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Education

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

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

Teaching

- Undergraduate Courses: Professional development for apparel merchandising career, merchandise planning and control, apparel merchandising portfolio, apparel merchandising and retail management, advanced buying, fashion analysis and forecasting, entrepreneurship in apparel and interiors, merchandising internships.
- Graduate course: Survey of CADS research

Research

- Address the United Nation's Sustainable Development Goals (i.e., 3. Good health and well-being and 12. Responsible consumption and production)
- Create better shopping experiences for consumers to improve their well-being
- Develop strategies retailers can use to achieve sustainable and long-term success in the marketplace
- Address issues related to the environmental impact of the apparel retail industry
- Identify and test the approaches to narrow the consumer attitude-intention-behavior gap for sustainable apparel
- Use of innovative technology (e.g., AI, AR, VR, RFID, Blockchain) in retail to improve consumer shopping experiences and develop sustainable apparel supply chain

Selected Publications:

- Chakraborty, S., & **Sadachar, A.** (2022). Why should I buy sustainable apparel? Impact of user-centric advertisements on consumers' affective responses and sustainable apparel purchase intentions. *Sustainability*, 14, 11560. <https://doi.org/10.3390/su141811560>
- Chakraborty, S., & **Sadachar, A.** (2022, EarlyCite). Can a connection with the indigenous cultural values encourage sustainable apparel consumption? *Journal of Fashion Marketing and Management*. <https://doi.org/10.1108/JFMM-07-2021-0191>
- **Sadachar, A.**, Konika, K., & Chakraborty, S. (2021). The role of sustainable visual merchandising practices in predicting retail store loyalty. *International Journal of Fashion Design, Technology and Education*. <https://doi.org/10.1080/17543266.2021.2014985>
- Kwon, W., Woo, H., **Sadachar, A.**, & Huang, X. (2021). External pressure or internal culture? An innovation diffusion theory account of small retail businesses' social media use. *Journal of Retailing and Consumer Services*, 62, 102616. <https://doi.org/10.1016/j.jretconser.2021.102616>
- Rolling, V., Seifert, C., Chattaraman, V., & **Sadachar, A.** (2021). Pro-environmental millennial consumers' responses to the fur conundrum of luxury brands. *International Journal of Consumer Studies*, 45(3), 350-363. <https://doi.org/10.1111/ijcs.12626>
- Timyan, A., & **Sadachar, A.** (2020). Reusable shopping bags: Insights on psychological factors leading to consumers' (sustainable) practices. *International Journal of Fashion Design, Technology, and Education*, 13(2), 190-203. <https://doi.org/10.1080/17543266.2020.1762248>
- Lee, J., **Sadachar, A.**, & Manchiraju, S. (2019). What's in the box? Investigation of beauty subscription box retail services. *Family and Consumer Sciences Research Journal*, 48(1), 85-102. <https://doi.org/10.1111/fcsr.12332>
- **Sadachar, A.**, & Fiore, A. M. (2018). The path to mall patronage intentions is paved with 4E-based experiential value for Indian consumers. *International Journal of Retail and Distribution Management*, 46(5), 442-465. <https://doi.org/10.1108/IJRDM-07-2017-0152>

Selected Grants:

- Fiore, A. M., Hurst, J., **Sadachar, A.**, Niehm, L., Karpova, E., Chung, T., Sanders, E., Armstrong, C., Swinney, J., Pookulangara, S., Mathew, S., Prasad, G. H. S., Kumar, K., Buhroy, S., Grover, A. S., Kumar, V., & Raturi, S. (2016-2019). "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.
- **Sadachar, A.** (2016-2018). "The role of emotional intelligence in bridging the pro-environmental attitude-behavior gap in the apparel context." Office of Vice President for Research and Economic Development at Auburn University, Intramural Grants Program.

Professional Memberships: ITAA, ACRA

Selected Honors and Awards since 2016:

ITAA co-chair SSR Track Abstract review committee (2022-present); ITAA Social Media Marketing Committee Chair (2019-2021); ITAA Paper of Distinction Award (2020-Merchandising/Retailing -Management Track); ITAA Rising Star Award (2019); Student Government association Outstanding Faculty Award at Auburn University (2017); Supervisor of the year Award at Auburn University (2019)