

# AMRUT SADACHAR, Ph.D.

## CONTACT INFORMATION

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## EDUCATION

- |      |                             |   |
|------|-----------------------------|---|
| 2014 | <b>Doctor of Philosophy</b> | Apparel, Merchandising, and Design<br>Iowa State University<br>Dissertation Title: Indian consumers' patronage intention toward shopping malls:<br>Application of an experience economy perspective<br>Major Professor: Dr. Ann Marie Fiore |
| 2009 | <b>Master of Science</b>    | Textile Technology<br>University of Massachusetts- Dartmouth<br>Thesis Title: Blue light cured adhesive bonding for textiles<br>Major Professor: Dr. Paul Calvert   |
| 2003 | <b>Bachelor of Science</b>  | Textile Technology<br>Veerмата Jijabai Technological Institute, Mumbai University,<br>India   |

## ACADEMIC POSITIONS

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|------------------------|--|
| August 2015 - Present  | <b>Assistant Professor</b> , Consumer and Design Sciences Department,<br>Auburn University <ul style="list-style-type: none"><li>• Teaching (70%)</li><li>• Research (25%)</li><li>• Service (5%)</li></ul>  |
| August 2014 – May 2015 | <b>Lecturer</b> , Apparel, Merchandising, and Design, Iowa State University <ul style="list-style-type: none"><li>• Develop course syllabi</li><li>• Prepare class materials including individual and group assignments</li><li>• Teach weekly classes</li><li>• Assessment through quizzes and exams</li><li>• Grade assignments and group projects</li><li>• Hold weekly office hours</li><li>• Maintain Black Board Learn Website for courses</li><li>• Resolve student conflicts</li><li>• Arrange guest lecturers</li></ul> |

- August 2013 – May 2014     **Graduate Teaching Assistant**, Chemistry, Iowa State University
- Conduct recitation sections
  - Facilitate enquiry based labs
  - Grade weekly lab reports and quizzes
  - Maintain safe environment in labs
- August 2011 – May 2013     **Graduate Research Assistant**, Apparel, Merchandising, and Design, Iowa State University
- Contribute in writing manuscripts and conference abstracts
  - Search for external grants and funding opportunities
  - Manage project database
  - Design and develop surveys
  - Run statistical analyses
- August 2010 – May 2011     **Graduate Teaching Assistant**, Apparel, Merchandising, and Design, Iowa State University
- Prepare and lecture on Retail Math course topics
  - Grade assignments and group projects
  - Maintain WebCT for Retail Math course
  - Administer exams
- August 2009 – May 2010     **Graduate Research Assistant**, Apparel, Merchandising, and Design, Iowa State University
- Conduct literature search and review
  - Collect qualitative data by conducting telephonic interviews of small business owners
  - Transcribe interviews
  - Format manuscripts as per APA style
- August 2006 – May 2008     **Graduate Research Assistant**, Textile Technology, University of Massachusetts-Dartmouth
- Literature search
  - Conduct experiments for National Textile Center (NTC) projects
  - Write project reports for NTC
- January 2006 – July 2006     **Project Associate**, Indian Institute of Technology (IIT), Delhi, India
- Literature search
  - Conduct yarn and fabric testing for various comfort properties
  - Write project reports for Indian Textile Ministry
  - Contribute in writing manuscripts

## INDUSTRY EXPERIENCE

- March 2004 – November 2004    **Manufacturing Manager**, Design and Development Dept., Arvind Mills Ltd., India
- Conduct shade matching of fabric samples
  - Coordinate with dyeing department for shade development
  - Design and develop samples of shirting fabrics
  - Coordinate with marketing department for customer approvals of fabric samples
- July 2003 – March 2004        **Textile Trainee Engineer**, Design and Development Dept., Uniworth Textiles Ltd., India
- Analyze suiting fabrics
  - Design and develop samples of suiting fabrics
  - Issue production sheet of suiting/pants fabric
  - Coordinate with weaving department for bulk production
- June 2002 – December 2002    **Textile Intern**, Century Textiles and Industries Ltd., Mumbai India
- Attend training modules and sessions
  - Learn functioning of Spinning and Weaving departments

## HONORS, AWARDS, AND RECOGNITION

### Awards

- Fall 2012                    Graduate Professional Student Senate (GPSS) Peer Teaching Award, Iowa State University
- Fall 2011                    Nominated Paper of Distinction at the 68<sup>th</sup> annual conference of the International Textile & Apparel Association, Philadelphia, PA for, “*Consumer adoption of online collaborative co-design.*” (Note: This year awards were not given).
- Spring 2011                Rosenfeld Graduate Award, Iowa State University
- Spring 2010                Best overall use of experience economy strategies (runner up), College of Human Sciences Entrepreneurship Showcase, Iowa State University
- Spring 2015                Most AESHM (Awesome!) Research Proposal Poster, “*The role of consumer susceptibility to interpersonal influence, environmental apparel knowledge, and general environmentally responsible behavior in predicting green apparel consumption behavior of American youth.*” Presented at the Department of AESHM Scholarship poster fair.

**Scholarship and Fellowships**

Fall 2010 – Spring 2014	Irene Beavers Graduate Scholarship, Iowa State University
Spring 2013	College of Human Sciences Graduate Merit Scholarship, Iowa State University
Fall 2012 – Fall 2013	R. Howard & Hazel Porter Scholarship, Iowa State University
Spring 2012	Print & Grace Powers Hudson Scholarship, Iowa State University
Fall 2011 – Spring 2012	Stanley Herren Graduate Fellowship, Iowa State University
Fall 2010	Damaris Pease Family & Consumer Science Fellowship, Iowa State University
Spring 2010	Helen Easter Graduate Scholarship, Iowa State University
Fall 2009	The Iowa Association of Family & Consumer Sciences Scholarship, Iowa State University
Fall 2000	J R D Tata Foundation Scholarship, Mumbai University, India

**TEACHING AND RELATED ACADEMIC EXPERIENCES****Teaching Focus**

- Merchandising
- Retail Management
- Retail Math
- Consumer Behavior

**Sole Instructor: Lecture, Labs, Recitations**

<b><u>Course No./Title</u></b>	<b><u>Role</u></b>	<b><u>Cr. Hrs.</u></b>	<b><u>Enrollment</u></b>	<b><u>Year</u></b>	<b><u>Semester</u></b>
CADS 5760/6760 Fashion Analysis and Forecasting	Assistant Professor	3	57/3	2015	Fall
AESHM 275 - Retail Merchandising	Lecturer	3	138	2015	Spring
AESHM 175N – Financial Applications for the Retail and Hospitality Industries (Online Course)	Lecturer	2	62	2015	Spring

AMD 231 - Product Development and Manufacturing (One Lab Section)	Lecturer	1	17	2015	Spring
AMD 490I - Independent Study	Lecturer	3	1	2015	Spring
AESHM 275 - Retail Merchandising	Lecturer	3	106	2014	Fall
AMD 496 - Fashion Forecasting and Product Development	Lecturer	3	28	2014	Fall
AMD 231 - Product Development and Manufacturing (Three Lab Sections)	Lecturer	1	15 16 17	2014	Fall
AMD 490I - Independent Study	Lecturer	3	1	2014	Fall
CHEM 167- General Chemistry for Engineering Students (Two Recitation and Two Lab Sections)	Teaching Assistant	1	20 20 15 10	2014	Spring
CHEM 167- General Chemistry for Engineering Students (Three Recitation and One Lab Section)	Teaching Assistant	1	24 24 24 19	2013	Fall
AMD 231 - Product Development and Manufacturing (One Lab Section)	Teaching Assistant	1	15	2011	Fall
AMD 376 - Merchandise Planning and Control (Sole Instructor)	Graduate Instructor	3	38	2011	Spring

### **Significant Invited Lectures**

- Spring 2014 and 2015 – FM 492 International Policy and Retail Strategies  
University of Southern Mississippi  
Topic: An overview of Indian consumers and Indian retail industry
- Spring 2012 – ARTGR 471 Capstone Class – College of Design  
Iowa State University  
Topic: An integrative framework capturing experiential and utilitarian shopping experience

**Undergraduate Students Supervised**

- Xeniya Konika – Rosenfeld Undergraduate Research Intern, Iowa State University, 2015  
Topic: The role of sustainable visual merchandising practices in driving retail sales and building retail brand loyalty

**Graduate Students Supervising**

<b>Student Name</b>	<b>Degree</b>	<b>Major Professor/Committee Member</b>	<b>Progress</b>
Yana Lou	M.S.	Committee Member	Proposal will be completed by the end of Fall 2015

**RESEARCH AND RELATED ACADEMIC EXPERIENCES****Research Focus**

- Retailing – unorganized and organized retailing, small business management
- Consumer Behavior and Marketing – online shopping behavior, experiential marketing and entrepreneurial marketing
- Sustainability – ethical consumption and green retailing
- Education – Continuous improvement to student learning; bridge the gap between academia and industry

**RESEARCH GRANTS****External**

2014 Fiore, A. M., Hurst, J., **Sadachar, A.**, Niehm, L., Karpova, E., Chung, T., Sanders, E., Correia, A., Armstrong, C., Swinney, J., Pookulangara, S., Bhandari, V. “A Multi-Dimensional Approach to Meet 21<sup>st</sup> Century Retailing Education and Industry Challenges for India and the U.S.” Obama-Singh 21<sup>st</sup> Century Knowledge Initiative (OSI) Grant, \$ 190,000. Co-PI, Awarded, 2015-2018.

**Internal**

2015 Damhorst, M., Fiore, A.M., Sanders, E., Lee, Y., Chung, D., Xiang, C., Bennett, S., **Sadachar, A.**, Thye, A. “Building a Window to Asia for AESHM students.” Council on International Programs (CIP), Iowa State University, \$5,000.

2015 Professional Travel Grant- Department of Apparel, Events, and Hospitality Management (AESHM), Iowa State University, \$400.

- 2014 Professional Travel Grant- Department of Apparel, Events, and Hospitality Management (AESHM), Iowa State University, \$636.
- 2013- Professional Advancement Grant – Graduate and Professional Student Senate (GPSS),  
2010 Iowa State University, \$200/year.

## RESEARCH PUBLICATIONS

### Refereed Journal Articles (Published)

- Niehm, L. S., Fiore, A. M., Hurst, J., Lee, Y., **Sadachar, A.** (2015). Bridging the gap between entrepreneurship education and small rural businesses: An experiential service-learning approach. *Journal of Business and Entrepreneurship*, 26(3), 129-161.
- Fiore, A. M., Niehm, L. S., Hurst, J. L., Son, J., **Sadachar, A.**, Russell, D., Swenson, D., & Seeger, C. (2015). Will they stay or will they go: Community features important in migration decisions of university graduating seniors. *Economic Development Quarterly*, 29(1), 23-37. **SSCI**.
- Manchiraju, S., & **Sadachar, A.** (2014). Consumers' personal values and ethical fashion consumption. *Journal of Fashion Marketing and Management*, 18(3), 357-374.
- Khare, A., & **Sadachar, A.** (2014). Collective self-esteem and online shopping attitudes among college students: Comparison between the U.S. and India. *Journal of International Consumer Marketing*, 26(2), 106-121.
- Fiore, A. M., Niehm, L. S., Hurst, J. L., Son, J., **Sadachar, A.** (2013). Entrepreneurial marketing: Scale validation with small, independently-owned businesses. *Journal of Marketing Development and Competitiveness*, 7(4), 63-86.
- Son, J., **Sadachar, A.**, Manchiraju, S., Fiore, A. M., & Niehm, L. S. (2012). Consumer adoption of online collaborative customer co-design. *Journal of Research in Interactive Marketing*, 6(3), 180-197.
- Das, A., Kothari, V. K., & **Sadachar, A.** (2007). Study on characteristics of compact yarns under dynamic state. *Fibers and Polymers*, 8(1), 111-115.
- Das, A., Kothari, V. K., & **Sadachar, A.** (2007). Study on characteristics of fabrics made of compact yarns. *Fibers and Polymers*, 8(1), 116-122.

### Refereed Journal Articles (Under Review/In progress)

- Sadachar, A.**, Fiore, A. M. (Under Review). Experience economy dimensions and consequent value for Indian mall shoppers. *Asia Pacific Journal of Marketing and Logistics*.

- Sadachar, A.,** Khare, A., & Manchiraju, S. (Under review). The role of consumer susceptibility to interpersonal influence in predicting green apparel consumption behavior of American youth. *Atlantic Marketing Journal*.
- Sadachar, A.,** Feng, R., & Karpova, E. E., & Manchiraju, S. (Under Review). Environmentally responsible apparel consumption behavior among U.S. students. *Journal of Global Fashion Marketing*.
- Sadachar, A.,** Jablon, S., Niehm, L., & Hurst, J. (In Progress). Student attitudes toward educational approaches and assessment techniques: A retail merchandising course outcomes Assessment. *Marketing Education Review*.
- Sadachar, A.,** Fiore, A. M. (In progress). Influence of the perceived experiential and functional value on Indian consumers' mall satisfaction and mall patronage intention. *Journal of Retailing and Consumer Services*.
- Niehm, L. S., Hurst, J. L., Son, J., Fiore, A. M., Lee, Y., **Sadachar, A.** (In progress). Where the rubber meets the road: Small retail-related business operators' innovative marketing strategies and their relationship to business success. *Journal of Small Business Management*.
- Sadachar, A.,** & Konika, X. (In progress). The role of sustainable visual merchandising practices in predicting retail store loyalty. *Journal of Business Ethics*.

### **Refereed Conference Presentations and Proceedings**

- Sadachar, A.,** Manchiraju, S., & Khare, A. (2016, Submitted). *Predicting Green Apparel Consumption Behavior of American Youth through Social Influence*. Working paper at the annual winter conference of the Society for Consumer Psychology, St. Pete Beach, FL.
- Sadachar, A.,** & Fiore, A. M. (2015, Accepted). *Relationship between experience economy dimensions and perceived experiential value in the context of Indian shopping malls*. Poster presentation at the 72<sup>nd</sup> annual conference of the International Textile and Apparel Association, Santa Fe, NM.
- Sadachar, A.,** Jablon, S., Niehm, L., & Hurst, J. (2015, Accepted). *Student attitudes toward educational approaches and assessment techniques: A retail merchandising course outcomes assessment*. Poster presentation at the 72<sup>nd</sup> annual conference of the International Textile and Apparel Association, Santa Fe, NM.
- Sadachar, A.,** Khare, A., & Manchiraju, S. (2015, March). *The role of consumer susceptibility to interpersonal influence, environmental apparel knowledge, and general environmentally responsible behavior in predicting green apparel consumption behavior: A model testing in the USA and India*. Presentation at the triennial conference of the American Marketing Association/ American Collegiate Retailing Association, Miami, FL.
- Sadachar, A.,** Khare, A., & Manchiraju, S. (2014, November). *The role of consumer susceptibility to interpersonal influence, environmental apparel knowledge, and general environmentally*

*responsible behavior in predicting green apparel consumption behavior of American youth.* Poster presentation at the 71<sup>st</sup> annual conference of the International Textile and Apparel Association, Charlotte, NC.

- Niehm, L. S., Hurst, J., Fiore, A. M., Son, J., & **Sadachar, A.** (2014, January). *Where the rubber meets the road: Small business operators' innovative marketing strategies and their relationship to financial success.* Paper presentation at conference of the United States Association for Small Business and Entrepreneurship, Fort Worth, TX.
- Sadachar, A.,** & Khare, A. (2013, October). *Influence of collective self-esteem on online shopping behavior of American youth.* Poster presentation at the 70<sup>th</sup> annual conference of the International Textile and Apparel Association, New Orleans, LA.
- Hurst, J., Son, J., Niehm, L. S., Fiore, A. M., & **Sadachar, A.** (2013, October). *The impact of entrepreneurial management on business success of small retail firms.* Oral presentation at the 70<sup>th</sup> annual conference of the International Textile and Apparel Association, New Orleans, LA.
- Hurst, J., Niehm, L. S., Son, J., Fiore, A. M., & **Sadachar, A.** (2013, March). *Profiling the innovative marketing strategies of successful small businesses in the retail and hospitality industries.* Paper presentation at conference of American Collegiate Retailing Association, Nashville, TN.
- Niehm, L.S., Hurst, J., Son, J., **Sadachar, A.,** Fiore, A. M. (2013, January). *Entrepreneurial marketing: Scale development and validation in the small firm context.* Paper presentation at conference of the United States Association for Small Business and Entrepreneurship, San Francisco, CA.
- Feng, R., **Sadachar, A.,** & Karpova, E. E. (2012, November). *Sustainable apparel consumption behavior among U.S. students.* Poster presentation at the 69<sup>th</sup> annual conference of the International Textile and Apparel Association, Honolulu, Hawaii.
- Park, Y. J., Lu, Y., **Sadachar, A.,** & Manchiraju, S. (2012, November). *21<sup>st</sup> century fashion careers: Content analysis of job skill requirements and implications for academia.* Poster presentation at the 69<sup>th</sup> annual conference of the International Textile and Apparel Association, Honolulu, Hawaii.
- Fiore, A. M., Niehm, L., Hurst, J., Son, J., & **Sadachar, A.** (2011, November). *Entrepreneurial marketing strategies, brand distinctiveness, and the impact on small business success.* Poster presentation at the 68<sup>th</sup> annual conference of the International Textile and Apparel Association, Philadelphia, PA.
- Sadachar, A.,** & Calvert, P. (2011, November). *Blue light cured adhesive bonding for textiles.* Oral presentation at the 68<sup>th</sup> annual conference of the International Textile and Apparel Association, Philadelphia, PA.
- Sadachar, A.,** & Karpova, E. (2011, November). *Assessment of the Indian and U.S. technical textile industries: Application of SWOT analysis.* Poster presentation at the 68<sup>th</sup> annual conference of the International Textile and Apparel Association, Philadelphia, PA.

Son, J., **Sadachar, A.**, Manchiraju, S., Fiore, A. M., & Niehm, L. (2011, November). *Consumer adoption of online collaborative co-design*. Oral presentation at the 68<sup>th</sup> annual conference of the International Textile and Apparel Association, Philadelphia, PA.

Fiore, A. M., Fitzpatrick, J., & **Sadachar, A.** (2010, October). *A redesigned aesthetics course with a focus on building brand identity through the 5Ps*. Poster presentation at the 67<sup>th</sup> annual conference of the International Textile and Apparel Association, Montreal, Quebec Canada.

## TECHNICAL EXPERTISE

### Statistical Software

- SPSS and SAS – Descriptive statistics, multiple regression, exploratory factor analysis
- Mplus – Confirmatory factor analysis, structural equation modeling

### Technical Software

- WebPdm
- Visual Retailing
- Sourcing Simulator
- Windows Wear Pro
- Black Board (Learning Management System)
- Excel Data Management
- Canvas (Learning Management System)
- Prophecy Financial and Business Planning Software
- Adobe Photoshop, Adobe Illustrator

## SERVICE

### Professional

January 2015 - Present	Public Relations Committee- International Textile and Apparel Association	Committee Member
January 2015 - Present	Electronic Communications Committee - International Textile and Apparel Association	Committee Member
March 2015	International Textile and Apparel Association Conference Abstract Review Committee	Reviewer for three tracks

August 2015 - Present	International Journal of Arts, Humanities, and Social Studies	Board of Reviewers
August 2014 - Present	<i>Journal of Research in Interactive Marketing</i>	Board of Reviewers
August 2014 - Present	<i>Economic Development Quarterly</i>	Board of Reviewers
November 2014	International Textile and Apparel Association Annual Conference, Charlotte, NC	Volunteer at the Registration Desk
January 2012 - Present	<i>Research Journal of Textile and Apparel</i>	Ad Hoc Reviewer
October 2013	International Textile and Apparel Association Annual Conference, New Orleans, LA	Volunteer at Live Fashion Gallery

### **University**

Spring 2015	Marathi Mandal- Student Cultural Organization at Iowa State University	Faculty Adviser
Summer 2011	Iowa State University Foundation	Student Fundraiser
Fall 2007 – Spring 2009	Office of Housing and Residential Life (OHRL), University of Massachusetts- Dartmouth	Resident Assistant
Fall 2007 – Spring 2008	Indian Students' Association, University of Massachusetts- Dartmouth	Sports and Public Affairs Secretary
Spring 2007	University of Massachusetts- Dartmouth	Commencement Ceremony Usher
Spring 2007	University of Massachusetts- Dartmouth	International Student Orientation Leader

### **College**

Fall 2015	International Quality of Life Awards, College of Human Sciences, Auburn University	CADS Department Faculty Ambassador
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Fall 2014 – Spring 2015	College of Human Sciences, Iowa State University	Graduation Faculty Marshal
Fall 2012 – Spring 2014	College of Human Sciences Dean's Student Advisory Council	Representative
Spring 2011 – Spring 2014	Annual Entrepreneurship Showcase, College of Human Sciences	Judge
Fall 2007 – Spring 2008	University of Massachusetts- Dartmouth	Graduate Council Member

### **Department**

Fall 2015 - Present	Assessment including Writing Initiative Committee, CADS, Auburn University	Committee Member
Fall 2015 - Present	Mentoring and Peer Review Committee, CADS, Auburn University	Committee Member
Fall 2014	Iowa State University Reception at the International Textile and Apparel Association Conference, Charlotte, NC	Organizing faculty member
Spring 2012	Annual Poster session- Apparel, Events, and Hospitality Management, Iowa State University	Organizing member

### **PROFESSIONAL MEMBERSHIPS**

2014 - Present	American Collegiate Retailing Association (ACRA)
2013 - Present	National Center for Faculty Development and Diversity (NCFDD)
2009 - Present	International Textile and Apparel Association (ITAA)
2005 - Present	The Textile Association of India (TAI)