



K. Annette Burnsed, Ph.D.

Senior Lecturer in Apparel Merchandising, Consumer and Design Sciences Department

Apparel Merchandising Internship Program Coordinator

308A Spidle Hall

Phone: (334) 844-4673; e-mail: annette.burnsed@auburn.edu

<https://www.linkedin.com/in/dr-annette-burnsed/>

Education

Ph.D., University of North Carolina at Greensboro, 2009, Consumer, Apparel & Retail Studies

M.S., University of Georgia, 2001, Textiles, Merchandising & Interiors

B.S., University of Georgia, 1996, Furnishings & Interiors

Teaching

- Undergraduate Courses: Aesthetics for Fashion; Visual Merchandising; Professional Development for Apparel Merchandising Career; Merchandise Planning & Control; Digital Retailing for Apparel; Advanced Excel for Merchandising Data Analytics; Apparel Merchandising Portfolio; Global Sourcing in Textiles & Apparel; Fashion Analysis & Forecasting; Apparel Merchandising & Retail Management; Supervised Industry Experience; and Apparel Merchandising Internship.

Selected Publications:

- Bickle, M. C., Rucker, R. D., & **Burnsed, K. A.** (2019). Online learning: Examination of attributes that promote student satisfaction. *Online Journal of Distance Learning Administration*, 22(1).
- **Burnsed, K. A.** & Bickle, M. C. (2018). Satisfaction with independent fashion stores' environment. *International Journal of Sales, Retailing and Marketing*, 7(1), 21-29.
- Brosdahl, D. J. C., **Burnsed, K. A.**, Park, J., & Cohen, A. (2017). Reflections in the store window: U.S. women's self-comparisons to mannequins. *Journal of Business Diversity*, 17(3), 34-46.
- Bickle, M. C., **Burnsed, K. A.**, & Edwards, K. L. (2015). Are U.S. plus-size women satisfied with retail clothing store environments? *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 28, 45-60.

Selected Refereed Proceedings:

- Bickle, M. C. & **Burnsed, K. A.** (2018). College sports fans: Examination of attachment, feelings, and bragging rights. *Proceedings of the Consumer Satisfaction, Dissatisfaction and Complaining Behavior: 2018 Annual Conference* (pp. 12-14).
- Cohen, A. J., Brosdahl, D. J. C., **Burnsed, K. A.**, & Park, J. (2016). Reflections in the store window: U.S. women's self-comparisons to mannequins and peers. *Proceedings of the Association of Marketing Theory and Practice: 2016 Annual Conference*.
- **Burnsed, K. A.**, Hodges, N. J., & Moody, M. B. (2014). Generational cohort groups' hedonic and utilitarian attitudes toward shopping for home furnishings case goods. *Proceedings of the International Textile and Apparel Association: 2014 Annual Conference*.
- **Burnsed, K. A.** & Hodges, N. J. (2010). Consumer attitudes toward home furnishings case goods: An investigation of motivations and values relative to product choice. *Proceedings of the International Textile and Apparel Association: 2010 Annual Conference*.

Selected Grants & In-Kind Donations:

- Tan, L., **Burnsed, K. A.**, Martin, K., Lee, Y. A., & Weber, P. (2020 – 2021). "ePortfolio project grant – Consumer & Design Sciences". Academy for Writing: High Impact Practices (HIPS); Auburn University.
- **Burnsed, K. A.**, Campbell, J. M., & Rosenbaum, M. S. (2018). \$1,500,000 in-kind donation from Blue Yonder (JDA) Software Group, Inc. for software and development materials to teach JDA platforms in RETL 462 (Merchandise Management Strategies) and RETL 487 (Retail Management Strategies).
- **Burnsed, K. A.**, Campbell, J. M., & Rosenbaum, M. S. (2017). \$6,252,000 in-kind donation from Blue Yonder (JDA) Software Group, Inc. for software and development materials to teach JDA platforms in RETL 462 (Merchandise Management Strategies) and RETL 487 (Retail Management Strategies).
- Bickle, M. C. & **Burnsed, K. A.** (2016). "The Tiger Sports Shop: Analysis of inventory management and training management". The Tiger Sports Shop; Clemson, SC.
- Bickle, M. C., Park, J., & **Burnsed, K. A.** (2014). "Belfair POA, Inc.: Analysis of profit margin segments for future growth". Belfair POA, Inc.; Bluffton, SC.

Selected Honors and Awards since 2016:

Student Government Association (SGA) Outstanding Faculty Award (2021); Brian J. and Linda L. Mihalik Outstanding Global Scholar Award Nominee (2019); Harry E. & Carmen S. Varney Distinguished College of HRSM Teacher of the Year Award Finalist (2018); Department of Retailing Teacher of the Year Award (University of South Carolina) (2018).