

DR. AMBER M. CHATELAIN

Midway University
Department of Business
512 East Stephens Street
Midway, KY 40347
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859-846-5387

EDUCATION

Degree	Year	Major / Concentration	Institution
DBA	2024	Business Administration Concentration: Management and Entrepreneurship	Marshall University
Ed.D.	2013	Educational Leadership Concentration: Higher Education Administration	Argosy University - Nashville
M.A.	2008	Interior Design, Merchandising, and Textiles Concentration: Merchandising	University of Kentucky
Certificate	2007	College Teaching & Learning	University of Kentucky
B.S.	2005	Merchandising, Apparel, and Textiles	University of Kentucky

ACADEMIC EXPERIENCE

Associate Professor of Marketing Department of Business School of Business, Equine & Sports Studies Midway University, Midway, KY	2023 – present
Professional Sabbatical Career Break Professional sabbatical to complete DBA	2021 – 2023
Assistant Professor, Program Coordinator of Apparel Design & Merchandising Department of Applied Human Sciences School of Health Sciences Eastern Kentucky University, Richmond, KY	2017 – 2021
Assistant Professor of Apparel Design & Merchandising, Child & Family Studies Department of Applied Human Sciences School of Health Sciences Eastern Kentucky University, Richmond, KY	2015 – 2017

Lead Faculty, Program Coordinator of Fashion Marketing & Management 2008 - 2015

Other: *Interim Academic Department Director, Department Chair*

Department of Fashion Marketing & Management
Art Institute of Tennessee-Nashville, Nashville, TN

Adjunct Instructor of Fashion Merchandising 2012 - 2015

Department of Fashion Merchandising
McKinley College, Remote

Adjunct Instructor of Merchandising 2007 - 2008

Department of Merchandising, Apparel, and Textiles
School of Human Environmental Sciences
University of Kentucky (UK), Lexington, KY

Graduate Research Assistant 2006 - 2007

Department of Merchandising, Apparel, and Textiles
School of Human Environmental Sciences
University of Kentucky, Lexington, KY

Graduate Teaching Assistant 2005 - 2006

Department of Merchandising, Apparel, and Textiles
School of Human Environmental Sciences
University of Kentucky, Lexington, KY

RESEARCH

PUBLICATIONS

Peer-Reviewed Journal Articles Accepted, In-Press, or Published

Chatelain, A. (2020). Flipping the Classroom in Introductory Apparel Studies: Successes and Blunders. *Journal of Teaching and Education*, ISSN: 2165-6266. 9(1), 35-42.

Chatelain, A. (2015). The Effect of Academics Dress and Gender on Student Perceptions of Instructor Approachability and Likeability. *Journal of Higher Education Policy & Management*.

Working Papers & Projects

Chatelain, A., Knotts, K., & Peake, W. (2026). From crisis to commitment: How small business social responsibility shapes customer trust, loyalty, and purchase intention.

Chatelain, A. & Washington, G. (2026). An investigation of the relationship between fan identity and social spending for emerging professional sports teams.

Chatelain, A., Patel, J. & Ghimire, S. (2026). Creating Connection on Main Street: The Role of Experiential Marketing in Shaping Consumer Attitudes Toward Small Businesses in Small to Midsized Communities.

Padhye, Y., Washington, G., Gorham, J., **Chatelain, A.,** & Michalisin, M. (2026). Navigating NIL: Financial Literacy and Career Readiness Among NAIA College Athletes.

Gorham, J., **Chatelain, A.,** Padhye, Y., & Washington, G. (2026). From Locker Room to Board Room: Career Readiness and Professional Skill Development Through NIL Participation.

Peer-Reviewed Book Chapters

Chatelain, A. (2024). Chapter: Teaching Fashion in Business Curriculums. In Blair and Robles, Effective Methods for Teaching Business Related Topics During and Post-Crisis, Vol. 2. National Business Education Association Publication.

Chatelain, A. (2018). Chapter 30: Analyzing the Social Functions of Dress in Different Historical Eras. In Kent, H. (Ed.), Teaching Fashion Studies. Bloomsbury Fashion, New York, NY.

Peer-Reviewed Web-Based Publications

Chatelain, A. (2018). Trend Forecasting in Introductory Apparel Design and Merchandising Courses. International Textiles and Apparel Association, Professional Development.

Chatelain, A. (2015). Brand Marketing: The Flipped Classroom. International Textiles and Apparel Association, Professional Development.

PEER-REVIEWED RESEARCH CONFERENCE PAPERS & PRESENTATIONS

Peer-Reviewed Papers Presented at a Conference and Published in Conference Proceedings

Chatelain, A., Knotts, K., and Peake, W. (2026). From crisis to commitment: How small business social responsibility shapes customer trust, loyalty, and purchase intention. Small Business Institute Annual Conference. Fort Meyers, FL.

Pelet, J., and **Chatelain, A.** (2025). GenAI benefits vs hidden ecological costs: An empirical study of GenAI adoption among students. World Congress of Education. Osaka, Japan.

Pelet, J., Taieb, B., Papadopoulou, P., Semedo, A., Said, E., Wang, P., Ilizuka, K., Wang, J., **Chatelain, A.,** and Bourimech, Z. (2025). The invisible cost of AI-empowered education: A cross-national study of student awareness and behavioral responses to generative AI's environmental footprint. Mediterranean Conference on Information Systems. Nantes, France.

Chatelain, A. (2025). Small business, big impact: Social responsibility during community crisis. Academy of Marketing Science. Dijon, France.

Chatelain, A. (2024). Beyond colleagues. A comprehensive analysis of attachment theory in workplace relationships. WRFER International Conference. Houston, TX.

Chatelain, A. (2018). Flipping the classroom in introductory apparel studies: Successes and blunders. International Journal of Arts and Sciences: IJAS Academic Conference. Freiburg, Germany.

Chatelain, A. (2015). Career arts students' perceptions of credibility based on instructor attire and gender. International Textiles and Apparel Association: ITAA Annual Conference. Santa Fe, NM.

Chatelain, A. & Wesley, S. (2010). It's a jungle out there! Exploring entertailing and the generation y consumer. Proceedings of the American Collegiate Retailing Association Winter Conference. New York, NY.

Peer-Reviewed Posters Presented at a Conference and Published in Conference Proceedings

Chatelain, A. (2021). Promoting an understanding of cultural diversity: A Transparency in Teaching and Learning approach. International Textiles and Apparel Association: Annual Conference, November. Virtual.

Chatelain, A. (2020). Flipping the classroom: Lessons for success. Eastern Kentucky University: University Presentation Showcase. Richmond, KY.

Chatelain, A. (2019). Fostering creativity in student oral presentations: A case for mood boards over PowerPoint. International Textiles and Apparel Association: Annual Conference, October. Las Vegas, NV.

Chatelain, A. (2019). Flipping the classroom in introductory apparel studies. International Textiles and Apparel Association: Annual Conference, October. Las Vegas, NV.

Chatelain, A. (2019). Why do I need to learn about someone else's culture? Transparent teaching on an Apparel Design & Merchandising assignment. Eastern Kentucky University: Pedagogicon. Richmond, KY.

Yaoyuneyong, G., **Chatelain, A.**, Eklund, A., Khoza, L., and Southward, L. (2018). Advancing textiles and apparel scholarship of teaching and learning: A call for teaching materials. International Textiles and Apparel Association: Annual Conference, November. Cleveland, OH.

Smith, D. and **Chatelain, A.** (2018). Natural vs. relaxed: How African American women believe they are perceived in the workplace. International Textiles and Apparel Association: ITAA Annual Conference, November. Cleveland, OH.

Chatelain, A. (2018). Using mood boards as an alternative to PowerPoint for student presentations: Encouraging creativity. Eastern Kentucky University: Pedagogicon. Richmond, KY.

Chatelain, A. (2015). Rutherford Teaching Challenge: The Flipped Classroom. International Textiles and Apparel Association: Annual Conference, November. Santa Fe, NM.

Peer-Reviewed Abstracts Presented at a Conference and Published in Conference Proceedings

Chatelain, A., and Washington, G. (2026). An investigation of the relationship between fan identify and social spending for emerging professional sports teams. Small Business Institute Annual Conference. Fort Meyers, FL.

Chatelain, A., Patel, J. & Ghimire, S. (2026). Creating Connection on Main Street: The Role of Experiential Marketing in Shaping Consumer Attitudes Toward Small Businesses in Small to Midsized Communities. MBAA International Research Conference. March, Chicago, IL.

Chatelain, A. (2023). Small town charm? Business social responsibility and local community crisis. Marshall Business Research Conference. November, Huntington, WV.

Chatelain, A. (2023). Business social responsibility and community crisis response: Perceptions of small business owners in small to midsized communities. Society for the Advancement of Management International Business Conference. March, Nashville, TN.

Chatelain, A., Chaney, H., and Abbondandolo, J. (2022). Sharing consumption in the COVID-19 era: Ten other people wore this shirt? Gross! Appalachian Research in Business Symposium: Eastern Kentucky University, March. Richmond, KY.

Chatelain, A. (2022). An examination of the effect of consumer behavior on showrooming: An empirical study. Marshall Business Research Conference. November, Huntington, WV.

Dissertation & Thesis Work

Chatelain, A. (2024). Good times, bad times: Small business social responsibility and community crisis response in small to mid-sized communities. Dissertation.

Chatelain, A. (2013). Career arts students' perceptions of approachability, credibility, expertise, and likeability based on instructor attire and gender. Dissertation.

Chatelain, A. (2008). An exploratory study of entertailing and its effect on the Generation Y consumer. Thesis.

Popular Press & University Communications

Chatelain, A. and MCO 201 class. (2025). *Midway University students become comic writers for the day*. Midway University. <https://www.midway.edu/blog/superheros.html>

Chatelain, A. (2024). Expert opinion. *What does it say about car insurance companies that so many have celebrity endorsers?* https://wallethub.com/cheap-car-insurance/kentucky#experts=Amber_M._Chatelain

Chatelain, A. (2024). Geico insurance review 2024: Expert opinion. *How much of Geico's success as a company would you ascribe to Warren Buffet?* Wallethub.com. https://wallethub.com/edu/ci/geico-car-insurance-review/62236#expert=Amber_M._Chatelain

Chatelain, A. (2024). Best store credit cards of February 2024: Expert opinion. Wallethub.com. https://wallethub.com/credit-cards/store/#expert=Amber_M._Chatelain

Chatelain, A. (2015). Top trends in bridal wear. Art Institutes. Link unavailable.

Media Attention

Parr, C. (2015, July 23). Smart clothes? Your students love you. Dressing down? Not so much. *LinkedIn Pulse*. Retrieved from <https://www.linkedin.com/pulse/smart-clothes-your-students-love-you-dressing-down-so-chris-parr>.

Grove, J. (2015). Can dressing down hurt your career? Dress to impress if you want students in your corner, claims US study. *Times Higher Education*. Retrieved from <https://www.timeshighereducation.co.uk/news/can-dressing-down-harm-your-career>.

WORKSHOPS, PANELS, AND PRESENTATIONS

Workshops

Pelet, J., Rocha, A., Moreira, F., and **Chatelain, A.** (2026). *1st Workshop on Generative Artificial Intelligence & Frugality in Education*. 14th World Conference on Information Systems and Technologies. Maderia Island, Portugal.

Invited Panelist

Ashby, D., **Chatelain, A.**, Cizmar, A., Frozena, M., O'Brien, S., Poffenberger, A., and Sciaraffa, M. (2020). *Faculty Award Winners Panel*. Eastern Kentucky University: New Faculty Orientation. Richmond, KY.

Chatelain, A. (2019). *Flipping the classroom: Lessons for success*. Eastern Kentucky University: Teaching and Learning Center Showcase. Richmond, KY.

Chatelain, A., Howell, M., Martin, T., Kimmel, K., and Freed, B. (2019). *Implementing the TILT Approach: Faculty Perspectives and Experiences from a Cross-Campus Pilot*. Eastern Kentucky University: Pedagogicon. Richmond, KY.

Boorady, L., Leslie, C., Konya, T., and **Chatelain, A.** (2018). *Best Practices in Teaching*. International Textile and Apparel Association Annual Conference, November. Cleveland, OH.

Unrefereed Presentations and Proceedings (Oral)

Chatelain, A. and Wesley, S. (2008). *An Exploratory Study of Entertailing and its Effect on the Generation Y Consumer*. International Textile and Apparel Association: ITAA Annual Meeting, Schaumburg, IL. November.

Chatelain, A. (2007). *Entertailing and its Effect on the Generation Y Consumer*. Southeastern Consortium: University of Kentucky, Lexington, KY. April.

Chatelain, A. (2006). *Entertailing and its Effect on the Generation Y Consumer*. Southeastern Consortium: University of Tennessee, Knoxville, TN. April.

Invited Presentations

Chatelain, A. (2023). *Competency-based curriculum in business education*. University of Louisville, Louisville, KY. (Oral presentation.)

Chatelain, A. (2023). *Race to the future: The sustainability and corporate social responsibility paradigm*. Thomas More University, Crestview Hills, KY. (Oral presentation.)

Chatelain, A. (2023). *Introduction to brand positioning, market segmentation, and market research*. Midway University, Midway, KY. (Oral presentation.)

Chatelain, A. (2022). *The changing work environment: Ethics and social responsibility in management*. Spalding University, Louisville, KY. (Oral presentation.)

Chatelain, A. (2019). *Flipping the classroom: Lessons for success*. Eastern Kentucky University: Teaching and Learning Center Showcase. Richmond, KY. (Poster presentation.)

Chatelain, A. (2015). *Understanding and implementing active teaching strategies in the classroom*. Delphi Center for Teaching and Learning. University of Louisville, Louisville, KY. (Workshop.)

Chatelain, A. (2015). *Mannequins and mannequin history*. Tennessee State University, Nashville, TN. (Oral presentation.)

Chatelain, A. (2014). *Best practices in online teaching*. The Learning House, Louisville, KY. (Oral presentation.)

University / Department Oral Presentations

Chatelain, A. (2026). *Engaging the disengaged student*. Faculty Development Session, Midway University, Midway, KY.

Chatelain, A., Freeman, H., McClellan, E. (2025). *TILT Practices*. Midway University Faculty Learning Session, Midway, KY. (2 sessions)

Chatelain, A. (2024). *Prospectus*. Marshall University, Huntington, WV.

Chatelain, A. (2019). *Using mood boards as an alternative to PowerPoint for student success: Encouraging creativity*. Noel Studio: Teaching and Learning Innovation Series, Nov. 6. Eastern Kentucky University, Richmond, KY.

Chatelain, A. (2019). *Flipping the classroom: Lessons for success*. Noel Studio: Teaching and Learning Innovation Series, Sept. 9. Eastern Kentucky University, Richmond, KY.

Chatelain, A. (2015). *What are you wearing?! Dress and Appearance at AiTN*. AiTN Faculty Development, Nashville, TN.

Chatelain, A., Clemmer, J., Noe, T., O'Rourke, K., Melograna, S., Kirk, R. (2011). *IDEA (Student Survey) Top 10*. AiTN Faculty Development, Nashville, TN.

Chatelain, A. *Teaching Millennials*. (2010, 2011). AiTN Faculty Development, Nashville, TN.

Chatelain, A., Smith, G., and Helm, M. (2010). *IDEA (Student Survey) Top 10*. AiTN Faculty Development, Nashville, TN.

Stadig, B., **Chatelain, A.,** Chance, T., Helm, M., and Kill, J. (2010). *Student Persistence Roundtable*. AiTN Faculty Development, Nashville, TN.

White, V., Piel, R., and **Chatelain, A.** (2009). *Student Grading Rubrics*. AiTN Faculty Development, Nashville, TN.

GRANTS

Funded Internal Grants

Chatelain, A. (2019). Transparency in Learning & Teaching. Scholarship of Teaching & Learning Grant. Eastern Kentucky University. **\$250.**

Chatelain, A. (2015). Professional Development Travel Award to attend Teaching & Learning conference. Office of e-Campus Learning, Eastern Kentucky University. **\$500.**

Chatelain, A. (2010). Travel Award to attend the National Retailing Federation Conference in New York, NY, Art Institute of Tennessee-Nashville. **\$400.**

Chatelain, A. (2007). *An Exploratory Study of Entertailing and its Effect on the Generation Y Consumer*. Research Travel Grant. Department of Merchandising, Apparel, and Textiles, University of Kentucky. **\$800.**

TEACHING

COURSES TAUGHT (*As of Spring 2026*)

Midway University

Department of Business

Marketing Communications

MCO 255	Principles of Marketing, 12 courses
MCO 201	Introduction to Integrated Marketing Communications, 2 courses
MCO 210	Writing for Internal Marketing Communications, 4 courses
MCO 400	Product Merchandising and Sales, 3 courses

Business Administration

BUS 313	Business and Organizational Communication, 5 courses
BUS 410	Innovation Leadership, 1 course

Master of Business Administration

BUSM 600	Strategic Marketing Management, 3 courses
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Sports Marketing

SPM 345	Name, Image, and Likeness Essentials, 1 course
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Eastern Kentucky University – 80% Distribution

Department of Applied Human Sciences

Apparel Design & Merchandising

ADM 119	Introduction to Apparel Design and Merchandising, 6 courses
ADM 339	Visual Merchandising, 6 courses
ADM 319	Apparel Merchandising, 4 courses
ADM 300	Apparel & Textile Sourcing (Global Retailing), 3 courses
ADM 210	Dress, Culture, and Appearance, 6 courses
ADM 550	Special Topics: Portfolio & Professional Development, 4 courses
ADM 550	Special Topics: Fashion Styling, 2 courses
ADM 550	Special Topics: Public Relations & Fashion Show Production, 1 course
ADM 313	Apparel Design & Quality, 4 courses
ADM 413	Apparel Product Development, 2 courses
ADM 414	Practicum / Internship, 9 courses

Honor's Program

HON 307W	What's in A(d)dress? Dress as Cultural Identity (Team-taught), 1 course
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Child Development & Family Studies

CDF 232	Identity & Sexuality, 10 courses
CDF 132	Introduction to the Family, 3 courses

The Art Institute of Tennessee-Nashville

Department of Fashion Marketing & Management

FRM 101	Introduction to Retailing, 9 courses
FRM 251	Visual Merchandising, 8 courses
FRM 442	Principles of Marketing Research, 8 courses
FRM 422	Media Planning and Buying (Advertising), 7 courses
FRM 421	Public Relations, 3 courses
ADVB307	Brand Strategy, 1 course
FMMB 419	Professional Development, 2 courses
ADVB407	E-Commerce Strategies and Analytics, 3 courses
FRM 121	Sales and Event Promotion, 1 course
FRM 490	Portfolio, 9 courses

FRM 326	Consumer Behavior, <i>1 course</i>
FRM 331	Trends and Concepts in Apparel (Fashion Forecasting and Styling), <i>1 course</i>
FRM 114	Fashion History I, <i>3 courses</i>
FRM 115	Fashion History II, <i>2 courses</i>
FRM 323	Event and Fashion Show Production, <i>1 course</i>
FRM 130	Textiles, <i>3 courses</i>
FRM 499	Internship, <i>17 courses</i>
FRM 111	Fashion Drawing (Team-Taught), <i>8 courses</i>

General Campus Course

INT400	Internship, <i>1 course</i>
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McKinley College

Department of Fashion Merchandising

FM 101	Introduction to the Fashion Industry, <i>12 courses</i>
FM 230	Visual Merchandising, <i>3 courses</i>
FM 299	Fashion Merchandising Practicum / Internship, <i>2 courses</i>
FM 200	Textiles, <i>1 course</i>
FM 210	Design Development, <i>2 courses</i>
FM 250	Fashion Design, <i>2 courses</i>

University of Kentucky

Department of Merchandising, Apparel, and Textiles

MAT 237	Aesthetic Experience in Retail, <i>2 courses</i>
MAT 120	Textiles for Consumers (TA), <i>1 course</i>
MAT 515	Specification and Evaluation of Textiles and Apparel (TA), <i>1 course</i>
MAT 414	Merchandising Strategy Analysis (TA), <i>1 course</i>
MAT 470	International Merchandising (TA), <i>1 course</i>

Independent Studies Supervised

Apparel Design & Merchandising, Eastern Kentucky University

Course	Topic	Semester	Enrollment
ADM 419	Professional Development	Fall 2019	Autumn Grigsby
ADM 419	Event & Fashion Show Production	Fall 2017	Kelsey Edwards

GUEST LECTURES

Chatelain, A. (2021). *Introduction to Digital Marketing: Flat Lays for Social Media*. Entrepreneurship. Dunbar High School, Spring.

Chatelain, A. (2021). *How to Create a Window Display*. Entrepreneurship. Dunbar High School, Spring.

Chatelain, A. (2021). *Dressing For the Job Interview*. NFA 203 – Introduction to Food and Nutrition. ECU, Spring.

Chatelain, A. (2020). *Dressing For the Job Interview*. Entrepreneurship. Dunbar High School, Fall.

Chatelain, A. (2020). *Interviewing Skills*. Entrepreneurship. Dunbar High School, Fall.

Chatelain, A. (2020). *Introduction to Cover Letters*. Entrepreneurship. Dunbar High School, Fall.

Chatelain, A. (2020). *Introduction to Resume Writing*. Entrepreneurship. Dunbar High School, Fall.

Chatelain, A. (2017). *How to Create a Mood Board*. NFA 323 – Experimental Foods. ECU, Fall.

Chatelain, A. (2015). *The Interview and Beyond: Professional Dress for the Career Arts Industry*. MAAB419 - Portfolio Presentation. AiTN, Spring.

Chatelain, A. (2012). *An Introduction to the Generation Y Consumer*. GWD312 - Design and Technology. AiTN, Winter.

RESEARCH AND ACTIVITIES WITH STUDENTS OUTSIDE OF THE CLASSROOM

Midway University

Faculty Mentor, Advisor & Co-Advisor: Research, Competitions & Pitches*

Year	Event	Location	Title / Category	Student Name(s)
2026	Midway University Undergraduate Research Symposium	Midway, KY	Final Marketing Project	Allison Kratzer & Chris Begley
2026	Midway University Undergraduate Research Symposium	Midway, KY	Final Marketing Project	Cate Burch & Sadie Pollock
2026	Midway University Undergraduate Research Symposium	Midway, KY	Final Writing for Integrated Marketing Communications Project	Belle Dotson & Fabian Garcia
2026	Midway University Undergraduate Research Symposium	Midway, KY	Final Product Design Project	Belle Dotson, Chloe Kemper & Maddison Williams
2026	Midway University Undergraduate Research Symposium	Midway, KY	Final Product Design Project	David Castillejos Vanegas, Ben Goodlock, Sam Mylor & Maddie Nipper
2026	Midway University Undergraduate Research Symposium	Midway, KY	Final Product Design Project	Bailer Carrier, Carter Reed & Caleb Revel
2026	Midway University Undergraduate Research Symposium	Midway, KY	Final Product Design Project	Grace Smith, Jaxson Truax & Jalen Wright
2026	Governor's School for Entrepreneurs	Covington, KY	Entrepreneurial Pitch: CochleoFit	Evie Clare
2026	Governor's School for Entrepreneurs	Covington, KY	Entrepreneurial Pitch: ProCut	Fabian Garcia, Belle Dotson & Steven Mahirwe
2026	National Collegiate Business Championship: Innovation*	Nashville, TN	Entrepreneurial Pitch: CochleoFit	Evie Clare
2026	National Collegiate Business Championship: Innovation*	Nashville, TN	Entrepreneurial Pitch: ProCut	Fabian Garcia, Belle Dotson & Steven Mahirwe
2026	National Collegiate Business Championship: Digital Marketing	Nashville, TN	(1) Speed Sell: Elevator Pitch (2) Viral Marketing Simulation	Chloe Dowler

2026	National Collegiate Business Championship: Digital Marketing	Nashville, TN	(1) Speed Sell: Elevator Pitch (2) Viral Marketing Simulation	MacHaiah Poynter
2025	Midway University Undergraduate Research Symposium	Midway, KY	The Porch: Integrated Advertising Campaign	Maddison Williams & Benjamin Goodlock
2024	Midway University Undergraduate Research Symposium	Midway, KY	Joseph Beth Booksellers Strategy	Halley Moak & Jenna Young
2024	Midway University Undergraduate Research Symposium	Midway, KY	NIL Strategy	Bradley Blanchard, Josiah Kocis, Madison Harper & Nicholas Payne

Eastern Kentucky University

Faculty Mentor

Year	Event	Presentation / Poster Title^ or Creative Work Title*	Student Name(s)
2020	EKU University Presentation Showcase	Irresistibly Ivory*	Elizabeth Weyer
2020	EKU University Presentation Showcase	Midnight Woods*	Isabelle Finley, Alexia Webb, & Olivia Reichenbach
2020	EKU Scholar's Day	Two-piece festival outfit*	Max Roe
2020	EKU Scholar's Day	Simply Spring*	Elizabeth Weyer
2020	EKU Scholar's Day	Secure Fashion (Kevlar vest)*	Claire Schneider
2019	EKU University Presentation Showcase	Paper Punk*	Audrey McGee
2019	EKU Scholar's Day	Spring Geometric*	Audrey McGee & Maegan Mitchell
2019	EKU Scholar's Day	70's Pajama Party*	Apple Sloan
2019	EKU Scholar's Day	Witchy Goth*	Cheyenna Hall
2019	EKU Scholar's Day	Vintage Meets Modern*	Gabriella Feratto
2019	EKU Scholar's Day	Summer Wedding*	Katrina Cataldo
2019	EKU Scholar's Day	Professional Skirt*	Kendall Herndon
2019	EKU Scholar's Day	West Side Story*	Maegan Mitchell
2019	EKU Scholar's Day	Winter Coats in Tokyo*	Marcola Fels
2019	EKU Scholar's Day	Western Recycled Jean Jackets*	Meredith Ford
2018	EKU Scholar's Day	Alternative Granny Abstract*	Apple Sloan
2018	EKU Scholar's Day	Peasantly Professional*	Cassandra Arnett
2018	EKU Scholar's Day	Made for Music*	Rachel White
2018	EKU Scholar's Day	Fresh Skirts*	Jill Angelle
2018	EKU Scholar's Day	African Clothing with a Modern Twist*	Marcola Fels
2018	EKU Scholar's Day	Fairytale Wedding*	Faelan Helton & Amber Ballinger
2018	EKU Scholar's Day	1940's Fashion*	JoAnn Smith
2018	EKU University Presentation Showcase	Floral Ballgown (Pleated Paper)*^	Shianne Medford, Jessica Blanton, Cassie Arnett, & Tamara Duff

2018	EKU University Presentation Showcase	Reusable Drama: Paper Fashion Half-Scale Dress*^	Delia Castillo-Cubero, Michael Jacobs, & Connor Hennessy
2016	EKU University Presentation Showcase	Tattoo and acceptability^	Ahn Le
2016	EKU Scholar's Day	Not your kitty cat: A look into cat-calling and the objectification of women^	Celina Sanks
2016	EKU Scholar's Day	Perceptions of makeup in the workplace^	Briana Niven
2016	EKU Scholar's Day	Natural vs. relaxed: How African American women believe they are perceived in the workplace^	Debriana Smith
2016	EKU Scholar's Day	The inked woman: Men's perceptions of tattooed women^	Kayla Shaver

Chatelain, A. (2016 – 2019). Organized field trip and accompanied students in ADM courses to attend and tour AmericasMart apparel market week in Atlanta, GA.

2019 – 13 student attendees

2018 – 16 student attendees

2017 – 12 student attendees

2016 – 16 student attendees

Kipp, S., and **Chatelain, A.** (2017). Assisted with the annual production of the ADM fashion show, partnered with ADM students and the Kentucky Lion's Eye Foundation. **\$3,000** raised for charity.

UNDERGRADUATE COMMITTEE SERVICE

Midway University

Capstone Project Advisor

Year	Capstone Project Title	Student Name
2025	Equine Project: Marketing Plan for Camp Misty Mountain	Payton Lautzenheiser

Eastern Kentucky University

Honor's Thesis

Defense Year	Honor's Thesis Title	Student Name
2019	Cause-Related Marketing: An Examination of Consumer Perception, Retailer Profitability, and the Interrelationship Between Them	Jessica Blanton
2018	Masquerade and change: Creating a 'transforming' costume for <i>The Phantom of the Opera</i>	Abigail Newquest

AWARDS, RECOGNITIONS, AND HONORS

Teaching Awards and Nominations

- ECU Creative and Critical Thinking Teacher of the Year. (2019 – 2020)
- ECU Critical Reading Teacher of the Year. Nomination. (2019)
- ECU Creative and Critical Thinking Teacher of the Year. Nomination. (2019)

- ECU Creative and Critical Thinking Teacher of the Year – Superstar. (2016 - 2017)
- Rutherford Teaching Challenge – Second Place award for essay on the flipped classroom. International Textiles and Apparel Association. **\$300 award.** (2015)
- Outstanding Faculty Member. AiTN, Winter. (2015)
- Outstanding Faculty Member. AiTN, Spring. (2013)
- Outstanding Faculty Member. AiTN, Summer. (2011)
- Outstanding Faculty Member. AiTN, Summer. (2011)
- Outstanding Faculty Member. AiTN, Spring. (2010)

Research Awards

- Scholarship of Teaching and Learning Award. ECU. (2020)
- Student Leadership Award for Exemplary Contributions to the University Community. Argosy University. (2013)

Scholarship

- College Tuition Waiver from ECU. Degree toward Master of Arts in Teaching, Eastern Kentucky University. **\$6,600** (funded) (2020 – 2021)
- College Tuition Waiver from ECU. Degree toward Master of Business Administration, Morehead State University. **\$3,420** (funded) (2018)
- Departmental Tuition Waiver from AiTN. Degree toward Master of Business Administration, South University. **\$11,340** (funded) (2014 – 2015)
- Departmental Tuition Waiver from AiTN. Doctorate of Education, Argosy University-Nashville. **\$60,925** (funded) (2009 – 2013)
- Alda Henning Scholarship. University of Kentucky. **\$1,000** (funded) (2006 – 2007)

Student Recognitions

- Recognized by a member of ECU's athletic team as a prominent influence in their day-to-day life as a student athlete for Professor Appreciation Night. (2017)

Academic Honors

- President's List. Argosy University. (2009 – 2013)
- Graduate Student of the Year nominee. UK. (2008)
- National Dean's List. UK. (2003 – 2004)

SERVICE AND OUTREACH

Committee Member

Founding Program Committee Member. 1st Workshop on Generative AI and Frugality in Education. Maderia Island, Portugal (2026)

Session Chair (Conferences)

Academy of Marketing Science World Marketing Congress: Business Strategy, Innovation, and Institutional Impact. Dijon, France (2025)

Reviewer (Journals)

IIM Ranchi Journal of Management Studies (2026)
Journal of Small Business Strategy (2022, 2023, 2024, 2025, 2026)
Management Research Review (2024)
Journal of Gender Studies (2022, 2023)

Reviewer (Conferences)

Small Business Institute Conference: Competitive Paper Review (2026)

European Marketing Academy: Advertising & Communications Track; Social Responsibility & Ethics Track (2026)

Academy of Marketing Conference (2025)

Academy of Marketing Science World Marketing Congress: Public Policy, Sustainability, and Social Responsibility Track (2025)

International Society of Marketing: Sport & Experiential Marketing Track (2024)

Appalachian Research in Business Symposium Annual Conference (2022)

International Apparel and Textiles Association (2018, 2019, 2020, 2021)

Reviewer (Books)

Visual Merchandising and Display (6th ed.). Pegler. Fairchild Publications (2015)

Guide to Producing a Fashion Show (3rd ed.). Everett and Swanson. Fairchild Publications (2012)

Reviewer (Website Publications)

International Textiles and Apparel Association (2019)

Reviewer (Student Organizations)

Future Business Leaders of America: Future Business Executive Judging (2026)

National and Regional Service

- Perkins V. Career & Technical Education, Member, Steering Committee, Family and Consumer Sciences, Garrard County High School. Lancaster, KY (2020 – 2021)
- Program Advisory Committee, Member, Family and Consumer Sciences, Garrard County High School. Lancaster, KY (2019 – 2020)
- Teaching Innovation and Resources Committee, Member, International Textiles and Apparel Association (2016 – 2021)
- School Based Decision-Making Council, Elected Representative, Brenda Cowan Elementary. Lexington, KY (2019 – 2020)
- Administrative Leadership Committee, Member, International Textiles and Apparel Association (2015 – 2016)

University, College, and Departmental Service

Midway University

- Founding Faculty Advisor, Future Business Leaders of America (2026 – present)
- Founding Faculty Advisor, Entrepreneurship Club (2025 - present)
- Faculty Development Committee, Member, (2025 – 2027)
- Associate Professor of Equine Studies Search Committee, Member (2025)
- Advising Committee, Member, University (2024 – 2025)
- Associate Professor of Business Administration Search Committee, Member (2024)

Eastern Kentucky University

- Scholarship and Advancement Committee, Member, Applied Health Sciences Department (2016 – 2021)
- Academic Practices Committee, Member, Applied Health Sciences Department (2016 – 2017; 2020 – 2021)

- Recruitment and Social Media Committee, Member, Applied Health Sciences Department (2015 – 2016; 2017 – 2021)
- “Alternatives to Online Proctoring – Resource Guide,” Member. Noel Studio, University (2020)
- Social Media Ambassador, University (2019 – 2020)
- Recruitment Committee, Member, College of Health Sciences (2019 – 2020)
- Academic Integrity, AHS Representative, College of Health Sciences (2018 – 2020)
- Social Media Committee, Member, College of Health Sciences (2018 – 2019)
- Teaching & Learning Partnership, Faculty Mentor, University (2019)
- Faculty Mentor, FCS 400 Community Needs Assessment Project, Applied Health Sciences Department (2016)

The Art Institute of Tennessee-Nashville

- Foundation Scholarship Committee, Chair, University (2015)
- Math Faculty Search Committee, Member, University (2015)
- Founding Faculty Advisor, Merchandising Society student organization Fashion Marketing & Management Department (2009 – 2015)
- Technology Committee, Representative, University (2010 – 2015)
- Campus Registrar Search Committee, Member, University (2014)
- Foundation Scholarship Committee, Member, University (2012 – 2014)
- Summer Studio high school workshop, Advisor, University (2009 – 2013)
- Design Department Chair Search Committee, Member, University (2012)
- Media Arts Department Chair Search Committee, Member, University (2012)
- Fashion Gallery, AiTN Reception Space, Curator, University (2012)
- Library Committee, Representative, University (2011 – 2012)
- Student Success Committee, Chair, University (2009 – 2010)
- Faculty Development, Member, University (2010 – 2012)
- FMM Faculty Search Committee, Chair Fashion Marketing & Management Department (2010)
- Explorer Program HS student workshop, Participant, University (2009)
- Student Re-Entry Committee, Member, University (2009)

Public Service, Outreach, and Local Volunteerism

- University of Kentucky, GradTeach Live! 3MT competition, Guest Judge, University of Kentucky. Lexington, KY. February 29, 2024
- One Parent Scholar House. Delivered a workshop on resumes and cover letter writing (2025)
- Junior Miss Business – Junior Achievement of the Bluegrass. Served as a volunteer for aspiring high school businesswomen as a mock interviewer (2025)
- Go Red for Women. Served as a volunteer for charity fashion luncheon sponsored by the American Heart Association and Macy’s (2016)
- Styling with Goodwill. Served as a judge for a high school fashion show competition (2011)
- Fairy Godmother Foundation. Served as a co-organizer for a charity project that collected prom dresses for disadvantaged Appalachian high school students (2006)

CERTIFICATIONS EARNED / COMPLETED

- Online Course Development and Teaching Certificate Program, Eastern Kentucky University (2015)
- Ai Virtual Leadership Academy, Art Institute of TN-Nashville (2010)

PROFESSIONAL MEMBERSHIPS

- Academy of Marketing Science (2025 – present)
- Beta Gamma Sigma, International Business Honor’s Society (2024 – present)

- Small Business Institute (2023 – present)
- Society for the Advancement of Management (2023)
- International Textile and Apparel Association (2015 – 2021)
- American Collegiate Retailing Association (2014 – 2015)
- Association for the Study of Higher Education (2014 – 2015)

PROFESSIONAL DEVELOPMENT

Networking Activities to Improve Industry and Community Connections

Industry Networking

- Small Business Institute Annual Conference, Ft. Meyers, FL, April 2026
- MBAA International Marketing Conference, Chicago, IL, March 2026
- National Collegiate Business Championship, Nashville, TN, February 2026
- Academy of Marketing Science World Conference, Dijon, France, July 2025
- Kentucky Chamber of Commerce Women's Summit, Lexington, KY, June 2024
- Marshall University Business Research Conference, Virtual, November 2023
- Society for the Advancement of Management International Business Conference, Nashville, TN, March 2023
- Marshall University Business Research Conference, Virtual, November 2022
- Appalachian Research in Business Symposium Annual Conference, Richmond, KY, March 2022
- International Textiles and Apparel Association Annual Conference
 - Remote, October 2021
 - Las Vegas, NV, October 2019
 - Cleveland, OH, November 2018
 - St. Petersburg, FL, November 2017
 - Santa Fe, NM, November 2015
- Pedagogicon, Richmond, KY, May 2018, 2019
- International Journal of Arts and Sciences Academic Conference, Freiburg, Germany, December 2018
- Imprinted Sportswear Show, Nashville, TN, May 2017
- National Retail Federation Annual Conference, New York, NY, January 2010

Industry Tours

- Zappos Headquarters, Las Vegas, NV, October 2019
- AmericasMart, Atlanta, GA, October 2016 - 2019
- Surge! Promotions, Richmond, KY, March 2018 - 2020
- HSN (Home Shopping Network), St. Petersburg, FL, November 2017
- Nashville Scene, Nashville, TN, September 2012
- Nashville Lifestyles, Nashville, TN, August 2012
- Simplicity (Conso International) Headquarters, Antioch, TN, June 2012
- Dollar General Corporate Headquarters, Goodlettsville, TN, May 2012