

TAMMY RENEE' ROBINSON
ABBREVIATED CURRICULUM VITA

EDUCATION:

2003 Ph.D. Virginia Tech, Blacksburg, VA
Major: Clothing and Textiles
Emphasis: Business and Economics

Dissertation: Clothing Behavior, Body Cathexis, and Appearance Management of Women Enrolled in a Commercial Weight Loss Program

1993 M.S. Virginia Tech, Blacksburg, VA
Major: Clothing and Textiles
Emphasis: Business and Economics

Thesis: A Classification of the Dress of Heavy Metal Music Groups Using Content Analysis

1989 B.S. Berry College, Rome, GA
Major: Fashion Merchandising
Minor: Business Administration
Graduated *Magna Cum Laude*

WORK EXPERIENCE:

2010-pres. Associate Professor – Radford University, Radford VA
Department of Interior Design and Fashion

2004-2009 Assistant Professor – Radford University, Radford VA
Department of Interior Design and Fashion

2003-2004 Assistant Professor – Framingham State College, Framingham MA
Department of Consumer Sciences

2002 Adjunct Instructor – Radford University, Radford VA
Department of Interior Design and Fashion
Course taught: DSNF 375 Fashion Retailing

PUBLICATIONS:**Articles:**

Robinson, T.R. & Doss, F.D. (2011). Pre-purchase alternative evaluation: Prestige and imitation fashion products. *Journal of Fashion Marketing and Management*, 15 (3), 278-290.

Robinson, T.R., & Doss, F.D. (2009). Pre-purchase alternative evaluation: Designer and counterfeit fashion products. In P. McGurr (Ed.), *Proceedings of the American Collegiate Retailing Association Spring Conference 2009* (pp. 32-44). Fort Lewis College: Fort Lewis, CO.

Abstracts:

Jacob, J., Robinson, T.R., Doss, F.D., & Mitchell, K.S. (2009). Counterfeit and designer handbags and fashion opinion leadership: Young female consumer preferences. *AAFCS-CUR Proceedings 2009: American Association of Family and Consumer Sciences 100th Annual Conference and Expo* (p. 34). Knoxville, TN.

Robinson, T.R., Clevenger, J.L., & Giddings, V.L. (2000). Maternity garments: Needs assessment and product development. *Proceedings of the Annual Meeting of the International Textiles and Apparel Association* (p. 88). Monument, CO.

Robinson, T.R., Kincade, D.H., & Giddings, V.L. (1999). A classification of the dress of heavy metal music groups. *Proceedings of the Annual Meeting of the International Textiles and Apparel Association* (p. 87). Monument, CO.

PRESENTATIONS:

Doss, F.D., Robinson, T.R., & Mitchell, K.S. (2011, June). Impact of fashion opinion leadership on young female preferences of prestige, imitation, and counterfeit handbags. Poster presented at the annual conference of the American Association of Family and Consumer Sciences (AAFCS), Phoenix, AZ.

Robinson, T.R., & Doss, F.D. (2011, March). Measuring brand luxury perceptions for a luxury brand and counterfeits of that brand. Paper presented at the spring conference of the American Collegiate Retailing Association (ACRA), Boston, MA.

Robinson, T.R., & Doss, F.D. (2011, June). Pre-purchase alternative evaluation: A conceptual model for prestige, imitation, and counterfeit fashion products. Poster presented at the annual conference of the American Association of Family and Consumer Sciences (AAFCS), Phoenix, AZ.

Jacob, J., Robinson, T.R., Doss, F.D., & Mitchell, K.S. (2009, June). *Counterfeit and designer handbags and fashion opinion leadership: Young female consumer preferences*. Poster presented at the annual meeting of the American Association of Family and Consumer Sciences, Knoxville, TN.

- Robinson, T.R., & Doss, F.D. (2009, May). *Pre-purchase alternative evaluation: Designer and counterfeit fashion products*. Paper presented at the spring conference of the American Collegiate Retailing Association, Las Vegas, NV.
- Robinson, T.R., Clevenger, J.L., & Giddings, V.L. (2000, November). *Maternity garments: Needs assessment and product development*. Poster presented at the annual meeting of the International Textiles and Apparel Association, Cincinnati, OH.
- Robinson, T.R., Kincade, D.H., & Giddings, V.L. (1999, November). *A classification of the dress of heavy metal music groups*. Paper presented at the annual meeting of the International Textiles and Apparel Association, Santa Fe, NM.

AWARDS:

- 2008 Faculty Summer Research Scholarship for \$3200 to work on research with Dr. Farrell Doss
- 2007 Faculty Summer Research Scholarship for \$4354 to work on research with Dr. Farrell Doss

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS:

- 2009-present American Association of Family and Consumer Sciences (AAFCS)
- 2005-present American Collegiate Retailing Association (ACRA)
- 1998-2009 International Textiles and Apparel Association (ITAA)
- 1991-1993 International Textiles and Apparel Association (ITAA)