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## CURRICULUM VITAE

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### Cynthia R. Jasper

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### Education

- 1984            Ph.D., University of Wisconsin-Madison
- 1982            M.S., University of Wisconsin-Madison
- 1974            B.S., Northern Michigan University

### Positions Held

- 2006 - present    Chair, Civil Society and Community Studies, School of Human Ecology, University of Wisconsin-Madison (Previously titled, Interdisciplinary Studies)
- 1997 - present    Professor, Consumer Science, School of Human Ecology, University of Wisconsin-Madison (Convener/Interim Coordinator, 2013-2014)
- 2012 - 2014        Faculty Director, Center for Nonprofits, School of Human Ecology, University of Wisconsin-Madison
- 2012 - Spring     Interim Associate Dean, School of Human Ecology, University of Wisconsin-Madison
- 2002 - 2013        Vaughn Bascom Professorship in Women and Philanthropy
- 2009 - 2010        Assistant Director, Entrepreneurial Residential Learning Community, University of Wisconsin-Madison
- 1996 - 2008        Chair, Consumer Science, School of Human Ecology, University of Wisconsin-Madison

### Research and Publications

#### Papers Published and Accepted for Publication (Refereed and Invited)

1. Jasper, C.R. & Savikhin Samek, A. (Forthcoming 2015) Improving Charitable Giving in the Developed World. Prepared for "The Use of Field Experiments to Address Developed World Policy Issues," Eds, John List and Robert Metcalfe. *Oxford Review of Economic Policy*, 31(1).

2. Vincenti, V., Browne, L., Betz-Hamilton, A., Jasper, C.R. (Forthcoming 2015) Secrecy and Elder Power of Attorney Financial Exploitation Within the Family System. *Journal of Consumer Education*.
3. Hu, H. & Jasper, C.R (2015). The Impact of Consumer Shopping Experience on Consumer Channel Decision. *Academy of Marketing Studies Journal*, Volume 18.
4. Faust, V., Jasper, C.R., Kaufman, A., & Nellis, M. (2014). Cooperative Inquiry in Human Ecology: Historical Roots and Future Applications. *Family and Consumer Sciences Research Journal*, 42(3), 267-277.
5. Jasper, C.R. (2014) Charity and Philanthropic Giving. In Reiboldt W. and Horn Mallery, M. (Ed.) *Consumer Survival: Encyclopedia of Consumer Rights, Safety, and Protection*. New York: ABC-CLIO. Volume 1, 108-111
6. Jasper, C.R. (2014) The Jungle. In Reiboldt, W. and Horn Mallery, M. (Ed.) *Consumer Survival: Encyclopedia of Consumer Rights, Safety, and Protection*. New York: ABC-CLIO. Volume 2, 545-547
7. Jasper, C.R. (2014) American Council of Consumer Interests. In Reiboldt, W. and Horn Mallery, M. (Ed.) *Consumer Survival: Encyclopedia of Consumer Rights, Safety, and Protection*. New York: ABC-CLIO. Volume 1, 18-20
8. Jasper, C.R., Vincenti, V., & Goebel, K.P. (2014, Spring) *The Candle*. Power of Attorney and the Financial Exploitation of Elders: Impact on Families, 95 (1), 14-15.
9. Jasper, C.R., & Waldhart, (2014), Internet and Distance Channel Use and European Consumer Complaint Behavior. *The International Review of Retail, Distribution and Consumer Research*, 23(2), 137-151.
10. Jasper, C.R., & Waldhart, P. (2012). Employer Attitudes on Hiring Employees with Disabilities in the Leisure and Hospitality Industry: Practical and theoretical implications. *International Journal of Contemporary Hospitality Management*, 25(4), 577-594.
11. Jasper, C.R., & Waldhart, P. (2012). Retailer perceptions on hiring prospective employees with disabilities. *Journal of Retailing and Consumer Services*. 19(1), 116-123. Doi: 10.1016/j.retconser.2011.10.003
12. Lee, Y.G., Jasper, C.R., & Fitzgerald, M.A. (2010) Gender Differences in Perceived Business Success and Profit Growth among Family Business Managers. *Journal of Family and Economic Issues*, 31 (4), 458-474.
13. Jasper, C.R. (2010) Women's Leadership in Philanthropy. In Agard, K.A. (Ed.) *Leadership in Nonprofit Organizations: A Reference Handbook* (pp. 242-249). Thousand Oaks, CA: Sage.
14. Jasper, C.R. (2010) Connecting with the Conscious Consumer: Products Inspired by Nature are Appealing to Consumers who have an Eye on Natural Health and Wellness. *Contact Lens Spectrum*, Special Edition Publication 2010, 16-19 (Invited to contribute).

15. Jasper, C.R. (2010) Bio-inspired Products and the Conscious Consumers. European Edition of *Contact Lens Spectrum* (Invited to contribute).
16. Hu, H. & Jasper, C.R. (2010) A Revisit to the Theoretical Model of Store Image and its Application to Chinese Consumers. *Journal of International Consumer Marketing*, 22 (2), 1-13.
17. Sanguanpiyapan, T. & Jasper, C.R. (2010) Consumer Insights into Luxury Goods: Why They Shop Where They Do in a Jewelry Shopping Setting. *Journal of Retailing and Consumer Services*, 17 (1), 152-160.
18. Lennon, S.J., Ha, Y., Johnson, K.K.P., Jasper, C.R., Damhorst, M.L., & Lyons, N. (2009) [Originally published online July 15, 2008] Rural Consumers' Online Shopping for Food and Fiber Products as a Form of Outshopping. *Clothing and Textiles Research Journal*, 27 (1), 3-30.
19. Hu, H. & Jasper, C.R. (2007) A Qualitative Study of Mall Shopping Behaviors of Mature Consumers. *Journal of Shopping Center Research*, 14 (1), 39-60.
20. Lennon, S.J. M., Johnson, K. K. P., Jolly, L.D., Damhorst, M.L., & Jasper, C.R. (2007) A Longitudinal Look at Rural Consumer Adoption of Online Shopping. *Psychology and Marketing*, 24 (4), 375-406.
21. Hu, H. & Jasper, C.R. (2007) A Cross-Cultural Examination of the Effects of Social Perception Styles on Store Image Formation. *Journal of Business Research*, 60 (3), 222-230.
22. Jasper, C.R. (2006) The Role of Women Business Owners and Women Executives as Philanthropists. In Shaw-Hardy, S. (Ed.) *New Directions for Philanthropic Fundraising*. San Francisco: Wiley. 55-68
23. Heck, R.K.Z., Danes, S.M., Fitzgerald, M.S., Haynes, G.W., Jasper, C.R., Schrank, H.L., Stafford, K., & Winter, M. (2006) Role of family in family business entrepreneurship. In P.Z. Poutziouris, K.X. Smyrniotis, & S. Klein, (Eds). *Family Business Research Handbook*. International Family Enterprise Research Academy (IFERA) & Edward Elgar Publishing.
24. Hu, H. & Jasper, C. R. (2006) Social Cues in the Store Environment and their Impacts on Store Image. *International Journal of Retail and Distribution Management*, 34 (1), 25-48.
25. Jasper, C.R. (2006) Retailing and Older Consumers. In Schulz, R. (Editor). *The Encyclopedia of Aging*. New York: Springer Publishing Company.
26. Oh, H. & Jasper, C.R. (2006) Processing of Apparel Advertisements: Application and Extension of Elaboration Likelihood Model. *Clothing and Textiles Research Journal*, 24 (1), 15-32.
27. Johnson, K.K.P., Yoo, J.J., Rhee, J., Lennon, S., Jasper, C.R., & Damhorst, M.L. (2005) Multi-Channel Shopping: Channel Use Among Rural Consumers. *International Journal of Retail and Distribution Management*. 34 (6) 453-466.
28. Jung, H.J. & Jasper, C.R. (2005) The Relationships between Women's Satisfaction of their Lower Body Parts and Their Overall Weight Satisfaction: A Study of Women in their Twenties to their Fifties. *Journal of Fashion Business*, 9 (3), 1-7.

29. Johnson, K.K.P., Lennon, S.J., Yoo, J., Jasper, C.R., & Damhorst, M.L. (2005) Variables Discriminating Among Rural Online Shoppers and Non-Shoppers of Apparel and Home Furnishings Products. *Clothing Research Journal*, 3 (2), 67-77.
30. Hu, H. & Jasper, C.R. (2004) Men and Women: A Comparison of Shopping Mall Behavior. *Journal of Shopping Center Research*, 11 (1), 113-131.
31. Jasper, C.R., Goebel, K.P., & Lee, Y. (2003) Business Issues: Retirement Planning/Succession and Other Business Issues for Home-Based Business Owners. In Heck, R.K.Z., Puryear, A.N., & Tomblin, P.A. (Eds.). *A toolkit for home-based entrepreneurs*. NY, NY: Baruch College, Lawrence N. Field Center of Entrepreneurship and Small Business. 113-124.
32. Lee, Y.G., Jasper, C. R., & Goebel, K. (2003) A Profile of Succession Planning: Among Family Business Owners. *Journal of Financial Counseling and Planning*, 14 (2), 1-12.
33. Johnson, K.P., Lennon, S., Jasper, C.R., Damhorst, M. L., & Lakner, H. (2003) An Application of Roger's Innovation Model: Use of the Internet to Purchase Apparel, Food, and Home Furnishing Products by Small Community Consumers. *Clothing and Textiles Research Journal*, 21 (4), 185-196.
34. Jasper, C. R. (2002) Retail and Older Adults. In Ekerdt, David J., Applebaum, Robert A., Holden, Karen C., Post, Stephen G., Rockwood, Kenneth, Schulz, Richard, Spratt, Richard L., and Uhlenberg, Peter, (Eds.). *Encyclopedia of Aging*. New York: Macmillan Reference USA. 1181-1186.
35. Heck, R. K. Z., Jasper, C. R., Stafford, K., Winter, M., & Owen, A. J. (2000) Using a Household Sampling Frame to Study Family Businesses: The 1997 National Family Business Survey. In J. A. Katz (Ed.), *Databases for the Study of Entrepreneurship. Advances in Entrepreneurship, Firm Emergence and Growth*, (4), 229-287. Stanford, CT: JAI Press.
36. Jasper, C. R., Goebel, K., Stafford, K., & Heck, R. (2000) A Gender Comparison of Business Management Practices of Home-Based Business Owners. In Hennon C. B., Loker, S., & Walker, R., (Eds.). *Gender and Home-Based Employment*. Westport, 119-136. CT: Auburn House.
37. Kean, R., Gaskill, L., Leistritz, L., Jasper, C., Bastow-Shoop, H., Jolly, L., & Sternquist, B. (1998) Effects of Community Characteristics, Business Environment, and Competitive Strategies on Rural Retail Business Performance. *Journal of Small Business Management*, 36 (2), 45-57.
38. Lee, Y. J. & Jasper, C. (1997) South Korean Consumers' Shopping Motivations, Clothing Involvement, and Intention to Purchase From Catalogs. In N. Miller & M. Littrell (Eds.). *International Consumer Behavior Collection of Readings*. 14 (2), 1-12.
39. Gaskill, L., Jasper, C., Bastow-Shoop, H., Jolly, L., Kean, R., Leistritz, L., & Sternquist, B. (1996) Operational Planning and Competitive Strategies of Male and Female Retailers. *The International Review of Retail, Distribution and Consumer Research*, 6 (1), 76-96.
40. Sternquist, B., Jolly, L., Leistritz, L., Kean, R., Bastow-Shoop, H., Jasper, C., & Gaskill, L. (1996) Rural Retailers: Using a Bankruptcy Model to Predict High Profit Versus Low Profit Firms. *Journal of Small Business and Entrepreneurship*, 13 (1), 9-24.

41. Klassen, M., Clayson, D., & Jasper, C. (1996) Perceived Effect of a Salesperson's Stigmatized Appearance on Store Image: An Experimental Study of Students' Perceptions. *The International Review of Retail, Distribution and Consumer Research*, 6 (2), 221-230.
42. Yoon, J. C. & Jasper, C. R. (1996) Key Dimensions of Women's Ready-to-Wear Apparel: Developing a Consumer Size-Labeling System. *Clothing and Textiles Research Journal*, 14 (1), 89-95.
43. Bastow-Shoop, H., Leistriz, L., Gaskill, L., Jasper, C., Jolly, L., Kean, R., & Sternquist, B. (1995). Factors Affecting the Financial Viability of Rural Retail Businesses. *Journal of the Community Development Society*, 26 (2), 169-185.
44. Crank, W. M., Jasper, C., Meyer, S., & Sternquist, B. (1995) The Rural Retailer in Tourist Communities: Problems and Implications for Managerial Strategies. *Journal of Travel and Tourism Marketing*, 4 (2), 99-105.
45. Jasper, C. & Roach-Higgins, M. E. (1995) Dress: Views on Time and Place. Previously published article reprinted in M. E. Roach-Higgins, J. Eicher, & K. Johnson (Eds.). *Dress and Identity*, 374-377.
46. Jasper, C. & Roach-Higgins, M. E. (1995) Role Conflict and Conformity in Dress. Previously published article reprinted in M. E. Roach-Higgins, J. Eicher, & K. Johnson (Eds.). *Dress and Identity*, 139-146.
47. Yoon, J. C. & Jasper, C. R. (1995) Consumer Preferences for Size Description Systems for Men's and Women's Apparel. *Journal of Consumer Affairs*, 29 (2), 94-102.
48. Jasper, C. R. & Ouellette, S. (1994) Consumers' Perceptions of Risk and the Purchase of Apparel from Catalogs. *Journal of Direct Marketing*, 8 (2), 23-36.
49. Yoon, J. C. & Jasper, C. R. (1994) The Development of Size-Labeling Systems for Women's Garments. *Journal of Home Economics and Consumer Studies*, 18, March, 71-83.
50. Jasper, C. R. & Ouellette, S. J. (1994) Risk Perceptions and Apparel Catalog Purchases. *Stores*.
51. Yoon, J. C. & Jasper, C. R. (1993). Garment-Sizing Systems: An International Comparison. *International Journal of Clothing Science and Technology*, 5 (5), 28-37.
52. Klassen, M. L., Jasper, C. R., & Schwartz, A. M. (1993) Men and Women: Images of Their Relationships in Magazine Advertisements. *Journal of Advertising Research*, 33 (2), 30-39.
53. Klassen, M. L., Jasper, C. R., & Hill, D. R. (1993) The Role of Physical Appearance in Managerial Decisions. *Journal of Business and Psychology*, 8 (2), 181-198.
54. Miller, K. A., Jasper, C. R., & Hill, D. R. (1993) Dressing in Costume and the Use of Alcohol, Marijuana and Other Drugs by College Students. *Adolescence*, 28 (109), 189-198.
55. Jasper, C. R., & Lan, R. P. (1992) Apparel Catalog Patronage: Demographic, Lifestyle and Motivational Factors. *Psychology and Marketing*, 9 (4), 275-296.

56. O'Neill, M. & Jasper, C. R. (1992) An Evaluation of Models of Consumer Spatial Behavior Using the Environment-Behavior Paradigm. *Environment and Behavior*, 24 (4), 411-440.
57. Miller, K. A., Jasper, C. R., & Hill, D. (1991) Costume and the Perception of Role and Identity. *Perceptual and Motor Skills*, 72, 807-813.
58. Jasper, C. R. & Klassen, M. L. (1990) Stereotypical Beliefs About Appearance: Implications for Retailing and Consumer Issues. *Perceptual and Motor Skills*, 71, 519-528.
59. Jasper, C. R. & Klassen, M. L. (1990) Perceptions of Salespersons' Appearance and Evaluation of Job Performance. *Perceptual and Motor Skills*, 71, 563-566.
60. Jasper, C. R. (1989) Cross-National Differences in Satisfaction/Dissatisfaction and Complaint Behavior Concerning Apparel Products. *Journal of Consumer Studies and Home Economics*, 13, 151-159.
61. Jasper, C. R. (1989) Visual Resources and the Analysis of Historic Costume. Visual Resources: *An International Journal of Documentation*, 5 (4), 325-335.
62. Jasper, C. R. (1989) Changes in Ojibwa (Chippewa) Dress: 1820-1980. *American Indian Culture and Research Journal*, 12 (4), 17-37.
63. Jasper, C. R. & Roach-Higgins, M. E. (1988) Role Conflict and Conformity in Dress. *Social Behavior and Personality*, 16 (2), 227-240.
64. Jasper, C. R., Wass, B., & Petrich, B. (1987) Toward Cultural Literacy: Developing Understanding. *Wisconsin Vocational Educator*, 7.
65. Jasper, C. R. & Roach-Higgins, M. E. (1987) History of Costume: Theory and Instruction. *Clothing and Textiles Research Journal*, 7 (4), 1-6.

### Book Reviews

- Jasper, C.R. & Lupton Metrish, E. (2012, Summer) Reviewers for the *Journal of Family and Consumer Sciences*. Reviewed book entitled *Welfare, States and Public Opinion: Perceptions of Health Care Systems, Family Policy and Benefits for the Unemployed and Poor in Europe*, 104(3), 55-56.
- Jasper, C. R. & Lupton Metrish, E. (2011, March/April) Reviewers for the International Textile and Apparel Newsletter. Reviewed book entitled *Recycling Indian Clothing: Global Contexts of Reuse and Value* by Lucy Norris. 34 (2), 7.
- Jasper, C. R. (2011, January/February) Reviewer for the International Textile and Apparel Association Newsletter. Reviewed books written for *Resources for Teaching Retailing, Promotion and Design Courses*. 34 (1), 7.
- Jasper, C. R. (2010, November/December) Reviewer for the International Textile and Apparel Association Newsletter. Reviewed book entitled *Social Responsibility in the Global Apparel Industry* by M. Dickson, S. Locker, and M. Eckman. Vol. 32.

Jasper, C.R. (2010). The Abegg-Stiftung Museum and Sustainable Textiles. *International Textiles and Apparel Association Newsletter*, 33 (1), 8, 14.

Jasper, C. R. (2009, July/August) Reviewer for the International Textile and Apparel Association Newsletter. Reviewed five books published by the Woodhead Press of Oxford. These five books titles and authors are as follows: *Advances in Carpet* by K. Goswami, *Identification of Textile Fibers* by M. Houck, *Fatigue Failure of Textiles* by M. Miraftab, *Advanced Textiles for Wound Care* by S. Rajendran, & *Polyolefin Fibres: Industrial and Medication Applications* by S. Ugbolue. 31 (6), 6.

Jasper, C. R. (2009, March/April) Reviewer for the International Textile and Apparel Association Newsletter. Reviewed two books, *Menswear: Business to Style* by M. Londrigan and *The Men's Fashion Reader* by A. Reilly and S. Cosby. 31 (4), p. 4.

Jasper, C. R. (2007, July/August) Reviewer for the International Textile and Apparel Association Newsletter. Reviewed *Clothing Gandhi's Nation* by L. Trivedi. 30 (6), 7.

Jasper, C. R. (2007, November) Reviewer for the International Textile and Apparel Association Newsletter. Reviewed *Experiential Retailing: Concepts and Strategies that Sell* by Youn-Kyung Kim, Pauline Sullivan, and Judith Cardona Forney. Vol. 29.

Jasper, C. R. (2006, July) Reviewer for the International Textile and Apparel Association Newsletter. Reviewed *Costume in Performance* by Sally Queen. 28 (4), 3.

Jasper, C. R. (2006, July) Reviewer for the International Textile and Apparel Association Newsletter. Reviewed *American Coverlets and Their Weavers: Coverlets from the Collection of Foster and Muriel McCarl (Including a Dictionary of More Than 700 Coverlet Weavers)* by Clarita Anderson. 28 (4), 3.

Jasper, C. R. (2005, November) Reviewer for the International Textile and Apparel Association Newsletter. Reviewed *Encyclopedia of Clothing and Fashion* edited by Valerie Steele. 27 (4), 6.

### **Extension Publications**

Kean, R., Jasper, C. R., Thayer, C., & Vigna, D. (2001) Impact of Technology on Rural Consumer Access To Food and Fiber Products. Extension Publication.

Brown, P., Jasper, C. R., Goebel, K., et al. (1998) Southern United States Family Businesses: Interaction in Work and Family Spheres. Regional extension publication.

Duncan, K., Jasper, C. R., Goebel, K., et al. (1998) Manitoba, Canada, Family Businesses: Interaction in Work and Family Spheres. Regional extension publication.

Jasper, C. R., Goebel, K., et al. (1998) North Central United States Family Businesses: Interaction in Work and Family Spheres. Regional extension publication.

Jasper, C. R., Goebel, K., et al. (1998) Northeastern United States Family Businesses: Interaction in Work and Family Spheres. Regional extension publication.

Jasper, C. R., Goebel, K., et al. (1998) Western United States Family Businesses: Interaction in Work and Family Spheres. Regional extension publication.

Sternquist, B., Gaskill, L., Jasper, C. R., Bastow-Shoop, H., Kean, R., Leistriz, L., & Jolly, L. (1996) Assessing Your Marketing Planning and Strategies: Rural Retailers. NCR 594. Regional extension publication.

Sternquist, B., Jolly, L., Leistriz, L., Kean, R., Bastow-Shoop, H., Jasper, C. R., & Gaskill, L. (1994) Rural Retailers: Financial Profile on High, Medium, and Low Profit Firms. NCR-555. Regional extension publication.

Jasper, C. R. & Vos, K. (1991) Curriculum Development in a Time of Change: A Clothing and Textiles Case Study. Philosophical Paper, Department of Youth Development, Cooperative Extension Programs, University of Wisconsin-Madison.

### Published Abstracts

1. Vincenti, V., Betz-Hamilton, A., Browne, L., Goebel, K., & Jasper, C.R. (2014). Elder Financial Exploitation via Power of Attorney Abuse: An Analysis of in-Depth Interview Data from a Pilot Study. *Consumer Interest Annual*, Vol. 60.
2. Johnson, K.K.P., Williams, G. & Jasper, C.R. (2014). Biographies and Legacies of Textile and Clothing Scholars: Methods and Substance. International Textile and Apparel Association. Proceedings from Annual Meeting.
3. Hu, H. & Jasper, C. R. (2005) A Cross-Cultural Examination of Consumers' Perceptions of Store Image: The Impacts of Cognitive Style on Social Perceptions. Proceedings of the *Royal Bank International*.
4. Gutter, M.S., Jasper, C. R. & Wang, L. (2004) The Impact of Lifetime Income on Charitable Giving. *Consumer Interest Annual*, Vol. 50.
5. Johnson, K.K.P., Lennon, S., Damhorst, M.L. & Jasper, C. R. (2003) Predictors of internet shopping among rural consumers. In N. Owens (Ed). *International Textile and Apparel Association*. Proceedings [abstract]. Monument, CO.
6. Hu, H. & Jasper, C. R. (2003) Social Orientation of a Store and Its Impact on Consumers' Perception of Store Image. Proceedings of the 2003 Annual Meeting of the Academy of Marketing Science.
7. Lennon, S., Johnson, K., Damhorst, M.L., Jasper, C. R., & Lakner, H. (2002) Rural Consumers' Use of the Internet to Purchase Food and Fiber Products. *International Textile and Apparel Association Proceedings*.
8. Lee, Y.G., Hong, G. S., Jasper, C. R., & Goebel, K. (2002) Succession Planning Behavior among Family Business Owners. *Proceedings of the 2002 Association For Financial Counseling and Planning Education Annual Conference*, 57.



9. Oh, H., & Jasper, C. R. (2000) Consumer Attitudes Toward Products Presented in Catalogs. *International Textile and Apparel Association Proceedings*.
10. Lee, Y.J., & Jasper, C. R. (2000) An Analysis of Magazine Advertisements for Products Aimed at Controlling Aging. *International Textile and Apparel Association Proceedings*.
11. Fitzgerald, M.A., Furry, M.M., German, L., Goebel, K., Heck, R.K.Z., Jasper, C. R., Muske, G., & Walker, R. (1999) Healthy family businesses make healthy families. *Family Relations and Human Development/Family Economics and Resource Management Biennial*, 3, 6-7.
12. Masuo, D. M., Fong, G., Cabal, C., Goebel, K. & Jasper, C. R. (1999) Minority family businesses in the U.S.: Research and extension applications. In G. Olson, (Ed.), Proceedings of Third Biennial Meeting of the *Asian Consumer and Family Economics Association (ACFEA)*, Seoul, Korea, July 7-9, 239.
13. Brown, P.J., Jasper, C. R., Douglas, S., & Kean, R. (1998) Family Business Management Factors. Proceedings of the 1998 Annual Conference of the *International Family Business Program Association Proceedings*. San Antonio, TX, July 23-35. 46-50.
14. Oh, H., & Jasper, C. R. (1998) Affective and Cognitive Bases of Expressive and Utilitarian Products: The Moderating Role of Involvement Level and Apparel Type in Brand Attitude Formation. *International Textile and Apparel Association Proceedings*.
15. Chun, J., & Jasper, C. R. (1998) A Methodology for Classifying Apparel for Developing an Anthropomorphic Sizing System. *International Textile and Apparel Association Proceedings*.
16. Oh, H., & Jasper, C. R. (Presenter). (1996) The Effectiveness of Appeals in Apparel Print Advertising: The Role of Gender and Self-Image Congruence. *International Textile and Apparel Association Proceedings*.
17. Klassen, M. & Jasper, C. R. (1995) A Cross-National Study of Verbal Information in Advertising in Germany, Japan, and the United States. *International Research Seminar on Marketing Communications and Consumer Behavior Proceedings*.
18. Oh, H., & Jasper, C. R. (1995) The Impact of Self-Image Congruence on Affective Reactions, Believability, and Attitude Toward an Advertisement. *International Textile and Apparel Association Proceedings*.
19. Jasper, C. R. (1991) A Discriminating Analysis of Cross-National Factors in Complaint Behavior Among Apparel Purchasing Consumers. *Association of College Professors of Clothing and Textiles Proceedings*, 153.
20. NCR-65 Committee (Jasper, C. R., member). (1991) Social Issues in the 21st Century: A Delphi Techniques Study of the Role of Textiles and Clothing Research. *Association of College Professors of Clothing and Textiles Proceedings*, 27-30.

21. Jasper, C. R. (1988) Apparel Retailing Strategies for Modifying Consumer Behavior 1946-1986. *Association of College Professors of Clothing and Textiles Proceedings.*
22. Jasper, C. R. (1987) Forms and Communicative Functions of Ojibwa Indian Dress. *Association of College Professors of Clothing and Textiles Proceedings.*
23. Jasper, C. R. (1986) Dress as a Symbol of Role. *Association of College Professors of Clothing and Textiles Proceedings.*
24. Jasper, C. R. & Roach-Higgins, M. E. (1985). What Is History of Costume? *Association of College Professors of Clothing and Textiles Proceedings.*

### Scholarly Presentations

#### Refereed

1. Betz-Hamilton, A., Vincenti, V., Rudisuhle, D., Jasper, C.R., & Goebel, K. (Forthcoming). *Elder Financial Exploitation within the Family System: What Family Members' Experiences Reveal about the Causes, Consequences, and Perpetrators.* Webinar. American Association of Family and Consumer Sciences.
2. Vincenti, V., Betz-Hamilton, A., Goebel, K., Jasper, C.R., & Browne, L. (2014, September 26). Power of Attorney Abuse and Elder Financial Exploitation. Poster presented at the conclave meeting, Phi Upsilon Omicron. Boise, ID.
3. Johnson, K.K. & Jasper, C.R. (2014, November 11). Biographies and Legacies of Textile and Clothing Scholars: Methods and Substance. Paper presented at the annual meeting of the International Textile & Apparel Association. Charlotte, NC.
4. Vincenti, V., Betz-Hamilton, A., Browne, L., Goebel, K., Jasper, C. (2014, April 11). *Elder Financial Exploitation via Power of Attorney Abuse: An Analysis of In-Depth Interview Data from a Pilot Study.* Paper presented at the annual meeting of the American Council on Consumer Interests. Milwaukee, WI.
5. Kaufman, A., Faust, V., Nellis M., & Jasper C.R. (2013, May 23). *Discovering Community Leadership: Cooperative Inquiry.* University of Wisconsin-Madison, 2013 Teaching and Learning Symposium, Madison, Wisconsin.
6. Vincenti, V.B., Goebel, K.P., & Jasper, C.R. (2013, May 22). *The Crime of Elder Financial Exploitation: A Threat to Community and Family Stability.* Groves Conference, Boston, MA.
7. Jasper, C.R. & Nellis, M. (2013, March 22). *Community Based Research to Uncover and Reduce Negative Impacts of Southside Stigma Perceptions.* Engaged Scholarship Summit, Morgridge Center for Public Service, UW, Madison, Wisconsin.
8. Jasper, C.R. & Nellis, M. (2013, March 20). *Community University Exchange: Community-Based Research and Service Learning in South Madison.* Engaged Scholarship Summit, Morgridge Center for Public Service, UW, Madison, Wisconsin.
9. Christens, B., Jasper, C.R., & Yasiri, J. (2013, March 20). *Program Development and Capacity Building to*

- Enhance the UW Experience of Contributing to Community*. Engaged Scholarship Summit, Morgridge Center of Public Service, UW, Madison, Wisconsin.
10. Vincenti, V.B., Goebel, K.P., & Jasper, C.R. (2012, December 1). *Within the Family Context: Power of Attorney and Financial Exploitation*. Paper presented at the Wisconsin Family and Consumer Sciences and Phi Upsilon Omicron Meetings, Madison, Wisconsin.
  11. Kaufman, A., Nellis, M., & Jasper, C. R. (2012, May 23 & 24) *Cooperative Inquiry: Developing Opportunities for Campus-Community Learning*. University of Wisconsin-Madison 2012 Teaching and Learning Symposium, Madison, Wisconsin.
  12. Vincenti, V. B., Goebel, K. P., & Jasper, C. R. (July 16, 2012) *Power of Attorney Financial Exploitation of Elders: The Impact of and on Families*. International Federation of Home Economics, Melbourne, Australia.
  13. Vincenti, V. B., Goebel, K. P., & Jasper, C. R. (2012, May 23) *Financial Exploitation of the Elderly: A Threat to Community and Family Stability*. Groves Conference, Copan, Honduras.
  14. Hu, H. & Jasper, C. R. (March 29, 2012) *Consumer's Channel Choice: Effects of Consumer Shopping Experience and Demographic Characteristics*. Annual Meeting of the Association of Marketing Theory and Practice. Myrtle Beach, South Carolina.
  15. Park, J.H. & Jasper, C. R. (2011, July 7) *Ethical Consumption and Civic Engagement: The Case of Food Cooperatives in South Korea*. Ninth Biennial Conference of Asian Consumer and Family Economics Association Conference, Seoul, Korea.
  16. Sanganpiyapan, T. N. & Jasper, C. R. (2007, June 29) *Consumers' Patronage Behavior and Jewelry Shopping*. 14<sup>th</sup> International Conference on Recent Advances in Retailing and Consumer Services Science, San Francisco, CA.
  17. Hu, H. & Jasper, C. R. (2006, May 26) *A Revisit of the Theoretic Model of Store Image Formation and its Application in Chinese Consumers*. 2006 Academy of Marketing Science Annual Conference, San Antonio, Texas.
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  24. Chrenka, J., Gutter, M. S., & Jasper, C. R. (2003, April 4) *Gender Differences in the Decision to Give Time or Money*. Paper presented at the annual meeting of the American Council of Consumer Interests, Atlanta, Georgia.
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  31. Lee, Y. L. & Jasper, C. R. (2000, November 10) *An Analysis of Magazine Advertising for Products Aimed at Controlling Aging*. Paper presented at the annual meeting of the International Textile and Apparel Association, Cincinnati, Ohio.
  32. Oh, H. & Jasper, C. R. (1999, August 24) *Persuasion Processes of Emotional and Informational Advertisements' Effects of Product Type and Involvement Level*. Paper presented at the annual meeting of the American Psychological Association, Boston, Massachusetts.
  33. Fitzgerald, M., Furry, M., Goebel, K., Heck, R., Jasper, C. R., Rowe, B., & Walker, M. (1999, June

- 24) *Healthy Family Businesses Make Healthy Families*. Paper presented at the annual meeting of the American Association of Family and Consumer Sciences, Seattle, Washington.
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39. Chun, J., & Jasper, C. R. (1998, November 19) *A Methodology for Classifying Apparel for Developing an Anthropomorphic Sizing System*. Paper presented at the annual meeting of the International Textile and Apparel Association, Dallas, TX.
40. Jasper, C. R. (1998, April 2) "Rural Retailing: Research Methods and Strategies." Presentation given to Consumer Science (CS 960), graduate level course, Madison, WI. (Invited)
41. Lee, Y. J., Jasper, C. R., & Rhee, E. Y. (1997, July 11) *South Korean Consumers' Shopping Motivations, Clothing Involvement, and Intention to Purchase Apparel from Catalogs*. Paper presented at conference sponsored by the International Textile and Apparel Association and the Université de la Mode, Lyon, France.
42. Jasper, C. R. (1997, May 10) "Rural Retailing: Impact on Consumer and Community." Presentation given to the University of Wisconsin Alumni Association, Madison, WI. (Invited)
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46. Sternquist, B., Bastow-Shoop, H., Leistriz, L., Jolly, L., Gaskill, L., Jasper, C. R., & Kean, R. (1996, March) *The Role of Retailers' Perceptions of Community Support on Retailer Performance*. Paper presented at the Third Beatrice Paolucci Symposium, Michigan State Univ, East Lansing, MI.
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  58. Lee, Y. J., Jasper, C. R., & Rhee, E. Y. (1994, April 16). *The Perceived Benefits and Risks of Shopping for Apparel by Catalog: A Korean Case Study*. Paper presented at the national meeting of the American Collegiate Retailing Association, Atlanta, GA.
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  61. Jasper, C. R. (1994, September 16) *The Pricing of the Ceramics Society of America*. Madison, WI. Paper presented at the Regional Meeting of the Ceramics Society of America.
- Newspaper and Magazine Interviews**

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3. Rising Cost of Groceries a Heavy Burden for Struggling Families. (2012, April 1). We the People/Wisconsin 2012 Economy Project. Article by Alicia Yager.
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15. Madison Unemployment Drops. (2011, January 27). *The Badger Herald*. Article by Caroline Wittenburg.
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