

# AMY SHANE-NICHOLS

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Assistant Professor  
Design, Merchandising and Textiles  
Department of Family and Consumer Sciences  
University of Wyoming, Laramie, Wyoming

## EDUCATION

2020	<b>Doctor of Philosophy, Apparel, Merchandising, &amp; Design</b> Department of Apparel, Events and Hospitality Management College of Human Sciences Iowa State University, Ames, Iowa Area of Concentration: Apparel, Merchandising, and Design Dissertation Title: A Qualitative Exploration of Female Harley-Davidson Apparel Wearers’ Symbolic Expression of Identities Through Dress
2011	<b>Master of Business Administration, Marketing</b> Henry B. Tippie College of Business University of Iowa, Iowa City, Iowa Area of Concentration: Consumer Behavior
1998	<b>Bachelor of Science, Marketing</b> College of Business Iowa State University, Ames, Iowa

## ACADEMIC EXPERIENCE

2018-2024	<b>Assistant Teaching Professor</b> Department of Apparel, Events, and Hospitality Management Iowa State University, Ames, Iowa Position Responsibility (PRS): Teaching 50%, Administrative 40%, Service 10%
2012-2014	<b>Adjunct Instructor</b> Des Moines Area Community College, Ankeny, Iowa

## TEACHING EXPERIENCE

	<b>Assistant Teaching Professor</b> <b>Course ID:</b>	Iowa State University, Ames, Iowa <b>Description:</b>
2023-2024	AESHM 287	Principles of Management in Human Sciences
2023-2024	AMD 245	Aesthetics and Brand Image

**TEACHING EXPERIENCE CONTINUED**

	<b>Assistant Teaching Professor Course ID:</b>	<b>Iowa State University, Ames, Iowa Description:</b>
2023-2024	AESHM 380N: US Field Study	MAGIC- Las Vegas, NV
2023-2024	EVENT 328	Incentive Meeting Management
2020-2024	AMD 372	Global Sourcing
2020	AMD 131	Fashion Products and Markets
2019-2024	AMD 377	Visual Presentations and Promotions
2018-2024	AESHM 175N	Financial Applications for Retail and Hospitality Industries
2018-2020	AESHM 112	Orientation to AESHM
2019-2024	AMD 490	Student Independent Studies
<u>Student Name (Date): Mentoring Activities and Outcomes</u>		
Jimeca Lawrence (2022): Instruction of graduate student in visual merchandising, aesthetics, and entrepreneurship		
Josie Byer (2020): Instruction/mentoring of visual merchandising. Student learning and resume building opportunity		
Valarie Atwood (2019): Instruction/mentoring of undergraduate teaching assistant in visual merchandising. Student learning and resume building opportunity		
2018	AESHM 376 (Lab)	Merchandising Planning and Control
2016-2017	<b>Student Teaching Practicum Course ID:</b> AMD 467 AMD 475 AMD 377	<b>Iowa State University, Ames, Iowa Description:</b> Consumer Behavior Retail Information Analysis Visual Presentation and Promotions
2012-2014	<b>Adjunct Instructor Courses ID:</b> ADM 157	<b>Des Moines Area Community College, Ankeny, Iowa Description:</b> Business English

## ADMINISTRATIVE, SERVICE AND COMMITTEES

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2018-2024	<b>Department of Apparel, Events and Hospitality Management</b> Iowa State University, Ames, Iowa
2022-2023	Department Enhancement Committee Leader: Developed 3-4 actions plans to address opportunities and concerns related to the AESHM department as identified in research conducted by the university.
2021-2022	Managed the alumni graphic design competition in collaboration with the ISU Alumni Association which included judging and selection of the winning digital design to be produced and sold by the AESHM department. Managed the sourcing, production, and distribution of products. Collaborated with various entities across campus to market products.
2021-2024	WorkCyle Change Liaison: Attended training sessions to stay informed of the university-wide process to consolidate business functions over to Workday, a cloud-based platform. Acted as a liason to support departmental faculty and staff by sharing information, providing details and answering questions related to the university's project.
2021-2024	Undergraduate Scholarship Committee Member: Reviewed and evaluated student applications for scholarship consideration.
2019-2024	AESHM Social Justice Committee Member: Enhanced departmental awareness of social justice and facilitated an inclusive environment.
2019-2023	Managed product development, sourcing and purchasing of Innovate 1858 private label products to sold by the AESHM department in the Innovate 1858 student run retail store on the ISU campus.
2019-2022	Innovate 1858 (student run retail store) Retail Committee. Assisted with opening the new retail store. Mentored student employees and assisted with various store management tasks.
2019	Term Faculty Development Committee Member: Determined titles and qualifications for newly developed term faculty employee titles. Developed guidelines for term employee evaluations, renewals, and reappointments.
2019	Assistant Faculty Member, AESHM 380N: New York Field Study Tour
2018-2023	Managed the AESHM student designed silk scarf competition which included the judging and selection of the winning digital design(s) to be produced and sold by the AESHM department. Managed the sourcing, production, and distribution of scarves and related products. Collaborated with various entities across campus to market products.

**ADMINISTRATIVE, SERVICE AND COMMITTEES CONTINUED**

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2018-2023	Managed the AESHM ISU Tartan competition which included judging, selection and registering of the winning design to produced and sold by the AESHM department. Managed the sourcing, production, and distribution of tartan products. Collaborated with various entities across campus to market tartan products.
2018-2023	<p>Managed the daily operations of the design and product development of student created products for the department. Management duties included:</p> <ul style="list-style-type: none"><li>a) managing student design competitions</li><li>b) sourcing, production, and distribution of student products, and</li><li>c) any other duties needed to ensure the development of quality student and/or faculty products for the department.</li></ul>

**PROFESSIONAL EXPERIENCE**

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2005-2017	<b>Apparel Manager, Marketing Manager, Event Coordinator</b> Big Barn Harley-Davidson, Des Moines, Iowa
2004-2005	<b>Department Manager</b> Dillards Department Store, Des Moines, Iowa
1998-2004	<b>Senior Manager, Key Holder</b> Younkers Department Store, Ames, Iowa
<b>KEY SKILL SET</b>	<ul style="list-style-type: none"><li>• Marketing management: Advertising, promotion, managing company websites and social media outlets</li><li>• Event management: Ideation, promotion, coordination and execution</li><li>• Retail management: Specialty and big-box</li><li>• Supervisory responsibilities: Leadership and mentoring; employee hiring, training and development; Team building</li><li>• Business analysis and short- and long-term planning to drive revenue, exceed sales plans, meet gross margins, and increase inventory turnover</li><li>• Inventory management and control</li><li>• Purchasing and negotiation. Industry trade shows</li><li>• Visual merchandising: Creating store layouts, merchandising and displays, and coordinating and merchandising new store openings</li><li>• Fashion forecasting and trend analysis</li><li>• Developing and maintaining positive and professional relationships with internal staff, vendors, and consumers</li><li>• Customer-driven management to maintain positive relations with customers, provide outstanding customer service, and increase customer retention</li></ul>

## RESEARCH AND SCHOLARLY ACTIVITIES

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### PUBLICATIONS

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- 2020 **Shane-Nichols, A.**, McCrohan, D., & Chung, T. (2020). *NFL Fanatics Identity and Consumption Behavior: A Gender Comparison*. *Sports Business and Management*, 11(2), 125-142. <https://doi.org/10.1108/SBM-08-2018-0060>
- 2020 Dorie, A., Jablon, S., McCracken, A., Sadachar, A., **Shane-Nichols, A.**, Fiore, A.M., & Curwood, S. (2020). *Comparing Perceptions of Effectiveness of On-Campus and Hybrid Apparel Ph.D. Programs*. *International Journal on E-Learning*, 20(2), 113-136. <https://www.learntechlib.org/p/207288/>
- 2018 **Shane-Nichols, A.**, & Hurst, J.L. (2018). J.C. Penney's 'Fair and Square' Pricing Strategy a Bust: Back to the Basics for a Win! *Bloomsbury Fashion Business Cases*. London: Bloomsbury Publishing, Plc.

### INVITED PRESENTATIONS

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- 2021 **Shane-Nichols, A.** (February 18, 2021). Debunking Outlaw Biker Stereotypes: Female Harley-Davidson Consumers' Impression Management. AESHM Virtual Research Colloquium, Iowa State University, Ames, Iowa.
- 2018 **Shane-Nichols, A.** (April 11, 2018). *A Qualitative Exploration of Female Harley-Davidson Wearer's Symbolic Expression of Identities through Dress*. Paper presented to AMD567: Consumer Behavior and Apparel. Apparel, Merchandising, and Design program, Iowa State University, Ames, Iowa.

### REFEREED PRESENTATIONS

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- 2022 McCracken, A., & **Shane-Nichols, A.** (2022, April). Comparing Apparel Majors' Dress Practices Before, During, and Moving Out of the COVID-19 Pandemic. *Popular Culture Association Virtual Conference*. April 13-16.
- 2021 **Shane-Nichols, A.** (2021, June). Debunking Outlaw Biker Stereotypes: Female Harley-Davidson Consumers' Impression Management. *Popular Culture Association Virtual Conference*. June 2-5.
- 2021 Schumm, C.Z., McKinney, S., Niehm, L., Fiore, A.M., Chung, T., Hurst, J.L., & **Shane-Nichols, A.** (2021, November). The Friendly Shark Tank: Mentoring Student Entrepreneurs Using Product Pitches. *International Textile and Apparel Association Virtual Conference*. November 3-6.

**REFEREED PRESENTATIONS CONTINUED**

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- 2020 **Shane-Nichols, A.**, Damhorst, M.L., & Fiore, A.M. (2020, November). Female Consumers' Symbolic Expression of Identity through Harley-Davidson Apparel. *International Textile and Apparel Association Virtual Conference*. November 18-20.
- 2020 **Shane-Nichols, A.**, & Sanders, E. (2020, November). Designing a University Tartan: A Case Study. *International Textile and Apparel Association Virtual Conference*. November 18-20.
- 2020 McKinney, S., Schumm, C. Z., Niehm, L., Fiore, A.M., Olson, E., Hurst, J., & **Shane-Nichols, A.** (2020, November). Scale Development of Consumer-focused Technology Features Important to Shopping Experiences in Small Retail Businesses. *International Textile and Apparel Association Virtual Conference*. November 18-20.
- 2020 Hurst, J., Niehm, L., Fiore, A.M., **Shane-Nichols, A.**, Lee, A., & Rajagopal, M. (2020, November). Using a Program-based Store for Retail and Entrepreneurship Education: Integration of a Retail Learning Lab as a Capstone Experience. *International Textile and Apparel Association Virtual Conference*. November 18-20.
- 2016 **Shane-Nichols, A.**, McCrohan, D., & Chung, T. (2016, November). NFL Fanatics Communication of Identity through Apparel and Merchandise: A Gender Comparison. *International Textile and Apparel Association Conference*. Vancouver, BC, November 8-11.
- 2016 **Shane-Nichols, A.**, Jablon, S., McCracken, A., Dorie, A., Fiore, A.M., Sadachar, A., & Curwood, S. (2016, November). Comparing Perceptions of Effectiveness of On-Campus and Hybrid Apparel Ph.D. Programs. *International Textile and Apparel Association Conference*. Vancouver, BC, November 8-11.

**PROFESSIONAL DEVELOPMENT**

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- 2022 **Symposium on Building Inclusive Organizations**  
Ames Chamber of Commerce and Economic Development, Ames, Iowa
- 2022 **QPR (Question, Persuade, Refer) Gatekeeper Training for Suicide Prevention**  
Workshop topics: Suicide and suicide prevention

**PROFESSIONAL DEVELOPMENT CONTINUED**

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2021	<p><b>Cardinal Women</b></p> <p>“Promotional development opportunity for women who are ISU faculty or staff. Participants engage in discussions designed to foster leadership development, goal orientation and purpose in their personal and professional spheres” (Tera Lawson, 2021)</p>
2020, 2018	<p><b>Inclusive Classroom Development Workshop</b></p> <p>Presented by CELT (Center for Excellence in Learning and Teaching).  “Workshop learning outcomes: 1) Identify discipline-based and course specific improvements to foster inclusive excellence in the classroom. 2) Develop an individual action plan for promoting inclusion in the classroom. 3) Become familiar with campus resources and programs that support diversity and inclusion.” (ISU.edu, 2018)</p>
2020	<p><b>Quality Matters: Applying the QM Rubric Workshop</b></p> <p>Presented by CELT (Center for Excellence in Learning &amp; Teaching). “Quality Matters is an international, U.S.-based, non-profit organization specializing in standards, processes and professional development for quality assurance in online and blended learning.” (Quality Matters, 2018)</p>
2019-2024	<p><b>ISCORE: Iowa State Conference on Race and Ethnicity</b></p> <p>“ISCORE has provided an essential forum, bringing together members of the Iowa State community to share their stories of racial and ethical issues... we are working to enhance the ISU experience for individuals of all backgrounds by firmly establishing the ideals and practices of kindness acceptance, and belonging.” (Wintersteen, 2019)</p>
2018	<p><b>Handling Classroom Disruption Workshop</b></p> <p>Workshop topics: Institutional policies, resources, and best practices</p>
2017	<p><b>CELT Graduate Student Teaching Certificate</b></p> <p>“CELT’s (Center for Excellence in Learning &amp; Teaching) Graduate Student Teaching Certificate (GSTC) aims to enhance the professional development of graduate students who want to become professors in four-year schools of higher education emphasizing teaching. The certificate provides teaching knowledge and experience, focused as much as possible in the home discipline, for graduate students across the university.” (ISU.edu, 2017)</p>
2017	<p><b>ISU Preparing Future Faculty Program</b></p> <p>“The overarching goal of PFF is to better prepare graduate students and post docs for faculty careers at a variety of institutions through a combination of seminars, mentoring, and practical classroom and departmental service experiences.” (ISU.edu, 2017)</p>

## PROFESSIONAL DEVELOPMENT CONTINUED

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2016	<b>Qualitative Data Workshop led by Dr. Johnny Saldaña</b> Workshop topics: Qualitative data collection, analysis, and coding
2011	<b>DMACC Teacher Work Sample Training</b> “Teacher Work Sample Training is a professional training opportunity available at DMACC. A Teacher Work Sample is a performance-based narrative prepared by a teacher with a focus on increased student learning. The Teacher Work Sample provides evidence that documents the teacher’s ability to increase student learning and reflect on the teaching and learning experience for continuous improvement and achievement.” (DMACC.edu, 2016)

## PROFESSIONAL MEMBERSHIPS & HONOR SOCIETIES

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2016-Present	<b>National Retail Federation</b>
2016-Present	<b>Popular Culture Association</b>
2015-Present	<b>American Collegiate Retailing Association</b>
2014-Present	<b>International Textile and Apparel Association</b>
2014-2019	<b>ISU Apparel Merchandise &amp; Design Graduate Student Association</b>
2016	<b>Phi Upsilon Omnicron</b> National Honor Society