

Alyssa Dana Adomaitis' Publications

Edited Books/Chapters:

- **Adomaitis, A.** (ed.) (2004). *Chapter 18 International Retailing*. In Frances Harder (2004). *Fashion for Profit: From Design Concept to Apparel Manufacturing*, 2nd ed., Library of Congress.

Refereed Journals:

- **Adomaitis, A.** & Johnson, K. K. P. (2008). *Apparel and Cosmetic Advertising Targeting Young Adults: Identifying and Interpreting the Images Used to Sell*. *Journal of Fashion Marketing and Management*. Oxford: Berg Publishing. Vol. 12.2
- **Adomaitis, A.**, & Johnson, K. K. P. (2005). *Casual versus formal uniforms: Flight attendants' self-perceptions and perceived appraisals by others*. *Clothing and Textiles Research Journal*, 23 (2); 88-101.
- **Adomaitis, A.** & Johnson, K.K.P. (2000). *Shopping Minnesota Style; From Southdale to The Mall of America*. In M. DeLong (Ed). *Minnesota Creates: Fashion for a Century*. Saint Paul: University of Minnesota, pg.29-31.

Published Abstracts in Proceedings:

- **Adomaitis, A.** (2013). *A Fashion Paradox: Reflective Thinking for Fashion Forecasting* International Textile and Apparel Association (ITAA) Proceedings #67. Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** (2012). *A Sign of the Times: Experiential Learning Managed by Industry*. International Textile and Apparel Association (ITAA) Proceedings. Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.**, Johnson, Kim, K., P., Kim, J., & Seunghye Lee (2010). *Luxury Advertising: Gender Portrayal and the Use of Sex*. International Textile and Apparel Association (ITAA) and Korean Academy of Marketing Science (KAMS). Proceedings. Tokyo, Japan. <http://kamsconference.org> (also a presentation)
- **Adomaitis, A.** (2009). *The Impact of Postpartum Celebrity Images on Postpartum Women's Self-Perception*. International Textiles & Apparel Association Proceedings #66. Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** & Kwak, L. (2008) *Hispanic Opinion Leaders: Young, Acculturated, and Educated*. International Textiles & Apparel Association Proceedings #65. Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** (2007). *Fashion Magic: Use of Market for Professional Development*. International Textiles & Apparel Association Proceeding #64. Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** (2007). *Fashion Texts and Reading Levels*. International Textiles & Apparel Association Proceeding #64. Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** & Sotolongo, M. (2007). *Fashioning of the Cross*. International Textiles & Apparel Association Proceeding #64. Monument, CO. <http://www.itaonline.org> (also a presentation)

- **Adomaitis, A.** (2006). *Beyond Fashion: Global Sourcing & Foreign Policy*. International Textiles & Apparel Association Proceedings #63- Monument, CO. <http://www.itaonline.org> (also a presentation)
- cAllister, T., **Adomaitis, A.**, Kwak, L. (2006). *Hiring Hispanics Into Retail Leadership Positions: Are Small and Medium Sized Companies on Par with Large Companies?* International Textile & Apparel Association Proceedings #63. Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** & Johnson, K. K. P. (2005). *Image, of the Female Body as Selling Tool in Advertisements Targeting Adolescents Part II*. International Textile & Apparel Association Proceedings #62. Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** & Harder, F. (2005). *Fashion Studies and Civic Engagement*. International Textile and Apparel Association Proceedings #62. Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** & Johnson, K. K.P. (2005). *Images of the Female Body as Communicated through Advertisements Targeting Adolescents: Part I*. International Textile and Apparel Association Proceedings #62. Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.**, Johnson, K. K. P., Branson, D., Bruce, V., Jacobs, J., Michelman, S., O'Neal, G., Paulins, V. A. (2005). *Expectations in Apparel, Textile, & Merchandising Departments: Professional Responsibilities and Ethics in Employment*. International Textile and Apparel Association Proceedings #62 Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** (2004). *Retail Feud: A Game of Accountability*. International Textile and Apparel Association Proceedings #61 Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** and Bruce, V. (2004). *Promoting the department: An innovative approach*. International Textile and Apparel Association Proceedings #61 Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** and Bruce, V., Alexander, M., Beamer, J., Torntore, S. (2004). Special Topics Session: *Taking flight: From college graduate to college professor*. International Textile and Apparel Association Proceedings #61 Monument, CO. <http://www.itaonline.org> (also a presentation)
- **Adomaitis, A.** (2003). *The Retail Portfolio: Preparing students for industry*. International Textile and Apparel Association Proceedings – 2005, #60, Annual Conference Savannah, GA
- **Adomaitis, A.** (2002). *Changing Dress Codes in a Service Industry*. International Textile and Apparel Association Proceedings – 2005, #59, Annual Conference New York, NY
- **Adomaitis, A.** and Johnson, K. K. P. (2001). *E-tailing: Enrichment to Non-Store Retail Course*. International Textile and Apparel Association Proceedings – 2005, #58, Annual Conference Kansas City, MO.

Media/Book Reviews:

- **Adomaitis, A.** (April 2014). [The Fashion Footwear Handbook - A Marketing and Industry Perspective](#)" Bloomsbury Publishing, Editorial Assistant, Kiley Kudrna, Fairchild Books, 1385 Broadway, 5th Floor, New York, NY 10018 on November 22, 2013
- Jones, M.,R. & **Adomaitis, A.** (September/October 2009) International Textile and Apparel Association Newsletter, vol. 21(3), 2009. [M. De Garsault's 1767 Art of the Shoemaker](#). by Saguto, D.A. (2009) Texas Tech University Press, Lubbock: in conjunction with The Colonial Williamsburg Foundation, Williamsburg: ISBN: 978-0-89672-650-5 (hardcover) 285 pages.

- **Adomaitis, A.** (March 2006). International Textile and Apparel Association Newsletter, vol. 28 (4), 2006. The Commodification of Childhood: The Children's Clothing Industry and the Rise of the Child Consumer by D. T. Cook (2004) Duke University Press, Durham: ISBN: 0-8223-3268-X, (paperback) 211 pages
- **Adomaitis, A.** (May 2005). International Textile and Apparel Association Newsletter, 27 (5), May 2005. The Meanings of Dress: Second Edition Edited by M. Damhorst, K. A. Miller-Spillman, and S. Michelman (2005) Fairchild Publications: ISBN:2004108967, (paperback) 559 pages.

Presentations Published as Papers in Proceedings:

- **Adomaitis, A.;** Johnson, K. K. P., Branson, D., Bruce, V., Jacobs, J., Michelman, S., O'Neal, G., Paulins, V. A. (2005). *Expectations in Apparel, Textile, & Merchandising Departments: Professional Responsibilities and Ethics in Employment*. Monument, CO. <http://www.itaaonline.org>