

## *Shubhapriya J. Bennur*

### SCHOLASTIC ACHIEVEMENT

Ph.D.                   Oklahoma State University, Stillwater, OK  
2010                   Human Environmental Sciences, DHM  
Specialization: Apparel Merchandising

M.B.A.                Karnatak University, Dharwad, India  
Kousali Institute Of Management Studies

M.Sc.                 Karnatak University, Dharwad, India  
Specialization: Molecular Genetics

B.Sc.                 Karnatak Science College Dharwad, India  
Major: Chemistry, Botany & Zoology

### REFEREED PUBLICATIONS

#### BOOK (scheduled for print and publication in Spring 2017)

Iyer H. J., & **Bennur, S.** (2017). Retailing in Emerging Markets, 2<sup>nd</sup> Edition. Bloomsbury Publishing. NY.

#### BOOK CHAPTERS

**Bennur,S.**, & Iyer H.J. (Accepted). INDIA. Retailing in Emerging Markets. 2nd Edition. Bloomsbury Publishing. NY.

Behar, E., **Bennur, S.**, & Serkan Yalcin (Accepted). TURKEY. Retailing in Emerging Markets. 2nd Edition. Bloomsbury Publishing. NY.

Kang, H. J., **Bennur, S.**, Jang, S. H., Hanh, S., Ha, Y., & Son, J. (Accepted). SOUTH KOREA. Retailing in Emerging Markets. 2nd Edition. Bloomsbury Publishing. NY.

Takeshi, N., Tricharoenrat, M ., Walsh, J & **Bennur, S.** (Accepted). THIALAND. Retailing in Emerging Markets. 2nd Edition. Bloomsbury Publishing. NY.

Weinberg B.D., Gabisov A., **Bennur,S.** Iyer H.J. & Patney M. (Accepted). RUSSIA. Retailing in Emerging Markets. 2nd Edition. Bloomsbury Publishing. NY.

Weinberg B.D., Khan A.M., **Bennur,S.** Iyer H.J (Accepted). MEXICO. Retailing in Emerging Markets. 2nd Edition. Bloomsbury Publishing. NY.

Neto. S.A., Iyer H.J., Gil. L.,Youssef, Y., **Bennur,S.**, Cardoso, S.F. Xavier. W., (Accepted). BRZAIL. Retailing in Emerging Markets. 2nd Edition. Bloomsbury Publishing. NY.

**Bennur,S.**, Iyer H.J. & Laubie L. (In Revision). CHINA. Retailing in Emerging Markets. 2nd Edition. Bloomsbury Publishing. NY.

**Bennur,S.**, Alotaibi. S., Rasad. M., & Yiyue F. (In Revision). QATAR. Retailing in Emerging Markets. 2nd Edition. Bloomsbury Publishing. NY.

### JOURNAL PUBLICATIONS

**Bennur, S.** & Christy. J. (In Revision). Consumers Fashion Product Evaluations: An Eye tracking Perspective. *Clothing and Textiles Research Journal*. (ISI Journal impact factor 0.66 Thomson Reuters, 2015 Journal Citation Reports ®)

**Bennur, S.**, Gao. X., & Yiyue F. (In Revision). Impacts of Fast Fashion Factors on Consumers Intentions to Purchase: An S-O-R framework. *Journal of Product & Brand Mangement*.

**Bennur, S.**, & Jin, B. (2016). The mediating role of brand trust and affect in clothing brand loyalty formation: a cross-cultural examination of U.S. and India. *Journal of the Textile Institute*, 1–12. <http://doi.org/10.1080/00405000.2015.1133105> (Received 10 Mar 2015, Accepted 09 Dec 2015, Published online: 20 Jan 2016) (ISI Journal impact factor 1.128 Thomson Reuters, 2015 Journal Citation Reports ® )

Jin, B., & **Bennur, S.** (2015). Does the importance of apparel product attributes differ by country? Testing Kano’s theory of attractive quality in four countries. *Clothing and Textiles Research Journal*, 33(1),35-50. (ISI Journal impact factor 0.66 Thomson Reuters, 2015 Journal Citation Reports ®)

**Bennur, S.**, & Gavai, L. (2015). Regional Traditional Indian Embroidery “Kasuti”: Key Success Factors to Reach the International Markets. *Journal of Textile Science and Engineering*, 5(3), 197. doi: 10.4172/2165-8064.1000197

**Bennur, S.** (2014). Technology is essential in teaching analysis of fashion window displays: A subscription approach. *Journal of Textile Science and Engineering*, 4(6), 174. doi: 10.4172/2165-8064.1000174.

**Bennur, S., & Jin, B. (2013).** Cross-cultural investigation of U.S. and Indian consumer's apparel attribute choices applying Kano's theory. *Journal of Fashion Marketing & Management*, 17(3), 306-321. **(Journal impact 1.57** which is based on Research Gate data and on average citation counts from work published in this journal)

**Bennur, S., & Jin, B. (2012).** A conceptual process of implementing quality apparel retail store attributes: An application of Kano's model and the quality function deployment approach. *International Journal of Business, Humanities and Technology*, 2(1),174-183.

Jin, B., & **Bennur, S. (2012).** Curriculum internationalization focusing on India: Pre- and post-assessment of student learning. *Journal of Teaching in International Business*, 23(1), 31-45. **(Journal impact 1.57** which is based on Research Gate data and on average citation counts from work published in this journal)

#### PUBLICATIONS IN PROCEEDINGS

**Bennur, S. (2016, Accepted).** Consumers Visual Search Behavior on the Websites: An Eye Tracking Approach. International Textile & Apparel Association Conference. Vancouver, Canada. <http://www.itaonline.org/>

Manikowske, L., Lyons, N., LeHew, M., & **Bennur, S. (2015).** Does an on-line Master's program meet students expectations. International Textile & Apparel Association (Online). <http://www.itaonline.org/>

**Bennur, S., & Lee, Y. (2014).** Teaching students how to create and sell apparel in a concept store: An integrated technology approach using Lectra Modaris and Mockshop Software. International Textile & Apparel Association (Online). <http://www.itaonline.org/>

**Bennur, S., & Gavai, L. (2013).** How did the Indian traditional embroidery 'Kasuti' reach the international markets?. International Textile & Apparel Association (Online). <http://www.itaonline.org/>

**Bennur, S., & Gao, X. (2013).** Exploring impacts of fast fashion factors on consumer intentions to shop at fast fashion stores . International Textile & Apparel Association (Online). <http://www.itaonline.org/>

**Bennur, S., & Jin, B. (2011).** The mediating role of Brand Trust and Affect in brand loyalty formation: A Cross-cultural examination of U.S. and India. International Textile & Apparel Association (Online). <http://www.itaonline.org/>

Jin, B., & **Bennur, S. (2011).** Does the importance of apparel product attributes differ by country? Testing Kano's Theory in four countries. International Textile & Apparel Association (Online). <http://www.itaonline.org/>

**Bennur, S., & Jin, B. (2010).** A process of implementing quality apparel retail store attributes: An application of Kano's model and the Quality Function Deployment approach. Abstract published in Proceedings of American Collegiate Retailing Association (Online). <http://acraretail.org/>

Jin, B., Ramkumar, B., & **Bennur, S. (2010).** Curriculum internationalization focusing on India: pre- and post-assessment of student learning. Abstract published in Proceedings of American Collegiate Retailing Association (Online). <http://acraretail.org/>

**Bennur, S., & Jin, B. (2009).** From apparel product attributes to brand loyalty: A proposed framework using Kano's theory. International Textile & Apparel Association (Online) <http://www.itaaonline.org/>

**Bennur S., & Swinney, J. (2007).** Price Threshold and Quality Perception of Deni Jeans. International Textile & Apparel Association (Online). <http://www.itaaonline.org/>

#### APPOINTMENTS

<i>Years</i>	<i>Position, Institution</i>
August 2010- Present	Assistant Professor, Department of Textiles, Merchandising and Fashion Design, University of Nebraska-Lincoln.
April 2014- Present	IQSCM Fellow, University of Nebraska-Lincoln

#### FELLOWSHIP/AWARDS AND HONORS

05/2013	The Geeta Khandelwal International Quilt Study Center Research Award (\$2,500)
11/2011	Sara Douglas Fellowship for International Study (\$1000). Award received at ITAA annual conference 2011 held at Philadelphia, PA in November.
10/2009	Sara Douglas Fellowship for International Study (\$2000). Award received at ITAA annual conference 2009 held at Seattle, WA in October.
5/2009	Graduate College Research Fellowship (\$2000) (The Robberson and Murray Case Sells Foundations), OSU, Stillwater, OK.
2/2008	Supplementary fellowship (\$1500) for securing and maintaining 4.0 GPA from college of Human Environmental Sciences, OSU, Stillwater, OK.
4/2003	Outstanding student award during MBA. (Scholarship of Rs.5000)

5/1999 Secured second rank to Karnataka University, India during MSc (Scholarship of Rs.3000)

## GRANT SUBMISSIONS

### GRANTS SUBMITTED (Funded)

1) CEHS International Seed Grant (**\$5,000**). Grant period August 2011 –June 2012. In collaboration with Wendy Weiss & Michael James, University of Nebraska-Lincoln. (Although the grant was collaboration, I was the primary researcher and contributed 100% to this grant).

2) GP-IDEA Collaborative Research Mini grant (**\$14,900**). Grant period July 1, 2013 to June 30, 2014. Research collaboration on processes and outcomes of a GP-IDEA Graduate Program.

The Research Team included:

Linda Manikowske, (PI) – North Dakota State University

Melody LeHew, – Kansas State University

Nancy Lyons– South Dakota State University

**Shubha Bennur** – University of Nebraska – Lincoln

3) Sub-Grant in form of **two months summer salary** for Eye Tracking Research project in collaboration with Charlotte Narjes of Agricultural Economics (UNL) on Nebraska Broad Band Initiative Research Project funded through a grant by Nebraska Public Service Commission by the U.S. Department of Commerce’s National Telecommunications and Information Administration.

### GRANTS SUBMITTED (Not Funded)

#### External

GP-IDEA Interdisciplinary and Inter-institutional Research grant (**\$15,000**) November 2012.

Getting the message: Nutritional knowledge via labeling for elderly consumers

The Research Team:

Gregory Clare (PI); Nancy Betts; Hyun-Joo Lee – Oklahoma State University

**Shubha Bennur(Co-PI)** – University of Nebraska – Lincoln

Eun-yung Sung- Michigan State University

Weiss.W., & **Bennur, S.** (Nov 2013). Obama Singh 21<sup>st</sup> Century Knowledge Initiative Grant, “Creating a Platform for Indian Textile Craft, Artisans and Students in the Digital Age,” (**\$228,544**). Submitted to USIEF (United States-India Educational Foundation) funded by US department of Education & Government of India

#### Internal

**Bennur.S.** (May 2016). IANR International Impact Grant. Borden faculty collaborations in

India while providing education abroad experience for TMFD students. \$6000

**Bennur. S.** (Nov 2015). Layman Seed Grant. Exploratory study on influence of STEM-inspired apparel on young girls. \$10,000.

**Bennur. S.** (Sep 2015). Global Gateway Faculty Associate Grant. Education abroad experience for TMFD students and faculty in India. \$6,000.

**Bennur. S.** (Nov 2012). Layman Seed Grant. Social media influences on compulsive buying behavior among college women: An eye tracking perspective. \$10,000.

**Bennur. S.** (Nov 2013). Layman Seed Grant. Visualizing the path of 'Design' - An eye tracking perspective. \$10,000.

**Bennur. S., & Trout. B.** (Jan 2014). Kelly Fund: Research to improve teaching, "Entrepreneurship in the Fashion Industry: Enhancing Curriculum with an International Perspective," \$6,976.

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## STUDENT ADVISING

### Doctoral Students

**Kalari Fortree** (Major Advisor/Chair- present). Women and Blog: The Allure of Culture-Specific Beauty Blogs. Department of Textiles Merchandising and Fashion Design, University of Nebraska, Lincoln.

**Ma Zhuanzhuan** (Major Advisor/Chair- present). Cellulosic Fibres with High aspect Ratio from Cornhusks. Department of Textiles Merchandising and Fashion Design, University of Nebraska, Lincoln.

**Jennybeth Jorgensen** (Committee Member, May 2015). Influence of Parent, Peers, Internet Product Search and Visual Social Media on College Students Purchase Behavior: A mixed Methods Study. Department of Textiles Merchandising and Fashion Design, University of Nebraska, Lincoln.

**Yi Zhao** (Committee Member, December 2015). Biodegradable Slashing Agents from Soy Protein for Textile Industry. Department of Textiles Merchandising and Fashion Design, University of Nebraska, Lincoln.

### Master Students

**Meg Stoner** (Major Advisor/Chair- present). GPIDEA online program, Department of Textiles Merchandising and Fashion Design, University of Nebraska, Lincoln.

**Danielle Tucker** (Major Advisor/Chair, May 2016). Strategies to License with Levi's: Randa Accessories Perspective. Department of Textiles Merchandising and Fashion Design, University of Nebraska, Lincoln.

**Angie Ahrenholtz** (Major Advisor/Chair, May 2014). Dominant Fast Fashion Consumer Personality Traits: Identifying Relationships among Demographics, Shopping preferences, and Personality trait consistencies across the Fast Fashion Industry. Department of Textiles Merchandising and Fashion Design, University of Nebraska, Lincoln.

**Cassidy Vineyard** (Committee Member, May 2014). The Relationship between Fashion Blogs and Intention to Purchase and Word of Mouth Behavior. Department of Textiles Merchandising and Fashion Design, University of Nebraska, Lincoln.

**Daisy Goa** (Committee Member, Dec 2013). Influence of Mobile Website Quality on Consumer Satisfaction and Behavior. Department of Textiles Merchandising and Fashion Design, University of Nebraska, Lincoln.

**Eunju Yoon** (Committee Member, May 2013). Effects of Website Environmental Cues on Consumers' Response and Outcome Behaviors. Department of Textiles Merchandising and Fashion Design, University of Nebraska, Lincoln.

**Shaobo Cai** (Committee Member, May 2013). Electrospun Plant Protein Scaffolds with Fibers Oriented Randomly and Evenly in Three-Dimensions for Soft Tissue Engineering Applications. Department of Textiles Merchandising and Fashion Design, University of Nebraska, Lincoln.

### **Undergraduate Students**

#### UCARE student

**Jillian Christy** (Major Advisor, May 2014). Teaching design concepts through visual feedback: An eye tracking perspective.

#### Honor Students:

**Jillian Christy** (Major Advisor, May 2014). Fashion Product evaluation: An eye tracking perspective.

**Haleigh Riggle** (Major Advisor, May 2012). Minimalist Running, Maximum Effects: The Affect of Minimalist Running Shoes on the Marketing Strategies of Athletic Shoe Manufacturers.

### **PROFESSIONAL PRESENTATIONS AT NATIONAL MEETINGS**

#### Seminar

Manikowske, L., Lyons, N., LeHew, M., & **Bennur, S.** (2016, Accepted). Learning by Doing: Our Ten-Year Journey in the Realm of Online Education, International Textile & Apparel Association Conference. Vancouver, Canada.

### Oral Presentations

Manikowske, L., Lyons, N., LeHew, M., & **Bennur, S.** (2015). Educational and Career Outcomes Experienced by Master of Science in Merchandising GP-IDEA Program Alumni. GPIDEA Annual Meeting, Omaha.

**Bennur, S.**, & Jin, B. (2011). The Mediating Role of Brand Trust and Affect in Brand Loyalty Formation: A Cross-Cultural Examination of U.S. and India. International Textile & Apparel Association Conference. Philadelphia, PA, USA.

Jin, B., & **Bennur, S.** (2011). Does the Importance of Apparel Product Attributes Differ by Country? Testing Kano's Theory in Four Countries. International Textile & Apparel Association Conference. Philadelphia, PA, USA.

**Bennur, S.**, & Jin, B. (2010). A Process of Implementing Quality Apparel Retail Store Attributes: An Application of Kano's Model and the Quality Function Deployment Approach. Abstract published in Proceedings of American Collegiate Retailing Association Conference. Orlando, FL.

Jin, B., Ramkumar, B., & **Bennur, S.** (2010). Curriculum Internationalization Focusing on India: Pre- and Post-assessment of Student Learning. Abstract published in Proceedings of American Collegiate Retailing Association Conference. Montreal, Quebec, Canada

**Bennur, S.**, & Jin, B. (2009). From Apparel Product Attributes to Brand Loyalty: A Proposed Framework using Kano's Theory. International Textile & Apparel Association Conference. Seattle, Bellevue, WA.

### Poster Presentations

**Bennur, S.** (2016, Accepted). Consumers Visual Search Behavior on the Websites: An Eye Tracking Approach. International Textile & Apparel Association Conference. Vancouver, Canada.

Manikowske, L., Lyons, N., LeHew, M., & **Bennur, S.** (2015). Does an on-line Master's Program Meet Students Expectations. International Textile & Apparel Association Conference. Santa Fe, NM.

Manikowske, L., Lyons, N., LeHew, M., & **Bennur, S.** (2015). Outcome of Graduates of the Master of Science in Merchandising GP-IDEA Program. GPIDEA Annual Meeting, Omaha, NE.

**Bennur, S.**, & Lee, Y. (2014). Teaching Students How to Create and Sell Apparel in a Concept Store: An Integrated Technology Approach Using Lectra Modaris and Mockshop Software. International Textile & Apparel Association Conference. Charlotte, NC.



**Bennur, S., & Gavai, L. (2013).** How did the Indian Traditional Embroidery 'Kasuti' reach the International Markets?. International Textile & Apparel Association Conference. New Orleans, LA.

**Bennur, S., & Gao, X. (2013).** Exploring Impacts of Fast Fashion Factors on Consumer Intentions to Shop at Fast Fashion Stores . International Textile & Apparel Association Conference. New Orleans, LA.

**Bennur S., & Swinney, J. (2007).** Price Threshold and Quality Perception of Deni Jeans. International Textile & Apparel Association Conference. Los Angeles, CA.

#### PROFESSIONAL AFFILIATIONS

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Active Member International Textile and Apparel Association (ITAA).  
Active Member American Collegiate Retailing Association (ACRA).  
Member Kappa Omicron Nu National Honor Society.

#### PROFESSIONAL SERVICES

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2015- Present, Academic Editorial Board Member- British Journal of Applied Science & Technology  
2014- Present, Editorial Board Member- Journal of Textile Science & Engineering

#### Editorial Experience (Journal, Book, Graduate Scholarship, Conference abstract reviewer)

2010- Present, Ad hoc reviewer for Clothing and Textiles Research Journal. Provided manuscript reviews in area of Consumer Behavior and International Retailing.

Bloomsburry Publication (2014). Reviewed 15 chapters textbook, Mathematics for Retail Buying by Bette Tepper.

American Collegiate Retailing Association and American Marketing Association conference (Spring 2015). Reviewed manuscripts for Entrepreneurship and Global Research streams.

UNL Graduate Student Scholarship reviewer (2015 and 2016)

#### DEPARTMENTAL, COLLEGE, AND UNIVERSITY SERVICE

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#### Department of Textiles Merchandising & Fashion Design

2012- present Faculty Search Committee. Chaired two successful Assistant Professor searches 2014 and 2015.

2010- present Undergraduate Curriculum Committee

Shubha Bennur, CV

2010- present Graduate Curriculum Committee  
2016- present Gallery Committee  
2010- present Faculty Advisor to MONTAGE (TMFD student association)  
2014-present Faculty Advisory Committee

#### College of Education and Human Sciences

2010-2014 CEHS Recruitment Committee  
2014- present CEHS Faculty Advisory Council

#### University of Nebraska-Lincoln

2014- present Faculty Senate, TMFD representative  
2015-present Graduate Scholarship Committee

#### STUDY TOURS

December 2016: Co-led 18 (TMFD & HRTM) students along with Prof. James (TMFD) & Dr. Jha (HRTM) to INDIA Study Tour.  
Summer 2016: Co-Led 8 TMFD students, with Prof. Burton to MAGIC Trade Show and Study Tour to Las Vegas.  
Spring 2016: Co- Led 19 TMFD students, with Dr. Jorgensen to National Retail Foundation Convention and Study Tour to New York.  
Spring 2015: Co-Led 21 TMFD students, with Dr. Crews to Minneapolis Industry Study Tour.  
Summer 2015: Co-Led 14 TMFD students, with Prof. Burton to MAGIC Trade Show and Study Tour to Las Vegas.  
Spring, 2014: Co-Led 20 TMFD students, with Prof. Easley to Dallas Career Day and Industry Study Tour to Dallas.  
Fall 2014: Co-Led 20 TMFD students, along with three TMFD faculty members to Nebraska Industry Tour.

#### PROFESSIONAL DEVELOPMENTS

2011-2013: Participated in Scholarly Enhancement Program (University of Nebraska-Lincoln),  
**Year1 requirement**

- Develop 5-year plan
- Submit one internal grant
- Submit one manuscript

**Year2 requirement**

- Submit one external grant

October 2012: Participated in NSF Grant Workshop held at Austin.

Shubha Bennur, CV

May 2013 : Participated in group visit to NSF & USDA at Washington DC seeking funding opportunities.

August 2014: Participated in Eye Tracking Research Workshop held at University of Nebraska-Lincoln. Hosted by Michael Dodd

October 2011: 2 day (8am-5pm) ERP workshop hosted by Dennis Molfese sponsored by the Center for Brain, Biology & Behavior

November 2013: Participated in Teaching workshop “New Approach to teaching Global Sourcing: Theoretical Perspectives and Step-by-step Procedures for Sustainable Future” held at ITAA annual meeting 2014, Charlotte, NC. Hosted by Dr. Jung-Ha Brookshire

August 2012 : Two day Teaching MOCKSHOP workshop (August 16- August 17, 2012) by SimVenture hosted by Zef Neemuchwala, Lead consultant SIM Venture.

August 2016: WindowsWear Pro Seminar titled “Windows: A reflection of your store” at the MAGIC World’s Largest Fashion Market place held at Las Vegas Convention Center

#### OUT REACH ACTIVITIES

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Fall 2010	Presented on ‘International Culture’ in the celebration of youth event, TMFD, UNL.
Fall 2011-present	Led student activity in the celebration of youth event, TMFD, UNL.
Fall 2010 – 2013	Participated in Red Letter Day event, UNL.
Fall 2010 – 2013	Participated in Big Red Road show, UNL.
November 2012	Participated in Nebraska Achievement Banquet, UNL.

## TEACHING ASSIGNMENT

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TMFD101: Orientation to Textile, Merchandising and Fashion Design

TMFD 213: Merchandising I: Textile and Apparel Industry

TMFD 313: Merchandising II: Merchandise Buying and Control

TMFD 314: Textiles and Apparel Merchandising and Promotion

TMFD 422/822: International Textile and Apparel Sourcing

TMFD 493: Domestic Study Tour

TMFD 496: Independent Study

TMFD 862: GP-IDEA online distance course (International Retail Expansion)

TMFD 811: Textiles, Fashion, and Design Problems (Independent Study)

TMFD 899: Master Thesis

TMFD 999: Doctoral Dissertation