

JOY M. KOZAR

Department of Apparel, Textiles, and Interior Design
225 Justin Hall
Kansas State University
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EDUCATION

- Ph.D. Iowa State University, August 2004, Ames, Iowa
Textiles and Clothing, Minor: Gerontology
Dissertation: Relationship of Attitudes toward Advertising Images and Self-Perceptions of Older Women
- M.S. Kansas State University, December 2000, Manhattan, Kansas
Apparel and Textiles
Thesis: Adolescents' Perceptions of Quality in Apparel Products
- B.S. Kansas State University, December 1998, Manhattan, Kansas
Clothing and Textiles, Specialization: Apparel and Textile Marketing, Minor: Business Administration

PROFESSIONAL EXPERIENCE

Kansas State University, Manhattan, Kansas

Department of Apparel, Textiles, and Interior Design

Fall 2013	Appointed to Associate Department Head
Spring 2011	Promoted to Associate Professor with Tenure
Fall 2010 – Fall 2013	Apparel and Textiles Undergraduate Program Coordinator
Fall 2006 – Spring 2011	Assistant Professor of Apparel Marketing

Kansas State University Graduate School

Fall 2010	Certification to Direct Doctoral Students
Fall 2006 – Present	Graduate Faculty Member Kansas State University Graduate School

Department of Women's Studies

Fall 2008 – Present	Affiliated Faculty Member
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Center on Aging

Fall 2006 – Present	Affiliated Faculty Member
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The University of Southern Mississippi, Hattiesburg, Mississippi

Department of Management and Marketing

Fall 2004 – Summer 2006	Assistant Professor of Fashion Merchandising
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Iowa State University, Ames, Iowa

Department of Apparel, Educational Studies, and Hospitality Management

Fall 2002 – Spring 2004	Graduate Administrative Assistant
Fall 2001 – Spring 2002	Graduate Research Assistant

Department of Gerontology
Fall 2002 – Spring 2004 Graduate Research Assistant
Department of Gerontology

Kansas State University, Manhattan, Kansas
K-State Northeast Area Research and Extension Office
Spring 2000 – Summer 2001 Graduate Administrative Assistant

Department of Apparel, Textiles, and Interior Design
Summer 2000 – Fall 2000 Graduate Assistant

TEACHING EXPERIENCE

Kansas State University, Manhattan, Kansas

Spring 2011 – Present, Associate Professor of Apparel Marketing

Fall 2006 – Spring 2011, Assistant Professor of Apparel Marketing

Graduate Courses	AT 835: Strategic Economic Analysis of Apparel and Textile Industries
	AT 845: Consumers in the Apparel and Textile Market – Online course taught in conjunction with the Great Plains IDEA Merchandising Program
	MERCH 610: Historical and Contemporary Issues in Trade – Online course taught in conjunction with the Great Plains IDEA Merchandising Program
Undergraduate Courses	AT 325: Apparel and Textile Store Operations
	AT 445: Professional Development
	AT 498: Entrepreneurship in Apparel and Interiors
	AT 545: Global Apparel and Textile Production and Distribution
	AT 576: Principles of Buying
	AT 650: New York City Study Tour
	AT 650: Dallas, Texas, Study Tour

The University of Southern Mississippi, Hattiesburg, Mississippi

Fall 2004 – Summer 2006, Assistant Professor of Fashion Merchandising

Undergraduate Courses	FM 121: Fashion Fundamentals
	FM 332: Fashion Behavior: Appearance and Communication
	FM 437: Apparel Product Development
	FM 438: Entrepreneurship in Apparel and Interiors
	FM 478: Seminar in Fashion Merchandising
	MKT 365: Consumer Behavior

Iowa State University, Ames, Iowa

Spring 2002 – Summer 2002, Graduate Teaching Assistant/Instructor

Undergraduate Courses	TC 377: Merchandise Presentation
	TC 474: Entrepreneurship in Family and Consumer Sciences

Kansas State University, Manhattan, Kansas

Spring 2001, Instructor

Undergraduate Course AT 230: Apparel and Textile Marketing

INDUSTRY EXPERIENCE

- 2005 – 2006 Eve Marie's Apparel Boutique, Hattiesburg, Mississippi, Co-Owner and Merchandise Buyer
- 1998 – 2000 The Palace Gift Store, Manhattan, Kansas, Sales Associate and Visual Merchandiser
- 1997 – 1998 American Eagle Outfitters, Manhattan, Kansas, Intern and Sales Associate
- 1994 – 1995 Barr's Fashions, Chanute, Kansas, Sales Associate and Visual Merchandiser

PUBLICATIONS**Refereed Journal Articles**

- Yu, U-J, **Kozar, J. M.**, & Damhorst, M. L. (2013). Influence of multiple age identities on social comparison, body satisfaction, and appearance self-discrepancy for women across the life span. *Family and Consumer Sciences Research Journal*, 41(4), 375-392. DOI: 1-1111/fcsr.12025.
- Kozar, J. M.**, & Hiller Connell, K. Y. (2013). Socially and environmentally responsible apparel consumption: Knowledge, attitudes, & behaviours. *Social Responsibility Journal*, 9(2), 315-324. DOI: 10.1108/SRJ-09-2011-0076.
- Kozar, J. M.**, & Hiller Connell, K. Y. (2013). The millennial graduate student: Implications for educators in the fashion discipline. *International Journal of Fashion Design, Technology and Education*, 6(2). DOI: 10.1080/17543266.2013.795611.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2012). Social normative influence: Investigating its effectiveness in increasing engagement in sustainable apparel-purchasing behaviors. *Journal of Global Fashion Marketing*, 3(4), 172-179. DOI: 10.1080/20932685.2012.10600847.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2012). Sustainability knowledge and behaviors of apparel and textile undergraduates. *International Journal of Sustainability in Higher Education*, 13(4), 394-407. DOI: 10.1108/14676371211262335. **Chosen as a Highly Commended Award Winner at the Literati Network Awards for Excellence 2013.**
- Lee, Y-A., Damhorst, M. L., Lee, M-S., **Kozar, J. M.**, & Martin, P. (2012). Older women's clothing fit and style concerns and their attitudes toward the use of 3D body scanning. *Clothing and Textiles Research Journal*, 30(2), 102-118. DOI: 10.1177/0887302X11429741.
- Kozar, J. M.** (2012). Effects of model age on adult female consumers' purchase intentions and attitudes for an age-specific product, clothing. *International Journal of Marketing Studies*, 4(2), 22-29. DOI: 10.5539/ijms.v4n2p22.
- Kozar, J. M.**, & Marcketti, S. B. (2011). Examining ethics and materialism with purchase of counterfeits. *Social Responsibility Journal*, 7(3), 393-404. DOI: 10.1108/17471111111154536.
- Kozar, J. M.**, & Hiller Connell, K. Y. (2010). Socially responsible knowledge and behaviors: Comparing upper- and lower-classmen. *College Student Journal*, 44(2), 279-293.

- Kozar, J. M.** (2010). Women's responses to fashion media images: A study of female consumers aged 30-59. *International Journal of Consumer Studies*, 34(3), 272-278. DOI: 10.1111/j.1470-6431.2009.00854.x.
- Kozar, J. M., & Damhorst, M. L.** (2009). Comparison of the ideal and real body as women age: Relationships to age identity, body satisfaction and importance, and attention to models in advertising. *Clothing and Textiles Research Journal*, 27(3), 197-210. DOI: 10.1177/0887302X08326351.
- Kozar, J. M., & Marcketti, S. B.** (2008). Counterfeiting: Education influences ethical decision making. *Journal of Family and Consumer Sciences*, 100(4), 49-50.
- Kozar, J. M., & Damhorst, M. L.** (2008). Older women's responses to current fashion models. *Journal of Fashion Marketing & Management*, 12(3), 338-350. DOI: 10.1108/13612020810889290.
- Barnes, W. D., & **Kozar, J. M.** (2008). The exploitation of pregnant workers in apparel production: An editorial commentary. *Journal of Fashion Marketing & Management*, 12(3), 285-293. DOI: 10.1108/13612020810889254.
- Kozar, J. M., & Marcketti, S. B.** (2008). Utilizing field-based instruction as an effective teaching strategy. *College Student Journal*, 42(2), 305-311.
- Marcketti, S. B., & **Kozar, J. M.** (2007). Leading with relationships: A small firm example. *The Learning Organization*, 14(2), 142-154. DOI: 10.1108/09696470710727005. **Chosen as a Highly Commended Award Winner at the Literati Network Awards for Excellence 2008.**
- Kozar, J. M., Marcketti, S. B., & Gregoire, M. B.** (2006). How textiles and clothing students spend their time and the stressors they reportedly experience. *Family and Consumer Sciences Research Journal*, 35(1), 44-57. DOI: 10.1177/1077727X06289428.
- Kozar, J. M., Horton, B. W., & Gregoire, M. B.** (2005). Is gaining work experience while going to school helping or hindering hospitality students? *Journal of Human Resources in Hospitality and Tourism*, 4(1), 1-10. DOI: 10.1300/J171v04n01_01.

Book Chapters

- Heidebrecht, S., & **Kozar, J. M.** (2012). Island development and the garment industry: Commonwealth of the Northern Mariana Islands. In A. L. Torres & M. A. Gardetti (Eds.), *Sustainability in fashion and textiles: Values, design, production and consumption* (Chapter 20). Greenleaf Publishing.

Editor Reviewed Publications

- Kozar, J. M.** (2009). Student book club: The travels of a t-shirt in the global economy. In E. Parker & M.A. Dickson (Eds.), *Sustainable fashion: A handbook for educators*, (pp. 77-81). Bristol: Labour Behind the Label.
- Kozar, J. M., & Marcketti, S. B.** (2009). Weighing the options: Should Kristen buy a struggling business? In N. J. Rabolt & J. K. Miler (Eds.), *Concepts and cases in retail and merchandise management*, 2nd ed., (pp. 316-317). New York: Fairchild Publications.
- Kozar, J. M., & Piccinni, C.** (2009). The denim dilemma at Velvet Moon Boutique. In N. J. Rabolt & J. K. Miler (Eds.), *Concepts and cases in retail and merchandise management*, 2nd ed., (pp. 364-367). New York: Fairchild Publications.

Kozar, J. M. (2005). Older women's attitudes toward aging, appearance changes and clothing. In M. L. Damhorst, K.A. Miller & S. O. Michelman (Eds.), *The meanings of dress*, 2nd ed., (pp. 359-363). New York: Fairchild Publications.

Kozar, J. M. (2004, June). Employing older salespeople good for Iowa retailers. *Iowa Retail Federation Newsletter*, 30(6), 2.

Refereed Special Sessions Proceedings

Kozar, J. M., Babin, B. J., Hair, J. F., Crittenden, V., Ford, J. B., & Ortinau, D. (2013). Words of wisdom: Drawing on the past experiences of marketing scholars to shape future leaders within the academy. *Proceedings of the Academy of Marketing Science, World Marketing Congress, 16*. Melbourne, Australia.

Refereed Proceedings

Kozar, J. M., Marcketti, S. B., & Wang, X. (2013). A reexamination of factors contributing to apparel majors' stress and abilities to effectively manage their time. *Proceedings of the International Textile and Apparel Association, 70*. New Orleans, LA.

Kozar, J. M., & Kang, J. H. (2013). Socially responsible apparel purchasing intention, knowledge, and attitudes: Cross-cultural comparison of U.S. and Korean consumers. *Proceedings of the International Textile and Apparel Association, 70*. New Orleans, LA.

Hiller Connell, K. Y., & **Kozar, J. M.** (2012). Using normative social influence to motivate sustainable apparel-purchasing behaviors. *Proceedings of the International Textile and Apparel Association, 69*. Honolulu, HI.

Kozar, J. M., & Hiller Connell, K. Y. (2012). Sustainability in the apparel and textiles industry: A conceptual paper addressing previous research findings and areas of future research. *Proceedings of the Academy of Marketing Science, 41*. New Orleans, LA.

Kozar, J. M., & Hiller Connell, K. Y. (2011). Sustainability knowledge, attitudes, and behavior: A comparison of students in the family and consumer sciences disciplines. *Proceedings of the International Textile and Apparel Association, 68*. Philadelphia, PA.

Hiller Connell, K. Y., & **Kozar, J. M.** (2011). Times they are a-changin': Identifying the motivations and expectations of the millennial-generation apparel and textiles master's degree students. *Proceedings of the International Textile and Apparel Association, 68*. Philadelphia, PA.

Kozar, J. M., & Hiller Connell, K. Y. (2011). Barriers to socially responsible apparel purchasing behavior: Are consumers right? *Proceedings of the Academy of Marketing Science, World Marketing Congress, 15*. Reims, France.

Cook, C. N., & **Kozar, J. M.** (2011). The competitive advantages of sourcing agents in global apparel supply chains: An exploratory study. *Proceedings of the Academy of Marketing Science, World Marketing Congress, 15*. Reims, France.

Lee, Y-A., Damhorst, M. L., Lee, M., **Kozar, J. M.,** & Martin, P. (2010). Older women's clothing fit concerns and their attitudes toward use of 3D body scanning. *Proceedings of the International Textile and Apparel Association, 67*. Montreal, Canada.

Chosen as the Paper of Distinction Award, Design and Aesthetics track.

Hiller Connell, K. Y., & **Kozar, J. M.** (2010). Encouraging sustainable apparel consumption among undergraduate students [Abstract]. *Proceedings of the Association for the Advancement of Sustainability in Higher Education*. Denver, CO.

- Kozar, J. M.,** Damhorst, M. L., & Yu, U-J. (2009). Effects of age identity on social comparison and body image. *Proceedings of the International Textile and Apparel Association, 66.* Seattle, WA.
- Hiller Connell, K. Y., & **Kozar, J. M.** (2009). Students' attitude-behavior gap on issues of labor exploitation. *Proceedings of the International Textile and Apparel Association, 66.* Seattle, WA.
- Heidebrecht, S., & **Kozar, J. M.** (2008). Democracy in the classroom: Innovative lessons to promote student involvement. *Proceedings of the International Textile and Apparel Association, 65.* Schaumburg, IL.
- Whang, M., & **Kozar, J. M.** (2008). Encouraging socially responsible purchase behavior: Saying "no" to counterfeits. *Proceedings of the International Textile and Apparel Association, 65.* Schaumburg, IL.
- Kozar, J. M.,** & Marcketti, S. B. (2007). Using the Multidimensional Students' Life Satisfaction Scale to examine the psychological wellness of today's undergraduate students. *Proceedings of the International Textile and Apparel Association, 64.* Los Angeles, CA.
- Barnes, W. D., & **Kozar, J. M.** (2007). Marking motherhood: Sweatshop discrimination against pregnant female workers in China, Mexico, Nicaragua, and the Philippines. *Proceedings of the International Textile and Apparel Association, 64.* Los Angeles, CA.
- Kozar, J. M.,** & Marcketti, S. B. (2006). Using field experiences as a teaching tool: Two case examples. *Proceedings of the International Textile and Apparel Association, 63.* San Antonio, TX.
- Kozar, J. M.,** & Damhorst, M. L. (2006). Older women's attitudes toward middle-aged and older fashion models. *Proceedings of the International Textile and Apparel Association, 63.* San Antonio, TX.
- Marcketti, S. B., & **Kozar, J. M.** (2006). Store ownership or a corporate career? *Allied Academies International Internet Conference Proceedings, 8,* 144.
- Kozar, J. M.,** & Damhorst, M. L. (2005). The effects of media images on the self-perceptions of older women. *Proceedings of the International Textile and Apparel Association, 62.* Alexandria, Virginia.
- Roberts, J. L., & **Kozar, J. M.** (2005). Developing a seminar course to serve a wide audience of students. *Proceedings of the International Textile and Apparel Association, 62.* Alexandria, VA.
- Kozar, J. M.,** Brubacher, S. B., & Gregoire, M. B. (2004). Textiles and clothing undergraduates' recent life experiences: Are students stressed-out [Abstract]? *Proceedings of the International Textile and Apparel Association, 61.* Portland, OR.
- Brubacher, S. B., **Kozar, J. M.,** & Gregoire, M. B. (2004). Time spent by textiles and clothing undergraduate students: A pilot study [Abstract]. *Proceedings of the International Textile and Apparel Association, 61.* Portland, OR.
- Kozar, J. M.** (2003). Older female consumers' attitudes toward their clothing and appearance [Abstract]. *Proceedings of the International Textile and Apparel Association, 60.* Savannah, GA.
- Robbins-Kozar, J. M.,** & Meyer, D. J. C. (2002). Adolescents' perceptions of apparel product quality [Abstract]. *Proceedings of the International Textile and Apparel Association, 59.* New York City, NY.

Fiore, A. M., Embleton, K., & **Robbins-Kozar, J. M.** (2002). A WebCT course to prepare students for a European field study [Abstract]. *Proceedings of the International Textile and Apparel Association*, 59. New York City, NY.

REFEREED SPECIAL SESSIONS

Kozar, J. M., Babin, B. J., Hair, J. F., Crittenden, V., Ford, J. B., & Ortinau, D. (2013, July). *Words of wisdom: Drawing on the past experiences of marketing scholars to shape future leaders within the academy*. Special session conducted at the Academy of Marketing Science, World Marketing Congress, Melbourne, Australia.

REFEREED PAPER PRESENTATIONS (Presenter(s) indicated with “*”)

Kozar, J. M.*, Marcketti, S. B., & Wang, X. (2013, October). *A reexamination of factors contributing to apparel majors' stress and abilities to effectively manage their time*. Paper accepted for presentation at the annual meeting of the International Textile and Apparel Association, New Orleans, LA.

Kozar, J. M.*, & Kang, J. H.* (2013, October). *Socially responsible apparel purchasing intention, knowledge, and attitudes: Cross-cultural comparison of U.S. and Korean consumers*. Paper accepted for presentation at the annual meeting of the International Textile and Apparel Association, New Orleans, LA.

Hiller Connell, K. Y.*, & **Kozar, J. M.** (2012, November). *Using normative social influence to motivate sustainable apparel-purchasing behaviors*. Paper presented at the annual meeting of the International Textile and Apparel Association, Honolulu, Hawaii.

Kozar, J. M.*, & Hiller Connell, K. Y. (2012, May). *Sustainability in the apparel and textiles industry: A conceptual paper addressing previous research findings and areas of future research*. Paper presented at the annual meeting of the Academy of Marketing Science, New Orleans, LA.

Kozar, J. M., & Hiller Connell, K. Y.* (2011, November). *Sustainability knowledge, attitudes, and behavior: A comparison of students in the family and consumer sciences disciplines*. Paper presented at the annual meeting of the International Textile and Apparel Association, Philadelphia, PA.

Hiller Connell, K. Y.*, & **Kozar, J. M.** (2011, November). *Times they are a-changin': Identifying the motivations and expectations of the millennial-generation apparel and textiles master's degree students*. Paper presented at the annual meeting of the International Textile and Apparel Association, Philadelphia, PA.

Kozar, J. M.*, & Hiller Connell, K. Y. (2011, July). *Barriers to socially responsible apparel purchasing behavior: Are consumers right?* Paper presented at the Academy of Marketing Science, World Marketing Congress, Reims, France.

Cook, C. N., & **Kozar, J. M.*** (2011, July). *The competitive advantages of sourcing agents in global apparel supply chains: An exploratory study*. Paper presented at the Academy of Marketing Science, World Marketing Congress, Reims, France.

Lee, Y-A.*, Damhorst, M. L., Lee, M., **Kozar, J. M.**, & Martin, P. (2010, October). *Older women's clothing fit concerns and their attitudes toward use of 3D body scanning*. Paper presented at the annual meeting of the International Textile and Apparel Association, Montreal, Canada. **Chosen as the Paper of Distinction Award, Design and Aesthetics track.**

- Kozar, J. M.***, Damhorst, M. L., & Yu, U-J. (2009, October). *Effects of age identity on social comparison and body image*. Paper presented at the annual meeting of the International Textile and Apparel Association, Seattle, WA.
- Hiller Connell, K. Y.* & **Kozar, J. M.** (2009, October). *Students' attitude-behavior gap on issues of labor exploitation*. Paper presented at the annual meeting of the International Textile and Apparel Association, Seattle, WA.
- Heidebrecht, S.* & **Kozar, J. M.** (2008, November). *Democracy in the classroom: Innovative lessons to promote student involvement*. Paper presented at the annual meeting of the International Textile and Apparel Association, Schaumburg, IL.
- Whang, M.* & **Kozar, J. M.** (2008, November). *Encouraging socially responsible purchase behavior: Saying "no" to counterfeits*. Paper presented at the annual meeting of the International Textile and Apparel Association, Schaumburg, IL.
- Kozar, J. M.***, & Marcketti, S. B.* (2007, November). *Using the Multidimensional Students' Life Satisfaction Scale to examine the psychological wellness of today's undergraduate students*. Paper presented at the annual meeting of the International Textile and Apparel Association, Los Angeles, CA.
- Barnes, W. D.* & **Kozar, J. M.** (2007, November). *Marking motherhood: Sweatshop discrimination against pregnant female workers in China, Mexico, Nicaragua, and the Philippines*. Paper presented at the annual meeting of the International Textile and Apparel Association, Los Angeles, CA.
- Kozar, J. M.***, & Marcketti, S. B.* (2006, November). *Using field experiences as a teaching tool: Two case examples*. Paper presented at the annual meeting of the International Textile and Apparel Association, San Antonio, TX.
- Kozar, J. M.***, & Damhorst, M. L. (2006, November). *Older women's attitudes toward middle-aged and older fashion models*. Paper presented at the annual meeting of the International Textile and Apparel Association, San Antonio, TX.
- Kozar, J. M.***, & Damhorst, M. L. (2005, November). *The effects of media images on the self-perceptions of older women*. Paper presented at the annual meeting of the International Textile and Apparel Association, Washington D. C.
- Roberts, J. L., & **Kozar, J. M.*** (2005, November). *Developing a seminar course to serve a wide audience of students*. Paper presented at the annual meeting of the International Textile and Apparel Association, Washington D. C.
- Kozar, J. M.***, Brubacher, S. B., & Gregoire, M. B. (2004, November). *Textiles and clothing undergraduates' recent life experiences: Are students stressed-out?* Paper presented at the annual meeting of the International Textile and Apparel Association, Portland, OR.
- Brubacher, S. B.* & **Kozar, J. M.**, & Gregoire, M. B. (2004, November). *Time spent by textiles and clothing undergraduate students: A pilot study*. Paper presented at the annual meeting of the International Textile and Apparel Association, Portland, OR.
- Robbins-Kozar, J. M.***, & Meyer, D. J. C. (2002, August). *Adolescents' perceptions of apparel product quality*. Paper presented at the annual meeting of the International Textile and Apparel Association, New York City, NY.

REFEREED POSTER PRESENTATIONS (Presenter(s) indicated with a “*”)

- Hiller Connell, K. Y.*, & **Kozar, J. M.** (2010, October). *Encouraging sustainable apparel consumption: An exploration of the barriers*. Poster session presented at the annual meeting of the Association for the Advancement of Sustainability in Higher Education, Denver, CO.
- Kozar, J. M.*** (2007, January). *The benefits of field-based instruction to enhancing the learning process*. Poster session presented at the fourth annual K-State Teaching Renewal Retreat, Excellence in Teaching and Learning: Teachers as Learners, Kansas State University, Manhattan, KS.
- Kozar, J. M.*** (2003, November). *Older female consumers' attitudes toward their clothing and appearance*. Poster session presented at the annual meeting of the International Textile and Apparel Association, Savannah, GA.
- Fiore, A. M.*, Embleton, K., & **Robbins-Kozar, J. M.*** (2002, August). *A WebCT course to prepare students for a European field study*. Poster session presented at the annual meeting of the International Textile and Apparel Association, New York City, NY.

INVITED PRESENTATIONS

- Kozar, J. M.** (2011, March). *Body image and social comparison behavior of women throughout the lifespan*. Presented at Meadowlark Hills Retirement Community, Manhattan, KS.
- Kozar, J. M.** (2009, January). *Distinguished lecture series guest panelist*. Presented at the ADVANCE Distinguished Lecture Series Panel Luncheon, Kansas State University, Manhattan, KS.
- Kozar, J. M.** (2007, November). *Exploring the body satisfaction and social comparison behavior of women of various ages*. Presented at the monthly meeting of the Business and Professional Women's Organization, Manhattan, KS.
- Kozar, J. M.** (2005, March). *Comparing the body satisfaction and appearance self-discrepancy of older vs. younger women*. Presented at the Southern Miss Feminist Majority Leadership Alliance Body Image Panel, The University of Southern Mississippi, Hattiesburg, MS.
- Kozar, J. M.** (2003, October). *Ethical issues: Avoiding plagiarism, truth and data, sexual harassment, graduate assistant responsibilities, and human subjects' rights*. Presented to TC 510: Foundation of Scholarship in Textiles and Clothing, Iowa State University, Ames, IA.
- Kozar, J. M.** (2002, November and December). *Historic garments of the Iowa State University Hubbel Collection*. Presented at Terrace Hill, State of Iowa Governor's Mansion, Des Moines, IA.
- Kozar, J. M.** (2002, September). Graduate student panel guest participant. Presented to TC 510: Foundation of Scholarship in Textiles and Clothing, Iowa State University, Ames, IA.
- Kozar, J. M.** (2002, June). Graduate student panel guest participant. Presented at the College of Family and Consumer Sciences Alumni Association Program, Iowa State University, Ames, IA.

AWARDED GRANTS**External Competitive Grants**

- 2008 Lee, Y-A., Damhorst, M. L., **Kozar, J. M.**, & Martin, P. M. *Older women's clothing needs and their attitude toward 3-D body scanning*. College of Human Sciences Seed Money Grant, Iowa State University. Awarded \$5,000.

Internal Competitive Grants

- 2013 **Kozar, J. M.** *Academy of Marketing Science 2013 World Marketing Congress: Request for funding to support travel to Melbourne, Australia*. President's Faculty Development Awards, Office of Research and Sponsored Programs, Kansas State University. Awarded \$1,500.
- 2012 **Kozar, J. M.** *From college to career: Inspiring the professional development of students in the apparel and textiles discipline*. Big 12 Faculty Fellowship, Office of the Provost, Kansas State University. Awarded \$2,500.
- 2012 Kang, J-H., & **Kozar, J. M.** *Socially responsible apparel purchasing behavior: A cross-cultural investigation of consumers*. University Small Research Grant, Office of Research and Sponsored Programs, Kansas State University. Awarded \$2,000.
- 2011 Hiller Connell, K. Y., & **Kozar, J. M.** *Using normative social influence to motivate sustainable apparel-purchasing behaviors*. Sponsored Research Overhead, College of Human Ecology, Kansas State University. Awarded \$2,210.
- 2011 **Kozar, J. M.** *Academy of Marketing Science 2011 World Marketing Congress: Request for funding to support travel to Reims, France*. President's Faculty Development Awards, Office of Research and Sponsored Programs, Kansas State University. Awarded \$2,000.
- 2009 Hiller Connell, K. Y., & **Kozar, J. M.** *Students' attitude-behavior gap on issues of social responsibility in the apparel industry*. University Small Research Grant, Office of Research and Sponsored Programs, Kansas State University. Awarded \$2,000.
- 2008 **Kozar, J. M.** ADVANCE Distinguished Lecture Series, Kansas State University. Awarded \$1,200 to host Dr. Laura Dunn Jolly, Dean of the College of Family and Consumer Sciences, University of Georgia.
- 2007 **Kozar, J. M.** *Women's responses to current fashion models: A study of middle-aged female consumers*. University Small Research Grant, Office of Research and Sponsored Programs, Kansas State University. Awarded \$1,500.
- 2007 **Kozar, J. M.** *Women's responses to current fashion models: A study of middle-aged female consumers*. Competitive Faculty Research Award, Center on Aging, Kansas State University. Awarded \$2,500.
- 2006 **Kozar, J. M.** *The influence of media images on self-perception: A comparison among women of varying ages*. Summer Faculty Research Grant, College of Business, The University of Southern Mississippi. Awarded \$3,000.

SCHOLARSHIPS, FELLOWSHIPS, HONORS AND AWARDS

- 2012 Kansas State University, K-State Office for the Advancement of Women in Science and Engineering, K-State Women of Distinction Award
- 2012 Kansas State University, College of Human Ecology, Dawley-Scholer Award for Faculty Excellence in Student Development
- 2010 Kansas State University, Pi Beta Phi Women's Fraternity, Faculty Award for Student Development and Enhancing the College Experience

- 2009 Kansas State University, Pi Beta Phi Women's Fraternity, Faculty Award for Student Development and Enhancing the College Experience
- 2003 – 2004 International Textile and Apparel Association Fellowship for Continuing Doctoral-Level Students
- 2003 – 2004 American Association of Family and Consumer Sciences Cochran National Fellowship
- 2003 – 2004 Iowa State University, Damaris Pease Family and Consumer Sciences Fellowship
- 2003 – 2004 Iowa State University, Family and Consumer Sciences Graduate Student Research Fund
- 2003 (Fall) Iowa State University, Professional Advancement Grant for Travel to Professional Conference
- 2002 – 2003 Iowa State University, Alice M. Ford Graduate Scholarship
- 2002 (SUM) Iowa State University, Professional Advancement Grant for Travel to Professional Conference
- 2001 – 2002 Iowa State University, Damaris Pease Family and Consumer Sciences Fellowship
- 1999 – 2000 Kansas State University, Olive Jantz Ubel, Apparel, Textiles, and Interior Design Scholarship
- 1999 – 2000 Kansas State University, Human Ecology Frances Gibson Scholarship
- 1998 – 2000 Golden Key National Honor Society Undergraduate Member
- 1998 – 2000 Kappa Omicron Nu Honor Society Undergraduate Member
- 1996 – 1998 National Dean's List

STUDENT HONORS AND AWARDS

Sarah Al-Zahrani, *Saudi Female Entrepreneurs: Business Motivations and Commitment to Solving Women's Social Issues*, International Textile and Apparel Association Student Best Paper, Master's Level 2nd Place, 2013

SERVICE CONTRIBUTIONS

Professional

New Community Project (a non-profit organization headquartered in Phoenix, AZ)

2012-2013 Advisory Board Member

The University of North Carolina Greensboro

2012 External Reviewer, Tenure and Promotion Materials, Bryan School of Business and Economics, Consumer, Apparel, and Retail Studies

Academy of Marketing Science

2013 Reviewer for Annual Conference, Marketing Ethics, Corporate Social Responsibility and Sustainability Track

2011-2012 Chair, Fashion Merchandising, Marketing and Retailing Track, 2012 Academy of Marketing Science Annual Conference, New Orleans, LA

2010-2011 Chair, Fashion Merchandising, Marketing and Retailing Track, 2011 World Marketing Congress, Reims, Champagne, France

Journal of Business Research

2010-2013 Editorial Review Board Member, Marketing Track

2008-2009 Reviewer of Manuscripts, Marketing Track

European Journal of Marketing

2011 Reviewer of Manuscripts

American Association of Family and Consumer Sciences

2011-2012 Reviewer of Manuscripts, Family and Consumer Sciences Research Journal

2008 Reviewer of Manuscripts, Family and Consumer Sciences Research Journal

International Textile and Apparel Association

2011-2013 Reviewer of Manuscripts, Clothing and Textiles Research Journal

2010-2012 Publication Policy Committee, Member

2012 (Spring) Reviewer for Annual Conference, Social and Psychological Aspects of Dress and Appearance Research Papers

2011 (Fall) Reviewer for ITAA/Beijing Institute of Fashion Technology, March 2012 Symposium

2011 (Spring) Reviewer for Annual Conference, Sustainability Research and Teaching Papers

2010-2011 Graduate Education Committee, Member

2008-2009 Reviewer of Manuscripts, Clothing and Textiles Research Journal

2007 (Fall) Presentation Sessions Presider, Ethical and Social Responsibility Issues, Annual Conference in Los Angeles, CA

2007 (Spring) Reviewer for Annual Conference, Social and Psychological Aspects of Dress and Appearance Research Papers

2005 (Fall) Presentation Sessions Presider, Professional Development: General Curriculum Issues; Social and Psychological Aspects of Dress and Appearance: Media and Marketing, Annual Conference in Washington D.C.

Journal of Fashion Marketing & Management

2009-2011 Reviewer of Manuscripts

International Journal of Consumer Studies

2009-2010 Reviewer of Manuscripts

Preparing Future Faculty Fellow Program

2008-2009 Faculty Mentor for Amanda Muhammad, Ph.D. student in Textile and Apparel Management, University of Missouri

Costume Society of America

2003 (SUM) Member Survey, Project Leader

University

Kansas State University

2010 – 2013 Kansas State University Graduate Council, College of Human Ecology Representative

2012 – 2013 Kansas State University Graduate Council, Election Subcommittee, Member

- 2010 – 2013 Kansas State University Graduate Council, Student Affairs Subcommittee, Member
 2012 (Spring) Reviewer for Graduate Student Council Award for Graduate Student Teaching Excellence
 2007 – 2008 Changing Lives University Campaign, College of Human Ecology Representative

The University of Southern Mississippi

- 2004 – 2006 Aubrey Keith Lucas and Ella Ginn Lucas Endowment for Faculty Excellence Awards, University Grant Proposal Review and Selection Committee, Member
 2004 (Fall) House Calls Program for Freshmen Students, Department of Residence Life, Faculty Participant

Iowa State University

- 2002 (Spring) Brunnier Art Museum and Farm House Museum, Student Curator Assistant

College

Kansas State University, College of Human Ecology

- 2011 – 2014 Scholarship Committee, ATID Representative
 2010 – 2014 Curriculum Assessment Review Committee, AT Undergraduate Program Representative
 2011 – 2012 Research Advisory Task Force, ATID Representative
 2009 – 2011 Reinstatement Committee (Academic Standards), ATID Representative
 2009 – 2010 Human Ecology Faculty Council, Chair
 2009 – 2010 College Committee on Planning, Chair
 2009 (Spring) Sr. Assistant Dean for Academic and Student Services/Scholarship, 5-Yr. Review Committee, ATID Representative
 2008 – 2009 Human Ecology Faculty Council, Chair-Elect
 2008 – 2009 College Committee on Planning, Chair-Elect
 2007 – 2008 Academic Affairs Committee, ATID Representative
 2007 – 2008 Wellness Task Force, ATID Representative
 2007 (Spring) Academic Affairs Committee, ATID Representative (Substitute)
 2006 – 2008 Scholarship Committee, ATID Representative

The University of Southern Mississippi, College of Business

- 2004 – 2006 Scholarship Committee, Fashion Merchandising Representative
 2004 – 2006 College Handbook Committee, Member

Department

Kansas State University, Department of Apparel, Textiles, and Interior Design

- 2013 – 2014 Apparel and Textiles Faculty Search, Mentor to Committee Chair
 2012 – 2013 Department Head Search Committee, Chair
 2011 – 2012 Apparel Design Faculty Search Committee, Chair
 2011 – 2012 Textiles Faculty Search Committee, Chair
 2010 – 2012 Apparel and Textile Undergraduate Program Coordinator
 2010 – 2011 Textiles Faculty Search Committee, Member
 2010 – 2011 Apparel Marketing Faculty Search Committee, Member

2009 – 2011 American InterContinental University, Department Liaison
 2009 – 2010 Department Committee on Planning, Member
 2007 – 2008 Apparel Product Development Faculty Search Committee, Member
 2007 – 2008 Interior Design Faculty Search Committee, Member
 2006 – 2007 Apparel Design Faculty Search Committee, Member

The University of Southern Mississippi, Department of Management and Marketing
 2004 – 2006 Fashion Merchandising Curriculum Committee, Member
 2004 – 2006 Fashion Merchandising Awards Committee, Member
 2004 – 2005 Fashion Merchandising Undergraduate Student Organization, Faculty Advisor

Iowa State University, Dept. of Apparel, Educational Studies, and Hospitality Management
 2002 – 2003 Textiles and Clothing Curriculum Committee, Student Representative
 2003 – 2002 Textiles and Clothing Graduate Student Association, President
 2002 – 2003 Textiles and Clothing Graduate Student Association, Vice President

Community Outreach

Kansas State University

2012 Volunteer, Flint Hills Breadbasket, Manhattan, Kansas
 2010 (Fall) Guest Judge, Project Runway, Kappa Delta Women’s Fraternity, Manhattan, Kansas
 2008 – 2010 Fairy Godmother’s Foundation Member, Manhattan, Kansas
 2008 – 2009 Cinderella Project Faculty Co-Advisor, Manhattan, Kansas

Iowa State University

2002 (Fall) Graduate Student Speaker, The Road Less Traveled, Program presented to middle school and high school girls

Kansas State University

2001 (SUM) 4-H County Judge, Clothing Style Revues
 2000 (SUM) 4-H County Judge, Clothing Style Revues
 2000 (Spring) Retail Planning Consultant, Kansas State University Botanical Gardens, Manhattan, Kansas
 1999 (Spring) Retail Planning Consultant, Barr’s Fashions, Chanute, Kansas

ADVISING

Ph.D. – Faculty Advisor

Sarah Al-Zahrani – In-progress

Master’s (Thesis Option) – Faculty Advisor

Shuyi Huang – In-progress (co-advise with Ji Hye Kang)

Julia Wallis – In-progress

Kelby Polfer – Completed Spring 2013, Thesis: Anti-counterfeit education: Examining the effectiveness of educational initiatives in deterring the demand of fashion counterfeit goods

Sarah Al-Zahrani – Completed Fall 2012, Thesis: Identifying the attributes of success of Saudi female entrepreneurs in garment production: An exploratory study conducted in Saudi Arabia

Sarah Heidebrecht – Completed Spring 2011, Thesis: Economic dependency and development in the garment industry: Commonwealth of the Northern Mariana Islands

Nicole Cook – Completed Spring 2010, Thesis: The role of sourcing agents in global apparel supply chains: An exploratory study

Master's (GPIDEA Merchandising Online Program) – Faculty Advisor

Bradye McQueen – In progress

Caitlin Stevens – In progress

Mia Irizarry – In progress

Katherine Elks – In progress

Candace Pina – Completed Spring 2013

Heather Johnson – Completed Fall 2012

Katrina Kimmitt – Completed Fall 2012

Julianna Wark – Completed Fall 2011

Brooke Schneider – Completed Fall 2011

Marquita Scott – Completed Spring 2012

Christopher Advincula – Completed Fall 2010

Polly Westbrook – Completed Fall 2010

Dena Strong – Completed Summer 2009

Master's (Thesis/Project Option) – Committee Member

Ebony Benson – Completed Spring 2012

Fatima Ghayournejadian – Completed Spring 2012

Megan Pickett – Completed Spring 2009

Master's (Coursework Option) – Committee Member

Jordan Lipera – Completed Summer 2011

Andrea Mendoza – Completed Spring 2010

Aditi Shukla – Completed Spring 2009

Shea Olsen – Completed Spring 2008

Stephanie Taylor – Completed Spring 2007

Master's (GPIDEA Merchandising Online Program) – Committee Member

Fiana Barrow – In progress

Kalyn Siade – In progress

Alicia Holl – In progress

Tara Lindblom – In progress

Sharon Huckaby – In progress

Amy Davis – Completed Spring 2013

Jennie Jester – Completed Fall 2011

Katie Korwin – Completed Fall 2011

Jennifer Baker – Completed Spring 2011

Sheila Stanley – Completed Fall 2010

Dominique Maille – Completed Fall 2010

Kimberly Prosch – Completed Fall 2010

Anne Dieu – Completed Fall 2010

Megan Tomkins – Completed Fall 2009
 Ryan Collins – Completed Fall 2009
 Cosette Armstrong – Completed Spring 2009
 Whitney McPherson – Completed Spring 2008
 Denise Dias – Completed Spring 2007

Undergraduate Honor's Student Faculty Advisor

Andrea Fontana – Completed Spring 2009, Honor's Project: Perfection for sale: The thin ideal in Seventeen magazine ads, 1987-2007

PROFESSIONAL DEVELOPMENT

Courses, Workshops and Other Training

2013 (Fall) *Chinese 101*, Department of Modern Languages, Kansas State University
 2012 (Spring) *Writing your next chapter: How to find your mojo and move forward at mid-career*, Office for the Advancement of Women in Science and Engineering, Kansas State University
 2011 (Fall) *Pathway to Leadership*, President's Cabinet, Kansas State University
 2009 (Fall) *At-Risk Training: Identifying and Referring Students in Mental Distress*, Counseling Services, Kansas State University
 2009 (Fall) *USDA-CREES Grantsmanship Workshop*, University of Missouri Extension, Kansas City, Missouri
 2008 (Fall) *Coaching Strong Women in the Power of Strategic Persuasion*, Advance Institutional Transformation Workshop, Kansas State University
 2008 (SUM) *James R. Coffman Leadership Institute*, Kansas State University Office of the Provost, Rock Springs 4-H Center
 2007 (Spring) *Excellence in Teaching and Learning: Teachers as Learners*, Fourth Annual Teaching Renewal Retreat, Kansas State University
 2006 (Fall) *Advising Undergraduate Honor's Students Training*, College of Human Ecology, Kansas State University
 2006 (Fall) *K-State Online and Grade Submission Training*, Kansas State University
 2005 (Spring) *Teaching in "Smart Classrooms" Workshop*, Learning Enhancement Center, The University of Southern Mississippi
 2005 (Spring) *Basics of Grant Proposals: Proposal Development Workshop*, Sponsored Programs Administration, The University of Southern Mississippi
 2004 (Fall) *Basics of Grant Proposals: Identifying Funding Sources*, Sponsored Programs Administration, The University of Southern Mississippi
 2002 (SUM) *Authoring and Reviewing Academic Manuscripts*, International Textile and Apparel Association, Pre-Conference Workshop, New York City, NY

Conferences or Other Programs Attended

Zhejiang Sci-Tech University
 2012 Hangzhou, Zhejiang Province, China

Academy of Marketing Science

2013 World Marketing Congress, Melbourne, Australia
 2012 AMS Annual Conference, New Orleans, LA

2011 World Marketing Congress, Reims, France

American InterContinental University

2009 Visitor's Program, London, England

International Textile and Apparel Association Annual Conference

2013 New Orleans, LA

2009 Seattle, WA

2008 Schaumburg, IL

2007 Los Angeles, CA

2006 San Antonio, TX

2005 Alexandria, VA

2004 Portland, OR

2003 Savannah, GA

2002 New York City, NY

2001 Kansas City, KS

QUOTED, CITED, INTERVIEWED IN PUBLICATIONS OR MEDIA

Five named for college faculty awards. (2012, February 22). *College of Human Ecology Newsletter*. Retrieved February 28, 2012 from <http://updatejustin.wordpress.com/>

Out of fashion: Study finds misperceptions keep some from buying sustainable apparel. (2011, September 7). *Kansas State University Media Relations and Marketing*. Retrieved October 12, 2011 from <http://www.k-state.edu/today/announcement.php?id=1225&category=research&referredBy=email>

Kemerling, K. (2010, Fall). In style, in Manhattan. *Manhattan Magazine*, 3(3), 38-41.

Fashion comes of age: Kozar challenges students to recognize the importance of a neglected market. (2007, Fall). *ATID Newsletter*, 4.

Alexander, B. (2007, April 26). Sex appeal: What's age got to do with it? *MSNBC.com*. Retrieved April 26, 2007, from <http://www.msnbc.com/id/18039588/print/1/displaymode/1098/>

College of Human Ecology Dean's Blog. (2007, April 26). *Joy Kozar makes news*. Retrieved April 26, 2007, from <http://www.humec.ksu.edu/news/2007/04/26/joy-kozar-makes-news/>

Williamson, W. (2007, April 20). Professor researches media's lack of focus on older women. *Kansas State Collegian*, 111(144), 14.

Wilson, M. (2007, January 8). Successfully advertising to older consumers means finding models who look like them, K-State professor says. *Kansas State University Media Relations and Marketing*. Retrieved January 8, 2007, from <http://www.mediarrelations.k-state.edu/>

Wilson, M. (2007, January 8). *Successfully advertising to older consumers means finding models who look like them, K-State professor says*. Retrieved January 12, 2007, from K-State College of Human Ecology Web site: <http://www.humec.k-state.edu/>

Criss, N. W. (2005, November). Young entrepreneur is living in a material world. *Metro Business Chronicle*, 2(1), 13.

PROFESSIONAL AFFILIATIONS

Academy of Marketing Science, 2010 – Present

International Textile and Apparel Association, 2001 – Present

Kappa Omicron Nu Honor Society, 2007 – 2009

Business and Professional Women, 2007 – 2009

American Collegiate Retailing Association, 2004 – 2006

American Association of Family and Consumer Sciences, 2001 – 2004