

**FARRELL D. DOSS**  
**ABBREVIATED CURRICULUM VITA**

**EDUCATION**

- 1996            Ph.D. Virginia Polytechnic Institute and State University, Blacksburg, VA.  
Major: Clothing and Textiles  
Concentration: Marketing
- Dissertation: Impact of financial risk on U.S. apparel buyers' need for information sources and information on product characteristics and vendor reputation
- 1990            M.S. Virginia Polytechnic Institute and State University, Blacksburg, VA.  
Major: Clothing and Textiles  
Concentrations: Functional Apparel Design and Business and Economics
- Master Thesis: Clothing availability from department and speciality stores :implications for self-esteem, body satisfaction, and design line preference of large-size women
- 1987            B.S. University of Tennessee at Chattanooga, Chattanooga, TN.  
Major: Human Ecology  
Concentration: Fashion Merchandising  
Graduated *Cum Laude*
- 1981-1983      Fashion Institute of Technology, New York, NY.  
Major: Fashion Design

**PROFESSIONAL EMPLOYMENT**

- 1991 – pres      Associate Professor, Merchandising Program Coordinator, Radford University,  
Radford VA, Department of Interior Design & Fashion

**PUBLICATIONS:**

**Articles:**

Robinson, T.R. & Doss, F.D. (2011). Pre-purchase alternative evaluation: Prestige and imitation fashion products. *Journal of Fashion Marketing and Management*, 15 (3) , 278-290.

Robinson, T.R., & Doss, F.D. (2009). Pre-purchase alternative evaluation: Designer and counterfeit fashion products. In P. McGurr (Ed.), *Proceedings of the American Collegiate Retailing Association Spring Conference 2009* (pp. 32-44). Fort Lewis College: Fort Lewis, CO.

**Abstracts:**

Doss, F.D., Robinson, T.R., & Mitchell, K.S. (2011, June). Impact of fashion opinion leadership on young female preferences of prestige, imitation, and counterfeit handbags. *AAFCS-CUR Proceedings 2011: American Association of Family and Consumer Sciences 100th Annual Conference and Expo* (p. 34). Phoenix, AZ.

- Robinson, T.R., & Doss, F.D. (2011). Pre-Purchase alternative evaluation: A conceptual model for prestige, imitation, and counterfeit fashion products. *AAFCS-CUR Proceedings 2011: American Association of Family and Consumer Sciences 100th Annual Conference and Expo* (p. 34). Phoenix, AZ.
- Jacob, J., Robinson, T.R., Doss, F.D., & Mitchell, K.S. (2009). Counterfeit and designer handbags and fashion opinion leadership: Young female consumer preferences. *AAFCS-CUR Proceedings 2009: American Association of Family and Consumer Sciences 100th Annual Conference and Expo* (p. 34). Knoxville, TN.
- Scott-Webber, L., Robinson, T., Mitchell, K., Doss, F., Cline, H., Dickinson, J., Temple, J. (2009). Curriculum mapping an exercise in creative problem solving addressing the scholarship of teaching and learning. *Higher Education Pedagogy Conference*, Blacksburg, VA.
- Doss, F. D., & Norton, M.J. T. (1997). Impact of financial risk on U.S. apparel buyers' need for information sources and information on product characteristics and vendor reputation. Proceedings of the International Textiles and Apparel Association, USA, 54, 50.

## PRESENTATIONS

- Doss, F.D. (2011, August). Understanding the fashion design process. Presented at the Virginia Association for Teachers of Family and Consumer Sciences. Roanoke, VA, August 02, 2011.
- Doss, F. D. (2011, June). Georgia O'Keefe's Red Poppy Dress. Original Apparel Design presentation at the Annual conference of the American Association of Family and Consumer Sciences. Phoenix, AZ.
- Doss, F.D., Robinson, T.R., & Mitchell, K.S. (2011, June). Impact of fashion opinion leadership on young female preferences of prestige, imitation, and counterfeit handbags. Poster presented at the annual conference of the American Association of Family and Consumer Sciences (AAFCS), Phoenix, AZ.
- Robinson, T.R., & Doss, F.D. (2011, June). Pre-purchase alternative evaluation: A conceptual Model for prestige, imitation, and counterfeit fashion products. Poster presented at the annual conference of the American Association of Family and Consumer Sciences (AAFCS), Phoenix, AZ.
- Robinson, T.R., & Doss, F.D. (2011, March). Measuring brand luxury perceptions for a luxury brand and counterfeits of that brand. Paper presented at the spring conference of the American Collegiate Retailing Association (ACRA), Boston, MA.
- Doss, F. D. (2010, June). Ra-The Egyptian Sun God. Original Apparel Design presentation at the Annual conference of the American Association of Family and Consumer Sciences. Cleveland, OH.

Jacob, J., Robinson, T.R., Doss, F.D., & Mitchell, K.S. (2009, June). *Counterfeit and designer handbags and fashion opinion leadership: Young female consumer preferences*. Poster presented at the annual meeting of the American Association of Family and Consumer Sciences, Knoxville, TN.

Robinson, T.R., & Doss, F.D. (2009, May). *Pre-purchase alternative evaluation: Designer and counterfeit fashion products*. Paper presented at the spring conference of the American Collegiate Retailing Association, Las Vegas, NV.

Doss, F.D. (2006, September). Moderator, "The Arts Response to Terrorism". Radford University 1<sup>st</sup> Homeland Security Conference. Radford, VA.

Doss, F. D. (2005, October). Understanding fit, apparel sizing and sizing systems. Paper presented at the meeting of the Virginia Family and Child Association, Roanoke, VA.

Doss, F. D. (1997, November). Impact of financial risk on U.S. apparel buyers' need for information sources and information on product characteristics and vendor reputation. Paper presented at the meeting of the International Textiles and Apparel Association, Knoxville, TN.

Doss, F.D., & Marshall M.H. (1990, June). Clothing availability from department and specialty stores: implications for self-esteem, body satisfaction, and design line preference of large-sized women. Poster presented at the annual meeting of the Home Economic Association Conference, Cincinnati, OH.

#### **AWARDS:**

- 2008 Faculty Summer Research Scholarship for \$3200 to work on research with Dr. Tammy Robinson
- 2007 Faculty Summer Research Scholarship for \$4354 to work on research with Dr. Tammy Robinson
- 1997 Best Paper Award based upon a Dissertation, International Textiles & Apparel Association

#### **MEMBERSHIP WITH PROFESSIONAL ORGANIZATIONS:**

American Association of Textile Chemists and Colorists  
American Association of Family and Consumer Sciences  
American Collegiate Retail Association  
Fashion Group International  
International Textiles and Apparel Association  
National Association of Menswear Buyers  
United States Association for Small Business Entrepreneurs

