

## CURRICULUM VITA

Patricia T. Warrington, Ph.D., M.B.A.

### TEXAS CHRISTIAN UNIVERSITY

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## ACADEMIC AND PROFESSIONAL BACKGROUND

### EDUCATION

Ph.D. The University of Arizona, Tucson. Retailing and Consumer Sciences, 2002

M.B.A. Texas Christian University, Fort Worth, TX. Emphasis: Marketing, 1984

B.A. Texas Christian University, with Honors, Fort Worth, TX. Major: Fashion Merchandising, Minor: Business Administration, 1975

### PRESENT RANK AND YEAR OF APPOINTMENT TO THE UNIVERSITY AND RANK

- 2009- • Associate Professor, Interior Design and Fashion Merchandising, College of Fine Arts
- 2006-2009 • Assistant Professor, Interior Design and Fashion Merchandising, College of Fine Arts

### PREVIOUS TEACHING AND/OR RESEARCH APPOINTMENTS OTHER THAN TCU

- 2002-2006 • Purdue University, West Lafayette, IN, Assistant Professor, Consumer Sciences and Retailing, Full-time
- 1997-2002 • The University of Arizona, Tucson, AZ, Research and Teaching Assistant, Retailing and Consumer Sciences, Part-time
- 1993-1997 • Angelo State University, San Angelo, TX, Instructor, Business Administration, Part-time
- 1989-1993 • Angelo State University, San Angelo, TX, Instructor, Business Administration, Full-time

## PREVIOUS PROFESSIONAL POSITIONS

- 1995-1997 • Director, Small Business Development Center (SBDC), Angelo State University, San Angelo, TX
- 1993-1995 • Business Development Specialist, Small Business Development Center (SBDC), Angelo State University, San Angelo, TX
- 1976-1989 • Various positions in merchandising and store management, Foley's and Sanger Harris Department Stores, Dallas, TX

## RESEARCH AND CREATIVE ACTIVITY

- Ryu, J. S. & Warrington, P. T. (2015). The effect of popular culture on nation brand image and consumer behavior. In proceedings of the American Marketing Association/American Collegiate Retailing Association Second Triennial Conference (AMA/ACRA), Coral Gables, FL.
- Reddy, S. & Warrington, P.T. (2014). An exploratory investigation of non-store purchase intentions for environmentally friendly apparel. In proceedings of the American Collegiate Retailing Association (ACRA), Dallas, TX.
- Warrington, P.T. (2009). Corporate social responsibility and consumer evaluations. *TAFCS Research Journal*, 1, (1).
- Warrington, P.T. (2009). The impact of corporate associations on consumer evaluations for apparel producers. In proceedings of the International Textile and Apparel Association, Bellevue, WA. [www.itaaonline.org](http://www.itaaonline.org)
- Warrington, P. T., Hagen, A., & Feinberg, R. (2009). Chapter XI - Multi-channel retailing and customer satisfaction. In Y. Wan (Ed.) *Comparison-Shopping Services and Agent Designs*, (165-177). Hershey, PA: IGI Global.
- Warrington, P.T., Gangstad, E., Feinberg, R., & de Ruyter, K. (2007). Multi-channel retailing and customer satisfaction: Implications for eCRM. *International Journal of Electronic Business Research*, 3, (2), 57-69.
- Lee, Y. J., Park, J.K., & Warrington, P. (2007). Exploring antecedents of e-compulsive buying and role of self-esteem [Presentation]. In proceedings of the American Collegiate Retailing Association, New York City, NY.
- Warrington, P.T. & Keck, A. (2007). Parent-adolescent use of mobile technology: An exploratory study. *TAFCS Research Journal*, 2, (2), 13-14, 25.
- Amendah, E., Park, J.K., & Warrington, P. (2006). Consumer adoption of m-commerce as an alternative shopping channel: Approach from attitude toward m-service providers. *Journal of the Academy of Business and Economics*, 6, (2), 28-36.
- Eastlick, M.A., Lotz, S., & Warrington, P. (2006). Understanding online B-to-C relationships: An integrated model of privacy concerns, trust, and commitment. *Journal of Business Research*, 59 (August), 877-886.
- Drollinger, T., Comer, L.B., & Warrington, P.T. (2006). Development and validation of the active empathetic listening scale. *Psychology and Marketing*, 12 (February), 161-180.
- Jin, R. & Warrington, P.T. (2006). The impact of self-service technologies on consumers' service quality evaluations and loyalty intentions [Presentation]. In proceedings *Retailing 2006: Strategic*

- Challenges in the New Millennium*, XI, San Antonio, TX, Charles McMellon, ed., Hempstead, NY: Academy of Marketing Science.
- Warrington, P. T. & Gourgova, A. (2006). Beauty, brains, or brawn: Idealized male images in advertising [Presentation]. In *Advances in Consumer Research*, 13, (33) Connie Pechmann and Linda Price, eds., Duluth, MN: Association for Consumer Research, 344-345.
- Warrington, P. T. & Matranga, M.J. (2006). Planning for profitability: An integrated approach to teaching merchandise planning [Presentation]. In proceedings of International Textile and Apparel Association, San Antonio, TX, Nancy Owens, ed., Monument, CO: International Textile and Apparel Association, Inc.
- Song, Z. & Warrington, P.T. (2005). Establishing an online presence: The effect of store-based channel loyalty and technology beliefs [Presentation]. In *Marketing Theory and Applications*, 16, Kathleen Seiders and Glen B. Voss, eds., Chicago, IL: American Marketing Association.
- Warrington, P.T., Hagen, A., Gangstad, E., & Feinberg, R. (2005). The impact of service recovery on customer channel choice – bricks or clicks? [Presentation]. In proceedings of the 13th International European Association of Education and Research in Commercial Distribution (EAERCD) Conference on Research in the Distributive Trades, School of Economics and Management, Lund University, Sweden.
- Warrington, P.T. & Eastlick, M.A. (2003). Perceptions of e-shopping efficiency and fulfillment: Assessing the impact on satisfaction and loyalty for e-retailers [Presentation]. In *Retailing 2003: Strategic Planning in Uncertain Times*, X, Joel Evans, ed., Hempstead, NY: Academy of Marketing Science.
- Warrington, P.T. & Eastlick, M.A. (2003). Shopping online for jeans: Antecedents of perceived value [Presentation]. In proceedings of International Textile and Apparel Association, Savannah, GA, Nancy Owens, ed., Monument, CO: International Textile and Apparel Association, Inc.
- Warrington, P.T. & Eastlick, M.A. (2003). Quality-value perceptions and satisfaction in an e-shopping environment: Assessing the impact on e-shopping loyalty [Presentation]. In *Developments in Marketing Science*, XXVI, Harlan E. Spotts, ed., Coral Gables, FL: Academy of Marketing Science, 75.
- Warrington, P. T., Feinberg, R., & Gangstad, E. (2003). Multi-channel retailing: How experiences in one retail channel effect decisions in a second channel [Presentation]. In *Retailing 2003: Strategic Planning in Uncertain Times*, X, Joel Evans, ed., Hempstead, NY: Academy of Marketing Science.
- Shim, S., Eastlick, M.A., Lotz, S.L., & Warrington, P. (2001). An online prepurchase intentions model: The role of intention to search. *Journal of Retailing*, 77 (Fall), 397-416.
- Warrington, P., Lotz, S., & Eastlick, M.A. (2000). Consumers' values and the retailer's social image: Implications for promotion and global sourcing practices [Presentation]. In *Retailing 2000: Launching the New Millennium*, IX, Joel R. Evans and Barry Berman, eds., Hempstead, NY: Academy of Marketing Science, 254-258.
- Warrington, P. & Shim, S. (2000). An empirical investigation of the relationship between product involvement and brand commitment. *Psychology and Marketing*, 17 (September), 761-782.
- Shim, S., Eastlick, M.A., Lotz, S., & Warrington, P. (2000). Using the theory of planned behavior to predict consumer intention to use the internet for information search and shopping [Presentation]. In *Retailing 2000: Launching the New Millennium*, IX, Joel R. Evans and Barry Berman, eds., Hempstead, NY: Academy of Marketing Science, 130-134.
- Shim, S., Warrington, P., & Goldsberry, E. (1999). A personal value-based model of college students' attitudes and expected choice behavior regarding retailing careers. *Family and Consumer Sciences Research Journal*, 28 (September), 28-51.

- Warrington, P. (1999). Creating a retail venture: A business planning approach [Presentation]. In proceedings of the International Textiles and Apparel Association, Santa Fe, NM, Nancy Owens, ed. Monument, CO: International Textile and Apparel Association, Inc., 120.
- Shim, S. & Warrington, P. (1998). "A Value-Based Model of Retail Career Attributes and Behaviors: College Students Nationwide [Presentation]. In proceedings of the International Textiles and Apparel Association, Santa Fe, NM, Nancy Owens, ed. Monument, CO: International Textile and Apparel Association, Inc., 104.
- Warrington, P. & Shim, S. (1998). "Segmenting the Collegiate Market for Jeans Using a Product/Brand Involvement Model [Presentation]," In proceedings of the International Textiles and Apparel Association, Dallas, TX, Nancy Owens, ed. Monument, CO: International Textile and Apparel Association, Inc., 82.
- Eastlick, M.A., Warrington, P., Lotz, S., & Shim, S. (1998). Exploring Consumer Motives for Pursuing Retail-tainment Offerings in Shopping Malls [Presentation]. In proceedings of the American Collegiate Retailing Association, Washington.

## REVIEWER

- **Reviewer-Journal Publications.** *Clothing and Textile Research Journal, Journal of Business Research, Journal of Retailing and Consumer Services, Journal for the Advancement of Marketing Education.*
- **Reviewer-Textbooks.** Pearson Higher Education (2009); Houghton Mifflin Company (2006); Prentice Hall (2004)

## TEACHING

### COURSES TAUGHT

#### ***Undergraduate (TCU)***

*Appearance and Dress (IDFM 40203).*

*Buying, Planning, and Control (IDFM 30253, previously Merchandising: Buying).*

*Consumers in the Marketplace (IDFM 20243).*

*Fashion Communications (IDFM 20283, previously Promotion Principles).*

*Introduction to the Fashion Industry (IDFM 10243, previously Merchandising Principles).*

#### ***Graduate (Purdue University)***

*Behavioral Research Design (CSR 695).*

## HONORS AND AWARDS

- Recipient, *Clothing and Textiles Research Journal*, Best Reviewer Award, Consumer Theories and Behavior (2011).
- Recipient, Young Achievers/Emerging Professional, FCS Council of Alumni and Friends, John and Doris Norton School of Family and Consumer Sciences, The University of Arizona (2005).
- Member, Gamma Sigma Delta, International Honor Society of Agriculture, initiated as Faculty, Purdue University (2005)

- Recipient, The Stanley Hollander Retailing Paper Award, the 2003 Academy of Marketing Science Annual Conference, Washington, D.C. (2003).
- Recipient, Meritorious Performance in Teaching, The University of Arizona Foundation (2001).
- Recipient, Outstanding Graduate Teaching Assistant, School of Family and Consumer Sciences, The University of Arizona (2001).
- Recipient, Best Paper Award, the Sixth Triennial Academy of Marketing Science/American Collegiate Retailing Association Retailing Conference, Columbus, OH (2000).
- Recipient, Ruth Cowden Scholarship, The University of Arizona (1999).
- Recipient, Graduate College Fellowship, The University of Arizona (1998).
- Recipient, Effie I. Raitt Fellowship, American Association of Family and Consumer Sciences (1998).
- Recipient, Jean M. Stewart Scholarship, The University of Arizona (1998).
- Member, Beta Gamma Sigma, International Honor Society recognizing academic achievement in Business and Management, initiated at TCU, 1984.
- Dean's Merit Scholarship for Outstanding Achievement, M. J. Neeley School of Business, Texas Christian University, (1983-1984).
- Member, Phi Upsilon Omicron, National Honor Society in the field of Family and Consumer Sciences, initiated at TCU, 1974.