings* (pp. 258-259). Chicago, IL: American Marketing Association, Volume 7.
- Huddleston, P., Good, L.K. & **Stoel, L.** (1996). Consumer Ethnocentrism and Quality Perceptions of Russian Consumers [Abstract]. In H. Timmermans & I. Vermeulen-van der Rijt (Ed.), *Book of Abstracts of the Third Recent Advances in Retailing and Services Science Conference* (p. 83). Telfs/Buchen, Austria.
- Stoel, L.** & Huddleston, P. (1994). Ethnocentric Consumers: Are They Demographically Distinct [Abstract]? In C. M. Ladisch (Ed.), *Proceedings of the Annual Meeting of the International Textile & Apparel Association (ITAA)* (p. 75). Monument, CO: International Textile & Apparel Association, Inc.

### SCHOLARLY PRESENTATIONS

#### Unpublished International / National Presentations

- Liu, Y., Dong, D., Burnkrant, R.E. & **Stoel, L.** (February 2011). What Do Consumers Expect To See? Expectations and Satisfaction with Company vs. Consumer Sponsored Word of Mouth Forums. Oral presentation at the AMA Winter Marketing Educators' Conference 2011, February 18-20, 2011, Austin, TX.
- Frazier, B., Ha, Y., Kim, H.J., Kwon, W., Liu, C., Stoel, L. & Kim, M. (2010). Building Alliances in the Use of Statistical Methods: Advanced Usage of Structural Equation Modeling. Pre-conference workshop coordinated by Stoel, L. & Kim, M. for NCCC-65 Regional Research Group. Presented at International Textile & Apparel Association (ITAA) 2010 Annual Conference, Montreal, Quebec, Canada.

## Leslie Stoel

- Frazier, B., Ha, S., Huang, Y. & **Stoel, L.** (2009). Adding SEM to your analytical toolbox: Designing studies using structural equation modeling. Special Topic Session panel coordinated by **Stoel, L.**, Kim, M. & Sternquist, B. for NCCC-65 Regional Research Group. Presented at Ninth Joint Triennial Meeting of the Academy of Marketing Sciences/American Collegiate Retailing Association (AMS/ACRA), New Orleans, LA.
- Ha, S. & **Stoel, L.** (July 2009). An Individual Difference Approach to Understanding Loyalty Program Effects: Customer Loyalty Program Involvement. Oral presentation at the Academy of Marketing Science Global Congress Conference, Oslo, Norway.
- Kim, J. & **Stoel, L.** (May 2009). The Effects of Institutional Action and Legitimacy on Rural Consumers' Support towards the Local Retailer. Oral presentation at the American Collegiate Retailing Association (ACRA) 2009 National Spring Meeting, Las Vegas, NV.
- Park, H.R & **Stoel, L.** (November 2008). The Influence of Interactive Tools on Online Apparel Customer's Attitudes and Intentions. Research paper presented orally at ITAA 2008 Annual Meeting, Chicago, IL.
- Stoel, L.** (November 2008). Evolving patterns in statistical methods: Overview of structural equation modeling, a Special Topic Panel Session sponsored by NCCC 65. International Textile & Apparel Association (ITAA) 2008 Annual Meeting.
- Park, J. & **Stoel, L.** (November 2007). How presence of background music mitigates consumers' perception of download delay: mediating role of emotions. Research paper presented orally at ITAA 2007 Annual Meeting, Los Angeles, CA.
- Ha, S. & **Stoel, L.** (November 2007). Drivers of apparel E-shopping Behavior: Understanding the effects of E-shopping quality and experiential E-shopping motives. Poster presented at ITAA 2007 Annual Meeting, Los Angeles, CA.
- Miller, N. J., Frazier, B., Huddleston, P., Niehm, L., **Stoel, L.** & Warrington, P. (November 2005). What is 'Relevant?': Current Views and a Vision for Our Future. Panel presentation presented orally at the International Textile & Apparel Association (ITAA) 2005 Annual Meeting, Alexandria, VA.
- Keene, J., **Stoel, L.**, Wickliffe, V., Hooker, N. & Ernst, S. (November 2005). Comparison of rural retailers' perceptions about using the Internet: Application of the Technology Acceptance Model. Research paper presented orally at the International Textile & Apparel Association (ITAA) 2005 Annual Meeting, Alexandria, VA.
- Park, M., Lennon, S. & **Stoel, L.** (November 2005). The roles of product and customer service information in determining website quality, satisfaction, and patronage intentions. Research paper presented orally at the International Textile & Apparel Association (ITAA) 2005 Annual Meeting, Alexandria, VA.
- Park, M.J., **Stoel, L.**, & Lennon, S. J. (August 2005). Key dimensions of electronic service quality: Applying qualitative research. Research paper presented at the Seoul International Clothing and Textiles Conference, Seoul, Korea.
- Lee, K. H., & **Stoel, L.** (April 2003). Adopting WebCT to Clothing and Textiles Classes: Technology Acceptance Modeling for Cyber Courseware. Research paper for oral presentation at Costume Culture Association Annual 2003 Conference, Seoul, Korea.
- Park, H. & **Stoel, L.** (May 2002). Socially Responsible Buying for Retail Organizations: Cognitive and Affective Reactions. Paper presented at the American Collegiate Retailing Association (ACRA) 2002 Annual Meeting, Las Vegas, NV.
- Wickliffe, V. & **Stoel, L.** (May 2002). A Characterization of Internet purchase behavior: Does product category matter? Paper presented at the American Collegiate Retailing Association (ACRA) 2002 Annual Meeting, Las Vegas, NV.
- Wickliffe, V. & **Stoel, L.** (March 2001). Rural and Urban Consumers: A Comparative of Mall Preferences, Shopping Orientation and Consumer Characteristics. Paper presented at the American Collegiate Retailing Association (ACRA) 2001 National Spring Meeting, Birmingham, AL.
- Sarma, S. & **Stoel, L.** (November 2000). Mall Shopping: A Study of The Relationship between Shopper Orientation, Mall Behavior, and Re-patronage Intention. Research poster presented at International Textile & Apparel Association (ITAA) 2000 Annual Conference, Cincinnati, OH, and Winner of Graduate Student Research Competition.

## Leslie Stoel

**Stoel, L.** (May 2000). Group Identification, Communication Frequency and Relationship Effectiveness of Retail Hardware Cooperatives. Paper presented at the American Collegiate Retailing Association (ACRA) 2000 National Spring Meeting, Toronto, Ontario, Canada.

**Stoel, L.** & Sternquist, B. (March 1999). Within-Group and Between-Group Rivalry of Hardware Retail Cooperatives. Paper presented at the American Collegiate Retailing Association (ACRA) 1999 National Spring Meeting, Tucson, AZ.

**Stoel, L.** (April 1998). Group-Based Rivalry: The Influence of Group Membership on Competitive Behavior of Hardware Retailers. Paper presented at the American Collegiate Retailing Association (ACRA) 1998 National Spring Meeting, Washington, D.C.

**Stoel, L.,** Good, L. K. & Huddleston, P. (April 1994). Product Perceptions and Store Choice of Ethnocentric Consumers. Paper presented at the American Collegiate Retailing Association (ACRA) 1994 National Spring Meeting, Atlanta, GA.

### SECTION II. INSTRUCTIONAL ACTIVITY

#### COURSES TAUGHT

**The Ohio State University**, Columbus, OH (July 2000-current)

The Business of Fashion: Apparel, Textiles and Home Furnishings: 3 credit hours, undergraduate.

Global Patterns and Issues in Textiles and Apparel Trade: 3 credit hours, undergraduate.

International Retailing: 5 credit hours, undergraduate.

Merchandise Buying & Management: 5 credit hours, undergraduate.

Merchandise Buying & Management Technology: 1 credit hour, undergraduate.

Asian Study Tour: 8 credit hours, undergraduate.

Research in Textiles, Apparel, and Merchandising: 3 credit hours, graduate.

Special Topic: Research Seminar in E-tail Merchandising: 3 credit hours, graduate.

Special Topic: Research Seminar in Retail Internationalization: 3 credit hours, graduate.

Special Topic: Research Seminar in Management & Marketing Strategy in Retail and Hospitality Firms: 3 credit hours, graduate.

**University of Kentucky**, Lexington, KY (January 1998 - June 2000).

Introduction to Merchandising: 3 credit hours, undergraduate.

Analysis of Apparel Quality: 3 credit hours, undergraduate.

Merchandising Procedures: 3 credit hours, undergraduate.

Applied Industry Planning and Control: 3 credit hours, undergraduate.

Economics of the Textile and Apparel Industry: 3 credit hours, undergraduate.

Seminar in Interior Design, Merchandising, and Textiles: 1 credit hour, graduate.

**Michigan State University**, East Lansing, MI (August 1993 - May 1997).

Introduction to Merchandising Management: 3 credit hours, undergraduate.

Merchandise Planning and Buying: 4 credit hours, undergraduate.

Merchandising Management Entrepreneurship: 3 credit hours, undergraduate.

Merchandising Management: Human Resources: 3 credit hours, undergraduate.

**Eastern Michigan University**, Ypsilanti, MI (January 1993 - April 1993).

Merchandising Interior Furnishings: 3 credit hours, undergraduate.

# Leslie Stoel

## GRADUATE FACULTY ACTIVITIES

### The Ohio State University

#### *Doctoral Dissertation Advisor*

TaeIm Han: TBD

Yan Liu: TBD

JungEun Lee: TBD

JungRim Cho: Effect of environmental stimuli on affective and behavioral responses in an online shopping context (College of EHE Fellowship Award for 2011-12)

SoWon Jeong: Impacts of Social Capital on Motivation, Institutional Environment, and Consumer Patronage Intention toward a Rural Retailer (College of EHE Fellowship Award for 2010-11)

Yujin Moon: Strategic E-service for small apparel retailers to compete with larger businesses (College of EHE Fellowship Award for 2010-11)

Minjung Cha: The relationship between psychic distance and performance: The moderating effects of international experience and retail format

Jiyoung Kim: Effects of Institutional Environment and Social Capital on Rural Consumers' Inshopping Behavior (College of EHE Fellowship Award for 2007-08; OARDC Graduate Student Seed Grant) (completed Summer 2008)

Sejin Ha: How Customer Loyalty Program Influences Relational Marketing Outcomes: A Perspective of Consumer-Retailer Identification (completed Summer 2007)

Hyun Joo Im: The Effect of Perceptual Fluency on Online Shoppers' Aesthetic Evaluation and Behavioral Intention (College of EHE Fellowship Award for 2006-07) (completed Summer 2007).

Ann Glenn: Finished Good Sourcing Decisions in the US Apparel Industry after Implementation of the Agreement on Textiles and Clothing (completed Autumn 2006)

#### *Doctoral Dissertation Co-advisor*

Boram Park: TBD (with co-advisor J. Chung)

Stan Ernst: TBD (with co-advisor K. Stafford)

Jiyoung Hwang: Spillover Effects of Corporate Social Responsibility Communication: An Exploration with Retailer CSR-oriented Private Brands and Loyalty Programs (with co-advisor J.Chung) (completed December 2010)

Ji Hye Park: The Effect of Product Presentation on Mood, Perceived Risk and Purchase Intention (completed December 2002).

Catherine Leslie: Identity, Consumption & Frequency of Behavior among Contemporary Needleworkers (completed June 2002).

Haesun Park: Socially Responsible Buying in the Apparel Industry (completed December 2001)

#### *Master's Thesis Advisor*

Jia Xu: The Motivations of Consumer's Willingness-To-Buy Socially Responsible Products: An Application of the TPB Model (completed March 2010)

JungRim Cho: Investigation of Dominance Using an Integrated Model of BPM and S-O-R in an Online Shopping Environment (completed March 2009)

Hye Ri Park: The Influence of Interactive Tools on Online Apparel Customer's Attitudes and Intentions (completed May 2008)

Jeanette Keene: A Study of Small Ohio Retailers' Assimilation and Diffusion of Information Technology: An Integration of Five Models (completed July 2006)

JeeSun Park: Effects of Background Music and Download Delay on Consumers' Responses in Online Store Shopping (completed July 2006)

Patricia Hilliard: An Analysis of African-American Dressmaking Businesses during the Great Migration, 1900-1930 (completed May 2001)

#### *Master's Thesis Co-advisor*

Erica Read: The Effect of Ambient Scent on Male and Female In-Store Shopping Behavior (completed March 2003)

# Leslie Stoel

## UNDERGRADUATE FACULTY ACTIVITIES

### The Ohio State University

#### *Student Organization Advisor*

2008-2010 Black Retail Action Group (BRAG): OSU students initiated chapter of this national organization

#### *Honors Thesis Advisor*

- 2002-04 Katie Siefker: E-tail Marketing of University Licensed Textile & Apparel Goods (completed June 2004)
- Participant in Denman Undergraduate Research Competition, May 2004
  - Winner of 2003-04 College of Human Ecology Undergraduate Honor's Research Scholarship

## SECTION III. SERVICE ACTIVITY & AFFILIATIONS

### Invited Presentations

- September 2008 Stoel, L. & Ernst, S. Comparing Rural Retailer Internet Users and Non-Users: Access Speed, Demographics, Attitudes and Beliefs. Presentation to Congressionally requested conference 'Broadband in a Post-Modern Economy' hosted by USDA-ERS.
- September 2008 Ernst, S. & Stoel, L. Rural Grocers and Technology Adoption: Attitude Matters. Size Matters More. Presentation to Congressionally requested conference 'Broadband in a Post-Modern Economy' hosted by USDA-ERS.
- September 2008 Presentation at Farm Science Review: "Broadband Adoption by Rural Retailers"
- September 2006 Presentation at Farm Science Review: "Is Rural Retail in Ohio Dead?"
- January 2006 Presentation to Direct Agricultural Marketers Association, 2006: "Who do 'They' Think You Are: Merchandising Mechanics", with Stan Ernst.
- September 2004 Presentation to National Cooperative Business Association, 2004 Annual Purchasing Cooperatives Conference: "Group Identification of Retail Cooperative Group Members: Why to Love It & Why to Hate It.

### Public Service Presentations

- January 2006 Presentation at AEDE Economic Update: Thoughts on the Changing Face of Retail in Rural Ohio.
- March 2004 Presentation at Appalachian Outlook Meeting: Outlook for Rural Retailers, Picketon, OH.
- December 2001 Presentation to Camelid Owners, Breeders & Fiber Enthusiasts Conference: "Threading Your Way through the Internet: How to Build Awareness of Your Fiber Products."
- March 2000 Presentation to Bluegrass Home Economists: "E-tailing."
- May 1999 Presentation to Kentucky County Extension Agents: "Trends in Retailing."
- November 1998 Presentation on Interior Design, Merchandising and Textile programs to Russell County Future Homemakers of America (FHA) campus visitors
- June 1998 Presentation on Interior Design, Merchandising and Textile programs to Kentucky 4-H campus visitors

### Professional Service

#### *Ad-hoc Journal Reviewer:*

*Agricultural and Resource Economics Review*

*Clothing and Textiles Research Journal*

*European Journal of Marketing*

*International Journal of Retail and Distribution Management*

*International Review of Retail, Distribution and Consumer Research*

*Journal of Business Research*

*Journal of Consumer Affairs*

*Journal of Food Business Research*

*Journal of Interactive Marketing*

*Journal of Retailing and Consumer Services*

*Managing Service Quality*

# Leslie Stoel

## *Ad-hoc Conference Reviewer:*

Academy of Marketing Science (AMS) Annual Conferences  
Academy of Marketing Science/American Collegiate Retailing Association (AMS/ACRA) joint Triennial Meetings  
American Collegiate Retailing Association (ACRA) conferences  
American Collegiate Retailing Association/National Retail Federation (ACRA/NRF) Conferences  
American Council on Consumer Interests (ACCI) Conference  
Eastern Family Economist Resource Management Association (EFERMA) Conference  
International Textile & Apparel Association (ITAA) Annual Meetings

## **Professional Organization Affiliations**

### [Academy of Marketing Science \(AMS\)](#)

Member: 2001-present

### [American Collegiate Retailing Association \(ACRA\)](#)

Secretary: 2004-2008

Member: 1993-present

### [International Textile and Apparel Association \(ITAA\)](#)

Member: 1993-present

### [United States Association for Small Business & Entrepreneurship](#)

Member: 2009-present

[Kappa Omicron Nu](#): initiated 1996

[Phi Upsilon Omicron](#): initiated 1979