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## Scarlett Wesley



### Scarlett Wesley

Associate Professor & Director of Graduate Studies

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### Curriculum Vitae

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## Professional Profile

### Biography

Dr. Wesley is an Associate Professor, joining the department in January 2006. Her research accomplishments include publications in *Journal of Business Research*, *Managing Service Quality*, *Journal of Shopping Center Research*, *College Student Journal*, and *International Journal of Culture, Tourism and Hospitality Research*. Dr. Wesley received International Council of Shopping Center (ICSC) research grants in 2001 and 2004. Her current research focuses on the assessment of sustainable retailing practices nationwide and in Kentucky. Dr. Wesley's research also includes the exploration of the shopping behavior of Hispanic consumers, focusing on shoppers in non-traditional growth areas such as Kentucky.

Before entering academia, Dr. Wesley gained valuable merchandising experience working in corporate retailing for five years. She was a member of a buying team as a planning and allocation analyst for a northeastern discount store chain. Her primary focus was the preschool and infant toys department. Dr. Wesley was also employed at LEGO Toys Inc. North America Headquarters in Enfield, Connecticut where she was an information systems analyst working for K-Mart and KayBee Toys.

Dr. Wesley is an active member of the International Textile and Apparel Association and the American Collegiate Retailing Association. Dr. Wesley currently serves as the Associate Editor for Book Essays for the *Journal of Business Research* and Membership Chairman of the American Collegiate Retailing Association.

### Course Instruction

MAT 414: Merchandising Strategy Analysis

MAT 510: Brand Management

MAT 480: Merchandising, Apparel and Textiles Study Tour

Research

Sustainable Retailing

Customer and Corporate Social Responsibility

Shopping Behavior of Specialty Markets

## Education

Ph.D. University of Tennessee, 1996 Retailing and Consumer Science

M.S. University of Tennessee, 1994 Retailing and Consumer Science

B.S. Tennessee Technical University, 1992 Marketing

## Areas of Interest

Academics

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HUMAN ENVIRONMENTAL SCIENCES (HTTP://HES.CA.UKY.EDU/)

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Dean  
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