

JENNIFER JOHNSON JORGENSEN

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Lincoln, NE 68583-0802

EDUCATION

- PhD** University of Nebraska-Lincoln, Lincoln, NE May 2015
Human Sciences, Emphasis in Textiles, Merchandising & Fashion Design
- MS** University of Nebraska-Lincoln, Lincoln, NE May 2012
Merchandising
- BS** North Dakota State University, Fargo, ND December 2009
Apparel and Textile Studies, Minor in Advertising and Public Relations
Graduated with Summa Cum Laude Honors
- Fashion Institute of Technology, New York City, NY August 2009
Visiting Undergraduate Student

ACADEMIC APPOINTMENTS

- Assistant Professor** July 2016 to Present
University of Nebraska-Lincoln, Department of Textiles, Merchandising & Fashion Design
- Lecturer** August 2015 to July 2016
University of Nebraska-Lincoln, Department of Textiles, Merchandising & Fashion Design
- Primary Instructor** Spring 2014, Spring 2015
University of Nebraska-Lincoln, Department of Textiles, Merchandising & Fashion Design
- Graduate Teaching Assistant** August 2010 to 2015
University of Nebraska-Lincoln, Department of Textiles, Merchandising & Fashion Design
- Undergraduate Teaching Assistant** January 2009 to May 2010
North Dakota State University, Department of Apparel, Design & Hospitality Management

HONORS, AWARDS, AND RECOGNITION

**GPIDEA stands for the Great Plains Interactive Distance Education Alliance*

- Nancy Rutherford Teaching Innovation Award** 2021
International, Profession-Wide: Teaching

Great Idea Award for Recruitment Videos Alliance-Wide (GPIDEA*): Service and Leadership	2021
Featured Article in Purdue Institute for Family Business's Newsletter Profession-Wide: Research	2020
Featured Faculty Member on UNL Faculty 101 Podcast University-Wide: Teaching and Research	2020
Influential Article of 2019 Listed by American Academy of Advertising Profession-Wide: Research	2019
College of Education and Human Sciences Outstanding Teaching Award College-Wide: Teaching	2019
Parent Recognition of Contributions to Students Award University-Wide: Teaching	2018
Highlighted Professor in Excellence in Teaching Initiative College-Wide: Teaching	2018
Multichannel Marketing Award Alliance-Wide (GPIDEA*): Service and Leadership	2018
Pecha Kucha Course Enhancement Award Alliance-Wide (GPIDEA*): Teaching	2017

PEER-REVIEWED PUBLICATIONS

**Denotes Graduate Student (Mentorship), ^Denotes Corresponding Author*

Journal Publications

- La Rosa, A.* & **Johnson Jorgensen, J.**^ (2021). Consumers' Evaluation of Sustainability Through the Purchase, Care, and Disposal of Apparel Products. *Sustainability, 13*(9), 10655.
- Zimbroff, A.^, **Johnson Jorgensen, J.**, & Callen, J. (2021). An Assessment of Regional Entrepreneurship Ecosystems in Queensland, Australia Using a Mixed Methods Approach. *International Journal of Entrepreneurship, 25*, 1-20.
- Johnson Jorgensen, J.**^, & Sorensen, K.* (2021). Negative e-WOM Resulting from Political Posts on Social Media: A Case Study of a Small Retailer's Crisis. *Social Sciences, 10*(9), 318.

Johnson Jorgensen, J.[^], & Sorensen, K.*(2021). Consumer Acceptance of Virtual Reality When Browsing for Apparel. *International Journal of Electronic Marketing and Retailing*, 12(3), 232-253.

Sorensen, K.*[^] & **Johnson Jorgensen, J.** (2021). “Hey Alexa, Let’s Shop”: Millennials’ Acceptance of Voice-Activated Shopping. *International Journal of E-Services and Mobile Applications*, 13(1), 1-14.

Johnson Jorgensen, J.[^], Masuo, D., Manikowske, L., & Lee, Y. (2020). The Reciprocal Involvement of Family Business Owners and Communities in Business Success. *Sustainability*, 12(10), 1-14.

Zimbroff, A.[^], & **Johnson Jorgensen, J.** (2019). An Assessment of Young Adult Perceptions towards Entrepreneurship in Bangladesh Using a Mixed Methods Approach. *International Journal of Entrepreneurship*, 23(4), 1-18.

Sorensen, K.*[^], & **Johnson Jorgensen, J.[^]** (2019). Millennial Perceptions of Fast Fashion and Second-Hand Apparel: An Exploration of Sustainable Preferences Using Q Methodology. *Social Sciences*, 8(9), 244.

Johnson Jorgensen, J.[^], & Ha, Y. (2019). The Influence of Electronic Word-Of-Mouth via Social Networking Sites on the Socialization of College-Aged Consumers. *Journal of Interactive Advertising*, 19(1), 29-42.

- Named one of the most influential articles of 2019 by the American Academy of Advertising

Johnson Jorgensen, J.[^], & Kean, R. (2018). The Influence of Visual Social Media, Online Customer Reviews, and Personal Communication on Young Adults’ Purchase Intention: A Mixed Methods View into Consumer Socialization. *Journal of Marketing and Consumer Research*, 46, 8-12.

Peer-Reviewed Research Conference Papers (Final Publication)

Sorensen, K., & **Johnson Jorgensen, J.[^]** (2020). Love This Product: Urban Retailers’ Use of Emojis on Social Media Posts. *Proceedings from ACRA ’20: American Collegiate Retailing Association*, 1-7.

Sorensen, K., & **Johnson Jorgensen, J.[^]** (2018). Comparing Visual Strategies among Rural and Urban Boutique Facebook Posts. *Proceedings from ACRA ’18: American Collegiate Retailing Association*, 1-6.

Peer-Reviewed Abstracts (Final Publication)

Johnson Jorgensen, J.[^] (2018). Initiating Relevant Discussion through Current Events: The Comparison of an Online Graduate Course and a Traditional

Undergraduate Classroom. *Proceedings from ITAA '18: International Textiles and Apparel Association.*

Johnson Jorgensen, J.^ (2017). Student Identification of Societal and Fashion Trends Through Blogs. *Proceedings from ITAA '17: International Textiles and Apparel Association.*

Johnson Jorgensen, J.^ (2016). Consumer Behavior Concepts Identified by Students Through Pinterest. *Proceedings from ITAA '16: International Textiles and Apparel Association.*

Johnson Jorgensen, J.^ (2016). Movie Characters and Consumers. *Proceedings from ITAA '16: International Textiles and Apparel Association.*

Johnson Jorgensen, J.^, & Kean, R. (2015). Development of a Schematic Tool for Use in a Senior Capstone Course. *Proceedings from ITAA '15: International Textiles and Apparel Association.*

Manuscripts in Review

Johnson Jorgensen, J.^, Zuiker, V., Manikowske, L., & LeHew, M. (In Review). Impact of Communication Technologies on Small Business Success.

Sorensen, K. * & **Johnson Jorgensen, J.**^ (In Review). Millennial Perceptions of Private Label and National Brand Clothing: An Exploration of Clothing Preferences Using Q Methodology.

Spilinek, M.* & **Johnson Jorgensen, J.**^ (In Review). Creepy or Convenient?: Consumer Perceptions of Privacy and Ad Exposure on Social Media.

Other Miscellaneous Publicized Work

Clare, G., Lyons, N., & **Johnson Jorgensen, J.** (2018). Program Spotlight: Merchandising. *GPIDEA Alliance Insight Newsletter.*

PRESENTATIONS

Peer-Reviewed Presentations Given

Poster Presentation, “Should a Retailer Take a Political Stance on Social Media? A Case Study of a Small Retailer’s Struggle Over Time,” International Textiles and Apparel Association Virtual Conference, November 2021.

Special Topics Oral Presentation, “Proactive Advocacy for the Textiles and Apparel Academic Discipline,” International Textiles and Apparel Association Virtual Conference, November 2021.

Oral Presentation, “Stakeholder Perceptions of Entrepreneurial Ecosystems in Rural Communities,” International Society for the Scientific Study of Subjectivity Virtual Conference, September 2021.

Oral Presentation, “Consumer Perception of Privacy and Ad Exposure on Social Media,” American Collegiate Retailing Association Virtual Conference, March 2021.

Poster Presentation, “Millennial perceptions of augmented reality: A Q Methodology study,” International Textile and Apparel Association, Virtual Conference, November 2020.

Poster Presentation, “A Multi-Pronged Approach to Improving Online Classes,” Distance Teaching and Learning Conference, Virtual Conference, August 2020.

Oral Presentation, “Owner and Community Involvement and Business Success in Small Family-Owned Businesses,” United States Association of Small Business and Entrepreneurship Annual Conference, New Orleans, LA, January 2020.

Poster Presentation, “The Influence of Social Networking Websites on the Socialization of the Baby Boomer Generation,” International Textile and Apparel Association Annual Conference, Las Vegas, NV, October 2019.

Oral Presentation, “Millennial Perceptions of Fast Fashion and Second-Hand Apparel,” University of Minnesota Fashion & Symposium, Minneapolis, MN, September 2018.

Oral Presentation, “Using an Embedded Mixed Methods Design with Q Methodology to Study Stakeholder Perceptions of Rural Entrepreneurship Ecosystems,” Mixed Methods International Research Association, Vienna, Austria, August 2018.

Oral Presentation, “Acceptance of Virtual Reality When Browsing for Apparel,” American Collegiate Retailing Association, Toronto, Ontario, June 2018.

Oral Presentation, “Comparing Visual Strategies among Rural and Urban Boutique Facebook Posts,” American Collegiate Retailing Association, Toronto, Ontario, June 2018.

Oral Presentation, “Initiating Relevant Discussion through Current Events: The Comparison of an Online Graduate Course and a Traditional Undergraduate Classroom,” International Textile and Apparel Association Annual Conference, Cleveland, OH, November 2018.

Oral Presentation, “Student Identification of Societal and Fashion Trends Through Blogs,” International Textile and Apparel Association Annual Conference, St. Petersburg, FL, November 2017.

Oral Presentation, “Consumer Behavior Concepts Identified by Students Through Pinterest,” International Textile and Apparel Association Annual Conference, Vancouver, British Columbia, November 2016.

Oral Presentation, “Movie Characters and Consumers,” International Textile and Apparel Association Annual Conference, Vancouver, British Columbia, November 2016.

Poster Presentation, “Development of a Schematic Tool for Use in a Senior Capstone Course,” International Textile and Apparel Association Annual Conference, Santa Fe, NM, November 2015.

Oral Presentation, “Modern Consumer Socialization,” International Textile and Apparel Association, New Orleans, LA, November 2013.

Peer-Reviewed Presentations Accepted

Oral Presentation, “Love This Product: Urban Retailers’ Use of Emojis on Social Media Posts,” American Collegiate Retailing Association, New Orleans, LA, March 2020 (Conference Cancelled).

Invited Presentations Given

Oral Presentation, “Sustainability+Fashion,” Joslyn Institutes for Sustainable Communities Sustainable Leadership Presentation Series, December 2021.

Oral Presentation, “Using Q Methodology to Measure Rural Entrepreneurial Perceptions,” North Central Regional Center for Rural Development Webinar Series, September 2021.

Oral Presentation, “Advocacy of Programs and Resulting Opportunities,” Nebraska American Association of Family and Consumer Sciences Flash Virtual Conference, March 2021.

Oral Presentation, “Course Enhancement of International Retail Expansion,” GPIDEA Annual Meeting, Kansas City, MO, April 2018.

Oral Presentation, “Course Enhancement of Research Methods,” GPIDEA Annual Meeting, Kansas City, MO, April 2017.

Oral Presentation, “Intersection Between Art and Visual Merchandising,” Grand Lodge Retirement Community, Lincoln, NE, March 2017.

RESEARCH GROUPS, GRANTS, AND ADDITIONAL FUNDING

#Denotes Undergraduate Student (Mentorship)

Research Groups

Hatch Multistate NC 1030: Family Firms and Policy in Times of Disruption
Hatch Multistate Project Renewal Writing Team Member, Summer-Fall 2020
Renewed, 2021-2026: “Sustainable and Resilient Systems: Transformative
Response to Disruptions by Families, Businesses, and Communities.”

Funded Grants

Johnson Jorgensen, J. (2021). Diversity and Equity in Merchandising the Omnichannel Product Assortment and Retail Workspace. *Center for Transformative Teaching Incubation Fund*. Funded: \$975.60 (UNL Portion: 100%).

Clare, G., **Johnson Jorgensen, J.**, Lee, J., Manikowske, L., LeHew, M., & Lyons, N. (2021). Merchandising Program Industry Advisory Board. *Great Plains Interactive Distance Alliance*. Funded: \$5,860.00 (UNL Portion: N/A; UNL Contribution: 10%).

Clare, G., **Johnson Jorgensen, J.**, Lee, J., Manikowske, L., LeHew, M., & Lyons, N. (2021). Synchronous Online Recruiting Event Proposal. *Great Plains Interactive Distance Alliance*. Funded: \$7,595.00 (UNL Portion: N/A; UNL Contribution: 10%).

Johnson Jorgensen, J. (2020). Rural Businesses in the United States. *Central Plains Research Data Center*. Funded: \$8,060.00 (UNL Portion: 100%).

Johnson Jorgensen, J. (2019). Professional Development Open Access Videos. *OER Kelly Grant*. Funded: \$4,290.00 (UNL Portion: 100%).

Johnson Jorgensen, J. and Zimbhoff, A. (2018). Stakeholder Perceptions of Entrepreneurial Ecosystems in Nebraska: A Mixed Methods Approach to Understanding Rural Community Needs. *Layman Grant*. Funded: \$9,767.50 (UNL Portion: 100%).

Johnson Jorgensen, J. (2018). Use of Mixed Methods in Entrepreneurship Research. *IANR International Travel Grant*. Funded: \$800.00 (UNL Portion: 100%).

Johnson Jorgensen, J. (2017). TMFD 862 International Retail Expansion: Priority Course Enhancement. *Great Plains Interactive Distance Education Alliance*. Funded: \$4,876.00 (UNL Portion: 100%).

Johnson Jorgensen, J. (2016). TMFD 875 Research Methods: Priority Course Enhancement. *Great Plains Interactive Distance Education Alliance*. Funded: \$4,374.93 (UNL Portion: 100%).

Unfunded Grants

Johnson Jorgensen, J., & Zimbroff, A. (2020). Stakeholder Perceptions of Entrepreneurial Ecosystems in the United States: A Mixed Methods Approach to Understanding Rural Community Needs. *USDA AFRI: Agriculture Economics and Rural Communities*. Proposed Funding: \$495,947.00 (UNL Portion: 100%).

Clare, G. & **Johnson Jorgensen, J.** (2019). Virtual Reality Intervention Effects on Reducing Public Speaking Anxiety and Improving Public Speaking Skills. *USDA Higher Education Challenge Grant*. Unfunded: \$300,000.00 (UNL portion: 50%).

Clare, G., & **Johnson Jorgensen, J.** (2016). Measuring the Effects of Universal Front of Package Label Modifications on Consumer Shopping Behavior at Simulated Extreme Value Retailers: An Eye-Tracking Study. *Center for Family Resiliency*. Unfunded: \$5,000.00 (UNL portion: 50%).

Grants in Review or Preparation

Johnson Jorgensen, J., & Zimbroff, A. (Re-Submitted, June 2021). Stakeholder Perceptions of Entrepreneurial Ecosystems in the United States: A Mixed Methods Approach to Understanding Rural Community Needs. *USDA AFRI: Agriculture Economics and Rural Communities*. Proposed Funding: \$600,213.00 (UNL Portion: 100%).

Clare, G. & **Johnson Jorgensen, J.** (In Prep). Virtual Reality Intervention Effects on Reducing Public Speaking Anxiety and Improving Public Speaking Skills. *Robert Wood Johnson Foundation*. Proposed funding: \$300,000.00 (UNL Portion: 50%).

Johnson Jorgensen, J., & Zimbroff, A. (In Prep). Rural Business Ownership in the United States: The Complexities of Existing in Overlapping Ecosystems. *National Science Foundation*. Proposed funding: \$500,000.00 (UNL Portion: 100%).

Additional Funding

Sutherland, Olivia[#], & **Johnson Jorgensen, J.** (2021). *Agricultural Research Division Undergraduate Research Project*. Institute of Agriculture and Natural Resources. Funded: \$2,415.00

Johnson Jorgensen, J. (2020). *Replacement of TMFD 492+493 with TMFD 399 Funding Request*. Office of the Executive Vice Chancellor Call for Expanded Summer 2020 Course Offerings. Funded: \$720.00

TEACHING EXPERIENCES

Graduate Level Courses

TMFD 875/GPIDEA 630 Research Methods

Spring 2021 (992 Section)
Spring 2020 (700 Section)
Spring 2020 (992 Section)
Spring 2019 (700 Section)
Spring 2019 (992 Section)
Spring 2018 (700 Section)
Spring 2018 (992 Section)
Spring 2017 (992 Section)
Spring 2016 (992 Section)

TMFD 862/GPIDEA 620 International Retail Expansion

Fall 2021 (992 Section)
Fall 2020 (992 Section)
Fall 2020 (700 Section)
Fall 2019 (992 Section)
Fall 2018 (992 Section)
Fall 2017 (992 Section)
Fall 2017 (700 Section)

TMFD 874 Theory Development

Fall 2017
Fall 2015

TMFD 899 Master's Thesis

Spring 2021
Fall 2020
Fall 2019
Spring 2019
Fall 2018
Spring 2018

TMFD 999 Doctoral Dissertation

Fall 2021
Fall 2020
Spring 2020
Fall 2019
Spring 2019
Fall 2018
Spring 2018

TMFD 920 Teaching Practicum

Fall 2019
Fall 2018
Spring 2018

Combined Level Courses

TMFD 422/822 International Textile and Apparel Sourcing
Fall 2021
Fall 2020
Fall 2019
Fall 2018

TMFD 413/813 Merchandising III: Textile and Apparel Merchandise Development
and Retail Strategies
Fall 2021
Fall 2020
Fall 2019
Spring 2019
Spring 2018
Spring 2017
Spring 2016

TMFD 412/812 Product Development IV: Trend Analysis and Product
Conceptualization
Spring 2021
Fall 2019
Fall 2018
Fall 2017
Fall 2016
Fall 2015

TMFD 496/896/870A Independent Study
Spring 2021
Fall 2020
Fall 2019
Spring 2019
Spring 2018
Spring 2017

Undergraduate Courses

TMFD 213 Merchandising I: Textile and Apparel Industry
Fall 2020 (001 Section)
Fall 2020 (700 Section)

TMFD 312 Product Development III: Fashion Analysis and Presentation

Spring 2017
Fall 2016
Spring 2016
Fall 2015

TMFD 314 Textile and Apparel Merchandising and Promotion
Spring 2021
Spring 2020
Spring 2019

TMFD 399 Apparel Supply Chain Professionals: A Day in the Life
Summer 2021
Summer 2020

TMFD 493 Domestic Study Tour (National Retail Federation in New York City)
Spring 2020
Spring 2018
Spring 2016

TMFD 493 Domestic Study Tour (MAGIC Tradeshow in Las Vegas)
Summer 2018

TMFD 492 Study Tour (New York City)
Summer 2017

SERVICE AND INVOLVEMENT

Service to the University, College, and GPIDEA Alliance

Member, College of Education and Human Sciences Undergraduate Committee, 2020-Present

Member, Office of Graduate Studies Advisory Board, 2018-2020

Coordinator, GPIDEA Merchandising Website Liaison, 2018-Present

Faculty Reviewer, Graduate Student Fellowship Competition, May 2018 and May 2019

Member, GPIDEA Assessment Team, 2017-Present

Faculty Reviewer, International Teaching Assistant Panels (Graduate Studies), August 2016 and August 2017

Chair, GPIDEA Marketing Committee, 2016-Present

Social Media Content Generation and Posts, 2021-Present

Recruitment Video Generation, 2020-Present

Competitor Analysis, 2020, 2018

Recruitment Presentation, 2018

Student Handbook Content Generation 2017

Print Advertisement for ITAA Program 2017

Flyer Content Generation 2018, 2016
Member, College of Education and Human Sciences Graduate Committee, 2016-2019
Member, GPIDEA Analytics Committee, 2016-2017
Member, Search Advisory Committee for CEHS Director of Recruitment, June 2016
Member, Qualitative and Mixed Methods Research Group (UNL Group), 2016-Present
Faculty Advisor, Her Campus Student Group, 2015-2017

Service to the Department

Chair, Search Advisory Committee for TMFD Merchandising Assistant Professor, November 2021-April 2022
Member, Search Advisory Committee for Department Chair, March-June 2021
Member, Search Advisory Committee for Administrative Associate, February-March 2021
Chair, Undergraduate Curriculum Committee, 2020-Present
Chair, Recruitment and Retention Committee, 2020-Present
East Campus Discovery Days Event, 2021
Brochure Content Generation, 2021
Admitted Student Days Event, 2021
TMFD Recruitment Video, 2021
Alumni @ TMFD Event, 2021
Social Media Content Generation and Posts, 2020-2021
Swag Design-Stickers, 2020
TMFD Welcome Video, 2020
LinkedIn Alumni Group, 2020
TMFD Program Postcards, 2020
Chair, Search Advisory Committee for TMFD Merchandising Assistant Professor, March-April 2020
Transfer Credit Evaluator, Department of TMFD, 2019-Present
Member, TMFD Faculty Advisory Committee, 2019-Present
Volunteer/Recruiter, TMFD at Family, Career and Community Leaders of America Conference, April 2019
Member, Search Advisory Committee for TMFD Extension, February 2018
Co-Facilitator, Solidification of Omaha Fashion Week Collaboration, March 2018
Chair, Graduate Faculty Committee, 2016-2019
Development of three new graduate specializations, 2018-2019
Division and updates for Master's and PhD student handbooks, 2017-2018
Member, Graduate Faculty Committee, 2019-2020
Faculty Advisor, Fashion Forward Learning Community, 2016-2019

Faculty Sponsor, National Retail Federation Student Chapter, 2015-Present
Member, Undergraduate Curriculum Committee, 2015-2017 and 2019-2020

Service to the Profession

Chair, Management Track Conference Submissions, International Textile and Apparel Association, 2021-Present
Member, Social Media Marketing Committee, International Textile and Apparel Association, 2020-Present
Peer Reviewer of Abstracts, International Textile and Apparel Association, 2020
Peer Reviewer of Manuscripts, Journal of Social Marketing, 2020-Present
Peer Reviewer of Manuscripts, International Journal of Environmental Research and Public Health, 2020-Present
Peer Reviewer of Manuscripts, Sustainability Journal, 2019-Present
Peer Reviewer of Manuscripts, Social Sciences Journal, 2019-Present
Peer Reviewer of Manuscripts and Abstracts, United States Association for Small Business and Entrepreneurship, 2019
Peer Reviewer of Manuscripts, Computers and Human Behavior Journal, 2016-Present
Presentation Session Facilitator, International Textile and Apparel Association, 2016 and 2017
4-H Apparel Judge, 4-H County Fair and State Fair, July 2016 and August 2017

PROFESSIONAL AFFILIATIONS

Member, United States Association for Small Business and Entrepreneurship, 2019-Present
Member, American Collegiate Retailing Association, 2015-Present
Member, Mixed Methods International Research Association, 2015-Present
Member, International Textile and Apparel Association, 2012-Present

PROFESSIONAL EXPERIENCES

Sourcing and Merchandising Calvin Klein Corporate, New York City, NY	2009
Merchandising and Marketing Assistant NBTY Puritan's Pride Vitamins, Fargo, ND	2008

TECHNOLOGICAL SKILLS

Industry-Used Software: Visual Retailing/Mockshop, WebPDM, SnapFashion, Sketchup, SimVenture, Photoshop, Illustrator, InDesign, Microsoft Access, (X)HTML, Dreamweaver

Research Software/Technologies: Tobii Eyetracker, SPSS, Amos, MaxQDA, PQ Method, Kade

Certifications: Microsoft Certifications in Excel and Word