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## I. Education

- Sep 2003 – Dec 2006      **Ph.D.** in Textiles and Clothing  
Department of Consumer Sciences, College of Human Ecology, The Ohio State University, OH  
*Minor Areas: Social Psychology, Cultural Anthropology*
- Sep 2000 – Aug 2002      **M.Des** (Master of Design),  
School of Design, College of Design Architecture, Art, & Planning (DAAP), University of Cincinnati, OH
- Sep 1998 – Aug 2000      **Bachelor of Business Administration**  
*Completed 2 years of 3-year degree*  
University of Madras, India
- Jun 1998 – Aug 1998      **Post-Baccalaureate Study** in Fashion Design  
*Courses: Display & Exhibit Design, Jewelry Design*  
Fashion Institute of Technology (FIT), NY
- Aug 1995 – May 1998      **Grad. Prof. Diploma** in Fashion Design  
National Institute of Fashion Technology, India

## II. Professional Experience

- Aug 2011 – Present      **Associate Professor**, Department of Consumer and Design Sciences, (Former name - Department of Consumer Affairs), Auburn University, Auburn, AL
- Aug 2006 – Aug 2011      **Assistant Professor**, Department of Consumer Affairs, Auburn University, Auburn, AL
- Sep 2004 – Jun 2006      **Graduate Teaching Associate**, Department of Consumer Sciences, The Ohio State University, Columbus, OH
- Jan 2003 – Jun 2003      **Adjunct Faculty**, Columbus College of Art and Design, Columbus, OH
- Sep 2000 – Mar 2002      **Adjunct Instructor**, College of Design, Architecture, Art, and Planning, University of Cincinnati, Cincinnati, OH
- Aug 1999 – Aug 2000      **Fashion Design Faculty**, National Institute of Fashion Technology, Chennai, India
- Oct 1998 – Jul 1999      **Product Designer**, Opus Fashions Ltd., Chennai, India

- Jun 1998 – Aug 1998      **Apparel Product Development Intern**, Armani Exchange, New York, NY
- Jun 1995 – Aug 2000      **Design Consultant for Corporate Apparel**, Chennai, India

### III. Honors and Awards

#### A. Honors and Awards: Teaching Excellence

- **Nominee for Paper of Distinction Award in Pedagogy Track (2015)** International Textile and Apparel Association Annual Conference (Also see IV.A.6.i)
- **Nominated as Finalist for the Gary Brown ePortfolio Project Faculty Cohort Award (2015)**, Office of University Writing and ePortfolio Project, Auburn University
- **ePortfolio Project Grant – Equipment and Space (2013)**, ePortfolio Grants and Awards Program, Office of University Writing, Office of the Provost, Auburn University (Also see IV.A.5.i)
- **ePortfolio Project Grant – Curriculum and Course Development for Faculty (2013)**, ePortfolio Grants and Awards Program, Office of University Writing, Office of the Provost, Auburn University (Also see IV.A.5.i)
- **The Daniel F. Breeden Endowed Grant (2012)**, Biggio Center for the Enhancement of Teaching and Learning, Auburn University (Also see IV.A.5.i)
- **Alumni Undergraduate Teaching Excellence Award (2011)**, Auburn University
- **College of Human Sciences Women’s Philanthropy Board Faculty Award (2010)**, College of Human Sciences, Auburn University
- **Graduate Student Dissertation Research Award (2009)** for Yi Sheng Goh (Advisee), The Graduate School, Auburn University
- **Fairchild Publications Textile & Apparel Faculty Grant (2007)**, the International Textile and Apparel Association. Only recipient of this professional association award in 2007 (Also see IV.A.5.i)

#### B. Honors and Awards: Research Excellence

- **AU Intramural Grants Program Grant (2015)**, Office of the Vice President for Research and Economic Development, Auburn University (Also see IV.B.3.ii)
- **Recipient of ADR-supported Course Buyout to Facilitate External Grant Proposal Submission (2014)**, College of Human Sciences, Auburn University
- **Invited speaker at Thought Leadership Conference on Service Management (2012)** (Also see IV.B.2.iv)
- **Best Reviewer Award (2012)**, *Clothing and Textiles Research Journal*

- **2<sup>nd</sup> Place Poster Education Track (2012)**, Faculty Research Forum, Auburn University Research Week 2012
- **Nominee for Paper of Distinction Award in the Merchandising Visual Track (2011)** International Textile and Apparel Association Annual Conference (Also see IV.B.2.i)
- **Winner of Research Competition on Innovation (2011)**, Marketing Science Institute. One of eight recipients (64 applicants) (Also see IV.B.3.i)
- **Paper of Distinction Award in the Merchandising Visual Track (2010)**, International Textile and Apparel Association Annual Conference (Also see IV.B.2.i)
- **Nominee for Paper of Distinction Award in the Design and Aesthetics Track (2010)**, International Textile and Apparel Association Annual Conference (Also see IV.B.2.i)
- **Invited speaker at MAGIC (2009)**, the leading international trade event in the apparel industry (Also see IV.B.2.iv)
- **AU Competitive Outreach Scholarship Grant (2008)**, Office of the Vice President for University Outreach, Auburn University. One of six recipients funded from among thirty University applicants (Also see IV.B.3.ii)
- **AU Competitive Research Grant (2008)**, Office of the Vice President for Research, Auburn University. One of 21 recipients funded at the University (Also see IV.B.3.ii)
- **AU Faculty Mentoring Grant (2008)**, Office of the Vice President for Research, Auburn University. One of seven recipients funded at the University (Also see IV.B.3.ii)
- **Proposal Development Grant (2008)**, Auburn University Research Institute for the Study of Diversity, Auburn University (Also see IV.B.3.ii)
- **2<sup>nd</sup> Place Poster in Systems Category (2007)**, National Textile Center Forum, Hilton Head Island, SC

#### IV. Scholarly Contributions

##### A. Teaching

##### 1. Courses Taught (Past Five Years)

Semester	Course #	Title	Credit Hrs.	Lecture Hrs.	Lab Hrs.	Enrollment
Spring 2015	CADS 7060	Survey of Consumer and Design Sciences Research	3	3		6
	CADS 7200	Aesthetics Theory in Consumer and Design Sciences	3	3		8
	CADS 7900	Directed Studies	1-3			2
	CADS 7990	Research and Thesis	2			1
	CADS 8990	Research and Dissertation	3			2
Fall 2014	CADS 2740	Illustration Techniques for Apparel	3	1	4	18
	CADS 7900	Directed Studies	2-3			3

<b>Semester</b>	<b>Course #</b>	<b>Title</b>	<b>Credit Hrs.</b>	<b>Lecture Hrs.</b>	<b>Lab Hrs.</b>	<b>Enroll -ment</b>
	CADS 8990	Research and Dissertation	3			2
Spring 2014	CADS 7670	Social-Psychological Theories in Clothing Behavior	3	3		11
	CADS 7900	Directed Studies	2			1
	CADS 7990	Research and Thesis	4			1
Fall 2013	CADS 2740	Design Communication: CAD & Illustration	4	2	4	14
	CADS 4500	Portfolio Development for Apparel Designers	4	2	4	21
	CADS 4900	UTA Experience	2			1
	CADS 7930	Advanced Design Projects	3			5
	CADS 7990	Research and Thesis	2			1
Spring 2013	CAHS 3740	Illustration Techniques for Apparel Design	3	1	4	19
	CAHS 8970	Aesthetics Theory	3	3		6
	CAHS 7990	Research and Thesis	1-3			3
Fall 2012	CAHS 2740	Aesthetics for Apparel Design	4	2	4	19
	CAHS 4500	Portfolio Development for Apparel Designers	3	1	4	13
	CAHS 4900	UTA Experience	3			1
	CAHS 7900	Directed Studies	1-3			1
	CAHS 7930	Advanced Design Projects	1-3			2
	CAHS 7990	Research and Thesis	1-3			3
Spring 2012	CAHS 2740	Aesthetics for Apparel Design	4	2	4	19
	CAHS 7670	Social-Psychological Theories in Clothing Behavior	3	3		10
	CAHS 4900	UTA Experience	3			1
	CAHS 7900	Directed Studies	1-3			2
	CAHS 7910	Supervised Teaching	1			1
	CAHS 7970	Special Topics in Design	1-3			2
	ITAS 8990	Research and Dissertation	1-3			1
Fall 2011	CAHS 2740	Aesthetics for Apparel Design	4	2	4	22
	CAHS 4500	Portfolio Development for Apparel Designers	3	1	4	19
	CAHS 4960	Special Problems in Design	3			1
	CAHS 7910	Supervised Teaching	1-3			1
	ITAS 8990	Research and Dissertation	1			1
Spring 2011	CAHS 2740	Aesthetics for Apparel Design	4	2	4	18
	CAHS 3740	Advanced Illustration Techniques	3	1	4	15

Semester	Course #	Title	Credit Hrs.	Lecture Hrs.	Lab Hrs.	Enroll -ment
	CAHS 4960	Special Problems in Design	3			2
	CAHS 7900	Directed Studies	3			1
	CAHS 7990	Research and Thesis	1-3			2
	ITAS 8990	Research and Dissertation	1-3			1
Fall 2010	CAHS 2740*	Aesthetics for Apparel Design	4	2	6	20
	CAHS 4500*	Portfolio Development for Apparel Designers	3	1	4	16
	CAHS 4960	Special Problems in Design	3			2
	CAHS 7990	Research and Thesis	1-3			2
	ITAS 8990	Research and Dissertation	1			1
Spring 2010	CAHS 2740	Aesthetics for Apparel Design	4	2	6	20
	CAHS 7670	Social-Psychological Theories in Clothing Behavior	3	3		8
	CAHS 4960	Special Problems in Design	3			2
	CAHS 7970	Special Topics in Design	3			1
	CAHS 7990	Research and Thesis	1-3			2
	ITAS 8990	Research and Dissertation	1-3			2

\* Coordination and supervision of GTA

## 2. Graduate Students Completed

### i. Major Professor

#### Doctoral Students

Student Name	Semester Completed	Dissertation/Current Position
Whitney Skinner Nunnelly (co-advisor)	Summer 2012	<i>Dissertation:</i> "Cause related marketing: Understanding celebrity, consumer, and product fit relationships" <i>Position:</i> Freelance Designer, Consultant, and Creative Strategist, Prattville, AL
Yi Sheng Goh (co-advisor)	Summer 2010	<i>Dissertation:</i> "The influence of product-brand fit and product-category fit on product attitude and purchase intention: The role of brand strength and processing fluency" <i>Position:</i> Assistant Professor, Institute of Creative Industries Design, National Cheng Kung University, Taiwan

**Master's Students**

<b>Student Name</b>	<b>Semester Completed</b>	<b>Thesis/Current Position</b>
Alina Maria Braun	Summer 2015	<i>Thesis:</i> "The influence of design complexity on perceived quality: The moderating role of price and brand familiarity" <i>Position:</i> Ph.D Student, Department of Consumer and Design Sciences, Auburn University
Eloise Faber (co-advisor)	Summer 2013	<i>Thesis:</i> "Men's body area shape analysis and outdoor performance clothing fit preferences and issues" <i>Position:</i> Adjunct Instructor, Department of Consumer and Design Sciences, Auburn University
Clarissa Kmieck	Summer 2013	<i>Thesis:</i> "The effect of color on perception of individual and brand personality traits and approach-avoidance behaviors: An implicit theory perspective" <i>Position:</i> Marketing Research Analyst, Virginia Beach, VA
Kristie J. Smith (co-advisor)	Spring 2013	<i>Thesis:</i> "Exploring adaptive clothing needs for hemodialysis patients" <i>Position:</i> Senior Consultant, Element Health Inc., Birmingham, AL
Christin Seifert	Summer 2011	<i>Thesis:</i> "The effects of design complexity and novelty on aesthetic response: The moderating role of centrality of visual product aesthetics" <i>Position:</i> Ph.D. Student, Department of Consumer and Design Sciences, Auburn University
Phillip Sidberry	Summer 2011	<i>Thesis:</i> "Effects of body shape on body cathexis and dress shape preferences of female consumers: A balancing perspective" <i>Position:</i> Technical Designer, Carter's Inc.
Sarah Helm	Spring 2009	<i>Thesis:</i> "Body discrepancy and body satisfaction: Influence on approach-avoidance behaviors and emotions" <i>Position:</i> Speech and Language Pathologist, Dallas, GA
Imani Washington (co-advisor)	Spring 2008	<i>Non-Thesis Project:</i> "Harvest Thrift Store: Upscale bargain hunting?" <i>Position:</i> Program Officer, Black Belt Community Foundation, Selma, AL

**ii. Served on Graduate Advising Committees****Doctoral Students**

<b>Student Name</b>	<b>Semester Completed</b>	<b>Dissertation/Current Position</b>
Marine Agekhayan	Summer 2009	<i>Dissertation:</i> "The role of product brand image and online store image on perceived risks and online purchase intentions" <i>Position:</i> Assistant Professor, California State University, Long Beach
Yukti Sancheti	Spring 2009	<i>Dissertation:</i> "Understanding tween girls' self-perceptions and clothing behavior: A conceptual framework" <i>Former Position:</i> Assistant Professor, West Virginia University (currently residing in India)

### **Master's Students**

<b>Student Name</b>	<b>Degree/Year</b>	<b>Thesis/Current Position</b>
Dawn Michaelson	Spring 2015	<i>Thesis:</i> "Assessing functional needs of rock climbing pants" <i>Position:</i> Ph.D. Student, Department of Consumer and Design Sciences
Mary K. Daniels	Fall 2014	<i>Thesis:</i> "Plus size consumer attitudes towards and involvement with bridal gowns" <i>Position:</i> Ph.D. Student, Department of Consumer and Design Sciences
Kiara Montgomery	Summer 2014	<i>Thesis:</i> "Cosmetic emphasis on eyes and mouth and cosmetic advertising, 1940-2010" <i>Position:</i> Nylon Magazine Intern
Yunzhi Wang	Spring 2014	<i>Thesis:</i> "Supervised learning models of fMRI data for inferring brain function and predicting behavior"
Patrice Beury	Summer 2013	<i>Thesis:</i> "Young female adults' two-piece swimsuit style choices in relation to their body shape, size, and satisfaction" <i>Position:</i> Dillard's Executive Development Program
Xiao Huang	Spring 2013	<i>Thesis:</i> "Factors influencing university-related apparel product consumption" <i>Position:</i> Instructor, Youngor School of Business, Zhejiang Textile and Fashion College
Aarti Mahajan	Spring 2009	<i>Thesis:</i> "Comparing self and others' perceptions of body type" <i>Position:</i> Freelance Designer, New York

Whitney Upchurch	Fall 2008	<i>Thesis:</i> "Relationship between level of acculturation and clothing preferences for Asian-Indian females" <i>Position:</i> Instructor, Art Institute of Denver, CO
Amanda Vallone	Spring 2008	<i>Thesis:</i> "A study of the success and failure of apparel entrepreneurs" <i>Position:</i> Owner, Roseborough Travel Agency, Deland, FL
Jenny Boyd	Spring 2008	<i>Non-Thesis Project:</i> "Pricing strategies and SPM (Strategic Profit Model)" <i>Position:</i> Wholesale Account Representative, Ameris Bank

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### 3. Graduate Students in Progress

#### i. Major Professor

<b>Student Name</b>	<b>Degree</b>	<b>Progress</b>
Alina Maria Braun	Ph.D.	Coursework in progress.
Christin Seifert	Ph.D.	General exam completed Fall 2015. Dissertation proposal under preparation.
Olivia Johnson	Ph.D.	General exam completed Fall 2014. Dissertation proposal defended Fall 2015. Dissertation in progress.

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#### ii. Serve on Graduate Advising Committees

<b>Student Name</b>	<b>Degree</b>	<b>Progress</b>
Sanuwar Rashid	Ph.D.	Coursework in progress.
Whitney Ginder	Ph.D.	General exam completed. Dissertation proposal under preparation.
Yi Shuang Li	Ph.D.	Proposal defended, dissertation in progress.
Diane Barnard	Ph.D.	General exam completed. Dissertation proposal under preparation.

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### 4. Courses and Curricula Developed

#### i. New Course Development



*CADS 7200 Aesthetics Theory in Consumer and Design Sciences – Piloted in Spring 2013 and approved by University Curriculum Committee in Fall 2013*

This graduate-level seminar course was developed in response to recent trends in 'aestheticization' of consumer products, and the growing importance of design in differentiating products and brands. Building on a base of trans-disciplinary knowledge from design, marketing, psychology and neuroscience, this course provides an in-depth understanding of how the aesthetics of products, packaging, environments (retail and interior), and advertising influences consumer behavior. This graduate-level course includes the study of relevant theoretical models, and empirical articles delivered through a seminar format.

*CAHS 8656 Consumer Decision Making for Retailing and Hospitality – Approved by University Curriculum Committee in Fall 2010*

Aligning with the University's and the department's focus on distance education, this distance delivery graduate course was developed for the proposed Graduate Certificate in Hospitality and Retailing. The course is unique in that it applies concepts and theories from social psychology to understand consumer behavior in the important local and global contexts of retailing and hospitality industries.

*CAHS 3740 Illustration Techniques for Apparel Design – Piloted in Fall 2008 and approved by University Curriculum Committee in Fall 2009*

The ability to be proficient in free-hand illustration is a crucial skill for an apparel design professional and is reflected in feedback from onsite internship supervisors and exit interviews with graduating seniors. This advanced course implements a hands-on, creative approach wherein students gain proficiency in hand-illustration through the use of varied media and techniques, and development of illustrative style appropriate for advertising, retail, and portfolio presentations.

*CAHS 4500 Portfolio Development for Apparel Designers – Piloted in Spring 2007 and approved as a requirement by University Curriculum Committee in Fall 2007*

Organized student portfolios are crucial during the internship and job search process of students, for national competitive scholarships, and they also serve as an important tool in program assessment and review. The portfolio course was developed in response to this need and served as the model course for the University's ePortfolio Project. The course is integrative in nature and focuses on presenting competencies and skills gained during the entire curriculum through portfolios in print, digital and web formats. Detailed instructor demonstrations accompanied by visual and textual instructional manuals were developed to accommodate the varied learning styles of students, and enable the building of complex software knowhow. The ePortfolio manual for the Wix platform was shared with the University's ePortfolio Project for the benefit of the University community.

**ii. Modification of Existing Courses**

*CADS 2740, 2770, and 3740 – Modified completely and changes approved by University Curriculum Committee in Fall 2012 and Fall 2014*

The course content for CADS 2740 was first revised in Fall 2012 to focus this course on design communication. This change enabled the integration of content from a then elective course (CAHS 3740 – Advanced Illustration Techniques) into this required course. Internship assessments had indicated that AMDP students majoring in the apparel design option require the knowledge of illustration techniques covered in the elective, CAHS 3740. The separation of design theory into a new course (CADS 1740, approved in Fall 2012) allowed for this

integration without affecting the total credit hours of the original CADS 2740 course. During Spring 2014, CADS 2740 was revised again based student evaluations from the revised version (taught for the first time in Fall 2013) that indicated that learning two new and distinct sets of design communication skills (hand-based and computer-based design communication) within one course was overwhelming. Hence, curriculum changes were sought to allow students to learn these distinct skills in two separate courses over consecutive semesters (CADS 2740 - Illustration Techniques for Apparel in the Fall and CADS 2770 - Computer-Aided Design for Apparel in the Spring) to allow for sequential skill-building. Additionally, by separating CAD skills into a course following 2740, time was provided to add (in 2770) an important component on technical pattern-making content that was not covered in the curriculum.

*CAHS 7670 Social-Psychological Theories in Clothing Behavior – Modified completely in Spring 2007 and name change approved by University Curriculum Committee in Fall 2007*  
 This course was restructured to meet the critical need for a deeper understanding of theoretical bases for research in the Graduate Curriculum in Consumer and Design Sciences. Based on my background in social psychology (Ph.D. minor area), I modified the existing course 'Clothing and Behavior' to align with the new theoretical focus of the revised course 'Social-Psychological Theories in Clothing Behavior'. Through a combination of classroom and Canvas delivery, the course focuses on critical discussion and evaluation of relevant theories of social psychology, and application of theoretical concepts and postulates in clothing behavior research. As a result of these changes, graduate students have demonstrated greater success in integrating a theoretical basis in their theses/dissertations and are better prepared for research-driven careers in academia.

*CAHS 2740 Aesthetics for Apparel Design – Modified completely in Fall 2006*  
 This course needed significant restructuring to ensure that it aligned more closely with industry needs, particularly with respect to gaining proficiency in the use of CAD software (Adobe Photoshop and Illustrator) in the creation of concept boards, textile and print artwork, colorways, technical drawings and computer-rendered illustrations. Due to the complex and varied nature of the skills, I restructured the course to emphasize sequential skill-building and also developed multimedia learning materials for each sequential topic. Lectures with numerous visual examples and video clips, detailed instructor demonstrations, visual manuals, in-class activities, creative design projects, and integrated Canvas delivery centered on each topic/skill ensured comprehensive and multimodal learning, resulting in greater student involvement and commitment.

## 5. Grants Related to Teaching

Kim, H., **Chattaraman, V.**, Peek, P., & Warfield, C. (2013-14). ePortfolio Project Grant for Space and Equipment, Office of the Provost, Auburn University, "Mobile ePortfolio Showcase Kiosk as a teaching, promotional, and assessment tool," **\$7,796.00**, co-PI. (Also see III.A)

**Chattaraman, V.**, Kim, H., Peek, P., & Warfield, C. (2013-14). ePortfolio Project Grant, Office of the Provost, Auburn University, "ePortfolio Project: Department of Consumer and Design Sciences," **\$19,490.83** (inclusive of \$3000 in matching funds from the Department of Consumer and Design Sciences), PI. (Also see III.A)

**Chattaraman, V.**, Tan, L., & Peek, P. (2012-13). Incorporation of Pen-Based Digital Drawing Tools in Apparel and Interior Design Instruction for Effective Design Communication, \$4000 for an instructional enhancement project from the Daniel F. Breeden Endowed Grant Program, PI. (Also see III.A)

**Chattaraman, V.** & Warfield, C. L. (2009-11). BIGresearch SIMM and CIA Data Grant. The Prosper Foundation, in-kind-grant worth \$240,000 annually. PI.

**Chattaraman, V.** (2007-8). Informing CAD Curriculum Development through an Analysis of CAD Technology Adoption and Competency Needs in the U.S. Apparel Industry. Fairchild Publications Faculty Grant, \$1,500.

## 6. Publications Pertaining to Teaching

\* *Student contribution*

### i. Refereed Presentations at Professional Meetings with Abstracts Published in Proceedings

\*Seifert, C., & **Chattaraman, V.** (2015, November). Design identity formation and self-reflection strategies in the development of students' design eportfolio. *Proceedings of the 72<sup>nd</sup> Annual Meeting for the International Textile and Apparel Association*, Sante Fe, NM, November 9-13, 2015.

- ***Nominated for Paper of Distinction Award in the Pedagogical Track (Also see III.A)***

\*Johnson, O., & **Chattaraman, V.** (2015, November). Incorporating multimodal projects for enhancing Millennial learning. *Proceedings of the 72<sup>nd</sup> Annual Meeting for the International Textile and Apparel Association*, Sante Fe, NM, November 9-13, 2015.

**Chattaraman, V.**, Kim, H., Peek, P., & Warfield, C. (2014, November). Professional expectations for ePortfolios: Engaging industry advisory boards in ePortfolio development and evaluation. *Proceedings of the 71<sup>st</sup> Annual Meeting for the International Textile and Apparel Association*, Charlotte, NC. (Also see IV.A.7)

**Chattaraman, V.**, Tan, L., & Peek, P. (2013, October). Incorporation of pen-based digital drawing tools in apparel and interior design instruction for effective design communication. *Proceedings of the 70<sup>th</sup> Annual Meeting of the International Textile and Apparel Association*, New Orleans, LA.

**Chattaraman, V.**, Sankar, C., & \*Vallone, A. (2009). Developing a multimedia case study about rural craft producers: Benefits for design education and rural development. *Proceedings of the 66<sup>th</sup> Annual Conference of the International Textile and Apparel Association*, October 28-31, 2009, Bellevue, WA.

**Chattaraman, V.**, & Ulrich, P.V. (2007). Innovative use of historical resources in inception of design ideas and development of illustrative style. *Proceedings of the 64<sup>th</sup> Annual Conference of the International Textiles and Apparel Association*, November 7-10, 2007, Los Angeles, CA.

**Chattaraman, V.** & Rudd, N. A. (2006). Action-based learning as an innovative strategy for body image education and empowerment. *Proceedings from the 63<sup>rd</sup> Annual Conference of the International Textiles and Apparel Association*, November 1-6, 2006, San Antonio, TX.

Rudd, N.A. & **Chattaraman, V.** (2005). Scenario-based apparel product development: Adapting the creative design process toward a retail brand image. *Proceedings from the 62<sup>nd</sup> Annual Conference of the International Textiles and Apparel Association*, November 2-5, 2005, Alexandria, VA.

**ii. Invited Presentations**

**Conversation in Celebration of Teaching, Auburn University**

**Chattaraman, V.**, Peek, P., Warfield, C.L., & Kim, H. (2015). Assessing ePortfolio SLO's: A comparison of industry advisory board and faculty evaluations. *Conversations in Celebration of Teaching*, Auburn University. (Also see IV.A.7)

Peek, P., Kim, H., **Chattaraman, V.**, & Warfield, C.L. (2015). Mobile ePortfolio showcase kiosks as a teaching, promotional, and assessment tool. *Conversations in Celebration of Teaching*, Auburn University. (Also see IV.A.7)

**Chattaraman, V.** (2013). Tailoring ePortfolios for a professional audience. *Conversations in Celebration of Teaching*, Auburn University. (Also see IV.A.7)

**ePortfolio Project, Auburn University**

**Chattaraman, V.** (2013). e-Portfolio workshop: Teaching industry expectations. *e-Portfolio Bootcamp at Auburn University*, Auburn, AL. (Also see IV.A.7)

**Biggio Center for the Enhancement of Teaching and Learning, Auburn University**

**Chattaraman, V.** (2013). Breeden grant panel discussion. *BIGGIO Professional Development Seminar Series at Auburn University*, Auburn, AL.

**7. Other Contributions to Teaching**

▪ **Undergraduate Student Advising (2006 – Present)**

Year	Number of Advisees
2014 – 2015	6
2013 – 2014	15
2012 – 2013	18
2011 – 2012	18
2010 – 2011	18
2009 – 2010	20
2008 – 2009	18
2007 – 2008	6
2006 – 2007	22

▪ **Undergraduate Student Recruitment (2006 – Present)**

Summer Camp Workshop Instructor 2011, 2012, 2013, 2014, 2015

Prepared and conducted computer-aided design workshops for summer camp students (rising 9<sup>th</sup>-12<sup>th</sup> grades) during five consecutive summers.

High School Recruitment 2006, 2007, 2009, 2010

Conducted presentations on CAD technology in apparel design for Bob Jones High School Recruitment Events, Spring 2007, 2009, and 2010. Conducted a workshop on CAD technology in apparel design for Oak Mountain High School Recruitment Event, Fall 2006.

▪ **Graduate Student Mentoring (2007 – Present)**

Supervision and Peer Reviews of Teaching

- Supervised graduate students in teaching CAHS 2740 Aesthetics for Apparel Design, CAHS 4500 Portfolio Development for Apparel Designers during Fall 2010.
- Supervised and peer reviewed graduate students in teaching CADS 4500 Portfolio Development for Apparel Designers during Fall 2014 and CADS 3800 Consumer Decision Making for Apparel and Fashion Products during Spring 2015.

Graduate Research Contributions

- Judge for graduate student papers, Research Week 2013, 2014
- Judge for the 17th Annual Graduate Research Forum, Graduate Student Council, 2007
- Coordinated graduate student presentations/attendance at Southeast Graduate Consortium, Lexington, KY, 2007
- Judge for the Joe Cuning Graduate Student Research Presentations at the National Textile Center Research Symposium, Hilton Head, SC, 2007

Departmental Seminar (Spring 2009)

Organized and facilitated graduate seminar presentations by two eminent scholars within the apparel and textiles discipline.

Graduate Student Recruitment (Fall 2007)

Designed and developed departmental brochure for graduate student recruitment.

▪ **Undergraduate Student Mentoring for National Competitions (2008 – Present)**

YMA/FSF Scholarship 2013, 2014

- Played a significant role in collaboratively mentoring the FSF scholarship applicants in their preparation of the design case studies.
- Incorporated the YMA competition as one of the optional projects in the portfolio class (CADS 4500) and actively provided in-progress feedback to the applicants through both informal and formal critiques.
- Two design students received the FSF scholarship in 2013, and one design student each received the FSF scholarship in 2014 and 2015, which is a significant achievement for our program.

C2C/CITDA National Design Competition 2008

- Directed the submissions of 12 undergraduate students to the 2008 C2C/CITDA National Design Competition sponsored by the American Association of Textile Chemists and Colorists.
- One student earned the recognition of being selected as a national finalist in the 'Product Design' category.

▪ **Contributions to the University's ePortfolio Project (2012 – Present)**

Workshops and Seminars Presented on ePortfolios

**Chattaraman, V.** (2013). e-Portfolio Workshop: Teaching industry expectations. *First e-Portfolio Faculty Bootcamp at Auburn University, Auburn, AL.* (Also see IV.A.6.ii)

**Chattaraman, V., Peek, P., & Kim, H.** (2012). Seminar on purpose, function, and execution of e-portfolios in CADS. *Presented to CHS administration, and QEP committee.*

Papers and Posters Presented on ePortfolios

\*Seifert, C., & **Chattaraman, V.** (Accepted). Design identity formation and self-reflection strategies in the development of students' design eportfolio. Accepted for presentation with publication in the *Proceedings of the 72<sup>nd</sup> Annual Meeting for the International Textile and Apparel Association*, Sante Fe, NM, November 9-13, 2015. (Also see IV.A.6.i)

**Chattaraman, V.**, Peek, P., Warfield, C.L., & Kim, H. (2015). Assessing ePortfolio SLO's: A comparison of industry advisory board and faculty evaluations. *Conversations in Celebration of Teaching*, Auburn University. (Also see IV.A.6.ii)

Peek, P., Kim, H., **Chattaraman, V.**, & Warfield, C.L. (2015). Mobile ePortfolio showcase kiosks as a teaching, promotional, and assessment tool. *Conversations in Celebration of Teaching*, Auburn University. (Also see IV.A.6.ii)

**Chattaraman, V.**, Kim, H., Peek, P., & Warfield, C. (2014, November). Professional expectations for ePortfolios: Engaging industry advisory boards in ePortfolio development and evaluation. *Proceedings of the 71<sup>st</sup> Annual Meeting for the International Textile and Apparel Association*, Charlotte, NC. (Also see IV.A.6.i)

**Chattaraman, V.** (2013). Tailoring ePortfolios for a professional audience. *Conversations in Celebration of Teaching*, Auburn University. (Also see IV.A.6.ii)

Manuals Developed and Disseminated on ePortfolio Platforms

Barfell, K., Seifert, C., Peek, P., Kim, H., & **Chattaraman, V.** (2013). *Adobe Muse for ePortfolios*. Shared with University ePortfolio Project.

**Chattaraman, V.**, & Faber, E. (2012). *WIX guide for ePortfolios*. Shared with University ePortfolio Project.

Service on Committees

Chattaraman, V., E-portfolio Project Technology Subcommittee, Member (2013 – Present) (Also see IV.C.1.i)

Chattaraman, V., CADS ePortfolio Cohort (2013-present, Member) (Also see IV.C.1.iii)

▪ **Service Learning (2008 – 2009)**

*Auburn War on Hunger and Gandhi Rural Rehabilitation Center (GRRC) Student Initiative (Fall 2008/Spring 2009)*

Organized and coordinated a service learning project that involved graduate and undergraduate students in the processes of product design and development, sampling, production coordination, and marketing of the products as part of the Auburn War on Hunger initiative to generate funds for global hunger relief. Initiated collaboration with a low-income artisan producer, Gandhi Rural Rehabilitation Center (GRRC) in India, employing disabled artisans and socially responsible practices in production. Showcased this service-learning student project at the 4th Annual University Hunger Summit 2009

*NSF Funded US-India International Research Program (Summer 2008)*

Organized, coordinated and evaluated (including site visit) a service project for a Master's student in Consumer Affairs in collaboration with faculty in Management and Engineering at Auburn University's Laboratory for Innovative Technology and Engineering Education (LITEE). The research project was funded by NSF's International Research Experiences for Students (IRES) program and involved the creation of a multimedia case-study focusing on craft-production of textiles and apparel at the Gandhi Rural Rehabilitation Center (GRRC), a non-government organization providing employment to disabled artisans in south India. Disseminated this service-learning project as conference proceedings and journal publication.

▪ **Teaching-Related Professional Development**

*ePortfolio Project Bootcamps, Workshops, and Panels (2013 – Present)*

Revised ePortfolio Rubric Workshop	2015
ePortfolio cohort meetings	2013-14
ePortfolio bootcamp	2013-14
Pathbrite information session	2013
ePortfolio workshop (Brandon Butler)	2013
ePortfolio panel (Traaci Penny Light)	2013

*Instructional Multimedia Group Workshops (2007 – 2012)*

Canvas Quick Start Workshop	2012
Adobe Dreamweaver Workshop	2007

*Software Training (2011)*

Digital Measures Training	2011
Optitex Training	2011
Siemens Software Orientation	2011

*The Biggio Center Seminars, Symposia, Workshops, and Retreats (2006 – 2007)*

Biggio Center Professional Development Seminar	Valid and Reliable Peer Reviews	2006
	Effective Grant Proposal Writing	2006
	Discussion of Teaching Excellence	2007
	Evaluation of Teaching	2007
Biggio Center Symposium	How People Learn: Research and Application	2007
	Assessing Student Learning Part III	2007
Biggio Center Workshop	Course Design Retreat	2006
New Faculty Scholar Program		

**B. Research**

**1. Article-Length Publications**

**i. Book Chapters**

**Chattaraman, V.** (2012). Cultural markers in dress: Decoding meanings and motivations of college students. In A. Reilly, K. A. Miller-Spillman, & P. Hunt-Hurst (Eds.), *The meanings of dress* (3<sup>rd</sup> ed., pp. 241-245). New York: Fairchild Books.

**Chattaraman, V.** (2012). Multicultural consumers and the retail service experience. In J. Kandampully (Ed.), *Services management: The new paradigm in retailing* (pp. 161-184).

New York: Springer.

**ii. Articles in Refereed Journals and Invited Articles**

\* Student contribution

**SSCI** = Social Science Citation Index

**Chattaraman, V.**, Tan, L., & Peek, P. (Accepted). Use of Digital Drawing Tablets in Design Communication: Focus on Apparel and Interior Design Studios. *The International Journal of Design Education*.

\*Wang, Y., **Chattaraman, V.**, Kim, H., & Deshpande, G. (Accepted). Predicting purchase decisions based on spatio-temporal functional MRI features using machine learning. *Transactions on Autonomous Mental Development*.

- 2013 Impact Factor = 1.348

Tan, L., Peek, P., & **Chattaraman, V.** (2015). HEI-LO model: A grounded theory approach to assess digital drawing tools. *Journal of Interior Design*, 40(1).

- 2014 Acceptance Rate = 34%

**Chattaraman, V.** & Kwon, W.-S (2015). Broadening the engagement of the senior population in the 'cyber age'. *Auburn Speaks: On Cyber and the Digital Domain*.

- Invited article

\*Faber, M. E., **Chattaraman, V.**, & Simmons, K. P. (2014). Men's fit preferences in outdoor performance clothing: A qualitative investigation. *Critical Studies in Men's Fashion*, 1(3), 255-274.

\*Goh, Y. S., **Chattaraman, V.**, & Forsythe, S. (2014). Product design in brand extensions: The impact of brand and category fit on attitudes and purchase via affective and cognitive routes. *International Journal of Cultural and Creative Industries*, 1(2), 36-51.

**Chattaraman, V.**, Kwon, W.-S., Gilbert, J. E., & \*Li, Y. (2014). Virtual shopping agents: Persona effects for older users. *Journal of Research in Interactive Marketing*, 8(2), 144-162.

**Chattaraman, V.**, Simmons, K. P., & Ulrich, P. (2013). Age, body size, body image and fit preferences of male consumers. *Clothing and Textiles Research Journal*, 31(4), 291-305.

- SSCI journal: 2014 Impact Factor = 0.750

Kumar, V., **Chattaraman, V.**, \*Neghina, C., Skiera, B., Aksoy, L., Buoye, A., & Henseler, J. (2013). Data-driven services marketing in a connected world. *Journal of Service Management*, 24(3), 330-352.

- SSCI journal: 2014 Impact Factor = 2.0
- SSCI 5 year impact factor = 2.882 in 2014

\*Goh, Y. S., **Chattaraman, V.**, & Forsythe, S. (2013). Brand and category design feature consistency in brand extensions. *Journal of Product and Brand Management*, 22(4), 272-285.

**Chattaraman, V.**, Kwon, W.-S., & Gilbert, J. E. (2013). Internet use and perceived impact on quality of life among older adults: A phenomenological investigation. *The International Journal of Health, Wellness and Society*, 2(3), 1-13.

- 2012 Acceptance Rate = 33%

\*Aghekan, M., Forsythe, S., Kwon, W.-S., & **Chattaraman, V.** (2012). The role of product brand image and online store image on perceived risks and online purchase intentions. *Journal of Retailing and Consumer Services*, 19(3), 325-331.



- Cited 10 times according to Scopus, as of June 11, 2015
- Chattaraman, V.,** Kwon, W.-S., & Gilbert, J. E. (2012). Virtual agents in retail websites: Benefits of simulated social interaction for older users. *Computers in Human Behavior, 28*, 2055-2066.
- SSCI journal: 2013 Impact Factor = 2.273; 5-year Impact Factor = 3.047
  - Cited 11 times according to Scopus, as of June 11, 2015
- \*Shim, S., Kwon, W.-S., **Chattaraman, V.,** & Gilbert, J. E. (2012). Virtual sales associates for mature consumers: Technical and social support in e-retail service interactions. *Clothing and Textiles Research Journal, 30*(3), 232-248.
- SSCI journal: 2014 Impact Factor = 0.750
- Chattaraman, V.,** Kwon, W.-S., Gilbert, J. E., & \*Shim, S. I. (2011). Virtual agents in e-commerce: Representational characteristics for seniors. *Journal of Research in Interactive Marketing, 5*(4), 276-297.
- Chattaraman, V.,** Sankar, C., & \*Vallone, A. (2010). Action learning: Application to case-study development in graduate design education. *Art, Design, and Communication in Higher Education. 9*(2), 183-198.
- Chattaraman, V.,** Lennon, S. J., & Rudd, N. A. (2010). Social identity salience: Effects on identity-based brand choices of Hispanic consumers. *Psychology & Marketing, 27*(3), 263-284.
- 2010 Impact Factor = 1.232; 5-Year Impact Factor = 1.833
  - 2010 Acceptance Rate = 10%
- Chattaraman, V.,** Rudd, N. A., & Lennon, S. J. (2010). The malleable bicultural consumer: Effects of cultural contexts on aesthetic judgments. *Journal of Consumer Behaviour, 9*(Jan-Feb), 18-31.
- 2013 Impact Factor = 0.851
  - 2010 Acceptance Rate = 20-30%
- Chattaraman, V.** (2009). The Indian consumer. *Online Journal of the International Fashion and Apparel Industry, 4*(July). Available online from [www.udel.edu/fiber/issue4/world/indianconsumer.html](http://www.udel.edu/fiber/issue4/world/indianconsumer.html)
- Invited article
- Chattaraman, V.,** Rudd, N. A., & Lennon, S. J. (2009). Identity salience and shifts in product preferences of Hispanic consumers: Cultural relevance of product attributes as a moderator. *Journal of Business Research, 62*(8), 826-833.
- SSCI 2009 impact factor = 1.293
  - SSCI 5 year impact factor = 2.035 in 2008, 14<sup>th</sup> place among 2008 marketing journals
  - 2009 Acceptance Rate = 8%
  - Cited 16 times according to Scopus, as of June 11, 2015
- Chattaraman, V.,** & Lennon, S. J. (2008). Ethnic identity, consumption of cultural apparel and self-perceptions of ethnic consumers. *Journal of Fashion Marketing and Management, 12*(4), 518-531.
- Chattaraman, V.,** & Rudd, N. A. (2006). Preferences for aesthetic attributes in clothing as a function of body image, body cathexis and body size. *Clothing and Textiles Research Journal, 24*(1), 46-61.
- SSCI journal: 2014 impact factor = 0.750
  - Acceptance Rate = 26%
  - **Ranked 5 in Top 50 Most Read CTRJ Articles in 2007**

### iii. Refereed Proceeding Papers with Presentation at Professional Meetings

\* Student contribution

**Chattaraman, V.**, Kwon, W.-S., Gilbert, J. E, Darnell, S. (2012, September). Locus of control in conversational agent design: Effects on older users' interactivity and social presence. *Proceedings of the 12<sup>th</sup> International Conference on Intelligent Virtual Agents*, Santa Cruz, CA.

Kwon, W.-S., **Chattaraman, V.**, \*Shim, S. I., Alnizami, H., & Gilbert, J. (2011, July). Older user-computer interaction on the Internet: How conversational agents can help. In J.A. Jacko (Ed.), *Human-Computer Interaction, Part II: Proceedings of the 14th HCI International 2011 Conference* (pp. 533–536). Berlin, Heidelberg: Springer-Verlag.

**Chattaraman, V.**, Kwon, W.-S., Gilbert, J. E., & \*Shim, S. I. (2011, March). Designing virtual agents for e-commerce: Preferred representational characteristics of older consumers. [CD-ROM]. In D. J. Burns (Ed.), *2011 Spring American Collegiate Retailing Association Proceedings*. Boston, MA.

Kwon, W.-S., **Chattaraman, V.**, & Gilbert, J. E. (2010, June). Designing virtual sales associates for older consumers: Locus of control and interactional style [CD-ROM]. *Proceedings of the 2010 American Collegiate Retailing Association Spring Conference*. Orlando, FL.

Kwon, W.-S., **Chattaraman, V.**, & Gilbert, J. E. (2010, April). Effects of conversational agents in retail websites on aging consumers' interactivity and perceived benefits. *Proceedings of the CHI 2010 Workshop on Senior Friendly Technologies: Interaction Design for the Elderly*. Atlanta, GA.

**Chattaraman, V.**, Kwon, W.-S., & Gilbert, J. (2009, September). Social presence in online stores: Building social support and trust among older consumers [CD-ROM]. In J. R. Evans (Ed.), *Retailing 2009: Strategic Challenges and Opportunities in Uncertain Times: Special Conference Series (Vol. XII): Proceedings of the 12<sup>th</sup> Triennial National Retailing Conference of The Academy of Marketing Science and the American Collegiate Retailing Association*. New Orleans, LA.

## 2. Papers and Lectures

### i. Refereed Presentations at Professional Meetings with Abstracts Published in Proceedings

\* Student contribution

\*Johnson, O. & **Chattaraman, V.** (2015, November). The battle of the sexes: The effects of gender, product category, and design complexity on product purchase intention and likeability. *Proceedings of the 72<sup>nd</sup> Annual Meeting for the International Textile and Apparel Association*, Sante Fe, NM, November 9-13, 2015.

\*Seifert, C., & **Chattaraman, V.** (2015, November). Too new or too complex? Why consumer's aesthetic sensitivity matters in product evaluation. *Proceedings of the 72<sup>nd</sup> Annual Meeting for the International Textile and Apparel Association*, Sante Fe, NM, November 9-13, 2015.

Bhaduri, G., Im, H., Lee, S.E., Ju, H., & **Chattaraman, V.** (2015, November). Unraveling neuro-physiological responses: Connecting the mind, body, and brain for textile and

apparel research. *Proceedings of the 72<sup>nd</sup> Annual Meeting for the International Textile and Apparel Association*, Sante Fe, NM, November 9-13, 2015.

**Chattaraman, V.**, Kwon, W.-S., & Gilbert, J. (2014, November). How does the interaction style of intelligent agents benefit cognitive outcomes of older users in online shopping?: A motivational account. *Proceedings of the 71st Annual Meeting of the International Textile and Apparel Association*, Charlotte, NC.

**Chattaraman, V.**, Kwon, W.-S., & Gilbert, J. (2013, October). Interaction style of virtual shopping agents: Effects on social presence and older consumers' experience in e-tail sites. *Proceedings of the 70th Annual Meeting of the International Textile and Apparel Association*, New Orleans, LA.

**Chattaraman, V.**, Kim, H., & Deshpande, G. (2013, October). The central role of product beauty in consumers' neuropsychological response to the design of hedonic and utilitarian products. *Proceedings of the 70th Annual Meeting of the International Textile and Apparel Association*, New Orleans, LA.

Kwon, W.-S., **Chattaraman, V.**, & Gilbert, J. E. (2013, October). Virtual agent locus of control: Cognitive assistance for older consumers' online shopping. *Proceedings of the 70th Annual Meeting of the International Textile and Apparel Association*, New Orleans, LA.

Stoel, L., **Chattaraman, V.**, Damhorst, M.L., Ellis, J., Hawley, J., Kim, M., & Lennon, S.J. (2013, October). Research Sampling: Building a Forward Vision. *Panel Workshop at the 70th Annual Meeting of the International Textile and Apparel Association*, New Orleans, LA.

**Chattaraman, V.**, Kim, H., & Deshpande, G. (2013, February). Aesthetic response to sources of visual complexity in hedonic and utilitarian products. *Proceedings of the 2013 Society of Consumer Psychology Winter Conference*, San Antonio, TX.

Deshpande, G., \*Zhang, X., \*Perry, K., **Chattaraman, V.**, & Kim, H. (2012, September). Insights from brain imaging regarding product design. *Proceedings of the Annual Conference on Neuroeconomics: Decision Making and the Brain*, Key Biscane, FL.

**Chattaraman, V.**, Kwon, W.-S., & Gilbert, J. E (2012, March). Internet use and perceived impact on quality of life of older adults: A phenomenological investigation [Virtual Presentation]. *Proceedings of the Second International Conference on Health, Wellness, & Society*, Chicago, IL.

**Chattaraman, V.**, Kwon, W.-S., & Gilbert, J. (2011, November). Visual presence of virtual agent personas: Impact on older users' experience in e-tail sites. *Proceedings of the 68th Annual Meeting of the International Textile and Apparel Association*. Philadelphia, PA.  
▪ **Nominated for Paper of Distinction Award in the Merchandising – Visual Track (Also see III.B)**

\*Seifert, C., & **Chattaraman, V.** (2011, November). Design principles and holistic processing: Interaction effects of design complexity and novelty on aesthetic response. *Proceedings of the 68th Annual Conference of the International Textiles and Apparel Association*, Philadelphia, PA.

\*Sidberry, P. A., & **Chattaraman, V.** (2011, November). Effects of body shape on body cathexis and dress shape preferences of female consumers: A balancing perspective.

*Proceedings of the 68th Annual Conference of the International Textiles and Apparel Association, Philadelphia, PA.*

Kwon, W.-S., **Chattaraman, V.**, & Gilbert, J. E. (2011, July). Roles of virtual sales associates in enhancing older consumers' satisfaction and loyalty: Relational versus functional service quality. In H. Timmermans (Ed.), *Proceedings of the 18th Recent Advances in Retailing and Services Science Conference* (p. 92). San Diego, CA: European Institute of Retailing and Services Studies.

**Chattaraman, V.**, Simmons, K. P., Ulrich, P. V., & \*Sidberry, P. (2010, October). Linkages between age, body size, body image, and fit preferences of male consumers. *Proceedings of the 67th Annual Conference of the International Textile and Apparel Association, Montreal, Canada.*

- **Nominated for Paper of Distinction Award in the Design and Aesthetics Track (Also see III.B)**

\*Goh, Y. S., **Chattaraman, V.**, & Forsythe, S. (2010, October). How do brand and product-category fit influence purchase intentions for brand extensions? *Proceedings of the 67th Annual Conference of the International Textile and Apparel Association, Montreal, Canada.*

Kwon, W.-S., **Chattaraman, V.**, & Gilbert, J. E. (2010, October). The role of virtual sales associates in enhancing aging consumers' e-store patronage intent. *Proceedings of the 67th Annual Conference of the International Textile and Apparel Association, Montreal, Canada.*

\*Shim, S.-I., **Chattaraman V.**, Kwon, W.-S., Gilbert, J. E. (2010, October). Virtual shopping agents for mature consumers: Are they social or technical support? *Proceedings of the 67th Annual Conference of the International Textile and Apparel Association, Montreal, Canada.*

- **Recipient of Paper of Distinction Award in the Merchandising – Visual Track (Also see III.B)**

**Chattaraman, V.**, Kwon, W.-S., Gilbert, J. E., & \*Johnson, O. (2009, October). Older consumers, the Internet, and online shopping: A look at gender cohorts. *Proceedings of the 66th Annual Conference of the International Textile and Apparel Association, Bellevue, WA.*

\*Helm, S., **Chattaraman, V.**, Presley, A. B., & Shannon, D. (2009, October). Influence of body discrepancies on emotions and approach-avoidance coping behaviors. *Proceedings of the 66th Annual Conference of the International Textile and Apparel Association, Bellevue, WA.*

\*Nunnelley, W. S. & **Chattaraman, V.** (2009, October). Avatars and virtual apparel in Second Life: An exploratory study. *Proceedings of the 66th Annual Conference of the International Textile and Apparel Association, Bellevue, WA.*

**Chattaraman, V.**, Rudd, N.A., & Lennon, S.J. (2008, November). Cultural priming and shifts in product preferences of Hispanic consumers: Cultural relevance of product attributes as a moderator. *Proceedings of the 65th Annual Conference of the International Textiles and Apparel Association, Schaumburg, IL.*

Halepete, J. & **Chattaraman, V.** (2008, November). Apparel preferences and perceptions of international apparel brands among Indian women in IT: An exploratory study. *Proceedings of the 65th Annual Conference of the International Textiles and Apparel Association, Schaumburg, IL.*

- Chattaraman, V.,** Lennon, S.J., & Rudd, N.A. (2007, November). Enduring and momentary mechanisms of social identity salience: Combinatorial effects on identity-based apparel brand choices of Hispanic consumers. *Proceedings of the 64th Annual Conference of the International Textiles and Apparel Association*, Los Angeles, CA.
- Chattaraman, V. & Rudd, N. A.** (2006, November). A meta-analytic comparison of preference- and perception-based studies in the aesthetics of clothing. *Proceedings from the 63rd Annual Conference of the International Textiles and Apparel Association*, San Antonio, TX.
- Chattaraman, V. & Kandampully, J.** (2006, July). Core and peripheral retail service framework for targeting ethnic consumer groups. *Proceedings of the 13<sup>th</sup> International Conference of the European Institute of Retailing and Services Studies*, Budapest, Hungary.
- Chattaraman, V. & Rudd, N.A.** (2005, November). Aesthetic attribute preferences in clothing as a function of body image, body cathexis, and body size. *Proceedings from the 62<sup>nd</sup> Annual Conference of the International Textiles and Apparel Association*, Alexandria, VA.
- Chattaraman, V.** (2005, April). Attitudes toward purchase of artisan-produced cultural apparel products of socially responsible businesses in India. *Proceedings of the First Virtual Conference of the Global Symposium for Consumer Sciences*, Available: <http://www.consumersciences.org/abstarct.html>
- Chattaraman, V., & Lennon, S. J.** (2004, November). Ethnic identity, use of ethnic and ethnic-inspired dress and self-perceptions of individuals belonging to minority ethnic groups in the US. *Proceedings from the 61st Annual Conference of the International Textiles and Apparel Association*, Portland, OR.

### iii. Refereed Presentations

- Chattaraman, V.,** Kwon, W.-S., & Gilbert, J. E (2014, April). Locus of control in conversational agent design: Effects on older users' online experience. *Auburn University Research Week*, Auburn, AL.
- Chattaraman, V.,** Kwon, W.-S., & Gilbert, J. E (2012, April). Conversational agents in web-based consumer environments designed for older users. *Auburn University Research Week*, Auburn, AL.
- Chattaraman, V.,** Kim, H., & Rudd, N. A. (2004, October). Analysis of a cultural artifact: Chinese dragon robe. *Midwest Popular Culture Conference*, Cleveland, OH.

### iv. Invited Presentations

- Kwon, W.-S. & **Chattaraman, V.** (2014, February). Improving ePharmacy literacy among seniors through intelligent agent technology. *Auburn University Outreach Scholarship Symposium*, Auburn, AL.
- Chattaraman, V.** (2012, June). Thought Leadership Conference on “*Connections, Communities, and Collaboration: Service Sustainability in the Digital Age*”, the Netherlands, Nijmegen. (Also see III.B)

**Chattaraman, V.** (2009, February). Forces affecting the apparel landscape for Hispanic consumers. *Magia, United States Hispanic Chamber of Commerce and MAGIC Trade Show*, Las Vegas, NV. (Also see III.B)

### 3. Research Grants

#### i. Extramural Grants Received

**Chattaraman, V. (PI at AU)**, Gilbert, J., & Kwon, W.-S. (2015-18). *National Science Foundation, Cyber-Human Systems*, "Mobile Language-Based Aids for Intelligent Decisions," \$499,787 –Total, \$296,500 – AU

Gilbert, J. E., **Chattaraman, V. (PI at AU)**, & Kwon, W.-S. (2009-13). *National Science Foundation, Human-Centered Computing*, "Conversational Agents in Web-Based Consumer Environments Designed for Older Users", \$499,757

**Chattaraman, V. (PI)**, Deshpande, G., & Kim, H. J. (2011-12). *Marketing Science Institute*, "Value by Design: Aesthetic Experience and Neuropsychological Response to Product Design," \$7,360

Connell, L.J., Ulrich, P.V., Simmons, K.P. & **Chattaraman, V. (Team Member)** (2006-9). National Textile Center, U.S. Department of Commerce, "Apparel Product Development for the Plus-Sized Teen and Tween Boy Markets", \$133,908

#### ii. Internal Grants Received

Banerjee, T., Deshpande, G., & **Chattaraman, V. (Co-I)** (2015-2017). AU Intramural Grant Program, "Efficacy of Food Taxes and Subsidies in Mitigating Childhood Obesity in Rural Alabama," \$50,895 (inclusive of matching funds) (Also see III.B)

Kwon, W.-S. & **Chattaraman, V. (Co-PI)** (2013-14). AU Competitive Outreach Scholarship Grant, "Improving e-Pharmacy Literacy among Seniors through Intelligent Agent Technology," \$64,278 (inclusive of matching funds from College of Human Sciences, Department of Consumer and Design Sciences, and external constituencies) (Also see III.B)

Kwon, W.-S., & **Chattaraman, V. (Co-PI)** (2011-2016). Alabama Agricultural Experiment Station (AAES) Hatch grant, Auburn University, "Enhancing Health and Well-Being among Rural Elderly Community through Intelligent Agent Technology," \$88,428 (Also see III.B)

**Chattaraman, V. (PI)**, Gilbert, J. E., & Kwon, W.-S. (2008-9). AU Competitive Outreach Scholarship Grant, Auburn University, "Bridging the Digital Divide to Enhance Technology Use Among the Elderly", \$20,703 (\$10,000 from ORG, \$10,703 College matching funds) (Also see III.B)

**Chattaraman, V.** (2008-9). AU Competitive Research Grant, Auburn University, "Embodied Conversational Agents in E-Commerce", \$10,000 (\$5,333 from CRG, \$4,667 College matching funds) (Also see III.B)

Simmons, K.P., **Chattaraman, V. (Co-PI)**, & Ulrich, P.V. (2008-9). AU Faculty Mentoring Grant, Auburn University, "Analysis of Body Shape and Apparel Fit Preferences of Male Consumers" \$5,000 (Also see III.B)

**Chattaraman, V. (PI)**, Kwon, W.-S., & Gilbert, J. (2008). Proposal Development Grant, *Auburn University Research Institute for the Study of Diversity*, "Employing Embodied Conversational Agents to Bridge the Digital Divide and Enhance Internet Technology Use Among Elderly", \$1000 to each investigator (Also see III.B)

**Chattaraman, V.** (2005-6). Alumni Grants for Graduate Research and Scholarship, Graduate School, The Ohio State University, "Competing Social Identities and Apparel Brand Response", \$ 2,000.

### iii. Extramural Grants Submitted

Kwon, W.-S. (PI), & **Chattaraman, V. (Co-I)** (Submitted in 2013; Not funded). *National Institutes of Health (NIH) - Agency for Healthcare Research and Quality (AHRQ)*, "Intelligent Agent Technology in e-Pharmaceutical Services: Supporting Self-Management of Medication for Senior Patients," \$99,986

Kwon, W.-S. (PI), **Chattaraman, V. (Co-I)**, Gilbert, J., & Deshpande, G. (Submitted in 2011; Not funded). *National Science Foundation*, "HCC: Large: Collaborative Research: Conversational Agents with Cognitive and Affective Aids to Enhance Older Adults' e-Health Information Processing and Comprehension," \$1,434,658

## 4. Other Contributions to Research

### Research Related Training (2005 – 2013)

- *Functional MRI Visiting Fellowship: A Five-Day Intensive Introduction*, Martinos Center for Biomedical Imaging, Massachusetts General Hospital, March 25-29, 2013
- *REEReport Training* on Data Entry for Project Directors and Administrative Staff, NIFA Planning Accountability & Reporting, February 13, 2013
- *NSF Day Grants Workshop (1 day)*, National Science Foundation, November 2008
- *Proposal Preparation Workshop Series* (Funding Opportunities and Community of Science, Proposal Formats/Guidelines), Office of the Vice President of Research, Auburn University, March – April, 2008
- *Professional Grant Proposal Writing Workshop (3-day)*, Institute for Communication Improvement, March 2007
- *Reviewing and Authoring Academic Manuscripts* (Pre-Conference Workshop), International Textile and Apparel Association, November 2005
- *USDA Funding Opportunities for Apparel and Merchandising Scholars* (Pre-Conference Workshop), International Textile and Apparel Association, November 2005

## C. Service

### 1. University Service

#### i. Service to the University

- ePortfolio Steering Committee (2015 – Present)

- University Senate Competitive Research Grant Committee (2015 – 2018)
- Research Infrastructure Task Force (2014 – Present)
- University Senate Library Committee (2013 – 2016)
- E-portfolio Project Technology Subcommittee (2013 – 2015)
- University Senate Faculty Research Committee (2010-2013)
- Office of International Programs, International Campus Committee (2010 – 2013)
- Biggio Center for the Enhancement of Teaching and Learning, Colleague Circle Faculty Facilitator (2011-2012)
- Women's Resource Center Advisory Board Member (2010 – 2012)
- Faculty Mentoring Grant Committee (2008 – 2009)

### **iii. Service to the College of Human Sciences**

- Center for Health Ecology Research (CHER), Member (2014-present)
- Alabama Agricultural Experiment Station (AAES) proposal reviewer (2011 - Present)
- College of Human Sciences Website Development Committee (2013-present)
- College of Human Sciences Research Advisory Committee (2012-present)
- College of Human Sciences E-brochure Committee, Department representative (2011-2013)
- College of Human Sciences Scholarship Committee (2008-2010)
- Faculty Ambassador at the International Quality of Life Awards, New York, 2007

### **iv. Service to Department of Consumer and Design Sciences**

- Curriculum Committee (2014-present, Member)
- Mentoring and Peer Review Committee (2006-2013, 2014-present, Member)
  - Peer Review of Assistant Professor, Spring 2014, Spring 2015; Peer Review of Instructor, Fall 2014, Spring 2015
- Program Review Committee (2014-2015, Member)
- AMDP Faculty Search Committee (2014-2015, 2011, Member)
- CADS ePortfolio Cohort (2013-present, Member)
- YMA/FSF Committee (2013-present, Member)
- Website Committee (2012-present, Member)
- Graduate Committee (2011-present, Member)
- Research and Creative Scholarship Committee (2013-2014, Chair)
- Grisham/Trentham Committee (2013-2014, Member)
- VPR Visit Planning Committee (Fall 2011, Chair)
- Graduate Distance Education Curriculum Planning Committee, (2009-2011, Member)
- Scholarship and Awards Committee (2007-2008, Member; 2008-2010, Chair)
- International Textile and Apparel Association Auburn Undergraduate Chapter, Faculty Co-Advisor (2007-2009)
- Graduate Studies Committee (2006-2008, Member)

## **2. Professional Service**

### **i. *International Textile and Apparel Association (2004-present, Member)***

- Research and Theory Development Committee (2006-present, Member)
- External Relations Committee (2011-2015, Member)
- Graduate Education Committee (2004-2006, Member)



- Reviewer for research abstracts (Consumer Behavior and Social Psychological Aspects Tracks), 2007, 2009, 2010, 2012, 2013, 2014, 2015
- Reviewer for Paper of Distinction Award, 2012, 2013
- Reviewer for ESRAB (Educators for Social Responsible Apparel Business) Award, 2011 – 2012
- Track Chair for Social Psychological Track, 2011
- Presider, research presentation sessions, 2005, 2011

**ii. American Collegiate Retailing Association (2007-present, Member)**

- Reviewer for research papers, AMS/ACRA Retailing Conference 2009, 2010, 2011
- Presider, research presentation session, AMS/ACRA Retailing Conference 2009

**iii. Other Professional Service**

- Academic Journal/Conference Editorial Board Services:
  - *International Conference on Human Aspects of IT for the Aging Population*, International Program Board Member (2014-present)
  - *Fashion and Textiles*, Associate Editor (2013-present)
  - *The International Journal of Visual Design*, Associate Editor (Current Volume)
  - *The International Journal of Health, Wellness, & Society*, Associate Editor (Volume 1, Issue 4)
  - *Journal of Service Management*, Editorial Advisory Board (2012-present)
  - *Clothing and Textiles Research Journal*, Editorial Board Member (2009-present)
- Reviewer (Journals):
  - *The International Journal of Design Education* (February, 2015)
  - *Critical Studies in Men's Fashion* (February, 2015)
  - *Clothing and Textiles Research Journal* (March, 2011; October, 2011; June, 2012; August 2012, January 2013, February 2013, July 2013, February 2014, October 2014)
  - *Fashion & Textiles* (June 2014, July 2015)
  - *Psychological Reports* (December, 2013)
  - *Journal of Consumer Culture* (October, 2012)
  - *Journal of Service Management* (September, 2011; February, 2012, May 2013)
  - *Journal of Retailing and Consumer Services* (December, 2011)
  - *Journal of Consumer Behavior* (August, 2011; January, 2012)
  - *European Journal of Marketing* (May 2011)
  - *Cyberpsychology, Behavior, and Social Networking*, (October, 2010; December, 2010)
  - *Journal of Business Research*, (June 2009)
- Reviewer (Textbooks)
  - "Introduction to Portfolio", Lawrence King Publications (June, 2011)
  - "Fashion Sketchbook, 5th Edition", Fairchild Publications (March, 2010)
- Reviewer (Textbook Proposal)
  - "Fashion Flats:" , Fairchild Publications (November 2008)