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Education

- Ph.D. Department of Consumer Affairs, Auburn University, Auburn, Alabama
- Specialization: Merchandising and Consumer Behavior
 - Dissertation Title: “Predicting Consumers’ Cause-Brand Alliance Attitude and Purchase Intentions: The Influence of Cause Involvement, Message Source, Perceived Motivations, and Cause-Brand Fit”
- M.S. Department of Textiles, Merchandising, and Interiors, University of Georgia, Athens, GA
- Specialization: Merchandising
 - Thesis Title: “A Comparison of Fashion Opinion Leaders and Political Opinion Leaders in Terms of Attitude toward Fashion Advertisements with Political Content”
- B.S. Department of Biology, University of Georgia, Athens, GA

Current Academic Position

- 7/18-Present Chair and Associate Professor, School of Human Ecology, Georgia Southern University, Statesboro, GA

Previous Academic Positions

- 7/17-7/18 Interim Chair and Associate Professor, School of Human Ecology, Georgia Southern University, Statesboro, GA
- Program Coordinator, Fashion Merchandising and Apparel Design Program
- 8/16-6/17 Associate Professor, Fashion Merchandising and Apparel Design Program, School of Human Ecology, Georgia Southern University, Statesboro, GA
- Program Coordinator
- 8/13-7/16 Assistant Professor, Fashion Merchandising and Apparel Design Program, School of Human Ecology, Georgia Southern University, Statesboro, GA
- 8/12-5/13 Instructor, Fashion Merchandising and Apparel Design Program, School of Human Ecology, Georgia Southern University, Statesboro, GA

8/09-8/12 Assistant Professor, Department of Textile and Apparel Management, University of Missouri, Columbia, Missouri

Courses Taught at Georgia Southern University

FMAD 3231 Fashion Fundamentals
FMAD 3232 Principles of Merchandising
FMAD 3233 Visual Merchandising
FMAD 3234 Textiles
FMAD 4234 Fashion Presentation and Promotion

Courses Taught at the University of Missouri

TAM 1400 Softgoods Consumer Behavior
TAM 2400 Global Consumers
TAM 3100/7100 Fundamentals of E-Commerce
TAM 4300/7300 Softgoods Brand Management
TAM 4310 Global Retailing

Courses Taught at Auburn University

CAHS 2760 Visual Merchandising (Instructor on Record)
CAHS 3600 Textiles (Instructor on Record)
CAHS 3600, Textiles Laboratory (Graduate Teaching Assistant)
CAHS 5650, Textile and Apparel Evaluation (Graduate Teaching Assistant)

Courses Taught at the University of Georgia

TXMI 3500L, Textiles Laboratory (Graduate Teaching Assistant)

Refereed Journal Article Publications

- Zorotovich, J., Dove, M., & Myers, B. (2021). When traditional gender roles clash with contemporary expectations: A call to redefine success in the modern world. *Journal of Family and Consumer Sciences*, 113(1), 62-66. <http://dx.doi.org/10.14307/JFCS113.1.62>
- Myers, B., & Eike, R. (2020). The impact of service-learning on apparel design students' self-efficacy of apparel construction, management, and communication skills. *International Journal of Fashion Design, Technology, and Education*, 13(3), 292-299. <https://doi.org/10.1080/17543266.2020.1797904>

- Eike, R. J., Myers, B., & Sturges, D. (2018). The impact of service-learning targeting apparel design majors: A qualitative analysis of learning growth. *Family and Consumer Sciences Research Journal*, 46(3), 267-281. <https://doi.org/10.1111/fcsr.12250>
- Myers, B. (2015). Cause-related marketing campaigns: Do consumer perceptions and brand motivations matter? *Journal of Brand Strategy*, 4(3), 267-280.
- Ridgway, J., & Myers, B. (2014). A study on brand personality: Consumers' perceptions of colours used in fashion brand logos. *International Journal of Fashion Design, Technology, and Education*, 14(1), 50-57.
- Myers, B., & Kwon, W.-S. (2013). Antecedents of consumer attitude toward cause-brand alliances and post-brand attitude. *International Journal of Nonprofit and Voluntary Sector Marketing*, 18(2), 73-89.
- Myers, B., Kwon, W.-S., & Forsythe, S. (2013). Creating successful cause-brand alliances: The role of cause involvement, perceived brand motivations, and cause-brand alliance attitude. *Journal of Brand Management*, 20(3), 205-217.
- Myers, B., Kwon, W.-S., & Forsythe, S. (2012). Creating effective cause-brand alliances: The role of cause-brand fit, message source, and perceived motivations. *Clothing and Textile Research Journal*, 30(3), 167-182.
- Harben, B., & Forsythe, S. (2011). Cause-brand alliances: Less familiar brands with familiar causes. *Journal of Brand Management*, 19(2), 132-142.
- Harben, B., & Kim, S. (2010). Political opinion leadership and advertisement attitude: The moderating roles of cognitive and affective responses to political messages. *The Social Science Journal*, 47(1), 90-105.
- Harben, B., & Kim, S. (2008). Attitude towards fashion advertisements with political content: Impacts of opinion leadership and perception of advertisement message. *International Journal of Consumer Studies*, 32(1), 88-98.

Refereed Journal Article Publications Under Review

- Martindale, A., Myers, B., & Rolling, V. Incorporation of an online fashion news publication into a fashion merchandising course as a method of career preparation.

Refereed Oral Presentations

- Myers, B., Eike, R., & Romans, M. (Forthcoming, 2022, August). *Campus mending and alterations: Opportunities for sustainability education*. Paper to be presented at the XXIV International Federation for Home Economics World Congress, Atlanta, GA.

- Myers, B., & Eike, R. (2017, November). *Garment workers' rights are women's rights: Suggestions for future studies on support for socially responsible businesses*. Paper presented at the annual meeting of the International Textile and Apparel Association, Tampa, FL.
- Myers, B., Eike, R., & Sturges, D. (2017, March). *Building self-efficacy in apparel: Service learning through garment alterations*. Paper presented at the annual Scholarship of Teaching and Learning Commons Conference, Savannah, GA.
- *Eike, R., Myers, B., Sturges, D. (2016, November). *Incorporating service learning into the apparel curriculum through a mending and alterations shop*. Paper presented at the annual meeting of the International Textile and Apparel Association, Vancouver, Canada.
- *Abstract was extended and awarded as a Paper of Distinction
- Myers, B., & Kwon, W-S. (2011, November). *An exploratory study of consumers' thoughts upon exposure to a cause-brand alliance*. Paper presented at the annual meeting of the International Textile and Apparel Association, Philadelphia, PA.
- Myers, B., Kwon, W-S., & Forsythe, S. (2011, July). *The influence of perceived cause-brand fit, cause involvement, and perceived motivations on consumer attitude toward a cause-brand alliance and intentions to purchase the product associated with the alliance*. Paper presented at the Fifth International Consumer Sciences Research Conference, Bonn Germany.
- Harben, B., Kwon, W.-S., & Forsythe, S. (2010, November). *Creating effective cause-brand alliances: The role of message source, perceived motivations, and cause-brand fit*. Paper presented at the annual meeting of the International Textile and Apparel Association, Montreal, Canada.
- Byun, S.-E., & Harben, B. (2010, November). *Cultivating critical thinking and analytical skills through visual critiques*. Paper presented at the annual meeting of the International Textile and Apparel Association, Montreal, Canada.
- Harben, B., Kwon, W.-S., & Forsythe, S. (2009, November). *Predicting consumers' cause-brand alliance attitude and purchase intentions: The influence of cause involvement, message source, perceived motivations, and cause-brand fit*. Paper presented at the annual meeting of the International Textile and Apparel Association, Bellevue, WA.
- Harben, B., & Kwon, W.-S. (2008, November). *Antecedents of consumer attitude toward cause-brand alliances and post-brand attitude*. Paper presented at the annual meeting of the International Textile and Apparel Association, Schaumburg, IL.
- Harben, B., & Forsythe, S. (2008, January). *Cause-brand alliance effectiveness for unfamiliar brands partnered with familiar causes*. Paper presented at the winter conference of the American Collegiate Retailing Association, New York, NY.
- Harben, B., & Kwon, W.-S. (2007, November). *The influence of consumer knowledge of the cause and the brand, perceived fit, and perceived company motivation on consumer attitude toward cause-brand alliances*. Paper presented at the annual meeting of International Textile and Apparel Association, Los Angeles, CA.

Harben, B., & Burgess, B. (2004, June). *A comparison of modesty in denim jean advertisements between American and Korean fashion magazines: Directions for future research*. Paper presented at the Hawaii International Conference on Social Sciences, Honolulu, HA.

Refereed Poster Sessions

Burton, M., Eike, R., & Myers, B. (2019, October). *Paradigm shift: A call for conceptualization of a fast fashion sustainable business model*. Poster presented at the annual meeting of the International Textile and Apparel Association, Las Vegas, NV.

Martindale, A., & Myers, B. (2018, November). *Incorporation of an Online Fashion News Publication into a Fashion Merchandising Course: Perceived Benefits and Educational Impact*. Poster presented at the annual meeting of the International Textile and Apparel Association, Cleveland, OH.

Lee, Y., Myers, B., & Wallace, H. (2018, June). *Designing research methods for 3D virtual apparel simulation system: Part I. creating a virtual apparel on a virtual body*. Poster presented at the annual conference and expo of the American Association of Family and Consumer Sciences, Atlanta, GA.

Eike, R., Irick, E., Myers, B., & Noon, V. (2017, October). *Sustainability in the apparel discipline: The layers of ESRAP*. Poster presented at the annual conference of the Association for the Advancement of Sustainability in Higher Education, San Antonio, Texas.

Eike, R., Myers, B., Sturges, D. (2016, March). *Service learning through clothing alteration: A study with fashion students*. Poster presented at the annual Scholarship of Teaching and Learning Commons Conference, Savannah, GA.

Eike, R., Myers, B., Sturges, D. (2016, April). *Service Learning Through an On-Campus Alterations Shop*. Poster presented at the Gulf South Summit on Service-Learning, Savannah, GA.

Myers, B. (2015, November). *A Content Analysis of Online Retailers' use of Environmental Claims in Apparel Product Descriptions*. Poster presented at the annual meeting of the International Textile and Apparel Association, Santa Fe, NM.

Myers, B. (2014, November). *The role of cause involvement, attitude toward cause-related marketing and perceived motivations in predicting consumers' intentions to participate in a CRM campaign*. Poster presented at the annual meeting of the International Textile and Apparel Association, Charlotte, NC.

Myers, B., & Norum, P. (2012, November). *Enhancing creativity and preparing students for careers in the apparel industry through implementing a blogging assignment in an e-commerce course*. Poster presented at the annual meeting of International Textile and Apparel Association, Honolulu, HA.

Harben, B., & Kim, S. (2005, November). *Political opinion leadership and attitude toward fashion advertisements with political content*. Poster presented at the annual meeting of International Textile and Apparel Association, Alexandria, VA.

Kaya, N., Burgess, B., & Harben, B. (2004, June). *Social interaction and territorial classroom behavior: The effects of college seating arrangements*. Poster presented at the Hawaii International Conference on Social Sciences, Honolulu, HA.

Grants Submitted

\$7250	Eike, R., Myers, B., Sturges, D., Lee, Y., & Simpara, H. (2016). <i>FMAD Stitch Shop Program</i> . Student Sustainability Fee Project Grant. Center for Sustainability, Georgia Southern University. (Funded)
\$2,500	Shelton, A., Eike, R., & Myers, B. (2015). <i>FMAD Stitch</i> . Student Sustainability Fee Project Grant. Center for Sustainability, Georgia Southern University. (Funded)
\$5,600	Eike, R., Kubley, A., & Myers, B. (2014). <i>Waste to Wear</i> . Student Sustainability Fee Project Grant. Center for Sustainability, Georgia Southern University. (Unfunded).
\$20,000	<i>Current Textile Labeling Requirements: Disruptive and Transforming?</i> Mizzou Advantage, University of Missouri, 2011, Co-Collaborator. (Funded)
\$50,000	<i>MU Global Connect- Proposal for the Development of a Digital Global Studies Certificate Program</i> , Mizzou Advantage, University of Missouri, 2011, Advisory Committee. (Funded)
\$1,000	Harben, B. (2009). Consumers' Preferences and Willingness to Pay for Sustainably Packaged Footwear in Different Environment Settings, Seeding Interdisciplinary Research Collaborations Grant, College of Human Environmental Sciences, University of Missouri. (Funded)
\$2,500	Harben, B. (2009). Exploring Consumers' Preferences and Willingness to Pay for Sustainable Packaging in the Footwear Industry, Research Assistant Fund, College of Human Environmental Sciences, University of Missouri (Funded)

Workshop and Panel Leadership at ITAA

Myers, B., Howell, A., Reddy-Best, K., & Sanders, E. (2020, November). *Elevate to innovate: Finding innovative ways to incorporate diversity and inclusion into the textile and apparel curriculum*. Special topics session presented at the annual meeting of the International Textile and Apparel Association, Online.

Adomaitis, A.D., Saiki, D., Schofield, S., Sanders, E., Eike, R., Myers, B. (2015, November). *Knowing your academic value for career negotiations*. Presentation given at the annual meeting of the International Textile and Apparel Association, Santa Fe, NM.

Invited Lectures

11/19	The Future of Sustainability: Disruptors and the Future of Retail, Apparel, Events, and Hospitality Management Department, Iowa State University, Ames, IA
2/11	Globalization and Consumption: Cause-Related and Global Marketing, Honors College, University of Missouri, Columbia, MO
10/11 10/10 10/09	Cause-Related Marketing and Digital Media, Center for the Digital Globe, University of Missouri, Columbia, MO
9/09	Branding and Visual Merchandising, Department of Architectural Studies, University of Missouri, Columbia, MO
1/08 9/08	Using Photoshop to Create a Visual Merchandising Portfolio, Department of Consumer Affairs, Auburn University, Auburn, AL
4/08 10/08	Green Retailing, Department of Consumer Affairs, Auburn University, Auburn, AL

Retail Industry Experience

8/04-8/05	Allocator, White House Black Market, Fort Myers, FL
6/03-8/03	Intern, Women's Wear Daily Regional Office, Atlanta, GA
5/05-8/05	Bookseller, Barnes and Noble, Fort Myers, FL
6/01-10/01	Sales Associate, Gap, Inc., Atlanta, GA
10/99-12/99	Brand Representative, Abercrombie & Fitch, Atlanta, GA

Professional Development Training and Seminars Attended

9/20	Awake to Woke to Work: Building a Race Equity Culture, Equity in the Center
10/19	University Strategic Diversity Leadership Workshop, Georgia Southern University

- 3/19 University System of Georgia Board of Regents Momentum Approach Summit, Peachtree City, GA
- 2/19 University System of Georgia Board of Regents New Department Chair Training, Peachtree City, GA
- 2/19 University Inclusive Excellence Design Summit
- 2/17 Blended Course Design Webinar: Evidenced-Based Practices for Blended Course Design, Georgia Southern University
- 8/16 Teaching Online Certificate Program, Georgia Southern University
- 4/16 iSTEM Institute's Grants 101 Workshop, Georgia Southern University
- 4/16 Diversity Panel: Creating Inclusive Environments for LGBTQ Students and Faculty, Georgia Southern University
- 11/15 Managing Your Academic Career, special topic session at the annual meeting of the International Textile and Apparel Association, Santa Fe, NM
- 3/15 Critical Conversations: Awakening Students as Learners, Georgia Southern University
- 2/15 Engaging Students through Active Learning, Georgia Southern University
- 4/14 What's All the Fuss about the FLIP? Flipping Over the Inverted Classroom, Georgia Southern University
- 3/14 Teaching Students to Argue? Critical Thinking & the 21st Century Student, Georgia Southern University
- 2/14 Can We Talk? Facilitating & Engaging Students in Discussions, Georgia Southern University
- 10/13 Designing Multiple Choice Tests to Foster Student Learning, Georgia Southern University
- 9/13 Working Qualitatively, Georgia Southern University
- 10/12 How to Create a Teaching Philosophy, Georgia Southern University
- 10/10 MizzouDiversity Summit, University of Missouri
- 8/10 Campus Writing Program Faculty Workshop at University of Missouri
- 11/08 Reviewing Manuscripts for the Clothing and Textiles Research Journal, pre-conference workshop at the annual meeting of the International Textile and Apparel Association, Schaumburg, IL

8/07-5/08 Fellow, Preparing Future Faculty Fellows Program, Biggio Center for the Enhancement for Teaching and Learning, Auburn University

5/08 The Auburn University Fall Line Project Sustainability in the Curriculum Workshop

Honors and Awards

2017 Service Award, School of Human Ecology, Georgia Southern University

2016 Submitted abstract was awarded as a Paper of Distinction, International Textile and Apparel Association Annual Conference, Vancouver, Canada

2015 Submitted abstract nominated for a Paper of Distinction Award, International Textile and Apparel Association, Annual Conference, Santa Fe, NM

2010 Auburn University Graduate School Distinguished Dissertation Award, Social Sciences Category

2010 Submitted abstract nominated for the Educators for Socially Responsible Business Best Paper Award, International Textile and Apparel Association Annual Conference, Montreal, Canada

2008 Dissertation Research Award, Women's Philanthropy Board, Auburn University

2008 Graduate Student Travel Award, Auburn University

2007 Jeanne M. Priester Doctoral Fellowship, Auburn University

2007 Tiger Rags Graduate Fellowship, Auburn University

2006 Graduate Teaching Fellowship, Auburn University

2004 Department of Textiles, Merchandising, and Interiors Travel Award, University of Georgia

2003 Rosabelle Carr Koelsche Scholarship, University of Georgia

Service Activities

Service to the University

8/16-5/17 Alternate, University Senate Undergraduate Committee, Georgia Southern University

8/14-5/16 Member, Senate Elections Committee, Georgia Southern University

Service to the College

12/16	Marshal, Fall 2016 Commencement Ceremony, College of Health and Human Sciences, Georgia Southern University
8/16-11/16	Member, Promotion and Tenure Committee, College of Health and Human Sciences, Georgia Southern University
5/14-8/16	Member, Awards Committee, College of Health and Human Sciences, Georgia Southern University

Service to the Department

12/19-5/20	Chair, Assistant Professor of Fashion Merchandising and Apparel Design Search Committee, School of Human Ecology, Georgia Southern University
3/19-5/19	Chair, Lecturer of Recreation Search Committee, School of Human Ecology, Georgia Southern University
7/17-7/18	Interim Chair, School of Human Ecology, Georgia Southern University
8/16-8/20	Program Coordinator, Fashion Merchandising and Apparel Design, School of Human Ecology, Georgia Southern University
12/17-6/17	Chair, Assistant Professor of Fashion Merchandising and Apparel Design Search Committee, School of Human Ecology, Georgia Southern University
8/16-2/17	Chair, Assistant Professor of Fashion Merchandising and Apparel Design Search Committee, School of Human Ecology, Georgia Southern University
8/16-5/17	Chair, Curriculum Committee, School of Human Ecology, Georgia Southern University
8/13-5/17	Member, Student Advisory Committee, School of Human Ecology, Georgia Southern University
8/13-5/17	Member, Scholarship Committee, School of Human Ecology, Georgia Southern University
8/14-2/15	Member, Assistant Professor of Fashion Merchandising and Apparel Design Search Committee, School of Human Ecology, Georgia Southern University
8/13-12/13	Member, Assistant Professor Search of Fashion Merchandising and Apparel Design Committee, School of Human Ecology, Georgia Southern University

Other Service Activities

8/09-5/12	Faculty Fellow, Center for the Digital Globe, University of Missouri
8/10-5/12	Department Representative, Academic Status and Appeals Committee, College of Human Environmental Sciences, University of Missouri
1/12-5/12	Chair, Scholarship Committee, Department of Textile and Apparel Management, University of Missouri
1/11-12/11	Member, Scholarship Committee, Department of Textile and Apparel Management, University of Missouri
6/11-8/11	Member, Instructor Search Committee, Department of Textile and Apparel Management, University of Missouri
12/09-3/10	Member, Department Head Search Committee, Department of Textile and Apparel Management, University of Missouri

Professional Associations and Activities

1/20-Present	Member, TAPAC Nominating Committee, International Textile and Apparel Association
3/19-Present	Secretary, Georgia Association of Family and Consumer Sciences
6/17-Present	Member, American Association of Family and Consumer Sciences
3/07-Present	Member, International Textile and Apparel Association
1/18-12/19	Chair, Public Relations Committee, International Textile and Apparel Association
1/16-Present	Member, Graduate Education Committee, International Textile and Apparel Association
1/17-12/17	Public Relations Committee Chair-Elect, International Textile and Apparel Association
1/15-12/20	Member, Public Relations Committee, International Textile and Apparel Association
1/12/-12/13	Chair, Membership Committee, International Textile and Apparel Association
1/11-12/18	Member, Membership Committee, International Textile and Apparel Association

2009-Present	Reviewer of abstract submissions for the annual conference, International Textile and Apparel Association <ul style="list-style-type: none"> • Merchandising/Retailing-Branding track • Consumer Behavior track • Sustainability/Social Responsibility tracks • Textile & Apparel Industries track
2017-Present	Reviewer for ESRAP Educators for Socially Responsible Apparel Practices Student Merchandising Competition
10/16	Reviewer of abstracts for the Georgia Undergraduate Research Conference

Manuscript Reviewer

Clothing and Textiles Research Journal
International Journal of Consumer Studies
Journal of Fashion Marketing and Management

Honors Student Mentoring

Faculty Mentor

Mosley, Y. L. (2021). *Read the room: Exploring the fine line between cultural appropriation and cultural appreciation*. School of Human Ecology, Georgia Southern University.

Griffiths, T.-A. (May, 2015). *The death of modesty: How the decline in the church's influence along with social and cultural factors directed changing views of modesty in America*. School of Human Ecology, Georgia Southern University.

Undergraduate Student Presentations

Griffiths, T. (2015, April). *The death of modesty: How the decline in the church's influence along with social and cultural factors in the twentieth century directed changing views of modesty in America*. Poster presented at the annual School of Human Ecology Undergraduate Research Symposium, Statesboro, GA.

Griffiths, T. (2015, April). *The death of modesty: How the decline in the church's influence along with social and cultural factors in the twentieth century directed changing views of modesty in America*. Poster presented at the annual Honors Research Symposium, Statesboro, GA.

Graduate Student Advising

Committee Co-Chair, Master's Thesis

- Whitteker, B. (December, 2011). *E-community support for weight loss*. Department of Textile and Apparel Management, University of Missouri

Committee Chair, Master's Thesis

- Ridgway, J. (May, 2011). *Brand personality: Consumer's perceptions of color used in brand logos*. Department of Textile and Apparel Management, University of Missouri

Committee Member, Doctoral Dissertation

- Hasty, A. S. (May, 2011). *War brides and wedding apparel*. Department of Textile and Apparel Management, University of Missouri
- Garcia, M. (May, 2011). *A tale of two multinationals: The BP and Greenpeace 'Go Green' conflict in an era of green crisis*. School of Journalism, University of Missouri

Committee Member, Master's Thesis

- Wolfgang, D. (October, 2011). *News website privacy policies and the ethical implications of using personal data collected by news organizations in the reporting process*. School of Journalism, University of Missouri
- Greene, W. (May, 2011). *The effect of country of design, parts, and manufacturing labels on apparel quality, price and purchase intention*. Department of Textile and Apparel Management, University of Missouri
- Stoll, E. (May, 2011). *Exploring small-and medium-sized enterprise owners' perceptions of success*. Department of Textile and Apparel Management, University of Missouri
- Chang, T.-T. (July, 2010). *Business activities, competitive advantages, ownership types of the textile and apparel industries in China*. Department of Textile and Apparel Management, University of Missouri

Media Interview

Bailey, Angie (March 1, 2011). Retailers' tricks to get you to spend more money. *Stretching Your Dollar*, KOMU, Columbia, MO.