
Kathleen Wachter, Ph.D.

Associate Professor of Marketing

**Department of Marketing
School of Business Administration
The University of Mississippi
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Professional Interests

Research Interests

Retailing, Consumer behavior, International Trade & Marketing.

Teaching Interests

MKTG 361: Intro to Retailing

IS: MKTG 351, MKTG 353

Academic Background

Ph.D. University of Tennessee, Knoxville, TN, Retail and Consumer Sciences, 1995

B.S. Purdue University, W. Lafayette, IN, Merchandising

M.S. University of Tennessee, Knoxville, TN, Textile Science

Work Experience

Academic Experience

Associate Professor, University of Mississippi (2005 - Present). Department of Marketing School of Business Administration.

Associate Professor, University of Mississippi (2003 - 2005). School of Applied Sciences Department of Family & Consumer Sciences.

Assistant Professor, University of Mississippi (2000 - 2003). School of Applied Sciences Department of Family and Consumer Sciences.

Assistant Professor, University of Mississippi (1997 - 2000). School of Education Department of Family & Consumer Sciences.

Assistant Professor, Brenau University (1995 - 1997). Assistant Professor Merchandising.

Visiting Assistant Professor, James Madison University (1994 - 1995). School of Business Department of Marketing.

Teaching

Courses Taught

Scheduled courses: Dress Within Cultural Context, Global Textiles and Apparel Marketing, Introduction to Retailing, Marketing Principles, Merchandising Internship, Soft Goods Merchandising, Textiles

Other courses:

Other Teaching Activities

Course (Existing) - Compensated Redesign

2008 - Course (Existing) - Compensated Redesign. Revision and update for IS MKTG 353 Advertising and Promotion

Student Assign-Independent Studies

2007 - Student Assign-Independent Studies. 50 students, Handle all teaching and grading activities for the above online courses.

Other Teaching Activities

2005 - Other Teaching Activities. Spring 2005 FCS 205 Soft Goods Marketing 36 students; FCS 302 Dress and Culture 40 students; FCS 481 Merchandising Internship 4 students. 2005 May Intersession FCS 150 Introduction to FCS Profession 23 students; Summer 2005 FCS

201 Textiles 33 students; FCS 302 Dress and Culture 21 students. Spring 2006 FCS 205 Soft Goods Marketing 40 students; FCS 302 Dress and Culture 40 students; FCS 481 Merchandising Internship 5 students.

Research/Intellectual Contributions:

Refereed Articles

- Wachter, K., Vitell, S., Shelton, R., & Park, K. (2010). Exploring Consumer Orientation Toward Returns: Unethical Dimensions. *Business Ethics: A European Review*.
- Bomba, A., Chang, Y., Knight, K., Tidwell, D., Wachter, K., S. Endo & C. West, (2009). College Students' Attitudes Toward Infant Breastfeeding Practices. *Journal of Family and Consumer Sciences*.
- Tidwell, D., Kwun, D., Knight, K., Chang, Y., & Endo, S. (2006). Assessment of HACCP Training Network. *Journal of Child Nutrition & Management*.
- Shelton, R. K. & Wachter, K. (2005). Effects of Global Sourcing on Textiles and Apparel. *Journal of Fashion Marketing and Management*, 9 (3), 318-329.
- Wachter, K. (2003). Rethinking Maslow's Needs. *Journal of Family and Consumer Sciences*, 95 (2), 68-69.
- Wachter, K. (2002). Longitudinal Assessment of Web Retailers: Issues from a Consumer Point of View. *Journal of Fashion Marketing and Management*, 6 (2), 134-145.

Papers Under Review

- Wachter, K. (2011). "The Integrated Retail Experience," Initial submission to *International Journal of Electronic Marketing and Retailing*.
- Wachter, K., Vitell, S., Park, K., & Shelton, R. (2009). "Ethical/Unethical Dimensions of Consumer Returns: Scale Development and Assessment.," Initial submission to *Journal of Business Ethics*.

Working Papers

- Wachter, K., Kim, Y., & Kim, M. (2011). "Mobile Users: Choosing to Engage." targeted for *Research in Consumer Behavior*.
- Wachter, K. & Endo, S. (2008). "Integrating a seamless service encounter".
- Wachter, K., Vitell, S., Park, K., & Shelton, R. (2008). "Developing a returner orientation scale".
- Wachter, K. (2007). "Fakes: Strategies and Market Implications".
- Wachter, K., Park, K., & Shelton, R. (2007). "Hassle Behavior and the Return Process" targeted for EIRASS San Francisco, CA June 2007.
- Wachter, K., Park, K., & Shelton, R. (2007). "Hassle Behavior and the Return Process" targeted for *Journal of the Academy of Marketing Science*.
- Shelton, R. K. & Wachter, K. (2006). "Elimination of the Quota System by the WTO: Impact on Retailers and Consumers".
- Shelton, R. K. & Wachter, K. (2006). "Market Share, Brands, and Sourcing of Retail Products".

Presentation of Refereed Papers

International

- Park, K. & Wachter, K. (2009, July). Customer Misbehaviors in the Retail Setting, July 2010. EIRASS, Istanbul, Turkey.
- Park, K. & Wachter, K. (2008, July). Unethical Return Behavior: Perspectives from Retail Employees and Customers. European Institute Retail and Service Sciences (EIRASS), Zagreb, Croatia.
- Wachter, K., Park, K., & Shelton, R. (2007, June). Hassle Behavior and the Return Process, June 30, 2007. European Institute Retail and Service Sciences (EIRASS), San Francisco, California.
- Shelton, R. K. & Wachter, K. (2006, July). Market Share in a Competitive World, Deflation of Retail Products, Increase of Private Brands and the Changes in Sourcing of Retail Products. European Institute Retail and Service Sciences (EIRASS), Budapest, Hungary.
- Wachter, K., Park, K., & Shelton, R. K. (2006, July). Returns and Return Policies: Strategy or Hassle for E-Business? European Institute Retail and Service Sciences (EIRASS), Budapest, Hungary.
- Park, K. & Wachter, K. (2004, July). Return Policies of Retailers: Cultural Perspectives. European Institute Retail and Service Sciences (EIRASS), Prague, Czech Republic.
- Wachter, K. & Endo, S. (2003, December). The Face of Service: A Strategic Model Integrating Mortar and Click Encounters. Academy of Business Administration, Puerto Vallarta, Mexico.

National

- Burgess, B., Crutsinger, C., Southward, L., Stufflebean, T., & Wachter, K. (2005, November). The Rewards and Challenges of Internship Coordination. International Textile and Apparel Association Annual Conference, Alexandria, Virginia.
- Wachter, K. & Reilly, L. (2005, November). Students Teaching the Professor: Integrating the Community and Classroom as Learning Tools in the 21st Century. International Textile and Apparel Association Annual Conference, Alexandria, Virginia.

Reilly, L. & Wachter, K. (2004, November). Increasing Quality Discussion and Participation. International Textile and Apparel Association Annual Conference, Portland, Oregon.

Wachter, K., Shelton, R. K., Reilly, L., West, B., & Park, K. (2003, November). Teaching Delivery for Effective Learning: Synchronous versus Asynchronous. International Textile and Apparel Association Annual Conference, Savannah, Georgia.

Presentation of Non-Refereed Papers

International

Wachter, K. (2007, July). Session Chair EIRASS July 2, 2007. EIRASS Chairperson Session Monday July 2, 2007: Service Quality, San Francisco, California.

Research Grants

Funded

2005: Tidwell, D., Knight, K., Bomba, A., Wachter, K., Kwun, D., Chang, Y., Endo, S., Oakley, C., Evaluation of Hazard Analysis Critical Control Point (HACCP) Training Program. (\$67,973.00), February 1, 2005 to September 15, 2005 Evaluation of HACCP Training programs led by NFSMI Trainers., National Food Service Management Institute.

Pending

2007: Young, A., Blackman, J., Wachter, K., Bomba, A., Smith, D., M. Spence,, A multifaceted approach investigating nutrition and food choices in childcare settings: Alabama, Mississippi, Tennessee (multi-year proposal), Grant application due June 2007. Investigating nutrition and food practices in childcare settings (Al, MS, TN), NRI Competitive Grants Program, USDA, Cooperative State Research, Education, & Extension Service..

Other Research Activities

Discipline-Based Scholarship

2006: Other Research Activities. Copyright Issues: Multiple Perspectives Special Topic Panel Proposal submitted to ITAA Panel Members: Leslie Burns, Oregon State, Brigitte Burgess, University of Southern Mississippi

2008: Other Research Activities. Panel Member on Collaborative Research Across Cultures and Geographic Borders. November 5, 2008. International Textile and Apparel Association Annual Meeting, Chicago, IL.

Service:

Service to the University

Department Assignments

Faculty Sponsor:

2011-2012: OMMO: Faculty sponsor for the Ole Miss Marketing Organization (OMMO). A student led organization to promote marketing career and development activities.

Member:

2007-2008: Clinical Marketing Southaven-Tupelo : Clinical teaching position for Southaven-Tupelo for Fall 2008

2007-2008: 2007-2008: Clinical Marketing Search Committee Fall 2008

College Assignments

Member:

2009-2010 – 2010-2011: Undergraduate Council: Alternate representative for the School of Business. Term ends August 15, 2011.

2007-2008: Marketing Clinical Search Committee

Program Representative:

2011-2012: All Majors Careers Fair: October 11, 2011 Talk to students about careers in marketing.

2010-2011: All Careers Fair: All Careers Fair held Oct. 12, 2010 on the Circle in front of the Lyceum. Representative to answer questions about the Marketing program as well as the School of Business Administration.

2007-2008: Faculty Senate Alternate: Faculty Senate Alternate, School of Business, 2007-2009

University Assignments

Member:

2010-2011 – 2011-2012: Undergraduate Council
2010-2011 – 2011-2012: Library Council
2005-2006 – 2006-2007: University of Mississippi: Traffic Parking

Mentoring Activities:

2011-2012: Freshman Orientation Advising: Assist student with fall semester class schedules.
2010-2011: Freshman Orientation Advising: Assist students with class schedules for the fall semester.
2009-2010: Freshman Orientation Advising: Advise and create course schedules for incoming undergraduate students admitted to UM for the Summer/Fall semesters.
2008-2009: Office of Admissions & Orientation: Writing personal letters to potential students for the incoming Fall 2009 semester.
2005-2006 – 2008-2009: Freshmen Orientation Advising, Course Schedule: Advise undergraduate students, work with students to develop course schedule for the upcoming fall semester (some may enroll for second summer under the Head Start program for incoming freshmen). Students have a variety of major interest areas and we develop a course schedule for the fall semester. Participated in this summer orientation since 2005.

Other Institutional Service Activities:

2011-2012: Move In Ole Miss: Student move in to dormitories. Assist with information, directions, water, when incoming students arrive on campus to begin fall studies.
2009-2010: Move-In Ole Miss: August 21, 2009 Move in assistance at Miller Hall.
2007-2008 – 2008-2009: 2008: August 21, 2008. Fall Move-in UM students.
2006-2007: Move In Ole Miss: Assisted with student check in for dormitory rooms, August 2006

Service to the Profession

Chair: Committee / Task Force

2006: International Textile and Apparel Association, Chair, Teaching, Innovation, and Best Practice (Term 2004 to 2006) (International).

Reviewer - Article / Manuscript

2010: Journal of Business Ethics, Review article submitted for publication consideration. (International).
2009: Ad Hoc reviewer for Journals, Reviewer for articles submitted to Journal of Business Ethics. (International).
2008: American Collegiate Retailing Association National Conference, Reviewed manuscripts for the ACRA Winter Conference, NYC Jan. 2009 and the Spring Conference, Las Vegas, NV May 2009. (International).
2008: American Collegiate Retailing Association, Manuscript Reviewer for the combined ACRA National Retail Federation New York Conference, January 2008. (National).
2007: American Collegiate Retailing Association 2007 Conference, Manuscript Reviewer for Conference April 12 - 15, 2007., Chicago, Illinois (National).
2006: CTRJ, Manuscript review: Higher Education, Careers, & Industry (International).

Reviewer: Conference Paper

2010: European Association of Education and Research Conference, 16th Conference of the European Association for Education and Research in Commercial Distribution. June 29 to July 1, 2011, Parma, Italy (International).
2009: American Collegiate Retailing Association, Reviewed papers submitted for the combined National Retail Federation and American Collegiate Retail Association 2010 conference held annually, New York, New York (International).
2006: American Collegiate Retailing Association, Reviewer for papers submitted for Spring 2006 Conference (National).

Service to the Community

Board-Member

2007: Board Member United Way, Invited member to implement United Way Plan

Other

Memberships

American Marketing Association, 2010-2011, International
Academy of Business Administration

Academy of Marketing Science
American Collegiate Retail Association

Other Activities

2008 - Consulting-Unpaid : 'Locally owned stores catering to customers.' Interviewed by L. Brown, published in The Clarion-Ledger, Dec. 20, 2008, 8B-9B.

Last updated by member on 13-Oct-11 (01:55 PM)