

Amrut Sadachar, Ph.D.

Assistant Professor

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Education

Ph.D., Iowa State University, 2014, Apparel, Merchandising, and Design

M.S., University of Massachusetts-Dartmouth, 2009, Textile Technology

B.S., V.J.T.I. Mumbai University, 2003, Textile Manufacturing

Research Interests

Retailing – unorganized and organized retailing, application of technology in retail

Consumer Behavior and Marketing – online shopping behavior, experiential marketing

Sustainability – ethical consumption and green retailing

Research Summary

With an overarching goal of doing greater good for the society, my current research work is based on three pillars: people, profit, and planet. With these pillars at the core, my research agenda strives to: 1) create better shopping experiences for consumers which can improve their well-being; 2) develop strategies retailers can use to achieve sustainable and long-term success in the market place; and 3) investigate issues related to the environmental impact of the apparel retail industry. In particular, my research work involves: 1) the use of experiential marketing strategies to provide better shopping experiences in organized retail context; 2) exploration of the technology that retailers can use to add value to their businesses and meet 21st century retailing industry challenges; and 3) investigation of various antecedents which can influence environmentally responsible and ethical consumption behavior of consumers.

Refereed Publications/Presentations

Sadachar, A., & Fiore, A. M. (2015). *Relationship between experience economy dimensions and perceived experiential value in the context of Indian shopping malls.* Poster presentation at the 72nd annual conference of the International Textile and Apparel Association, Santa Fe, NM.

- Sadachar, A.,** Jablon, S., Niehm, L., & Hurst, J. (2015). *Student attitudes toward educational approaches and assessment techniques: A retail merchandising course outcomes assessment*. Poster presentation at the 72nd annual conference of the International Textile and Apparel Association, Santa Fe, NM.
- Sadachar, A.,** Khare, A., & Manchiraju, S. (2015). *The role of consumer susceptibility to interpersonal influence, environmental apparel knowledge, and general environmentally responsible behavior in predicting green apparel consumption behavior: A model testing in the USA and India*. Presentation at the triennial conference of the American Marketing Association/ American Collegiate Retailing Association, Miami, FL.
- Niehm, L. S., Fiore, A. M., Hurst, J., Lee, Y., **Sadachar, A.** (2015). Bridging the gap between entrepreneurship education and small rural businesses: An experiential service-learning approach. *Journal of Business and Entrepreneurship*, 26(3), 129-161.
- Fiore, A. M., Niehm, L. S., Hurst, J. L., Son, J., **Sadachar, A.,** Russell, D., Swenson, D., & Seeger, C. (2015). Will they stay or will they go: Community features important in migration decisions of university graduating seniors. *Economic Development Quarterly*, 29(1), 23-37.
- Sadachar, A.,** Khare, A., & Manchiraju, S. (2014). *The role of consumer susceptibility to interpersonal influence, environmental apparel knowledge, and general environmentally responsible behavior in predicting green apparel consumption behavior of American youth*. Poster presentation at the 71st annual conference of the International Textile and Apparel Association, Charlotte, NC.
- Niehm, L. S., Hurst, J., Fiore, A. M., Son, J., & **Sadachar, A.** (2014). *Where the rubber meets the road: Small business operators' innovative marketing strategies and their relationship to financial success*. Paper presentation at conference of the United States Association for Small Business and Entrepreneurship, Fort Worth, TX.
- Manchiraju, S., & **Sadachar, A.** (2014). Consumers' personal values and ethical fashion consumption. *Journal of Fashion Marketing and Management*, 18(3), 357-374.
- Khare, A., & **Sadachar, A.** (2014). Collective self-esteem and online shopping attitudes among college students: Comparison between the U.S. and India. *Journal of International Consumer Marketing*, 26(2), 106-121.
- Sadachar, A.,** & Khare, A. (2013). *Influence of collective self-esteem on online shopping behavior of American youth*. Poster presentation at the 70th annual conference of the International Textile and Apparel Association, New Orleans, LA.
- Hurst, J., Son, J., Niehm, L. S., Fiore, A. M., & **Sadachar, A.** (2013). *The impact of entrepreneurial management on business success of small retail firms*. Oral presentation at the 70th annual conference of the International Textile and Apparel Association, New Orleans, LA.

- Hurst, J., Niehm, L. S., Son, J., Fiore, A. M., & **Sadachar, A.** (2013). *Profiling the innovative marketing strategies of successful small businesses in the retail and hospitality industries*. Paper presentation at conference of American Collegiate Retailing Association, Nashville, TN.
- Niehm, L.S., Hurst, J., Son, J., **Sadachar, A.**, Fiore, A. M. (2013). *Entrepreneurial marketing: Scale development and validation in the small firm context*. Paper presentation at conference of the United States Association for Small Business and Entrepreneurship, San Francisco, CA.
- Fiore, A. M., Niehm, L. S., Hurst, J. L., Son, J., **Sadachar, A.** (2013). Entrepreneurial marketing: Scale validation with small, independently-owned businesses. *Journal of Marketing Development and Competitiveness*, 7(4), 63-86.
- Son, J., **Sadachar, A.**, Manchiraju, S., Fiore, A. M., & Niehm, L. S. (2012). Consumer adoption of online collaborative customer co-design. *Journal of Research in Interactive Marketing*, 6(3), 180-197.
- Feng, R., **Sadachar, A.**, & Karpova, E. E. (2012). *Sustainable apparel consumption behavior among U.S. students*. Poster presentation at the 69th annual conference of the International Textile and Apparel Association, Honolulu, Hawaii.
- Park, Y. J., Lu, Y., **Sadachar, A.**, & Manchiraju, S. (2012). *21st century fashion careers: Content analysis of job skill requirements and implications for academia*. Poster presentation at the 69th annual conference of the International Textile and Apparel Association, Honolulu, Hawaii.
- Fiore, A. M., Niehm, L., Hurst, J., Son, J., & **Sadachar, A.** (2011). *Entrepreneurial marketing strategies, brand distinctiveness, and the impact on small business success*. Poster presentation at the 68th annual conference of the International Textile and Apparel Association, Philadelphia, PA.
- Son, J., **Sadachar, A.**, Manchiraju, S., Fiore, A. M., & Niehm, L. (2011). *Consumer adoption of online collaborative co-design*. Oral presentation at the 68th annual conference of the International Textile and Apparel Association, Philadelphia, PA.
- Fiore, A. M., Fitzpatrick, J., & **Sadachar, A.** (2010). *A redesigned aesthetics course with a focus on building brand identity through the 5Ps*. Poster presentation at the 67th annual conference of the International Textile and Apparel Association, Montreal, Quebec Canada.

Grants Received
External Funding

- Fiore, A. M., Hurst, J., **Sadachar, A.**, Niehm, L., Karpova, E., Chung, T., Sanders, E., Correia, A., Armstrong, C., Swinney, J., Pookulangara, S., Bhandari, V. (2015)

“A Multi-Dimensional Approach to Meet 21st Century Retailing Education and Industry Challenges for India and the U.S.” Obama-Singh 21st Century Knowledge Initiative (OSI) Grant, **\$190,000. Co-PI**, Awarded, 2015-2018.

Internal Funding

Sadachar, A., Deshpande, G., & Chattaraman, V. (2015). Exploring ethical consumption behavior in apparel context using fMRI technology”. Collaborative mini-grant, Office of Vice President and Research at Auburn University, **\$500. PI**.

Noted Achievements/honors

Graduate Professional Student Senate (GPSS) Peer Teaching Award, Iowa State University (2012).

Nominated Paper of Distinction at the 68th annual conference of the International Textile & Apparel Association, Philadelphia, PA for, “*Consumer adoption of online collaborative co-design.*” (2011).

Best overall use of experience economy strategies (runner up), College of Human Sciences Entrepreneurship Showcase, Iowa State University (2010).

Courses Taught

CADS 5760/6760 Fashion Analysis and Forecasting
CADS 5850/6850 Apparel Merchandising and Retail Management
CADS 3850 Merchandise Planning and Control

Professional Affiliations

International Textile and Apparel Association
American Collegiate Retailing Association