

Curriculum Vitae

Linda Swihart Niehm, PhD

CURRENT POSITION:

Professor
College of Health and Human Sciences
Department of Apparel, Events, and Hospitality Management (AESHM)
Fashion Design and Merchandising Program (FDM)
31A MacKay Hall
Iowa State University
Ames, Iowa 50011-1120

EDUCATION:

<u>Date</u>	<u>Degree</u>	<u>Institution</u>	<u>Major</u>
2002	PhD	Michigan State University	Human Environment: Design and Management
1985	MS	Ohio University	Apparel and Textiles
1980	BS	Ashland University	Family and Consumer Sciences Education

DISSERTATION TITLE: Retail Superpreneurs and Their Influence on Small Communities

THESIS TITLE: The Use of Functional Clothing Designs by Women with Arthritis

POSITION RESPONSIBILITY STATEMENT:

<u>Date</u>	<u>Teaching</u>	<u>Scholarship</u>	<u>Professional Service Outreach/ Engagement</u>	<u>Administration</u>	<u>Institutional Service</u>
2023-July 2025	20%			100%	
2020-Jan. 2023	40%	30%	5%	20%	5%
	30%	50%	20%		
2013-2019					
2011-2012	40%	40%	20%		
2009-2010	60%	30%	10%		
2008	55%	20%	25%		
2002-2007	75%	25%			

POSITIONS HELD

July 2025-Present	Professor and Director of Entrepreneurship and Retailing AESHM Department Iowa State University
January 2023- July 1, 2025	Interim Department Chair Apparel, Events, & Hospitality Management (AESHM) Department Iowa State University
2020-2023	Professor and Director of Entrepreneurship and Retailing AESHM Department Iowa State University
2018-2020	Professor and Program Director, Apparel, Merchandising & Design (AMD) AESHM Department Iowa State University
2015-2018	Professor AESHM Department AMD Program Iowa State University
2008-2015	Associate Professor AESHM Department AMD Program Iowa State University
2002-2008	Assistant Professor AESHM Department Textiles and Clothing Program Iowa State University
1995-2002	Teaching Assistant Merchandising Management Michigan State University
1988-1995	Assistant Professor, Tenured Merchandising/Design Bluffton College
1987-1988	Instructor Apparel Merchandising Bowling Green State University
1983-1987	Instructor/Teaching Assistant Textiles and Clothing Ohio University
1980-1983	Family and Consumer Sciences Educator Vermilion and Utica, Ohio

GRADUATE COLLEGE MEMBERSHIP:

☒ Yes
☐ No

HONORS, AWARDS, AND RECOGNITIONS:

- 2025 **Niehm, L.S.**, Recipient of the *Helen LeBaron Hilton Endowed Chair in Family and Consumer Sciences*. Award for outstanding contributions and commitment to the Department of Apparel, Events, and Hospitality Management, the College of Health and Human Sciences, and Iowa State University.
- 2025 Carpenter, C., Van Sandt, A., Loveridge, S., Dudensing, R., and **Niehm, L.S.** Recipients of the *George Goldman Award for Excellence in Regional Economic Development*. Awarded for the *Economic Opportunity Mapping (EOM) Research Team Project*. Agricultural & Applied Economics Association (AAEA), Annual Meeting, July 27-29, 2025, Denver, CO.
- 2025 Worrall, E., **Niehm, L.S.** (faculty supervisor), & Vinar, B. *Best Campus Integration - Iowa State University. Collegiate Licensing Company (CLC) 2025 Collegiate Licensing Award to Honor Organizations for Elevating College Brands*. Innovate 1858 collaborated with ISU Trademark and Licensing, in association with the College of Health and Human Sciences.
- 2023 McMillan, A., Worrall, E., Lenzi, M., Besch, S., Carrel, E., **Niehm, L.S.**, Fiore, A., Chung, D., & Hurst, J.L. (2023). Under new management: The impact of team-based management on performance outcomes for a small student-run apparel retail store. *Paper of Distinction Award. International Textile and Apparel Association Annual Conference*, Baltimore, MD, November 8-11, 2023.
- 2022 **Niehm, L.S.**, Recipient of 2022 Regents Award for Faculty Excellence. Award presented by the State Board of Regents to recognize tenured faculty members who are outstanding university citizens and have rendered significant service to the university or the state of Iowa. Received September 2022 and awarded at the Board of Regents Luncheon on April 20, 2023.
- 2020 **Niehm, L.S.** 2020 Distinguished Scholar Award. *International Textiles and Apparel Association (ITAA)*. Award presented at the 2020 ITAA Virtual Annual Meeting, November 18, 2020.
- 2020 **Niehm, L.S.** (2020, October). *Ohio University Alumni of the Month*, Patton School of Education. Ohio University: <http://ohio.edu/education>.
- 2020 Chung, D., Kim, K., Lee, A., Hurst, J., **Niehm, L.S.**, Fiore, A.M., Rajagopal, M., & Tang, L. Empowering Minorities and Women Direct Sellers through Integrated Digital Marketing Strategies: An Intersectionality Perspective. *Best Paper Award* from the Direct Selling Educational Foundation at the *United States Association for Small Business and Entrepreneurship (USASBE)* Annual Conference, New Orleans, LA, January 4-7, 2020.

- 2016-2018 **Niehm, L.S.** Named as the 2016-2018 *College of Human Sciences Dean's Faculty Fellow*. The award is designed to further enhance the scholarly reputation of the college, recognize faculty excellence, and honor and promote the scholarly work of the recipient.
- 2015 Diddi. S., & **Niehm, L.S.** Exploring the Role of Personal Values and Norms towards Consumers' Intentions to Patronize Apparel Retail Brands Engaged in Corporate Social Responsibility. *Educators for Socially Responsible Apparel Practices Research Award*. Available at <http://www.itaonline.org> [abstract]. Research presentation for 2015 International Textile and Apparel Association (ITAA) Annual Meeting, Santa Fe, NM, November 9-13, 2015.
- 2014 **Niehm, L.S.** Recipient of *Iowa State University Award for Economic Development in Iowa*. This award recognizes faculty and staff members for outstanding ISU-based achievements in advancing the economic development of the state of Iowa. Awarded September 22, 2014.
- 2012 Lu, Y. & **Niehm, L.S.** Branding Textile Industrial Clusters: The Impact of Cluster Brands on Individual Textile Firm Brands and Industrial Buyer Intentions. *Paper of Distinction Award: Industries Track*. Available at <http://www.itaonline.org> [abstract]. Research presentation for 2012 International Textile and Apparel Association (ITAA) Annual Meeting, Honolulu, HI, November 14-17, 2012.
- 2012 **Niehm, L.S.** Selected for *Emerging Leaders Academy*, Iowa State University.
- 2011 Batra, M. Indian Consumers and their Mall Patronage: Application of Cultural-Self and the Theory of Planned Behavior to Patronage Intentions. *Runner-up. Best Doctoral Dissertation Award ITAA* [International Textile and Apparel Association]). Advised by **Linda Niehm**, Iowa State University. Available at <http://www.itaonline.org> [abstract]. Research presentation for 2011 International Textile and Apparel Association (ITAA) Annual Meeting, Philadelphia, PA, November 2-6, 2011.
- 2010 **Niehm, L.S.** College of Human Sciences, *Career Achievement in Outreach Award*, Iowa State University, April 2010.
- 2010 **Niehm, L. S.** *Coleman Foundation Entrepreneurship Educator Scholarship Recipient*, U.S. Association for Small Business and Entrepreneurship (USASBE) Conference, Nashville, TN, January 2010.
- 2009 **Niehm, L.S.** & Fiore, A.M. *Best Paper Award, Merchandising-II Track*, Main Street Makeover Marathon: Partnering to enhance rural businesses and entrepreneurial learning for students in Iowa. International Textile and Apparel Association (ITAA) Annual Meeting, 2009. Available at <http://www.itaonline.org> [abstract]. ITAA Annual Meeting, Seattle, WA, October 27-November 1, 2009.

- 2008 **Niehm, L.S.** College of Human Sciences, Iowa State University, *Recipient of the Rossmann Manatt Faculty Development Award*. The award is for combined excellence in research, teaching, and outreach, as well as professional promise for ongoing development in these areas.
- 2008 Ma, Y.J. Young consumers' fair trade consumption: Application of the theory of planned behavior to fair trade purchases. *Best Doctoral Dissertation Award ITAA* [International Textile and Apparel Association]). Co-Advised by **Linda Niehm**, Iowa State University, and Mary Littrell, Colorado State University.
- 2007 *Best Paper Award**, *Office Depot/Journal of Small Business Management*, Kauffman Foundation Small Business Research Forum, March 10, 2007, Fort Lauderdale, Florida.
- ***Niehm, L. S.**, Swinney, J., & Miller, N. J. (2008). Community social responsibility and its consequences for family business performance. *Journal of Small Business Management (JSBM)*, 46(3), 331-350. Lead article in the July 2008 special *JSBM* issue on family business.
- 2007 Best Partnership between Organizations Award, ISU Textiles and Clothing faculty (Fiore, A. M., **Niehm, L. S.**, & Thye, A.) and students for the Sac City, Iowa Designer Challenge. Main Street Iowa, Iowa Department of Economic Development, 20th Annual Main Street Awards Program, April 20, 2007, Des Moines, IA.
- 2005 **Niehm, L. S.**, Iowa State University, Department of Apparel, Educational Studies, & Hospitality Management (AESHM), Outstanding Research and Creativity Award for 2004, received August 2005.
- 2005 **Niehm, L. S.** Big 12 Faculty Fellowship Recipient, Iowa State University. Funding received to collaborate with researchers at the University of Nebraska-Lincoln on rural entrepreneurship research and grant writing, January-August 2005.
- 2004, 2005 **Niehm, L. S.** Coleman Foundation Entrepreneurship Educator Scholarship Recipient and Iowa State University/College of Family and Consumer Sciences Representative to USASBE (U.S. Association for Small Business and Entrepreneurship) Conference, January 2005.
- 2003 **Niehm, L. S.** Faculty Scholarship Recipient and Iowa State University Delegate to "The Experiential Classroom IV: Entrepreneurship Education and Emerging Enterprise Development." September 18-21, 2003, Syracuse University, Syracuse, NY. Supported by the Ewing Marion Kauffman Foundation.

- 2002 **Niehm, L. S.** Developing Professional Award, College of Human Ecology, Michigan State University.
- 2001-2002 **Niehm, L. S.** Dissertation Completion Fellowship Recipient, Graduate College, Michigan State University.
- 1996-2001 **Niehm, L. S.** Graduate Fellowship Recipient, Michigan State University, Department of Human Environment and Design

MAJOR FIELDS OF TEACHING AND SCHOLARLY EMPHASIS:

UNDERGRADUATE COURSES TAUGHT MAJOR FIELDS OF TEACHING AND SCHOLARLY EMPHASIS:

UNDERGRADUATE COURSES TAUGHT

<u>Course Title</u>	<u>Catalog #</u>	<u>Credit Hours</u>	<u>Average Number of Students per Class</u>	<u>Number of Semesters Taught</u>	<u>Years Taught</u>
Retail Merchandising	AMD 2750 (formerly TC 375, TC 275)	3	110	28	14
Brand Management & Promotions	AESHM 3770 (formerly TC 377)	3	70	6	5
Chicago Study Tour	AMD 3800 (formerly TC 380)	2	30	5	5
Entrepreneurship in Human Sciences	AESHM 4740 (formerly TC-HRI 474)	3	60-90	42	20
Creating an Online Business	AESHM 4760 C	3	10	1	1
Honors Seminar: Entrepreneurship and Innovation	HON 3321 Q	2	15	1	1

GRADUATE COURSES TAUGHT

<u>Course Title</u>	<u>Catalog #</u>	<u>Credit Hours</u>	<u>Average Number of Students per Class</u>	<u>Number of Semesters Taught</u>	<u>Years Taught</u>
Entrepreneurship in Human Sciences: Research & Applications	AESHM 5740 (previously dual listed AESHM 474/574)	3	10	12	18
Merchandising Theory & Research Applications	AMD 6760 (offered alternate years)	3	12	12	18

Note: Syllabi, course schedules, major assignments, and class notes in PowerPoint format are available on Canvas, accessible online through the Iowa State University home page at: www.iastate.edu. Course evaluation data is available upon request.

Research Emphases: Entrepreneurship/entrepreneurship education, family business, retailing/retailer competitive strategies, rural and small business

RESEARCH AND SCHOLARLY PROJECTS FUNDED

Extramural Research-Under Review

Extramural Research-Funded

- 2017-2023 Carpenter, C., Dudensing, R., Loveridge, S., & **Niehm, L.S.** *Mapping economic opportunity in rural America: Mining big data for decision making in business development*. USDA AFRI Foundational Grants Program, (Iowa PI: **L.S. Niehm** SPONSOR: TEXAS A&M UNIVERSITY, Award #: 06M1702001 KC AWARD #: 017299-00001) ISU Subaward \$40,000; Total Award, \$499,999, Funded.
- 2018-2022 Lee, S.J., **Niehm, L.S.**, & Jang, J. *The impact of volunteers on sustainable rural community development*. Research grant through the North Central Regional Center for Rural Development (NCRCRD), Michigan State University, \$25,000. October 1, 2018, to August 30, 2022. Co-Principal Investigator. Funded.

- 2017-2020 Margrett, J. Chandra, A., Chang, C., Hurst, J., Kohut, M., Kreiser, P., Lee, Y. A., Martin, P., **Niehm, L.**, & Fiestas, M. I. L. (2017-2020). *Capitalizing on “booming” opportunities: Innovation, technology, and entrepreneurship to support optimal aging*. Venture Well Faculty Grant (#15462-16), \$23,400. Funded.
- 2015-2018 Fiore, A.M., Chung, T., Hurst, J., Karpova, E., **Niehm, L.S.**, Sadachar, A., Sanders, E., Correia, A. (*Iowa State University*); Bhandari, V., Buhroy, S., Grover, S., Kumar, V., Prasad, G.H.S., Raturi, S. (*National Institute of Fashion Technology*); Armstrong, C., Swinney, J. (*Oklahoma State University*); Pookalangara, S. (*University of North Texas*). Title: *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. Office of U.S.–India Higher Education Cooperation, United States-India Educational Foundation (USIEF). Iowa State University and the National Institute of Fashion Technology. Grant funded for international teaching collaboration related to retailing, entrepreneurship, and economic development, \$190,000. January 2016-January 2019. Co-principal Investigator. Funded.
- 2015-2016 **Niehm, L.S.**, Muske, G., & Fitzgerald, M. *Family business contributions to sustainable and entrepreneurial rural communities over time*. Multi-State Rural Development Research or Extension Project between Iowa State University and North Dakota State University. USDA regional grant funded through the North Central Regional Center for Rural Development (NCRCD), Michigan State University, \$25,000. September 1, 2015-August 30, 2016. Principal Investigator. Funded.
- 2012 **Niehm, L.S.**, Stoel, L.D., & Frazier, B.J. *Rural social media champions: Development of models of diffusion and best business practices*. USDA regional grant funded through the North Central Regional Center for Rural Development (NCRCD), \$18,427. September 1, 2012-September 1, 2013. Principal Investigator. Funded.
- 2010 **Niehm, L.S.**, & Fiore, A.M. *Main Street Makeover Marathon*. Student outreach project and collaboration with the Grinnell Chamber of Commerce and Main Street Development Program, Grinnell, Iowa, \$7,000. February-May 2010. Co-Principal Investigator. Funded.
- 2008-2012 **Niehm, L.S.**, Stoel, L., & Frazier, B.J., D. Anderson. *Community resiliency: Role of the retail sector in easing sudden and slow-motion economic shocks*. USDA-NIFA Rural Development Grant, \$500,000. October 1, 2008, through August 2011; no-cost extension through August 2012. USDA Award # 2008-55401-04602; GS # 92965; IRB ID 08: 265. Principal Investigator. Funded.

- 2009 Fiore, A.M. & **Niehm, L.S.** *Main Street Makeover Marathon*. Student outreach project and collaboration with Main Street Iowa Program, Department of Economic Development, \$13,336. January 2009. Co-principal Investigator. Funded.
- 2008 **Niehm, L.S.** & Fiore, A.M. *Main Street Makeover Marathon*. Student outreach project and collaboration with Main Street Iowa Program, Department of Economic Development, \$13,336. June 2008. Co-principal Investigator. Funded.
- 2007 Miller, N. J., **Niehm, L.S.**, Frazier, B. J., Stoel, L., & Warrington, P. *Building research collaborations to enhance rural economic development*. USDA-NRI Conference Grant, \$10,000, January-December, 2007. Co-principal Investigator. Funded.
- 2006 **Niehm, L.S.**, Fiore, A. M., & Jeong, M. *Pop-up retail's acceptability as an innovative business strategy and enhancer of the consumer shopping experience*. International Center for Shopping Center (ICSC) Research Educational Foundation. Faculty Research Grant, \$15,000. June 2006. Principal Investigator. Funded.
- 2005 Jeong, M., Fiore, A. M., & Oh, H. **Niehm, L.S.**, & Hausafus, C. *Strengthening the competitive advantage of rural businesses with e-commerce and experience economy strategies*. Southern Rural Development Center (SRDC) Rural E-Commerce Grants Program, funded by USDA-CSREES, \$15,000. May 2005-May 2006. Co-principal Investigator. Funded.
- 2004-2007 Fiore, A., Oh, H., Jeong, M., **Niehm, L.S.**, & Hausafus, C. *An innovative rural entrepreneurship model for family and consumer sciences curriculum*. USDA Higher Education Challenge Grant, \$99,941. September 2004-September 2007. Co-principal Investigator. Funded.

Intramural Support-Funded and Submitted

- 2017-2018 Olson, E., Chung, T., Coleman, S., Fiore, A.M., Hurst, J., **Niehm, L.S.**, Dorie, A. Home-based and small-scale food entrepreneurs' needs assessment in underserved communities in Iowa. Engaged Scholarship Project Proposal, VPEO Initiative, Iowa State University. Summer 2017 through Summer 2018, \$ 11,941. Co-principal Investigator. Funded.
- 2017 Lee, S.J. & **Niehm, L.S.** Identifying cultural experiences with heritage festivals for sustainable rural communities. Heddleson Faculty Grant Proposal. Funded April, 2017, \$1,800. Funded.

2013-2017 **Niehm, L.S.**, Bates, L., Hurst, J., Nepl, T., Erickson, M.S., & Prescott, R. *Iowa Retail Initiative: Bridging the gap for rural businesses and Communities*. Funded Project from the Vice President of Extension and Outreach, Iowa State University. Project funding period: Spring 2013 through Summer 2017, \$250,000. Co-principal Investigator. Funded.

Note: Experiment Station project funds are obtained through a competitive proposal process. Funds are received from a combination of external (USDA) and internal (ISU Agricultural Experiment Station) sources.

2021-2026 Hurst, J.L. (Project Coordinator), Chung, T., Fiore, A.M., **Niehm, L.S.** *The Impact of Systemic Shocks on Small Food- and Fiber- Related Rural Iowa Retailers: Identifying Consumers' Needs and Retailers' Innovative Business Continuity Strategies*. Iowa Agriculture and Home Economics Experiment Station (IAHEES) Renewal of USDA-NIFA Project No. IOW03806, October 1, 2021-September 30, 2026, \$284,897 for a five-year project period.

2016-2021 **Niehm, L.S.** (Project Coordinator 2016-2018; Team member 2018 to present), Hurst, J.L., Fiore, A.M., Chung, T. *Identifying opportunities for food and fiber-9/30/2021 related business ventures: Addressing the challenges of business ownership for underserved populations in Iowa's small and rural communities*. Iowa Agriculture and Home Economics Experiment Station (IAHEES) Renewal of USDA-NIFA Project No. IOW03806, October 1, 2016-September 30, 2021, \$284,897 for a five-year project period.

2012-2016 **Niehm, L.S.** (Project Coordinator), Fiore, A. M., Hurst, J., and Tang, R. *Building competitive strategies to enhance rural food and fiber-related product, service, tourism, and experience-based small businesses*. Iowa Agriculture and Home Economics Experiment Station (IAHEES) Project No. IOW03706, \$50,000 annual research funds; 5-year project.

2013-2015 Sanders, E., Baytar, F., Chung, T., Damhorst, M.L., Denekas, C., Fiore, A.M., Hurst, J.L., Lee, Y.A., McKinney, E.C., **Niehm, L.S.** *Building a technology collaboration between Iowa State University and Southern University*. Cyclone Research Grant \$15,000, Co-principal Investigator.

2013-2014 Son, J., **Niehm, L.S.**, Russell, D., & Lee, J. *Enhancing rural business sustainability through social media: Needs assessment and development of a business assistance workshop*. Helen LeBaron Hilton Research Grant, College of Human Sciences, Iowa State University. Project funding period: January-December 2014, \$1,000. Co-principal Investigator.

- 2009 Fiore, A., **Niehm, L. S.**, Hurst, J. Garasky, S., Russell, D., & Swenson, D. *Phase 2: developing a rural community index to define, assess, and improve community features to expand human potential and economic development*. College of Human Sciences Entrepreneurial Research Initiative Grant, \$25,000. Co-Principal Investigator.
- 2008 Hurst, J., Lee, Y., & **Niehm, L. S.** *Helping AESHM faculty and students implement 3D virtual presentation software in the classroom: A technology advancement strategy*. ISU Center for Excellence in Teaching and Learning (CELТ) Faculty Development Grant, \$1,250, November 2008-June 2009. Co-Principal Investigator.
- 2008 Hurst, J.L., & **Niehm, L.S.** *Further investigation of the factors that influence the conversion of interns into satisfied full-time employees*. College of Human Sciences Seed Grant for Untenured Faculty \$5,000, May 2008-June 2009. Co-principal investigator.
- 2007 Fiore, A., **Niehm, L. S.**, Fairchild, E., Garasky, S., Jeong, M., Kadolph, S., Karpova, E., Marcketti, S., Oh, H., Russell, D., Welk, G., & Swenson, D. *Developing a rural community index to define, assess, and improve community features to expand human potential and economic development*. College of Human Sciences Entrepreneurial Research Initiative Grant, \$17,492, August 2007-June 2008. Co-Principal Investigator.
- Note:** Kauffman Foundation-Pappajohn Center grants are a combination of competitive funding from external and internal funding sources.
- 2007 **Niehm, L. S.**, & Marcketti, S. *Developing a blueprint for entrepreneurship education in the Human Sciences*. Kauffman Foundation-Pappajohn Center for Entrepreneurship, Faculty Grant for Course Development, \$5,000. January 2007-December 2007. Co-principal Investigator.
- 2007 **Niehm, L. S.** *Kauffman Foundation-Pappajohn Center for Entrepreneurship Leadership grant for coordinating ISU Entrepreneurship Education Initiative in the College of Human Sciences*, \$5,000. August 2007-August 2008. Principal Investigator.
- 2007 Fiore, A. M., & **Niehm, L. S.** *Fostering entrepreneurial behaviors in students and rural communities: Building persuasive communication skills through learning modules*. Kauffman Foundation-Pappajohn Center for Entrepreneurship, Faculty Grant for Course Development, \$5,000. January 2007-December 2007. Co-Principal Investigator.

- 2006-2011 **Niehm, L. S.** (Project Coordinator), Kadolph, S., & Fiore, A. M. *Identifying opportunities for rural businesses, producers, and consumers: Fiber-related products in the global market.* Iowa Agriculture and Home Economics Experiment Station (IAHEES) Project No. IOW03706, \$50,000 annual research funds; 5-year project.
- 2006 **Niehm, L. S.** *Kauffman Foundation-Pappajohn Center for Entrepreneurship Leadership grant for coordinating ISU Entrepreneurship Education Initiative in the College of Human Sciences*, \$5,000. August 2006-August 2007. Principal Investigator.
- 2005-2006 **Niehm, L. S., & Gregoire, M.** *Phase 2: Building potential for entrepreneurship in Family and Consumer Sciences.* Kauffman Foundation-Pappajohn Center for Entrepreneurship, Faculty Grant for Course Development, \$5,000. August 2006. Co-principal Investigator.
- 2005 **Niehm, L. S., & Arendt, S.** *Helping apparel, educational studies, and hospitality management (AESHM) faculty to develop student outcomes related to leadership and entrepreneurship.* ISU Center for Excellence in Teaching and Learning (CELT) Faculty Development Grant, \$1,500, November 2005-June 2006. Co-principal Investigator.
- 2005 **Niehm, L. S.** *Assessing the entrepreneurial intentions of Family and Consumer Sciences Students in Iowa.* Iowa Home Economics Association Agriculture Experiment Station, \$1,000. August 2005. Principal Investigator.
- 2004 **Niehm, L. S., & Gregoire, M.** *Phase 1: Building potential for entrepreneurship in Family and Consumer Sciences.* Kauffman Foundation-Pappajohn Center for Entrepreneurship, Faculty Grant for Course Development, \$5,000. August 2004-May 2005. Co-principal Investigator.
- 2004-2006 **Niehm, L.S.** (Project Coordinator), Fiore, A.M., & Kadolph, S. *Identifying opportunities for rural businesses, producers, and consumers: Fiber-related products in the global market.* Iowa Agriculture and Home Economics Experiment Station (IAHEES) Project No. IOW03706, \$40,000 annual research funds; 5-year project.
- 2004 **Niehm, L. S.** *Iowa retailers' e-commerce readiness: How independent retailers are using internet business technology in rural markets.* Iowa Home Economics Association Agriculture Experiment Station, \$1,500. August 2004. Principal Investigator.

RESEARCH AND SCHOLARLY PROJECTS -NOT FUNDED:

Extramural

- 2020 McKinney, E. & Niehm, L.S. *Developing the potential of women fashion design entrepreneurs in Turkmenistan*. U.S. Department of State, U.S. Embassy Ashgabat, \$140,481. September 2021-August 2023. Co-Principal Investigator. Not Funded.
- 2017-2018 Lee, S.J., **Niehm, L.S.**, & Jang, J. *Identifying cultural experiences with heritage festivals for sustainable rural communities*. Research grant through the North Central Regional Center for Rural Development (NCRCRD), Michigan State University, \$25,000. October 1, 2017-August 30, 2018. Co-Principal Investigator. Not Funded.
- 2015 **Niehm, L.S.**, Moon, Z., Hurst, J., Fiore, A.M., Cho, E., McCullough, S., Killian, T., & Ebberts, L. *Nascent rural encore entrepreneurs: untapped resources for rural development*. USDA-NIFA Research Grant, \$500,000. Submitted April 30, 2015. Not Funded.
- 2015 Hurst, J., **Niehm, L.S.**, Nepl, T., Bates, L., Erickson, M.S., Wolseth, J., & Gonzalez, E. *A regional rural retail symposium: Time for a fresh look!* Multi-State Rural Development Research or Extension Project Proposal between Iowa State University and University of Missouri-Columbia. North Central Region, North Central Regional Center for Rural Development/USDA, Michigan State University, \$22,750. Submitted January 28, 2015. Not Funded.
- 2013 **Niehm, L.S.**, & Diddi, S. *Understanding consumers' ethical consumption decisions: the role of values, attitudes, and expectations in the apparel purchasing context*. Doctoral Dissertation Research in DRMS, Dissertation Completion Grant. National Science Foundation, \$10,560. Co-principal Investigator. Not Funded.
- 2013 Stoel, L.D., **Niehm, L.S.**, & Frazier, B.J., and Jackson, V. *Sense of community, shared vision and resilience capacity: Links to small business attraction and retention and regional cooperation*. USDA-NIFA Rural Development Grant, \$497,018 1/1/14-12/30/15. Co-principal Investigator. Not Funded.
- 2011 Stoel, L.D., Frazier, B.J., **Niehm, L.S.**, & Jackson, V. *Rural community economic and social resilience capacity: Impact of shared vision on community performance outcomes*. AFRI-NIFA-USDA Rural Development Grant, \$400,000. September 1, 2011 through August 2014. Co-principal Investigator. Not Funded.

- 2011 Frazier, B. J., Stoel, L.D., & **Niehm, L.S.** *Retailers' role in disaster recovery and rural community resiliency*. USDA-NSF Disaster Resilience for Rural Communities Grant. \$400,000 requested. October 1, 2011 through December 31, 2013. Co-principal Investigator. Not Funded.
- 2011 **Niehm, L.S.**, Stoel, L.D., Frazier, B.J., Shelley, M., & Swenson, D. *Building a rural community resilience capacity index: Increasing predictive validity*. North Central Regional Center (USDA) for Rural Development 2011 Small Grants Program. \$20,000 requested. September 2011-August 2012. Principal Investigator. Not Funded.
- 2010 Frazier, B. J., Stoel, L.D., & **Niehm, L.S.** *Retailers' role in disaster recovery and rural community resiliency*. USDA-NSF Disaster Resilience for Rural Communities Grant. \$400,000 requested. October 15, 2010 through August 15, 2013. Co-principal Investigator. Not Funded.
- 2004 **Niehm, L. S.**, Flora, C., Littrell, M., & Sternquist, B. *Increasing rural community economic vitality through retail leadership: Identifying the superpreneurs*. USDA-NRI Research Proposal, \$416,000. Principal Investigator.
- 2003 **Niehm, L. S.** *Rural superpreneurs as transforming community leaders: Network involvement, modes of influence, and business benchmarking behavior*. USDA-NRI Research Proposal, \$202,000. Principal Investigator.

Intramural

- 2020-2021 Hurst, J., **Niehm, L.S.**, Fiore, A.M., Chung, T., Shane-Nichols, A. *Development of Modules on Innovative Retail Experiences: Foundations for a Future Capstone Course*. College of Human Sciences, Innovative Teaching Initiative (ITI) Grant Proposal. Summer 2020 through Summer 2021, \$20,000. Not Funded.
- 2002 **Niehm, L. S.** *Rural superpreneurs: Their role in community success and entrepreneurship development*. Iowa State University Research Grant, \$19,000. Principal Investigator.

PUBLICATIONS

Publications Currently in Review- October 2025

- 2025 Schumm, C.Z., **Niehm, L.S.**, Schumm, J., & Grawe, S. Reevaluating poverty alleviation: Insights from small social enterprises engaging with base of pyramid suppliers. Submitted to the *Journal of Business Ethics*. In Review.

- 2025 Spurgeon, E. & **Niehm, L.S.** Integrating strategy and practice: An evidence-based framework for sustainable growth in small fashion retail. Submitted to the *International Journal of Fashion Design, Technology, and Education*. In Review.
2025. Jeon, S., Lee, S.J. & **Niehm, L.S.** Assessment of rural festival volunteers' motivation and satisfaction through importance-range performance analysis and impact asymmetry analysis. Submitted to *Tourism Management Perspectives*. In Review.

Peer-reviewed Journal Papers — Published and In Press

2025. **Niehm, L.S.**, McKinney, S., Carpenter, C.W., VanSandt, A., Dudensing, R., Loveridge, S. (2025). Addressing operational challenges and opportunities for rural business development: The role of community capitals. *Journal of the Community Development Society*. In Press.
- 2025 Van Sandt, A., Carpenter, C., Dudensing, R., Loveridge, S., & **Niehm, L.S.** Revealing U.S. retail industries' functional hierarchy through demand thresholds. *Journal of Economic Structures* (JECS-D-22-00236R2), In Press.
- 2024 Slaton, K., Hurst, J., & **Niehm, L.S.** Exploring shopper psychographic characteristics from a human ecosystem perspective: A proposed typology of millennial luxury consumers. *Clothing and Textiles Research Journal*, 0887302X231225122.
- 2023 Lee, S., Jang, J., **Niehm, L.S.**, & Kim, M. The role of festival volunteers in supporting rural community development: a psychological ownership perspective. *Current Issues in Tourism*, 1-22.
- 2023 Schumm, C. Z., & **Niehm, L. S.** Supplier selection at the base of the chain: navigating competing institutional logics for shared mutual value. *International Journal of Operations & Production Management*, <https://doi.org/10.1108/IJOPM-12-2022-0783>.
- 2023 Spurgeon, E. & **Niehm, L.S.** Business model innovation of small retail champions: An exploratory investigation in the fashion retail sector. *Global Scientific and Academic Research Journal of Economics, Business, and Management*, 2(6) pp. 43-54. <http://gsarpublishers.com/wp-content/uploads/2023/06/GSARJEBM922023-Gelary-scripts.pdf>
- 2022 Carpenter, C. W., Van Sandt, A., Dudensing, R., Loveridge, S., & **Niehm, L. S.** The Economic Opportunity Mapping (EOM) Tool. *The Journal of Extension*, 60(4), 3.
- 2022 Van Sandt, A., Carpenter, C., Dudensing, R., Loveridge, S., & **Niehm, L.S.**, Revealing US retail industries' functional hierarchy through demand thresholds. <https://orcid.org/0000-0001-8665-2357>
- 2021 Son, J., & **Niehm, L. S.** Using social media to navigate changing rural markets: the case of small community retail and service businesses. *Journal of Small Business & Entrepreneurship*, 1-19.

- 2020 Haynes, G., Marshall, M., Lee, Y., Zuiker, V., Jasper, C., Wiatt, R., Sydnor, S., Valdivia, C., **Niehm, L.S.**, & Masuo, D. Family business research: reviewing the past, contemplating the future. *Journal of Family and Economic Issues*. 42, 70-83.
- 2020 Chung, T., Kim, K., Lee, A., Hurst, J., **Niehm, L.S.**, Fiore, A.M., Rajagopal, M., Tang, L. Empowering minorities and women direct sellers through integrated digital marketing strategies: An intersectionality perspective. *Journal of Business Diversity*. In Press.
- 2020 Slaton K. & **Niehm, L.S.** Reimagining the luxury department store: Investigating the millennial luxury consumer and the luxury department store from a systems perspective. *Journal of Textile Science and Fashion Technology*, 4(5), JTSFT.MS.ID.000600. DOI: 10.33552/JTSFT.2020.04.000600.
- 2020 Spurgeon E.E. & **Niehm L.S.** An exploratory study of consumer satisfaction and purchase behavior intention of fashion subscription-based online services (SOS). *Journal of Textile Science and Fashion Technology*, 5(1): 2020. JTSFT.MS.ID.000601. DOI: 10.33552/JTSFT.2020.05.000601.
- 2019 Tang, R., Hurst, J., **Niehm, L.S.**, Fiore, A.M., Dorie, A., & Jablon-Roberts, S. Re-conceptualizing the hierarchical service quality model: The case of agritourism events. *Journal of Event Management*, 24, DOI: <https://doi.org/10.3727/152599519X15506259856435>.
- 2019 Son, J., **Niehm, L.S.**, Russell, D., & Lee, J. (2019, April). Assessing the social media use and needs of small rural retailers: Implications for Extension program support. *Journal of Extension*, 57(2), 2RIB2.
- 2019 Michel, G. M., Feori, M., Damhorst, M. L., Lee, Y. A., & **Niehm, L. S.** (2019). Stories we wear: Promoting sustainability practices with the case of Patagonia. *Family and Consumer Sciences Research Journal*, 48(2), 165-180.
- 2018 Fiore, A. M., Hurst, J. L., **Niehm, L. S.**, Chung, T. L., Karpova, E., Sadachar, A., & Testa, D. S. Global and entrepreneurial perspectives for enhancing retailing education: Development of a hybrid graduate course focused on US and Indian small businesses. *Journal of Higher Education Theory and Practice*, 18(3), 11-25.
- 2018 Basaffar, A., **Niehm, L.S.** & Bosselman, R. Saudi Arabian women in entrepreneurship: Challenges, opportunities, and potential. *Journal of Developmental Entrepreneurship*, 23(2), doi: [org/10.1142/S1084946718500139](https://doi.org/10.1142/S1084946718500139).
- 2017 Sadachar, A., Jablon, S., **Niehm, L.S.** & Hurst, J. Assessing students' perceived success in attainment of course objectives in a retail merchandising class. *Family and Consumer Sciences Research Journal*, 45(3), 285-299.
- 2016 Sydnor, S., **Niehm, L.S.**, Lee, Y., Marshall, M., & Schrank, H. Analysis of post-disaster damage and disruptive impacts on the operating status of small businesses after Hurricane Katrina. *Natural Hazards*, doi: 10.1007/s11069-016-2652-y

- 2016 Diddi, S., & **Niehm, L. S.** Exploring the role of values and norms towards consumers' intentions to patronize retail apparel brands engaged in corporate social responsibility (CSR). *Fashion and Textiles*, 4(1), 5.
- 2016 Diddi, S., & **Niehm, L. S.** Corporate social responsibility in the retail apparel context: Exploring consumers' personal and normative influences on patronage intentions. *Journal of Marketing Channels*, 23(1-2), 60-76.
- 2015 **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.
- 2015 Marshall, M., **Niehm, L.S.**, Sydnor, S., & Schrank, H. Predicting small business demise after a natural disaster: An analysis of pre-existing conditions. *Natural Hazards*, 79(1), 331-354.
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- 2012 Hurst, J. & **Niehm, L.S.** Tourism shopping in rural markets: A case study in rural Iowa. *International Journal of Culture, Tourism and Hospitality Research*, 6(3), 194 – 208.
- 2012 Frazier, B., **Niehm, L.S.**, & Stoel, L. Connecting college learners with rural entrepreneurship opportunities: The rural entrepreneurship teaching unit. *Journal of Case Studies in Education*, Available at: www.aabri.com/manuscripts/111035.pdf
- 2012 Son, J., Sadachar, A, Manchiraju, S, Fiore, A.M., & **Niehm, L.S.** Consumer adoption of online collaborative customer co-design. *Journal of Research in Interactive Marketing*, 6 (3), 180 – 197.
- 2011 Ma, Y.J., Littrell, M.A. & **Niehm, L.S.** (2012) Young female consumers' intentions toward fair trade consumption. *International Journal of Retail & Distribution Management*, 40(1), 41 – 63.

- 2011 Yu, U., **Niehm, L.S.**, & Russell, D. (2011). Exploring perceived channel price, quality, and value as antecedents of channel choice. *The Journal of Marketing Channels*, 18(2), 79-102.
- 2010 **Niehm, L.S.**, Hurst, J., & Park, S. Conversion intentions of fashion marketing interns: The impact of work-related attitudes and behaviors. *Journal of Global Fashion Marketing*, 1(2), 100-109.
- 2010 Chun, E., & **Niehm, L.S.** Collaboration strategies of fashion companies and customer attitude. 2010 Special Issue of the *Journal of Global Academy of Marketing Science*. (Summer, 5-20).
- 2010 **Niehm, L. S.** & Swinney, J.L. Guest editors' introduction to the special issue on family business. *Journal of Family and Economic Issues*, 31(4), 397-398.
- 2010 **Niehm, L. S.**, Tyner, K., Shelley, M., & Fitzgerald, M. Technology adoption in small family-owned businesses: Accessibility, perceived advantage, and information technology literacy. *Journal of Family and Economic Issues*, 31(4), 498-515.
- 2010 Kim, H.J., Fiore, A.M., **Niehm, L.S.**, & Jeong, M. Creative class consumers' behavioral intentions towards pop-up retail. *International Journal of Retail and Distribution Management*. 38(2), 133-154.
- 2009 Hurst, J.L., **Niehm, L.S.**, & Littrell, M.A. Retail service dynamics in a rural tourism community: Implications for customer relationship management. *Managing Service Quality*, 19 (5), 511-540.
- 2009 Jeong, S.W., Fiore, A.M., **Niehm, L.S.**, & Lorenz, F.W. The role of experiential value in on-line shopping: The impacts of product presentation on consumer responses to an apparel web site. *Internet Research*, 19(1), 105-124.
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- 2009 Batra, M., & **Niehm, L.S.** (2009). An opportunity analysis framework for apparel retailing in India: Economic, social, and cultural considerations for international retail firms. *Clothing and Textiles Research Journal*, 27(4), 287-300. Special joint issue of CTRJ with the *Journal of the Korean Academy of Marketing Science (JKAMS)* on global merchandising.
- 2009 Batra, M., & **Niehm, L.S.** (2009, July). Foreign direct investment in Indian retail: A content analytic approach to understanding past imperfections and future imperatives. *Fiber Journal*. Available at: <http://www.udel.edu/fiber/issue4/researchbriefs/>

- 2009 Kim, H. J., & **Niehm, L. S.** The impact of website quality on information quality, value, and loyalty in apparel retailing. *Journal of Interactive Marketing*, 23(3), 221-233.
- 2008 Jeong, M., Fiore, A. M., & **Niehm, L.S.** An educational module for enhancing business strategies for Websites of small rural firms: An Experience Economy approach. *Journal of Extension*. Available at: <http://www.joe.org/joe/2008june/tt3.shtml>
- 2008 Frazier, B., & **Niehm, L. S.** An assessment of the entrepreneurial intentions of college students majoring in Family and Consumer Sciences. *Journal of Family and Consumer Sciences*, 100(2), 17-24.
- 2008 **Niehm, L. S.**, Swinney, J., & Miller, N. J. Community social responsibility and its consequences for family business performance. *Journal of Small Business Management (JSBM)*, 46(3), 331-350. Lead article in the 2008 special JSBM issue on family business.
- 2007 **Niehm, L. S.**, Fiore, A. M., Jeong, M., & Kim, H. Pop-up retail's acceptability as an innovative business strategy and enhancer of the consumer shopping experience. *Journal of Shopping Center Research*, 13(2), 1-30.
- 2007 Fiore, A. M., **Niehm, L. S.**, Oh, H. M., Jeong, M., & Hausafus, C. Experience economy strategies: Adding value to small rural businesses. *Journal of Extension (JOE)*, 45(2), Article No. 2IAW4, electronic journal available on-line at: <http://www.joe.org/joe/2007april/iw4.shtml>.
- 2006 **Niehm, L. S.**, & Miller, N. J. Entrepreneurship and the impact of managerial role on family business success. *Journal of Research in Marketing and Entrepreneurship*, 8(1), 75-94.
- 2006 Ma, Y. J., & **Niehm, L. S.** Service expectations of older Generation Y customers: An examination of apparel retail settings. *Managing Service Quality*, 16(6), 620-640.
- 2006 Marcketti, S., **Niehm, L. S.**, & Fuloria, R. An exploratory study of lifestyle entrepreneurship and its relationship to life quality. *Family and Consumer Sciences Research Journal*, 34(3), 1-19.
- 2005 Mhango, M., & **Niehm, L. S.** The second-hand clothing distribution chain: Opportunities for retail entrepreneurs in Malawi. *Journal of Fashion Marketing and Management*, 9(3), 342-356.
- 2005 Mhango, M., Marcketti, S., & **Niehm, L. S.** Small retailers' integration of E-commerce technology: Personal and business perspectives of Iowa business owners. *Journal of Business and Entrepreneurship*, 17(2), 70-90.

- 2005 **Niehm, L. S.**, Gregoire, M., Austin, T., & Mhango, M. Developing potential for entrepreneurship in Family and Consumer Sciences. *Journal of Family and Consumer Sciences*, 97(4), 44-45.
- 2004 Frazier, B., & **Niehm, L. S.** Exploring business information networks of small retailers in rural communities. *Journal of Developmental Entrepreneurship*, 9(1), 23-42

Educational Materials Created and Disseminated:

- 2020 Lee, S.J., Niehm, L.S., Kim, M., & Jang, J. The Impact of Volunteers on Sustainable Rural Community Development. Webinar presented on March 25, 2020 for the *North Central Regional Center for Rural Development*, Michigan State University, East Lansing, MI. The webinar can be found at <http://ncrcrd.msu.edu/>
- 2019 **Niehm, L.S.**, Buhroy, S., & Swinney, J. Module on Small Retail Entrepreneurship: Competitive Strategies in Small and Rural Markets. Developed for the website, Practices for Enhancing Your Small Retail Business as a part of the United States-India Educational Foundation funded project (A Multi-Dimensional Approach to meet 21st Century Retailing Education and Industry Challenges for India). English and Hindi versions. <https://usiefgrantretailing.wixsite.com/mysite/module-1>
- 2019 Fiore, A.M., **Niehm, L.S.**, & Raturi, S. Module on Experiential Marketing for the website, Practices for Enhancing Your Small Retail Business as a part of the United States-India Educational Foundation funded project (A Multi-Dimensional Approach to Meet 21st Century Retailing Education and Industry Challenges for India). English and Hindi versions. <https://usiefgrantretailing.wixsite.com/mysite/module-6>
- 2018 **Niehm, L.S.**, **Buhroy, S.**, & Swinney, J. Two-part module for National Institute of Fashion Technology graduate students, Retail Entrepreneurship: A US and Indian Perspective, as a part of the United States-India Educational Foundation funded project (A Multi-Dimensional Approach to Meet 21st Century Retailing Education and Industry Challenges for India). This is one of seven modules, developed by faculty from ISU, Oklahoma State University, University of North Texas, and National Institute of Fashion Technology. New Delhi, India (March 9, 2018) and Mumbai, India (March 16, 2018).
- 2018 **Niehm, L.S.**, Hurst, J.L, and Fiore, A.M. US/India Small Non-Urban Retail Business Assessment, Final course project, AMD 590E.
- 2014 **Niehm, L.S.**, Frazier, B., & Stoel, L. Rural social media champions: Development of models of diffusion and best business practices. Webinar presented for the *North Central Regional Center for Rural Development*, Michigan State University, East Lansing, MI. The webinar can be found at <http://ncrcrd.msu.edu/>

- 2012 Frazier, B., **Niehm, L.S.**, & Stoel, L. The Rural Entrepreneurship Teaching Unit (RETU). Designed to introduce university learners to rural entrepreneurship opportunities. The RETU addresses the need for rural communities to stimulate local entrepreneurship and attract and retain younger residents. A complete description and resources for the RETU can be found at <http://www.wmich.edu/consumer/rural-entrepreneurship/index.html>.

Books/Chapters in Books Published:

- 2012 Mohd Tajuddin, R., & **Niehm, L.S.** Understanding the Effect of Retail Revitalization on Rural Residents' Satisfaction. Full research paper published in the BIFT-ITAA Conference Book. Book based on research presented at the BIFT-ITAA Joint Symposium, Beijing, China, March 25-30, 2012.

Book Reviews

- 2015 **Niehm, L. S.** (2015). Mazzeo, M., Oyer, P. & Schaefer, S. (2014). Roadside MBA: Back Road Lessons for Entrepreneurs, Executives, and Small Business Owners. New York: Business Plus. 280 pp. (hardcover). *Family and Consumer Sciences Research Journal*, 43(4), 378-381.

JURIED SCHOLARLY PRESENTATIONS AND PROCEEDINGS AT PROFESSIONAL MEETINGS

- 2025 Hurst, J.L., **Niehm, L.S.**, Brown, E., & Tsai, K. (2025). Enhancing community vitality and small business growth in Iowa: Utilizing entrepreneurial internships to empower students and business owners. Research presentation for presentation at the USASBE Rural Entrepreneurship Symposium: Transforming the heartland: Rural retail, manufacturing, and tourism innovation in the Midwest United States. *US Association of Small Business and Entrepreneurship (USASBE)*. Ames, IA, July 8-11, 2025.
- 2025 Tsai, K. & **Niehm, L.S.** Digital resilience in rural entrepreneurship: Exploring the role of AI-driven strategies for small businesses. Research presentation for presentation at the USASBE Rural Entrepreneurship Symposium: Transforming the heartland: Rural retail, manufacturing, and tourism innovation in the Midwest United States. *US Association of Small Business and Entrepreneurship (USASBE)*. Ames, IA, July 8-11, 2025.
- 2025 Worall, E. & **Niehm, L.S.** (2025). From classroom to marketplace: The launch of a student-run retail entrepreneurship lab. Research presentation for presentation at the USASBE Rural Entrepreneurship Symposium: Transforming the heartland: Rural retail, manufacturing, and tourism innovation in the Midwest United States. *US Association of Small Business and Entrepreneurship (USASBE)*. Ames, IA, July 8-11, 2025.
- 2025 Gagnon, M., Kumarappan, S., **Niehm, L.S.**, & Robinson-Frazier, J. Joint rural/agriculture special interest group workshop participant. panel presentation on technology integration by small rural businesses. Research presentation for presentation at the *United States Association for Small Business and Entrepreneurship (USASBE)* Annual Conference, Las Vegas, NV, February 12-15, 2025.

- 2025 Worrall, E.M.S., Sarkar, J., & **Niehm, L.S.** What goes around comes around: How investing in employee well-being drives small business success. Research presentation for presentation at the *United States Association for Small Business and Entrepreneurship (USASBE)* Annual Conference, Las Vegas, NV, February 12-15, 2025.
- 2024 Sarkar, J., **Niehm, L.S.**, Chung, T.D., Fiore, A.M., Hurst, J.L., Schumm, C.Z., & Worrall, E.M.S. How AI is transforming small fashion and retail-related businesses: A concept paper. *International Textile and Apparel Association Annual Conference*, Long Beach, CA, November 20-13, 2024.
- 2024 Worrall, E.M.S. & **Niehm, L.S.** From the classroom to the marketplace: The launch of a student-run retail entrepreneurship Lab. Teaching pedagogy presentation at the *United States Association for Small Business and Entrepreneurship (USASBE)* Annual Conference Birmingham, AL, January 10-14, 2024.
- 2023 Freeman, K. & **Niehm, L.S.** You make me want to buy it. *International Textile and Apparel Association Annual Conference*, Baltimore, MD, November 8-11, 2023.
- 2023 Spurgeon, E., & **Niehm, L.S.** The small retail champion: Identifying retail exemplars in the evolving marketplace. *International Textile and Apparel Association Annual Conference*, Baltimore, MD, November 8-11, 2023.
- 2023 McMillian, A., Worrall, E., Lenzi, M., Besch, S., Carrel, E., **Niehm, L.S.**, Fiore, A., Chung, D., & Hurst, J.L. Under new management: The impact of team-based management on performance outcomes for a small student-run apparel retail store. *International Textile and Apparel Association Annual Conference*, Baltimore, MD, November 8-11, 2023.
- 2023 McKinney, S., **Niehm, L.S.**, Carpenter, C.W., Dudensing, R., Loveridge, S., and VanSandt, A. Development of a rural business opportunities assessment tool using a community capitals approach. Research presentation at the *United States Association for Small Business and Entrepreneurship (USASBE)* Annual Conference, Tallahassee, FL, January 18-22, 2023.
- 2023 **Niehm, L.S.**, Das, D., Manchiraj, S., Wiatt, R., LeHew, M., & Diddi, S. Work-life balance and perceived economic success of small US businesses: Exploring the moderating effects of family adjustment strategies. Research presentation at the *United States Association for Small Business and Entrepreneurship (USASBE)* Annual Conference, Tallahassee, FL, January 18-22, 2023.
- 2023 Worrall, E.M.S. & **Niehm, L.S.** A retail entrepreneurship learning lab. Programming and curricular presentation at the *2023 Global Consortium of Entrepreneurship Centers (GCEC) Conference*, Dallas, TX, October 5-7, 2023.
- 2022 Lee, A., Islam, M.A., Hurst, J.L., Fiore, A. M., **Niehm, L.S.**, & Chung, T.-L. The impact of systemic shocks on small retailer performance: A business assistance provider perspective [Poster presentation]. *International Textile and Apparel Association Annual Conference*, Denver, CO, October 26-29, 2022.
- 2022 Schumm, C. Z., Schrimpf, E., & **Niehm, L.S.** (2022). Student entrepreneurs' start-up of

apparel and lifestyle business ventures during the COVID-19 pandemic: A social embeddedness perspective.

- 2021 Schumm, C., Schrimpf, E., & **Niehm, L.S.** (2021) Active entrepreneurship learning: An industry-specific consulting experience for apparel and hospitality students. International Textile and Apparel Association Conference Proceedings. Virtual Conference.
- 2020 Hurst, J., **Niehm, L.S.**, Fiore, A.M., Shane-Nichols, A, Lee, A., & Rajagopal, M. Using a Program-Based Store for Retail and Entrepreneurship Education: Integration of a Retail Learning Lab as a Capstone Experience. Research presentation at the 77th Annual International Textiles & Apparel Association (ITAA) Virtual Conference, November 18-20, 2020.
- 2020 McKinney, S., Schumm, Z., **Niehm, L.S.**, Fiore, A.M., Olson, E. Hurst, J., & Shane-Nichols, A. Scale Development of Consumer-Focused Technology Features Important to Shopping Experiences in Small Retail Businesses. Research presentation at the 77th *Annual International Textiles & Apparel Association (ITAA) Virtual Conference*, November 18-20, 2020.
- 2020 **Niehm, L.S.** From Classroom to Community: The Power of Integrative Research. Distinguished Scholar and Opening Reception Lecture 77th Annual International Textiles & Apparel Association (ITAA) Virtual Conference, November 18-20, 2020.
- 2020 Slaton, K. & **Niehm, L.S.** Exploring the Role of Intrapreneurs in the Luxury Department Store Context: Navigating Impacts of Industry Disruption and Millennial Consumer Behavior. Research presentation at the 77TH Annual International Textiles & Apparel Association (ITAA) Virtual Conference, November 18-20, 2020.
- 2020 Chung, D., Kim, K., Lee, A. Hurst, J., **Niehm, L.S.**, Fiore, A.M., Rajagopal, M., & Tang, L. Empowering Minorities and Women Direct Sellers through Integrated Digital Marketing Strategies: An Intersectionality Perspective. Research presentation at the *United States Association for Small Business and Entrepreneurship (USASBE)* Annual Conference, New Orleans, LA January 4-7, 2020.
- 2019 Slaton, K. & **Niehm, L.S.** Reimagining the Luxury Department Store: Investigating the Millennial Luxury Consumer and the Luxury Department Store from a Systems Perspective. Research presentation at the 76th Annual *International Textiles & Apparel Association (ITAA) Conference*, Las Vegas, NV, October 25-29, 2019.
- 2019 Diddi, S., Holschuh, B., Lehew, M., **Niehm, L.S.**, Pookulangara, S., & Sadachar, A. Establishing Interdisciplinary, International, and Multi-Institutional Collaborations: Implications for Textiles and Apparel Scholars. Research presentation at the 76th Annual *International Textiles & Apparel Association (ITAA) Conference*, Las Vegas, NV, October 25-29, 2019.

- 2019 Spurgeon, E., **Niehm, L.S.** An Exploratory Study of Consumer Satisfaction and Purchase Behaviors for Fashion Subscription-based Online Services (SOS). Research presentation at the 76th Annual *International Textiles & Apparel Association (ITAA) Conference*, Las Vegas, NV, October 25-29, 2019.
- 2019 Lee, A., Rajagopal, M., Chung, T., Hurst, J., Fiore, A.M., **Niehm, L.S.**, & Tang, L. To Sell or Not to Sell: The Influence of Motivation and Company Support on Appearance- related Direct Selling Representatives' Performance. Research presentation at the 76th Annual *International Textiles & Apparel Association (ITAA) Conference*, Las Vegas, NV, October 25-29, 2019.
- 2019 **Niehm, L.S.**, McKinney, S., Carpenter, C., Dudensing, R., & Loveridge, S. Using Big Data for Rural Decision Making and Economic Development: Opportunity Matching for Small Businesses and Communities. Research presentation at the *United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference*, Saint Petersburg, FL, January 24-27, 2019.
- 2019 **Niehm, L.S.** & Thorsson, P. Is There a Best Amount of Planning? A Discussion and Research Review. Research presentation at the *United States Association for Small Business and Entrepreneurship (USASBE) Annual Conference*, Saint Petersburg, FL, January 24-27, 2019.
- 2018 Michel, G., Feori, M., Damhorst, M.L., Lee, Y., **Niehm, L.S.** Exploring sustainability and object attachment with Patagonia apparel: "I love my daughter, I love my son, I love my wife, I love the wilderness, and I love this hat". Research presentation at the *75th Annual International Textiles & Apparel Association (ITAA) Conference* in Cleveland, Ohio, November 7-10, 2018.
- 2018 **Niehm, L.S.**, McKinney, S., Bakhshian, S., Hurst, J., Chung, T., Fiore, A.M., & Tang, L. Challenges, opportunities, and business needs in the changing retail environment: Assisting underserved retail entrepreneurs through business networks. Research presentation at the *75th Annual International Textiles & Apparel Association (ITAA) Conference* in Cleveland, Ohio, November 7-10, 2018.
- 2018 Tan, H. & **Niehm, L.S.** Latino retail entrepreneurs' contributions to community and economic development in Iowa: A community leader perspective. Research presentation at the *75th Annual International Textiles & Apparel Association (ITAA) Conference* in Cleveland, Ohio, November 7-10, 2018.
- 2018 Kim, K. & **Niehm, L.S.** Examining the pop-up store experience in the omnichannel retail environment: Antecedents and outcomes of pop-up stores and the hosted brand. Research poster presentation at the *75th Annual International Textiles & Apparel Association (ITAA) Conference* in Cleveland, Ohio, November 7-10, 2018.
2018. Tan, H. & **Niehm, L.S.** Latino Bi-Cultural Entrepreneurs' Business Integration in Iowa Communities. Research presentation for the 13th Annual *Cambio de Colores Conference*, University of Missouri, Kansas City, Kansas City, MO, June 6-8, 2018.

- 2018 Carpenter, C., Dudensing, R., Loveridge, S., **Niehm, L.S.**, & McKinney, S. Community Opportunity Matching: Mining Big Data for Decision Making in Business Development. Research presentation at the Annual *International Conference of the Community Development Society (CDS)*, July 22-25, 2018, Detroit, MI.
- 2018 Fiore, A.M., Hurst, J.L., **Niehm, L.S.**, Chung, Doreen (Telin), Sadachar, A., Pookulangara, S., Armstrong, C., and Testa, D. Addressing opportunities and challenges for retail entrepreneurship in the US and India: Innovative learning modules for a synchronous online graduate course. Research presentation at the *United States Association for Small Business and Entrepreneurship (USASBE)* Annual Conference, January 10-14, Hollywood, CA.
- 2017 Dorie, A., Peng, F., Chung, D., Hurst, J.L., **Niehm, L.S.**, & Fiore, A.M. Growing pains: An exploration of Etsy policies and seller satisfaction. Poster research presentation at the 74th Annual *International Textiles & Apparel Association (ITAA) Conference* in St. Petersburg, Florida, November 14-18, 2017.
- 2017 Tan, H. S., **Niehm, L.S.** Identifying Potential Barriers and Opportunities for Latina Bi-Cultural Entrepreneurship in Iowa: A Case Study. Poster research presentation at the 74th Annual *International Textiles & Apparel Association (ITAA) Conference* in St. Petersburg, Florida, November 14-18, 2017.
- 2017 **Niehm, L.S.** Lee, Y., Zuiker, V. Manikowske, L., Masuo, D., & Shin, E. Rural Family-Owned Business Sustainability in Times of Economic Change: Strategic and Entrepreneurial *U.S. Association of Small Business and Entrepreneurship (USASBE) Conference*, Philadelphia, PA, January 19-22, 2017.
- 2016 **Niehm, L.S.**, Dorie, A., Jablon, S., Fiore, A.M. & Hurst, J. Innovating with Underutilized Marketing Strategies to Enhance Profitability for Small Retail-related Firms. Available at <http://www.itaaonline.org>. [Abstract] *International Textiles and Apparel Association (ITAA) Conference*, Vancouver, B.C. November 8-11, 2016.
- 2016 Lee, J. G. & **Niehm, L.S.** Assessing the Challenges and Opportunities for Small and Medium Enterprises (SMEs) in the Vietnamese Apparel Retail Market. Available at <http://www.itaaonline.org>. [Abstract] *International Textiles and Apparel Association (ITAA) Conference*, Vancouver, B.C. November 8-11, 2016.
- 2016 McCracken, A., Dong, H., Murphy, C., Hoyt, M., & **Niehm, L.S.** "The Stories that Come With the Shoe": A Qualitative Study of Male Sneaker Collector Motivations, Experiences, and Identities. [Abstract] *International Textiles and Apparel Association (ITAA) Conference*, Vancouver, B.C. November 8-11, 2016.
- 2015 Romeo, L. & **Niehm, L.S.** Evaluation of Apparel Quality from the Consumer's Perspective. Proceedings are available at www.copyright.com and at <http://www.aatcc.org/misc/2015Proc/2015>. Research presentation and proceedings paper for the *2015 AATCC International Conference*, March 24-26, 2015, Savannah, GA.
- 2015 Diddi, S., **Niehm, L.S.**, & Perry, A. Does Corporate Social Responsibility (CSR) Matter in The Apparel Retail Context? Exploring Consumers' Personal Normative and Informational

Influences on Patronage Intentions. Proceedings available at: <http://www.acra.org>.
AMA/ACRA Triennial Conference, Coral Gables, FL, March 4-7, 2015.

- 2015 Srinivasan, R., **Niehm, L.S.**, & Hurst, J. An investigation of Indian consumers' adoption of retail self-service technologies (SSTs): Application of the cultural-self perspective and Technology Acceptance Model (TAM). Proceedings available at: <http://www.acra.org>.
AMA/ACRA Triennial Conference, Coral Gables, FL, March 4-7, 2015
- 2015 **Niehm, L.S.**, Sydnor, S., Marshall, M., & Schrank, H. Survival and Demise of Small Family-Owned Businesses Following a Natural Disaster. Proceedings available at: <http://www.usasbe.org>. Research round table presentation at the 2015 *U.S. Association of Small Business and Entrepreneurship (USASBE) Conference*, Tampa, FL, January 22-25, 2015.
- 2014 Han, J., **Niehm, L.**, & Chung, T. Understanding Second-Hand Retailing: A Resource Based Perspective of Best Practices Leading to Business Success. Available at <http://www.itaaonline.org>. [Abstract] 2014 *International Textiles and Apparel Association (ITAA) Conference*, Charlotte, North Carolina, November 12-16, 2014.
- 2014 Lee, Y., Li, R., & **Niehm, L.S.** A Comparison of the Effects of Retailing Factors on Female Consumers Unplanned Apparel Buying Intentions in Online and Offline Settings. Available at <http://www.itaaonline.org>. [Abstract] 2014 *International Textiles and Apparel Association (ITAA) Conference*, Charlotte, North Carolina, November 12-16, 2014.
- 2014 Bassafar, A., **Niehm, L.S.**, & Bosselman, R. Saudi Arabian Women in Entrepreneurship: Challenges, Opportunity, and Potential. Research Presentation for the *Canadian Council for Small Business & Entrepreneurship Conference*, Nova Scotia, CN, May 22-24, 2014.
- 2014 Hurst, J.L., & **Niehm, L.S.** Bridging the gap between retail education and entrepreneurship: The Iowa Retail Initiative. Proceedings available at: <http://www.acra.org>. Oral presentation for the *Annual Meeting of the American Collegiate Retailing Association*, Dallas, TX, March 26-29, 2014.
- 2014 **Niehm, L.S.**, Hurst, J.L., Fiore, A.M., Son, J., & Sadachar, A. Where the rubber meets the road: Small business operators' innovative marketing strategies and their relationship to financial success. Proceedings available at <http://www.usasbe.org>. *Research Presentation for the U.S. Association of Small Business and Entrepreneurship (USASBE) 2014 Conference*. Fort Worth, TX, January 9-12, 2014.
- 2014 Bassafar, A., **Niehm, L.S.**, & Bosselman, R. Female Family and Consumer Science student interest and perception towards entrepreneurial potential of in Saudi Arabia. Proceedings available at <http://www.usasbe.org>. *Research Presentation for the U.S. Association of Small Business and Entrepreneurship (USASBE) 2014 Conference*. Fort Worth, TX, January 9-12, 2014.
- 2013 Hurst, J., Son, J., **Niehm, L.S.**, Fiore, A. M., & Sadachar, A. The impact of entrepreneurial management on business success of small retail firms. Available at <http://www.itaaonline.org>. [Abstract] *International Textiles and Apparel Association (ITAA) Conference*. New Orleans, LA. October 15-18, 2013.

- 2013 Wang, X. & **Niehm, L.S.** The embedment of social media in small retailer supply network management. Available at <http://www.itaaonline.org>. [Abstract] *International Textiles and Apparel Association (ITAA) Conference*. New Orleans, LA. October 15-18, 2013.
- 2013 Hurst, J. L, **Niehm, L. S.**, Son, J., Fiore, A. M., & Sadachar, A. Profiling the innovative marketing strategies of successful small businesses in the retail and hospitality industries. *American Collegiate Retailing Association (ACRA) Conference*, Nashville, TN. March 20-23, 2013.
- 2013 **Niehm, L.S.**, Hurst, J., Son, J., Sadachar, A., & Fiore, A.M. Entrepreneurial Marketing: Scale development and validation in the small firm context. Proceedings available at <http://www.usasbe.org>. Research Presentation for the *U.S. Association of Small Business and Entrepreneurship (USASBE) 2013 Conference*. San Francisco, CA. January 10-13, 2013.
- 2012 Damhorst, M.L., Eckman, M., Dunne, L. Hegland, J., **Niehm, L.S.**, Nelson Hodges, N., & Dickson, M. Special Topic Panel Session 3: The Buck Starts Here: Funding Our Research through Government Sources. Available at <http://www.itaaonline.org> [abstract]. Research presentation for 2012 *International Textile and Apparel Association (ITAA) Annual Meeting*, Honolulu, HI, November 14-17, 2012.
- 2012 Diddi, S. & **Niehm, L.S.** Young Consumers' Environmental Attitudes and Eco-fashion Purchase Intentions: The Impact of Marketing Related Variables. Available at <http://www.itaaonline.org> [abstract]. Research presentation for 2012 *International Textile and Apparel Association (ITAA) Annual Meeting*, Honolulu, HI, November 14-17, 2012.
- 2012 Lu, Y. & **Niehm, L.S.** Branding Textile Industrial Clusters: The Impact of Cluster Brands on Individual Textile Firm Brands and Industrial Buyer Intentions. Paper of Distinction Award: Industries Track. Available at <http://www.itaaonline.org> [abstract]. Research presentation for 2012 *International Textile and Apparel Association (ITAA) Annual Meeting*, Honolulu, HI, November 14-17, 2012.
- 2012 Mohd Tajuddin, R., & **Niehm, L.S.** Understanding the Effect of Retail Revitalization on Rural Residents' Satisfaction. *Proceedings of the BIFT-ITAA 2012 Joint Symposium, Beijing, China*, 116-118, March 25-30, 2012.
- 2012 **Niehm, L.S.**, Frazier, B., Stoel, L., & Son, J. Doing the Right Thing: The Role of Community Norms in Rural Consumers' Perceptions of Local Retailers. Available at <http://www.itaaonline.org> [abstract]. Research presentation for 2012 *International Textile and Apparel Association (ITAA) Annual Meeting*, Honolulu, HI, November 14-17, 2012.
- 2012 Park, Y.J., **Niehm, L.S.** & Baytar, F. The Intention of Adopting Online Mass Customization for People with Physical Limitations: A Qualitative Approach. Available at <http://www.itaaonline.org> [abstract]. Research presentation for 2012 *International Textile and Apparel Association (ITAA) Annual Meeting*, Honolulu, HI, November 14-17, 2012.

- 2012 Tan, H., Jakubauskas, M.L., & **Niehm, L.S.** How to Get Students to “Like It:” An Advanced e-commerce and Social Media Workshop for the Merchandising Curriculum. Available at <http://www.itaonline.org> [abstract]. Research presentation for 2012 *International Textile and Apparel Association (ITAA) Annual Meeting*, Honolulu, HI, November 14-17, 2012.
- 2011 Son, J., Sadachar, A., Manchiraju, S, Fiore, A.M., & **Niehm, L.S.** Consumer adoption of online collaborative customer co-design Available at: <http://www.itaonline.org> [abstract]. Research presentation for 2011 *International Textile and Apparel Association (ITAA) Annual Meeting*, Philadelphia, PA, November 2-6, 2011.
- 2011 Fiore, A.M., **Niehm, L.S.**, Hurst, J., Son, J., & Sadachar, A. Entrepreneurial Marketing Strategies, Brand Distinctiveness, and the Impact on Small Business Success. Available at <http://www.itaonline.org> [abstract]. Research presentation for 2011 *International Textile and Apparel Association (ITAA) Annual Meeting*, Philadelphia, PA, November 2- 6, 2011.
- 2011 Mohd Tajuddin, R. & **Niehm, L.S.** Rural Community Self-Development Satisfaction: Scale Development and Validation. Available at <http://www.itaonline.org> [abstract]. Research presentation for 2011 *International Textile and Apparel Association (ITAA) Annual Meeting*, Philadelphia, PA, November 2-6, 2011.
- 2011 Didi, S. & **Niehm, L.S.** Marketing of eco-fashion products: Scale development and validation. Available at <http://www.itaonline.org> [abstract]. Research presentation for 2011 *International Textile and Apparel Association (ITAA) Annual Meeting*, Philadelphia, PA, November 2-6, 2011.
- 2011 Han, J. & **Niehm, L.S.** The Three Asian Tigers: Current Conditions and Prospects for Consumers, Markets, and Fashion Industries Available at <http://www.itaonline.org> [abstract]. Research presentation for 2011 *International Textile and Apparel Association (ITAA) Annual Meeting*, Philadelphia, PA, November 2-6, 2011.
- 2011 Jakubauskas, M, Tan H, **Niehm, L.S.**, & Fiore, A.M. Marketing Strategies of Successful Rural Iowa Retail Businesses. Available at <http://www.itaonline.org> [abstract]. Research presentation for 2011 *International Textile and Apparel Association (ITAA) Annual Meeting*, Philadelphia, PA, November 2-6, 2011.
- 2011 Frazier, B.J., **Niehm, L.S.**, & Stoel, L.D. Community Resiliency Model: Connecting Learners with Rural Entrepreneurship Activities. Available at <http://www.itaonline.org> [abstract]. Research presentation for 2011 *International Textile and Apparel Association (ITAA) Annual Meeting*, Philadelphia, PA, November 2-6, 2011.
- 2011 Batra, M. & **Niehm, L.S.** Indian Consumers and their Mall Patronage: Application of Cultural-self and the Theory of Planned Behavior to Patronage Intentions. Available at <http://www.itaonline.org> [abstract]. Research presentation for 2011 *International Textile and Apparel Association (ITAA) Annual Meeting*, Philadelphia, PA, November 2-6, 2011.
- 2011 Shin, E. & **Niehm, L., S.** Exploring Quality in Prior Online Shopping Experiences and the Impact on Consumers’ Mobile Shopping Intentions. Available at <http://www.itaonline.org> [abstract]. Research presentation for the *International Textile and Apparel Association (ITAA) Annual Meeting*, Philadelphia, PA, November 2-6, 2011.

- 2010 Frazier, B. J. & **Niehm, L.S.** The Influence of the Institutional Environment on Community Perceptions of Rural Retailer Performance. Available at <http://www.itaaonline.org> [abstract]. Research presentation for *2010 International Textile and Apparel Association (ITAA) Annual Meeting*, Montreal, Quebec, Canada, October 27-30, 2010.
- 2010 Kim, H., **Niehm, L. S.**, & Park, S. The Assessment of Information Quality in Small Business Websites. Available at <http://www.itaaonline.org> [abstract]. Research presentation for *2010 International Textile and Apparel Association (ITAA) Annual Meeting*, Montreal, Quebec, Canada, October 27-30, 2010.
- 2009 **Niehm, L.S.** & Fiore, A.M. Main Street Makeover Marathon: Partnering to enhance rural businesses and entrepreneurial learning for students in Iowa. Available at <http://www.itaaonline.org> [abstract]. Research presentation for *International Textile and Apparel Association (ITAA) Annual Meeting*, Seattle, WA, October 27-November 1, 2009.
- 2009 **Niehm, L.S.** & Fiore, A.M. Developing a Rural Renaissance Community Index: A Multi-Disciplinary Project with Research and Outreach Elements. Available at <http://www.itaaonline.org> [abstract]. Research presentation for *2009 International Textile and Apparel Association (ITAA) Annual Meeting*, Seattle, WA, October 27-November 1, 2009.
- 2009 **Niehm, L.S.** Schofield-Tomschin, S., Kaiser, S. & Miller, N.J. Examining the ITAA Abstract/Research Review Process. Available at <http://www.itaaonline.org> [abstract]. Special Topics Panel Presentation for *International Textile and Apparel Association (ITAA) Annual Meeting*, Seattle, WA, October 27-November 1, 2009.
- 2009 Tajuddin, R., & **Niehm, L.S.** Exploring distinctive competencies of entrepreneurs in small retail and service businesses: Case studies in Iowa. Available at <http://www.itaaonline.org> [abstract]. Research Panel presentation for *International Textile and Apparel Association (ITAA) Annual Meeting*, Seattle, WA, October 27-November 1, 2009.
- 2008 Van Auken, H., Eyles, J., Palan, K., & **Niehm, L.S.** Entrepreneurship across the campus: Experience at Iowa State University. Workshop presentation for *2008 U.S. Association of Small Business and Entrepreneurship (USASBE) Conference*, San Antonio, TX, January 10-13, 2008.
- 2008 Batra, M. & **Niehm, L.S.** Foreign direct investment in Indian retail: A content analytic approach to understanding past imperfections and future imperatives. Available at <http://www.itaaonline.org> [abstract]. Research presentation for *2008 International Textile and Apparel Association (ITAA) Annual Meeting*, Schaumburg, IL, November 5-9, 2008.
- 2008 Cho, E., & **Niehm, L.S.** Young consumers' casual apparel shopping behavior across multiple retail channels. Available at <http://www.itaaonline.org> [abstract]. Research presentation for *2008 International Textile and Apparel Association (ITAA) Annual Meeting*, Schaumburg, IL, November 5-9, 2008.

- 2008 Jeong, S., Fiore, A.M., & **Niehm, L.S.** The role of experiential value from product presentation on consumer responses to an apparel website. Available at <http://www.itaaonline.org> [abstract]. Poster research presentation for *2008 International Textile and Apparel Association (ITAA) Annual Meeting*, Schaumburg, IL, November 5- 9, 2008.
- 2008 Kim, H.J., Fiore, A.M., **Niehm, L.S.**, & Jeong, M. Consumer innovativeness and behavioral intentions toward pop-up retail. Available at <http://www.itaaonline.org> [abstract]. Poster research presentation for *2008 International Textile and Apparel Association (ITAA) Annual Meeting*, Schaumburg, IL, November 5-9, 2008.
- 2008 Lu, Y., & **Niehm, L.S.** An investigation of the effect of country of origin on Chinese apparel consumers: A firm-based perspective. Available at <http://www.itaaonline.org> [abstract]. Research presentation for *2008 International Textile and Apparel Association (ITAA) Annual Meeting*, Schaumburg, IL, November 5-9, 2008.
- 2008 Ma, Y.J., Littrell, M.A., & **Niehm, L.S.** Young consumers' fair-trade consumption: Application of the theory of planned behavior to non-food fair trade purchases. *Best Doctoral Dissertation Award*. Available at <http://www.itaaonline.org> [abstract]. Research presentation for *2008 International Textile and Apparel Association (ITAA) Annual Meeting*, Schaumburg, IL, November 5-9, 2008.
- 2008 Miller, N., Frazier, B., **Niehm, L.S.**, Stoel, L. Kim, J., Jackson, V. Jolly, L., Kean, R., Lee, H., & Vigna, D., Building Research Collaborations. Available at <http://www.itaaonline.org> [abstract]. Special Session presentation for *2008 International Textile and Apparel Association (ITAA) Annual Meeting*, Schaumburg, IL, November 5- 9, 2008.
- 2008 Santillan, J. & **Niehm, L.S.** Exploring Latina entrepreneurs and the quinceañera market. Available at [abstract]. Research presentation for *2008 International Textile and Apparel Association (ITAA) Annual Meeting*, Schaumburg, IL, November 5-9, 2008.
- 2007 **Niehm, L. S.**, Fiore, A. M., Jeong, M., & Kim, H. J. Consumer awareness and perception of pop-up retail: Response to a new experiential marketing format. Research presentation for *2007 International Textile and Apparel Association (ITAA) Annual Meeting*, Los Angeles, CA, November 7-10, 2007.
- 2007 Lee, M., & **Niehm, L. S.** Rural and small-town customers' perceptions regarding local retailers: Does perceived business image influence local shopping behavior and satisfaction? Research presentation for *2007 International Textile and Apparel Association (ITAA) Annual Meeting*, Los Angeles, CA, November 7-10, 2007.
- 2007 Jeong, M., Oh, H. M., Fiore, A. M., **Niehm, L. S.**, & Hausafus, C. Students' perceptions of service-learning activities in rural communities. Poster research presentation for *International Council on Hotel, Restaurant, and Institutional Education*, Dallas, TX, July 25-29, 2007.
- 2007 **Niehm, L. S.**, Swinney, J., & Miller, N. J. Community social responsibility and its consequences for family business performance. Invited paper for the *Office Depot/JSBM/Kauffman Foundation Small Business Research Forum*, March 10, 2007, Fort Lauderdale, Florida.

- 2007 Shih, A., MacDonald, M., & **Niehm, L. S.** Family business: Vulnerabilities for dual role and single role managers. Research presentation for the *National Council on Family Relations (NCFR) Annual Conference*, Pittsburgh, PA, November 7-10, 2007.
- 2007 Jeong, M., Fiore, A. M., & **Niehm, L. S.** Strengthening the competitive advantage of rural businesses with e-commerce and experience economy strategies. Invited presentation for the *Southern Rural Development Center (SRDC) National E-commerce Initiative Conference*, Available at <http://www.itaonline.org>. CD-ROM and instructional modules presented to Extension specialists, Nebraska City, NE, June 4-6, 2007.
- 2006 **Niehm, L. S.**, & Miller, N. J. The impact of managerial role on family business success: A longitudinal perspective. Research presentation at *USASBE (United States Association for Small Business and Entrepreneurship) Annual Meeting*, Tucson, AZ, January 11-15, 2006.
- 2006 Frazier, B., **Niehm, L. S.**, & Gregoire, M. Assessing the entrepreneurial intentions of non-business majors. Research presentation at *USASBE (United States Association for Small Business and Entrepreneurship) Annual Meeting*, Tucson, AZ, January 11-15, 2006.
- 2006 Kim, H. J., & **Niehm, L. S.** Website quality, information quality, value, satisfaction, and loyalty intention in apparel retailing. Available at <http://www.itaonline.org> [abstract]. Paper presented at the *International Textile and Apparel Annual Meeting (ITAA) Annual Meeting*, San Antonio, TX, November 1-4, 2006.
- 2006 Shin, H. S., & **Niehm, L. S.** Tourists shopping motivations: Hedonic motivations and social responsibility related to purchase of hand-crafted souvenirs. Paper presented at the *International Textile and Apparel Annual Meeting (ITAA) Annual Meeting*, San Antonio, TX, November 1-4, 2006.
- 2006 Tyner, K., & **Niehm, L. S.** Advanced skin care technology: An application of the technology acceptance model. Paper presented at the *International Textile and Apparel Annual Meeting (ITAA) Annual Meeting*, San Antonio, TX, November 1-4, 2006.
- 2006 Frazier, B. J., **Niehm, L. S.**, Miller, N. J., & Warrington, P. Exploring the boundaries of the merchandising discipline: Are we legitimate? Panel presentation at the *International Textile and Apparel Annual Meeting (ITAA) Annual Meeting*, San Antonio, TX, November 1-4, 2006.
- 2006 Perrine, W., & **Niehm, L. S.** An exploratory study of internship expectations and experiences of textiles and clothing undergraduate students. Paper presented at Paper presented at the *International Textile and Apparel Annual Meeting (ITAA) Annual Meeting*, San Antonio, TX, November 1-4, 2006.
- 2006 Maurer, K., Jondle, K., & **Niehm, L. S.** An exploratory study of retail business' adoption of the experience economy. Paper presented at Paper presented at the *International Textile and Apparel Annual Meeting (ITAA) Annual Meeting*, San Antonio, TX, November 1-4, 2006.

- 2006 Jeong, S.W., **Niehm, L. S.**, & Fiore, A. M. Perceived shopping experiences, shopping values, and consumer patronage intentions in apparel specialty stores. Paper presented at the *International Textile and Apparel Annual Meeting (ITAA) Annual Meeting*, San Antonio, TX, November 1-4, 2006.
- 2006 Fiore, A. M., **Niehm, L. S.**, Tyner, K., Yoo, C., Jeong, M., Hausafus, C., & Oh, H. M. An educational program to enhance experiential aspects of small rural business websites. Paper presented at the *International Textile and Apparel Annual Meeting (ITAA) Annual Meeting*, San Antonio, TX, November 1-4, 2006.
- 2005 Fiore, A. M., **Niehm, L. S.**, Oh, H. M., Jeong, M., Hausafus, C., & Austin, T. Experience economy strategies: Adding value to rural retail and hospitality businesses and comm. *EIRASS (European Institute of Retailing and Services Studies) Conference*, July 2005, Orlando, FL.
- 2005 Miller, N. J., **Niehm, L. S.**, Frazier, B., Stoel, L., Huddleston, P., & Warrington, P. What is “relevant:” Current views and a vision for our future. Paper presented at Paper presented at the *International Textile and Apparel Annual Meeting (ITAA) Annual Meeting*, Alexandria, VA, November 2-6, 2005.
- 2005 Hurst, J., & **Niehm, L. S.** Understanding retail service dynamics in tourism markets: Identifying success strategies for rural retailers. Paper presented Paper presented at the *International Textile and Apparel Annual Meeting (ITAA) Annual Meeting*, Alexandria, VA, November 2-6, 2005.
- 2005 **Niehm, L. S.**, Marcketti, S., Austin, T., Mhango, M., & Gregoire, M. Building entrepreneurship potential in the textiles and clothing curriculum. Paper presented at *International Textile and Apparel Association Annual Meeting*, Alexandria, VA, November 2-6, 2005.
- 2005 **Niehm, L. S.**, Miller, N. J., & Fitzgerald, M. (2005). Assessing the impact of managerial adjustment strategies on family business success over time. Invited Panel Presentation, NE-167 Family Business Research Group. *USASBE (United States Association of Small Business and Entrepreneurship) Annual Meeting*, Indian Wells, CA.
- 2004 Jondle, K., & **Niehm, L. S.** Store image and small retail firms: Does it influence purchase intentions for younger consumers? Paper presented at the *International Textile and Apparel Association Annual Meeting*, Portland, OR.
- 2004 Ma, Y. J., & **Niehm, L. S.** The perception of salesperson’s services in different apparel retail settings. *International Textile and Apparel Association Annual Meeting*, Portland, OR.
- 2004 Hurst, J. L., & **Niehm, L. S.** Retail service satisfaction in tourism communities: A comparative analysis in rural Iowa. Paper presented at *International Textile and Apparel Association Annual Meeting*, Portland, OR.

- 2004 **Niehm, L. S.**, Marcketti, S., & Mhango, M. Small retailers' technology learning processes and business capabilities: A diffusion of innovation perspective. Paper presented at *International Textile and Apparel Association Annual Meeting*, Portland, OR.
- 2003 **Niehm, L. S.**, & Sternquist, B. Retailers as Community Influentials: Attributes, Network Involvement, and Opinion Leadership of Rural Superpreneurs. Research Presentation, *International Textile and Apparel Association Annual Meeting*, Savannah, Georgia.
- 2003 Mhango, M., & **Niehm, L. S.** Second-hand Clothing: A Competitive Retail Opportunity in Malawi. Research Presentation, *International Textile and Apparel Association Annual Meeting*, Savannah, Georgia.
- 2003 Miller, J. L., & **Niehm, L. S.** Helping Small Retailers Help Themselves: Student Promotional Planning and Consulting Projects. Poster Presentation, *International Textile and Apparel Association Annual Meeting*, Savannah, Georgia.
- 2001 **Niehm, L. S.**, & Pysarchik, D.T. Product Quality Image and Evaluation of Bi-National Goods: The Influence of Country of Manufacture and Brand. *International Textile and Apparel Association Annual Meeting*, Kansas City, MO.
- 2001 **Niehm, L. S.**, Sternquist, B., & Cole, S. Environmental Embeddedness and Retailer-Consumer Exchange Behavior: Service Expectations, Satisfaction, and Shopping Intentions of Rural French Consumers. *11th International Conference on Research in the Distributive Trades*, Tilburg, The Netherlands.
- 2000 **Niehm, L. S.**, & Frazier, B. Behavioral Benchmarking of Successful Independent Retailers: Superpreneurs as Community Opinion Leaders. *Sixth Triennial Academy of Marketing Science/American Collegiate Retailing Association Conference*, Columbus, Ohio.
- 1999 **Niehm, L. S.**, Frazier, B., Plank, L.F., & Huddleston, P. Does Entrepreneurial Orientation Predict Technology Adoption for Small Retailers? *American Collegiate Retailing Association Annual Meeting*, Tucson, AZ.
- 1999 **Niehm, L. S.**, Frazier, B., & Plank, L.F. External Information Search and Entrepreneurial Orientation. *American Collegiate Retailing Association Annual Meeting*, Tucson, AZ.
- 1998 Frazier, B., & **Niehm, L. S.** Optimal Networks for Rural Retailers. *Second Symposium on Rural Retailing*, Salt Lake City, UT.
- 1998 **Niehm, L. S.**, & Sternquist, B. Achieving Service Quality in Rural Markets: What it Really Means to Consumers and Retailers. *American Collegiate Retailing Association*, Spring Meeting, Washington, D.C.
- 1997 **Niehm, L. S.**, & Sternquist, B. Retail Service Satisfaction in Rural Tourism Communities: A Grounded Theory Approach. *International Textile and Apparel Association Annual Meeting*, Knoxville, TN.

- 1996 **Niehm, L. S.**, & Sternquist, B. Rural Retailers' Attitudes Regarding Service Offerings: Implications for Strategy Development and Profitability. Poster Presentation for the Paolucci Symposium: Visioning Human Ecology for the 21st Century", East Lansing, MI: Michigan State University.
- 1992 **Niehm, L. S.** Collecting Plain Dress: The Preservation of Mennonite Heritage. Special Topics Session, ITAA Annual Meeting, Columbus, Ohio.

INVITED SCHOLARLY PRESENTATIONS Invited International Presentations

- 2012, May Arendt, S., Fiore, A.M., **Niehm, L.S.**, & Rajagopal, L. Participated in a one-week faculty team visit to the Universiti Teknologi MARA (UiTM) in Kuala Lumpur, Malaysia. The visit was part of an effort to develop an MOA partnership between the apparel and hospitality programs. Role in this visit included: Teaching and research presentations, research advising, and research planning and collaboration sessions. Topics of research and teaching presentations focused on research methods and strategy, entrepreneurship and economic development, and small business enhancement with experience economy strategies. The team also visited with faculty and administrators at Universiti Putra in Serdang Selangor, Malaysia. Potential research collaborations, faculty exchanges, and graduate program opportunities were presented and discussed by the ISU faculty team.
- 2011, Bosselman, R., & **Niehm, L.S.** Participated in a two-week faculty team May/June (Bosselman, Niehm) visit as part of a MOA partnership between the Consumer Sciences Department, University of Pretoria, South Africa, and the Apparel, Events, and Hospitality Management (AESHM) Dept. at Iowa State University. Role in this visit included: Teaching and research presentations, research advising, and research planning and collaboration sessions. Topics of research and teaching presentations focused on research methods and strategy, entrepreneurship and economic development, and small business enhancement through the use of experience economy strategies.
- 2010, May **Niehm, L.S.** Participated in a visit to the New Zealand Centre for Research on Small and Medium-Sized Enterprises (*SMEs*) at Massey University in Wellington, New Zealand. Gathered information on SME/entrepreneurship center development and related research, outreach, and educational activities. Also visited with fashion design and merchandising faculty at Massey University, College of Creative Arts. Gave a presentation on ISU graduate student programs and opportunities in Apparel, Merchandising, and Design

Invited U.S. Presentations

- 2014 Hurst, J., **Niehm, L.S.**, Neppel, T., Bates, L., Erickson, M.S., Prescott, R., *Iowa Retail Academy*. A full-day seminar presentation was given by team members of the Iowa Retail Initiative to west central Iowa community leaders and business owners. Le Mars, IA, October 29, 2014.

- 2014 **Niehm, L.S.** Innovative Marketing and Social Media Strategies for Small Rural Businesses. Breakout session presented at the Downtown Business Workshop hosted by the Main Street Cultural District in Ames, IA, May 21, 2014.
- 2010 Fiore, A. M., & **Niehm, L.S.** Makeover marathon: A service-learning project promotes entrepreneurship, sustainable businesses, and communities. *International Textiles and Apparel Association Newsletter*, 33 (2), 10-11.
- 2010 Fiore, A. M. & **Niehm, L.S.** Economic Development through New Value-Added Business Strategies: A Retail Service-Learning Project. September 9, Indianola, IA.
- 2010 Fiore, A. M. & **Niehm, L.S.** Economic sustainability of rural small businesses: Incorporating new value-added business strategies. ISU course: Technology and Social Change 220. February 25, Ames, IA.
- 2008 Fiore, A. M., **Niehm, L.S.**, & Hurst, J. Rural Renaissance Community Index: An Interactive Tool to Identify, Promote, and Assess Important Community Features. Families Extension Educators Conference, Iowa State University, December 17, 2008, Ames, IA.
- 2008 **Niehm, L.S.** Antecedents and consequences of information technology adoption in small family-owned businesses. Invited research presentation for the Department of Consumer Sciences Research Seminar Series, College of Education and Human Ecology, The Ohio State University, October 24, 2008.
- 2008 **Niehm, L.S.** Lifestyle entrepreneurial enterprises strengthen families and communities. Research Brief Presentation for Iowa State University Day at the Iowa Legislature, April 3, 2008.
- 2008 **Niehm, L.S.** People who manage both a family and a business can attain work-life balance. Research Brief Presentation for Iowa State University Day at the Iowa Legislature, April 3, 2008.
- 2007 Jeong, M., Fiore, A. M., & **Niehm, L. S.** Strengthening the competitive advantage of rural businesses with e-commerce and experience economy strategies. Invited presentation for the SRDC National E-commerce Initiative Conference, "E-commerce Business Strategies for Small Businesses and Communities". Available at <http://www.itaonline.org>. CD-ROM and instructional modules presented to Extension specialists, June 4-6, 2007, Nebraska City, NE.

OTHER SCHOLARLY ACTIVITIES

Ad Hoc Reviewer and Editorial Positions

- 2009-present Editorial Review Board, *Journal of Global Fashion Marketing and Management*
2009-present Reviewer for *Journal of Developmental Entrepreneurship*
2009-present Reviewer for *Journal of Small Business Management*

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- 2009-2010 Guest Editor, special issue on family business, *Journal of Family and Economic Issues*
- 2007-2008 United States Association for Small Business and Entrepreneurship (USASBE), 2008 Conference Proceedings Editor.
- 2007-2009 Associate Editor, Special Focused Joint Issue on global fashion marketing systems of the *Clothing and Textiles Research Journal* and the *Journal of the Korean Academy of Marketing Sciences*.
- 2007 Reviewer of merchandising textbook proposals for Berg Publishing, Incorporated.
- 2005-present Reviewer, Merchandising Research Division, *Clothing and Textiles Research Journal*.

Entrepreneurship and Economic Development Leadership Activities

2025 US Association of Small Business and Entrepreneurship (USASBE) Rural Entrepreneurship Symposium

Niehm, L.S. & Eyles, J. (2025). Co-chair of planning for the 2025 US Association of Small Business and Entrepreneurship (USASBE) Rural Entrepreneurship Symposium, together with Judi Eyles, Director of the ISU Pappajohn Center for Entrepreneurship. Niehm also served as coordinator of scholarly submissions for the Symposium and management of track chairs and abstract reviews.

The purpose of the USASBE Rural Entrepreneurship Symposium is to promote an integrated approach to better understanding entrepreneurship in rural areas and small towns. The symposium content brings together researchers, educators, policymakers, entrepreneurs, and supporters of rural entrepreneurship to generate more data-driven research, education, policy, and action for the 61% of the U.S. population who live in small towns and rural spaces.

After a successful first symposium in 2024 at the University of Vermont, Iowa State University hosted the second annual symposium. The Symposium is the signature event for USASBE's Rural Entrepreneurship Special Interest Group (SIG) but is open to all who are interested in entrepreneurship and innovation in rural areas. The Symposium was held July 8 – 11 at Iowa State University in Ames, Iowa. It also featured experiential site visits to rural tourism venues in Iowa.

Innovate 1858

Niehm, L.S. (2023-Present). Provides leadership of the Merchandising faculty supervisory team for the development, launch, growth, and operation of Innovate 1858, a Retail Entrepreneurship Learning Lab Store located in the Student Innovation Center (SICTR) at Iowa State University. Also provides mentoring and guidance for lead graduate student instructors and student staff. The Innovate 1858 experience is unique as it allows for a hands-on entrepreneurial learning experience centered around a multi-channel small retail operation. Student team experience also includes industry-relevant applications (i.e. wholesale buying) to build career readiness. Innovate 1858 also provides opportunities for student entrepreneur-makers to bring their product and brand to the marketplace. A class component also accompanies the store learning experience.

Retail Ready Summit

Niehm, L.S. (2023-Present). Collaborates with Merchandising faculty, graduate student assistants, and Event Management faculty and students to develop an annual industry-focused program each

March at the Student Innovation Center. The program features guest speakers and innovators who share insights on current issues and topics in the fashion retail industry (e.g. sustainability, AI applications, licensing, consumer trends). Attendees include faculty, students, Iowa/regional business owners and managers, business assistance providers, and interested others. The program is offered in person and live streamed for virtual participation.

2025-2027 Serving as Co-coordinator, Family Firms and Policy, NC1030 Multi-State Research Project.

2004-Present Family Firms and Policy NC1030 Project, Iowa Technical Representative Multi-State Research Collaboration. Member of the NC-1030 (NE-167): Family Firms and Policy, Family and Small Business Research Group. Serve as Iowa State University Technical Representative to the 12-state university research group. Topics include rural businesses, family-owned and home-based businesses, community businesses, and entrepreneurship development.

2014-2017 Coordinator, Family Firms and Policy, NC1030 Multi-State Research Project.

2006-Present Iowa State University, College of Human Sciences, representative for ISU Entrepreneurship Initiative.

2006-Present College of Human Sciences Advisor for Entrepreneurial Studies Minor.

2006-2007 Iowa State University, College of Human Sciences, Co-coordinator for Helen LeBaron Hilton Chair. Planned extensive campus-wide programming on entrepreneurship education and research.

Outreach Activities, Advisory Boards

2018-Present **Niehm, L.S.** Member of Kirkwood Community College Advisory Council-Apparel Merchandising Program, with other ISU/AMD faculty.

2012-2015 **Niehm, S.** Ames Main Street Cultural District/Main Street Iowa, Board of Directors, Iowa State University Representative.

2014 **Niehm, L.S.** Presented workshop on innovative marketing and social media strategies for small businesses. Ames Main Street Cultural District, Downtown Business Workshop, May 21, 2014.

2010 Fiore, A.M., & **Niehm, L.S.** (2010, December, 21). Which Iowa communities are a good fit for you? *Generation Iowa*. Retrieved January 21, 2011, from: http://www.generationiowa.com/articles/article_view.asp?idArticle=817

2010 Fiore, A.M., & **Niehm, L.S.** Interviewed by Sandra Oberbroeckling on October 17, 2010 for a story on the RRCI project for the College of Design's Community and Economic Development extension newsletter, *Community Matters*.

2010 Fiore, A.M., & **Niehm, L.S.** Interviewed by Heather Roberts from the Iowa League of Cities to develop a feature article on the RRCI website project and the advantages

for the communities. The article from this interview: Rural Renaissance Community Index Project (2010, October). *Cityscape*. Des Moines: IA: Iowa League of Cities.

- 2010 **Niehm, L.S.** & Fiore, A.M. Interviewed by Tim Greene of ISU's News Service. Iowa State classes feature learning projects that educate students, serve others. The article from this interview: Greene, T. (2010, April 30). Iowa State classes feature learning projects that educate students, serve others. Retrieved April 30, 2010, from <http://www.news.iastate.edu/news/2010/apr/service-learning>
- 2006 **Niehm, L. S.**, & Van Auken, H. Collegiate Entrepreneurs of Iowa (CEIC), Invited Panel Presentation: Entrepreneurship Education at Iowa State University.
- 2006 **Niehm, L. S.**, Marcketti, S., Austin, T.J., & Mhango, M. Iowa Association of Family and Consumer Sciences (IAFCS) Annual Meeting, Invited Panel Presentation: Entrepreneurship Education in Family and Consumer Sciences: A Teaching Module Approach.
- 2005 **Niehm, L. S.** Invited panel participant for Entrepreneurship Education Symposium, Iowa State University College of Agriculture: Entrepreneurship Education in Family and Consumer Sciences: An Overarching Model at Iowa State University.
- 2004 **Niehm, L. S.**, Austin, T.J., & Mhango, M. Presentation for Statewide Extension Round Table Workshop at ISU, ISU Extension to Families In-Service: Entrepreneurship in Family and Consumer Sciences: Opportunities for Collaboration and Outreach.
- 2003 **Niehm, L. S.** Presentation to Iowa Retail Federation, Urbandale, IA: Merchandising Students and IRF Collaboration: Enhancing Competitive Options for Independent Retailers.
- 1994 **Niehm, L. S.**, & Buckland, S. Poster Session, Ohio Association of Family and Consumer Sciences Annual Meeting, Columbus, Ohio: Students and Market Research: A Multidimensional Case Study.

DOCTORAL DEGREE STUDENTS SUPERVISED: (as major professor, most recent first)

Year Graduated/ Current Status	Name of student	Title of Dissertation
2 nd Year	Belange Mutunda	**Co-advised with Ann Marie Fiore/Topic TBD
3 rd Year	Joyita Sarkar	Small Retailers and Use of AI for Competitive Strategies
2025	Emily M.S. Worrall	Impacts of Program-Specific Entrepreneurship Education on Retail Students
4 th year	Md. Azizul Islam	Understanding the Relationship Between Financial Capability and Resilience of Small Business Owners Pre and Post Pandemic
5 th year	Laurie Morris	Sustainable business practices and learning opportunities: Small apparel and soft goods businesses in Southwestern Pennsylvania
2023	Erica Spurgeon	Navigating the New Normal: Understanding the Business Models, Marketing Mix, and Innovative Strategies of Small Fashion-Related Retail Champions
2022	Danielle Testa	The Influence of Employees on Retailer Success Under Conditions of Strategic Change **Co-advised with Jessica Hurst

2017	Hui Tan	Identifying opportunities for Latino bi-cultural entrepreneurship in Iowa: A community capitals approach to economic development
2014	Sonali Diddi	Understanding Consumers Ethical Consumption Decisions: The Role of Values, Attitudes and Expectations in an Apparel Purchasing Context
2012	Rama Srinivasan	An investigation of Indian consumers' adoption of retail self-service technology (SSTs): Application of the cultural-self perspective and Technology Acceptance Model (TAM) **Co-advised with Jessica Hurst
2012	Yao Lu	An investigation of the relationship between cluster brands and individual brands: A place branding perspective
2011	Amal Bassafar	Understanding the entrepreneurial potential of female Saudi Arabian family and consumer science students and businesswomen *Co-advised with Bob Bosselman
2010	Rosita Mohd Tajuddin	Social Capital and Rural Community Self-development: Understanding Community Satisfaction and its Impact on Entrepreneurial Climate and Community Outcomes
2009	Mansi Batra Patney	Indian Consumers and their Mall Patronage Intentions: Application of Cultural-self and the Theory of Planned Behavior. <i>November 2011: Runner-Up-Best Doctoral Dissertation Award ITAA</i> [International Textile and Apparel Association]
2007	Anti Shih	*Co-advised with Maurice MacDonald Tension, Adjustment Strategies and Satisfaction in Family Business
2006	Yoon Jin Ma	Young consumers' fair-trade consumption: Application of the theory of planned behavior to fair trade purchases. <i>November 2008: Best Doctoral Dissertation Award ITAA</i> [International Textile and Apparel Association] *Co-advised with Mary Littrell
2005	Mary Mhango	Assessing entrepreneurial career intentions of family and consumer sciences students in higher education: A model testing approach
ABD	Sunny Igarashi	Dissertation incomplete; co-advised with Mary Lynn Damhorst
ABD	William Perrine	Dissertation incomplete; co-advised with Elena Karpova

MASTER'S DEGREE STUDENTS SUPERVISED: (as major professor, most recent first)

Year Graduated/ Current Status	Name of Student	Title of Thesis or Degree Option
2022	Emily Schrimpf	Entrepreneurship and retail education
2021	Gemma (Chen-Chin) Yu	Innovative small retailer business models
2021	Zoe Schumm	Supply chain relationships of small fair trade apparel businesses
2020	Malvika Rajagopal	Social media marketing and the new normal for small retail businesses
2018	Ashney Williams	The division of labor and its effects on front- to back-end operations for a retail company: Implications for Management Information Systems.
2015	Hailun Pan	Non-thesis Option
2015	Jeong Gun Lee	Challenges and opportunities for small and medium enterprises (SMEs) in the Vietnamese apparel market
2014	Shuangshuang Li	Non-thesis Option
2013	Aleisha Vetter	Interdisciplinary Studies
2013	Bingjie Wang	Non-thesis Option

2013	Xinxin Wang	Thesis Option: The determinants of textile and apparel export performance in Asian countries
2013	Xiaomeng Qian	Non-thesis Option
2013	Jinhee Han	Thesis: Understanding second-hand retailing: A resource-based perspective of best practices leading to business success
2012	Daniel Lundby	Non-thesis Option *Co-advised with Jean Parsons
2010	Megan Sims	Non-thesis Option
2010	Jenette Smith	Non-thesis Option *Co-advised with Jessica Hurst
2009	Sindhuja Ramnath	Non-Thesis Option
Degree Not Completed	Jessica Santillan	Thesis Option
2008	Yuanwen Zeng	Non-thesis Option *Co-advised with Jean Parsons
2007	Satish Hanmanthgari	Non-thesis Option
2007	Katherine Maurer	Non-thesis Option *Co-advised with Jessica Hurst
2007	Kelly Jondle	Non-Thesis Option
2006	Joseph (Chihsun) Chien	Thesis Option
2006	Calista (Jihye) Yoo	Thesis Option: Young consumers' perceptions and purchase intentions towards mass-designer lines

2005	Ruchita Fuloria	Non-thesis Option
2005	Seunghee Cha	Non-thesis Option
2004	Jessica L. (Miller) Hurst	Retail Service Satisfaction in Tourism Communities: A Comparative Analysis in Rural Iowa. <i>November 2004: Best Thesis Award ITAA</i> [International Textile and Apparel Association]
2003	Lisa Heidger	Non-thesis option
2003	Amanda Winch	Non-thesis Option

GRADUATE FACULTY COMMITTEE MEMBER

Year Graduated/ Current Status	Name of student	Dissertation, Thesis, or Non-thesis Option
Current	Carolina Medina	Dissertation
Current	Audrey MacMillan	Thesis
Current	Nuri Choi	Dissertation
Current	Aja Selenic	Dissertation
Current	Paige Scro	Dissertation
2024	Kylah Freeman	Dissertation
2024	Ana Orescanin	Thesis
2018	Zahidah Ab-Latif	Dissertation
2015	Emily Cokeley	Thesis
2015	Nathan Fielding	Thesis
2015	Amrut Sadachar	Dissertation

2015	Jihyeong Son	Dissertation
2014	Minjung Lee	Dissertation
2013, PhD	Jill (Juyoung) Lee	Dissertation
2021 PhD	Melissa Jakubauskas	Dissertation
2013, MS	Arielle Tess Smith	Non-Thesis, Interdisciplinary MS
2012, PhD	Carmen Keist	Dissertation
2012, PhD	Wei Chen Chen	Dissertation
2012, MS	Heeju Chae	Non-thesis Option
2012, MS	Stefan Tauber	Non-thesis Option
2012, MS	Yu Pu	Non-thesis Option
2011, PhD	Eunjoo Cho	Dissertation
2011, PhD	Ui-jeen Yu	Dissertation
2009, PhD	Keila E. Tyner	Dissertation
2008, PhD	Hye Jeong Kim	Dissertation
2009, MS	Elaine Seniuk	Non-thesis Option, FCS Education
2008, MS	Lori R. Youngberg	Non-thesis Option, Higher Education

MEMBERSHIP IN PROFESSIONAL AND HONOR SOCIETIES:

American Association of Family and Consumer Sciences (AAFCS)
American Collegiate Retailing Association (ACRA)
International Textile and Apparel Association (ITAA)
Iowa Association of Family and Consumer Sciences (IAFCS)
United States Association for Small Business and Entrepreneurship (USASBE)

OFFICES HELD AND COMMITTEE MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS:

Regional, National, or International

- 2024-2025: Co-chair of the USASBE Rural Entrepreneurship Conference held at Iowa State University, July 8-11, 2025.
- 2025-2027 International Textile and Apparel Association (ITAA) Awards Co-chair

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2021-present International Textile and Apparel Association (ITAA) Awards Committee,

2016-present International Textile and Apparel Association (ITAA), Track Chair,
Merchandising Management Track

2014-2015 International Textile and Apparel Association (ITAA) Nominating Committee,
Member at Large

2014 American Collegiate Retailing Association (ACRA) abstract reviewer, Small
Business and Entrepreneurship Track

2011-2014 ACRA Conference Track Chair for Research Abstract Review, Small Business
and Entrepreneurship Track

2007-2018 US Association for Small Business and Entrepreneurship (USASBE) Research
Abstract Reviewer for Annual Meeting

2008-2010 International Textile and Apparel Association (ITAA) Conference Track Chair for
Research Abstract Review

2008 ITAA Conference Track Chair for Merchandising/Marketing/Retailing 1:
Management Research

2007-2008 US Association for Small Business and Entrepreneurship (USASBE) Proceedings
Editor for 2008 Annual Meeting

2006-2007 US Association for Small Business and Entrepreneurship (USASBE) Assistant
VP for Website Development and Education Awards Committee Member

State

2004-2006 Iowa Association of Family and Consumer Sciences (IAFCS), Vice President;
Business Member Section

2005-2006 IAFCS Annual Meeting Planning Committee

UNIVERSITY, COLLEGE, DEPARTMENT, AND PUBLIC SERVICE:

University Service

2020-Present President's Council for Innovation and Entrepreneurship

2004-Present University Entrepreneurial Leadership Council,
College of Health and Human Sciences Representative.

Standing and Ad Hoc University Committees

- 2011-2013 Faculty Senate, Documents Committee
2004 Entrepreneurship Learning Community Sub-Committee Member

College Service

- 2023-2025 AESHM Department Chair and representative to Dean's Cabinet
2023-Present Student Innovation Center Steering Committee member
2002-Present College of Health and Human Sciences Leader for Start-Something and Entrepreneurship Minor

Standing and Ad Hoc Committees, College of Health and Human Sciences,

- January 2023-July 2025: Le Baron Hall Rebuild Steering Committee
2018-2021 Promotion and Tenure Committee, College of Human Sciences
2011-2014 Promotion and Tenure Committee, College of Human Sciences
2013 Search Committee for CHS Associate Dean and Director of Human Sciences Extension and Outreach
2012 Search Committee for School of Education Director, College of Human Sciences
2007-2014 Faculty Development Committee, College of Human Sciences
2006 Governance Committee, College of Human Sciences
2005-2006 Technology Education Committee, College of Human Sciences

Departmental Service: Apparel Events and Hospitality Management (AESHM)

Standing and Ad Hoc Committees

- 2020-present Director of Entrepreneurship and Retailing
2020-present Faculty Supervisor, Innovate 1858
2025-2027 AESHM Promotion and Tenure Committee
2018-2019 Program Director, Apparel, Merchandising and Design

- 2018-2019 AESHM Curriculum Committee
- 2018-2019 Faculty Advisory Team Member, National Retail Federation (NRF) Student Organization
- 2018 AMD Search Chair, two faculty positions
- 2015 AESHM Promotion and Tenure Committee, Chair
- 2014-2015 Program Review Committee Member, AESHM Department
- 2003-present Executive Advisory Council Coordinator, Apparel, Merchandising, and Design (AMD) Program
- 2005-present AMD Curriculum Committee, Alternate
- 2014 Search Committee, AMD Full-time Lecturer
- 2011 Search Committee Chair, Noma Scott Lloyd Chair in Textiles and Clothing.
- 2002-2007 Graduate Education Committee
- 2005-2006 AESHM Honors and Awards Committee
- 2005-2006 AESHM Promotion and Tenure Review Committee, Alternate Member
- 2003-2006 Library Liaison for AESHM Department

Public Service

- 2017-Present Faculty Advisor, Alpha Delta Pi Sorority, Pi Chapter, Iowa State University, Ames, IA, and Housing Corporation Board Member
- 2014-2017 Chapter Advisor, Alpha Delta Pi Sorority, Pi Chapter, Iowa State University, Ames, IA
- 2010-2013 Finance Advisor, Alpha Delta Pi Sorority, Pi Chapter, Iowa State University, Ames, IA
- 2005-2011 Co-leader, Girl Scout Troop # 489, Ames, Iowa
- 2004 Volunteer/consultant for clothing construction instructional unit. Ames Middle School, Ames, IA

Other

- 2003 Appointed Advisory Board member, Family and Consumer Sciences Education Program, Ames City Schools, Ames, IA.
- 2003 Presentation to ISU President and Provost on Entrepreneurship Programming in Family and Consumer Sciences.

PROFESSIONAL DEVELOPMENT:

International, National, and Regional

- 2020, 2021 Represented College of Human Sciences for ISU Day at Capitol, March 2020 and 2021. Presentation given on AESHM Retail Initiative along with Dr. Jessica Hurst and Steven McKinney.
- 2019 Represented College of Human Sciences for ISU Day at Capitol, March 2019. Presentation given on AESHM Retail Initiative along with Dr. Jessica Hurst and Steven McKinney.
- 2008 Participant and presenter for Synergies Conference in Hospitality and Retailing Education, Nashville, TN, June 2008.
- 2006 SIBR Summer Statistical Workshop: LISREL Applications
- 2005 Participant in Allerton Retreat (Allerton, IL) for Entrepreneurship Education, Consortium of Land Grant Universities in the Midwestern United States.

Local

- 2023-2024 Completed the Academic Leadership Bootcamp for new administrators. Program sponsored by the office of the Senior Vice President and Provost at Iowa State University
- 2018 Participated in ISU CELT Program: Introduction to Course Delivery Using Canvas.
- 2012 Participated in ISU CELT Program: Introduction to Course Delivery Using Blackboard.
- 2004 Participated in ISU CELT Program: Introduction to Course Delivery Using Web Course Tools (Web CT).
- 2004 Participated in ISU CELT Program: Using E-Portfolios.