

As faculty members, we have certain responsibilities to our institution, one of which is to serve within the system of self-governance. At the urging of my administrators and some fellow faculty senators, I have realized that my opportunity to serve may be now. What I would bring to the position of President-Elect (and then President) of Faculty Senate is an enthusiastic spirit, an open-mind, a holistic perspective, and a desire to lead us through whatever issues and/or changes are to come.

## Melody L. A. LeHew, Ph.D.

324 Justin Hall, Manhattan, KS 66506

### EDUCATIONAL BACKGROUND

Ph.D. in Retail and Consumer Sciences, University of Tennessee, Knoxville, 1996

M.S. in Textiles and Clothing, The Ohio State University, 1989

B.S. in Textiles and Clothing, The Ohio State University, 1986

### PROFESSIONAL EXPERIENCE

2002-Present Associate Professor, Kansas State University

1996-2002 Assistant Professor, Kansas State University

1992-1996 Graduate Teaching Associate, University of Tennessee

### SCHOLARSHIP INTERESTS

SUSTAINABILITY: Sustainable Fashion; Sustainable Retailing; Sustainable Consumption

CONSUMER BEHAVIOR: Loyalty; Motivation; Attitudes; Preferences; Fashion Diffusion

RETAIL STRATEGY: Market Orientation; Relationship Marketing; Tourism and Shopping

SHOPPING CENTER STRATEGY: Concept Clustering; Differentiation; Productivity

### REFEREED PUBLICATIONS

Brosdahl, D.J.C, LeHew, M.L.A., & Hawley, J.M. (2007). Sustainable fashion: An oxymoron or a possible future? Teaching strategies to promote consumer and industry sustainability practices. *ITAA Proceedings*, #64.

LeHew, M. L. A., & Wesley, S. C. (2007). Tourist shoppers' satisfaction with regional shopping mall experiences. *International Journal of Culture, Tourism and Hospitality*, 1(1), 82-96.

Wesley, S. C., LeHew, M. L. A., & Woodside, A. (2006). Consumer decision-making styles and mall shopping behavior: Building theory using exploratory data analysis and the comparative method. *Journal of Business Research*, 59(5), 535-548.

LeHew, M.L.A., Meyer-Brosdahl, D.J.C., & Pidatala, G. (2006). Sustainability and ethics: Exploring textile and apparel industry attitudes. *ITAA Proceedings*, #63.

Meyer-Brosdahl, D.J.C. & LeHew, M.L.A. (2006). Introducing the concept of global citizenship and responsibility: A model for apparel and textiles and beyond. *ITAA Proceedings*, #63.

LeHew, M.L.A. (2005). Using the dialogue method to cultivate a global perspective. *ITAA Proceedings*, #62, Tea 092-194.

Wesley, S. C. & LeHew, M. L. A. (2005). An identification of shopping center attributes important to tourist shoppers. *Proceedings of the Society for Marketing Advances*, 254-257.

LeHew, M. L. A., & Meyer, D. J. C. (2005). Preparing global citizens for leadership in the textile and apparel industry. *Clothing and Textile Research Journal*, 23(4), 290-297.

LeHew, M. L. A., Burgess, B., & Wesley, S. C. (2002). Expanding the loyalty concept to include customer preference for a shopping mall. *International Review of Retail, Distribution and Consumer Research*, 12(3), 225-236.

Wesley, S. C., & LeHew, M. L. A. (2002). Tourist-oriented shopping centers: Investigating customers' evaluation of attribute importance. *Journal of Shopping Center Research*, 9(2), 31-52.

LeHew, M. L. A. (2001/2002). Single-parent and dual-income families: Time-poor consumers? *Journal of Consumer Education*, 19/20, 51-60.

### **GRANTS AND FUNDED PROJECTS**

Title: Sustainability trends and issues associated with textile/apparel channel of distribution  
Year: 2006- 2011  
Funding: Agriculture Experiment Station - \$196,850 plus 25% salary

Title: Politics of consumption: Identifying and understanding early adopters of sustainability  
Year: 2006  
Funding: College of Human Ecology Sponsored Research Overhead (CHE SRO ) - \$2,500

Title: International Conference Travel (2 presentations)  
Year: 2006  
Funding: College of Human Ecology Dean's Office - \$1,500

Title: International Conference Travel (2 presentations)  
Year: 2006  
Funding: Kansas State University Faculty Development Award - \$700

Title: Sustainability in the Apparel and Textiles discipline: Increasing awareness through professional development  
Year: 2006  
Funding: Fairchild Publications Textile & Apparel Faculty Grant - \$1,500

Title: Sustainable TechStyle Outreach and Partnership: Developing a national organization to impact sustainable policy  
Year: 2005  
Funding: Dean Barbara S. Stowe Faculty Development Award - \$1,500

Title: Developing leaders for the textile and apparel industry: Infusing global citizenship into the undergraduate curriculum.  
Year: 2003 – 2006  
Funding: U.S. Department of Agriculture, Higher Education Challenge Grants Program - USDA: \$100,000; and matching funds: \$119,655

Title: Sustainable consumer behavior: Preliminary investigation of the disconnect between consumption behavior and socially responsible attitudes  
Year: 2002  
Funding: College of Human Ecology, Dean's Office SRO Funds - \$1,000

**UNIVERSITY SERVICE CONTRIBUTIONS**

- Kansas State University Faculty Senate, 2004-present.
- Kansas State University Faculty Senate, Academic Affairs Committee, 2004 - present.
- General Education Task Force, 2005 – present
- AAC&U Institute on General Education, June 9-14, 2006, held in Washington D.C.
- University Honors Program Advisory Council, 2006 - present
- Faculty Selection Committee for the Overseas Program in London/Florence, 2005-2008
- Meeting with NCA Focused Visit on Assessment reviewers, 2005.
- Honor Council, Human Ecology Representative, 2002-2005.
- Early Adopters Assessment Committee, 2002-2003

**COLLEGE SERVICE CONTRIBUTIONS**

- College of Human Ecology Interim Dean Search Committee, 2005
- Human Ecology Academic Affairs, ATID Representative, 2004-present.
- Human Ecology Academic Affairs, Faculty Senate Representative, 2004-present
- Human Ecology Faculty Affairs, Chair, 1997, 2002-2004.
- Human Ecology Faculty Council, 1996-2000, 2002-2004.
- Human Ecology Commencement Committee, 2002-2004.

**DEPARTMENT SERVICE CONTRIBUTIONS**

- Project Organic: Exhibition of Student Marketing/Design Competition, Fall 2006
- Search Committee Chair - Apparel Marketing Position, 2005-2006
- Search Committee Chair - Product Development Position, 2005-2006
- Search Committee Member - Interior Design Position, 2005-2006
- Great Plains Interactive Distance Education Alliance, Co-promotions director, 2005 - 2006.
- Great Plains Interactive Distance Education Alliance, Co-coordinator of Merchandising Master's Program, 2004-2005.
- AT Coordinator: Curriculum Review and Development, 2003- 2004.
- Open House Committee, 2001-2003.
- Apparel Marketing and Design Alliance - Faculty Advisor, 2001-2003.