

Laura McAndrews

Assistant Professor of Product Design and Development
Textiles, Merchandising, and Interiors, University of Georgia

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EDUCATIONAL BACKGROUND

- 2015 **Doctorate of Philosophy (Human Environmental Sciences)** emphasis in Textile and Apparel Management, University of Missouri
Dissertation: *A Team is Only as Good as its People: The Impact of Individual Supply Chain Member Success on the Cross-Functional Team's Success in the Global Apparel Supply Chain* (Advisor: Jung Ha-Brookshire)
- 2014 **Graduate Certificate (Center for the Digital Globe)**, University of Missouri
- 2014 **Graduate Certificate (Organizational Change)**, The Truman School, University of Missouri
- 2012 **Master of Science (Textile and Apparel Management)**, University of Missouri
Thesis: *Between the devil and the deep blue sea(m): A case study exploring the borders between work and life domains described by women in the U.S. apparel industry* (Advisor: Jung Ha-Brookshire)
- 2002 **Applied Associates of Science (Fashion Design)**, Parson's School of Design
- 2001 **Bachelor of Science (Apparel and Textile Marketing)**, Kansas State University

PROFESSIONAL EXPERIENCE

ACADEMIC EXPERIENCE

- 2015-present **Assistant Professor**, Textile, Merchandising, and Interiors, University of Georgia Graduate Faculty status awarded, 2015 (*3 University approved stop-the-clocks*)
- 2013-2015 **Graduate Instructor**, Textile and Apparel Management, University of Missouri
- 2010-2012 **Teaching Assistant**, Textile and Apparel Management, University of Missouri

INDUSTRY EXPERIENCE

- 2009-2010 **Manager Product Development/Production – Women's Knit Tops Urban Outfitters, Anthropologie Division**, Philadelphia, PA
Managed the Women's Knit Top Department for Anthropologie Brand; Hired, trained, and motivated cross functional team members to source and develop all styles for the knit top department; Negotiated seasonal costing with oversea vendors in order to achieve buyer IMU targets for the department.

- 2005-2009 **Manager Pre-Production – Women’s Knits, Associate Manager, Assistant Manager Gap Inc, Gap Brand, New York, NY**
Supervised the Women’s Knit Department at Gap Brand; Directly supervised 6 members within my team and hired, trained and motivated over 20 cross-functional team members annually; Sourced and identified new vendors/mills for changing business needs; Traveled and toured key vendor’s factories in Cambodia, Vietnam, and India, worked closely with cross functional business partner in Hong Kong, Korea, Singapore, India offices.
- 2003-2005 **Associate Merchandising Manager; Assistant Merchandising Manager I2 Concepts, New York, NY**
Managed the production process from development through shipping of finished products; Created and presented new products and styles.
- 2002-2003 **Assistant Fabric Manager Ralph Lauren Children’s Wear, New York, NY**
Worked with the fabric managers to maintain proper color (lab dips), hand, quality, etc. of all fabrics; Assisted in the sourcing and developing of seasonal fabric, prints, and patterns.

PUBLICATIONS, CREATIVE WORK, AND CONFERENCE PROCEEDINGS

REFEREED ACADEMIC JOURNAL ARTICLES – PUBLISHED

(Authorship listed hierarchically based on project involvement with percentages indicated, ^G Represents graduate student collaboration)

- 2023 **McAndrews, L.** (in press). A content analysis to understand the cross-functional nature of the merchandising constituency in the behavioural theory of the apparel firm. *International Journal of Fashion Design, Technology, & Education*.
<https://doi.org/10.1080/17543266.2023.2261022>
- Martinez, B. & **McAndrews, L.** (2023). Investigating U.S. consumer’s mobile pay through UTAUT2 and generational cohort theory: An analysis of mobile pay in pandemic times. *Telematics and Informatics Reports*. 11, 100076.
<https://doi.org/10.1016/j.teler.2023.100076>
- Martinez, B., Smith-Glaviana, D., **McAndrews, L.** & Manrique, A. (2023). “Eye shopping” on fashion mobile apps: An exploratory study of design features. *International Journal of Costume and Fashion*, 23(1). <https://doi.org/10.7233/ijcf2023.23.1.029>
- 2022 **McAndrews, L.,** & Ha-Brookshire, J. (2022). A Case Study of Capacity Development for El Salvador’s Textile and Apparel Industry. *Fashion and Textiles*. 9(37).
<https://doi.org/10.1186/s40691-022-00311-x>
- Hogans, K. ^G & **McAndrews, L.** (2022). Away from violence toward justice: A content analysis of Cultural Appropriation claims from 2013 to 2020. *Fashion Practice*. 3
<https://doi.org/10.1080/17569370.2022.211833>

- Bingham, S. ^G, **McAndrews, L.** & Hogans, K. ^G (2022). What matters when it comes to a snap decision? Materialism, fashion clothing involvement, and consciousness for sustainable consumption on apparel impulse buying. *Journal of Family and Consumer Science*. 11(4). <http://dx.doi.org/10.14307/JFCS114.4.28>
- Martinez, B. & **McAndrews, L.** (2022). Do you take...?:The effect of mobile payment solutions on use intention: An application of UTAUT2. *Journal of Marketing Analytics*. <https://doi.org/10.1057/s41270-022-00175-6>
- 2021 Martinez, B. ^G & **McAndrews, L.** (2021). The influence of mobile application design features on users' stickiness intentions as mediated by emotional response. *International Journal of Retail & Distribution Management*. <https://doi.org/10.1108/IJRDM-06-2020-0232>
- Weigle, B. ^G & **McAndrews, L.** (2021). The Future of Maternity Wear: Generation Z's Expectations of Dressing for Pregnancy. *Journal of Fashion Marketing and Management*. <https://doi.org/10.1108/JFMM-11-2020-0244>
- 2020 **McAndrews, L.** & Brooks, E. ^G (2020). One Size Does Not Fit All: A Qualitative Study Exploring the Apparel Wants and Needs of People on Dialysis. *Disability and Rehabilitation*, 10 pages. doi:[10.1080/09638288.2020.1846215](https://doi.org/10.1080/09638288.2020.1846215)
- McAndrews, L.** & Ha-Brookshire, J.E (2020). Apparel employees' creative, analytical, and emotional intelligences and their job and career satisfaction. *Journal of Fashion Marketing and Management*. 24 (1), 33-48. doi:[10.1108/JFMM-11-2018-0149](https://doi.org/10.1108/JFMM-11-2018-0149)
- Meacham, S.^G, **McAndrews, L.**, & Medvedev, K. (2020). The Clothing Consumption Process of the Vintage Consumer. *Journal of Family and Consumer Sciences*, 112(3), 24-40. <https://doi.org/10.14307/JFCS112.3.34>
- 2017 Ha-Brookshire, J., **McAndrews, L.**, Kim, J., Freeman, C., Jin, B., Norum, P., LeHew, M., Karpova, E., Hassall, L., & Marchketti, S. (2017). Moral Education for Sustainable Development: Exploring Morally Challenging Business Situation within the Global Supply Chain, *Sustainability* 9(9), 1641. doi:[10.3390/su9091641](https://doi.org/10.3390/su9091641)
- 2016 **McAndrews, L.** (2016). The Work-Family Balancing Act. In Paulins, A. & Hillery, J. (Ed.), *Guide to Fashion Career Planning: Job Search, Resumes, and Strategies for Success* (pp. 280-283). New York, NY: Bloomsbury.
- 2015 **McAndrews, L.E.** & Ha-Brookshire, J.E. (2015). Between the devil and the deep blue sea(m): A case study exploring the borders between work and life domains described by women in the U.S. apparel industry. *AshEse Journal of Business Management*, 1(2), 017-027. http://ashese.co.uk/files/McAndrews_and_Ha-Brookshire_ISSUE_2.pdf
- 2013 **McAndrews, L.E.** & Ha-Brookshire, J.E. (2013). A (our) nitty, gritty reality: Meanings of success described by textile and apparel women educators. *Clothing and Textiles Research Journal*, 31, 195-209. doi:[10.1177/0887302X13493660](https://doi.org/10.1177/0887302X13493660)

CREATIVE WORK - JURIED EXHIBITIONS

When evaluating juried design exhibitions, it is important to recognize the percentage of acceptance (the lower the percentage the higher quality of the exhibition_ and the reputation of the juror(s). Evaluating both aspects of juried exhibitions is equivalent to ranking the quality of scholarly journals. Retrieval methods of written abstracts and images of exhibition are also important to the dissemination of knowledge; thus links are provided to each creative work.

- 2022 **McAndrews, L.** (2022). "A Child's Canvas" [Juried Exhibition]. Denver, Colorado: *International Textile and Apparel Association* 79(1).
<https://doi.org/10.31274/itaa.15847>
- Level: Professional – International
 - Retrieval: https://cdn.ymaws.com/itaaonline.org/resource/resmgr/publications/ITAA_2022_Design_Catalog_v2.pdf
 - Acceptance Rate: 39.3%, Submissions: 61, Accepted: 24

REFEREED ACADEMIC JOURNAL ARTICLES – SUBMITTED BUT NOT ACCEPTED

Martinez, B^G. & **McAndrews, L.** (R&R1). The moderated-mediating effect of shopping motivations and emotion on the relationship of mobile application design features and users' stickiness intentions. *International Review of Retail, Distribution, and Consumer Research*.

Idacavage^G, S. & **McAndrews, L.** (1st submit 5/12/2023). Letting go of fear and biases: New perspectives on using historic clothing for design education in the post-pandemic age of digitization. *International Journal of Fashion Design, Technology, & Education*.

Martinez, B^G. & **McAndrews, L.** (1st submit 9/11/2023). Are we all the same when migrating to mobile pay? A PPM Analysis of generational mobile usage intention. *Clothing and Textiles Research Journal*.

REFEREED ACADEMIC JOURNAL ARTICLES – IN PROCESS

Weigle, E^G. & **McAndrews, L.** How would my baby feel in my outfit?: Mother's well-being moderating clothing comfort and maternal-fetal attachment. Target: *Clothing and Textiles Research Journal*. September 2023 submission.

McAndrews, L., Hebbard, J., & Hogans, K. Decolonizing Frankie Welch's Cherokee Alphabet Scarf. Target Journal: *Dress*. October submission.

McAndrews, L. Tectonic plates: Genderless children's clothing. Target: *Clothing and Textiles Research Journal*. November submission.

REFEREED SPECIAL WORKSHOP ORGANIZATION

- 2016 **McAndrews, L.** & Kritis, M. (2016, November). Conference Workshop on Current Creative Design Practices within the Textile and Apparel Industry: Presenting, Analyzing, and Resolving Triumphs and Pitfalls. *International Textiles and Apparel Association*. Vancouver, BC Canada.
Special Topic Coordinator

REFEREED CONFERENCE PROCEEDINGS (all include published proceeding unless noted)

(Underline represents the presenter, ^G Represents Graduate Student Collaboration)

- 2023 Weigle, B.^G & McAndrews, L. (November 9, 2023) Exploring the transfer of Affect through clothing: Maternity wear on consumer well-being and feelings of parenting. *International Textile and Apparel Association (ITAA)*. Baltimore, MD.
- Martinez, B. & McAndrews, L. (November 9, 2023). Are we all the same when migrating to mobile pay? A PPM analysis of generational mobile usage intention. *International Textile and Apparel Association (ITAA)*. Baltimore, MD.
- McAndrews, L., Hebbard, J. & Hogans, K. (November 10, 2023). “Truly American”: An artifact analysis of Frankie Welch’s Cherokee Alphabet scarf. *International Textile and Apparel Association (ITAA)*. Baltimore, MD.
- Idacavage, S.^G & McAndrews, L. (November 10, 2023) “I don’t want to ruin anything”: Student Perspectives on the use of historic clothing for design education in the post-pandemic age of digitization. *International Textile and Apparel Association (ITAA)*. Baltimore, MD.
- Martinez, B. & McAndrews, L. (July, 2023). U.S. consumers’ mobile payment behavior: The impact of UTAUT, risk, trust, and attitude on intention use and recommend. *Recent Advances in Retailing and Consumer Science Conference*. Lyon, France.
- 2022 McAndrews, L. (October 27, 2022). Fall into the cross functional team of the Gap: A content analysis. *International Textiles and Apparel Association (ITAA)*. Denver, CO.
- 2021 Hogans, K.^G & McAndrews, L. (November 2021). They Love the Culture, but Not the People: A Content Analysis of Fashion Designers’ and Brands’ Cultural Appropriation Claims in Media from 2013 to the Present. *International Textile and Apparel Association (ITAA)*. Virtual.
- 2020 Weigle, B.^G & McAndrews, L. (2020). Pregnancy Expectations of Generation Z: Physical Self-Concept and Maternity Wear. In *International Textile and Apparel Association*. Virtual Conference.
- 2019 McAndrews, L. & Ha-Brookshire, J. (2019). Apparel Employees’ Creative, Analytical, and Emotional Intelligence and their Job and Career Satisfaction. In *International Textile and Apparel Association*. Las Vegas, NV
- 2018 McAndrews, L. & Brooks, E. ^G (2018, November 8). One Size Does Not Fit All: An Exploration of Integrating the User-oriented Design Process to Develop Apparel for People on Dialysis. *International Textile and Apparel Association (ITAA)*, Cleveland, OH.
- Martinez, B.^G & McAndrews, L. (2018, November 7). The Influence of Mobile Application Design Features on Consumers’ Emotional Response and Stickiness

Intention. *International Textile and Apparel Association (ITAA)*, Cleveland, OH.

Hunt-Hurst, P., **McAndrews, L.**, McClure, C. and Blalock, E. (2018, July). Teaching the Global Apparel Supply Chain by Connecting Athens, GA Retailers with Ghanaian Apparel Entrepreneurs. *The European Institute of Retailing and Service Sciences (EIRASS)*, Maderia, Portugal.

McAndrews, L. (2018, July). A Case Study in Ghana, West Africa: Establishing a Moral Apparel Supply Chain. *The European Institute of Retailing and Service Sciences (EIRASS)*, Maderia, Portugal .

2017 **Martinez, B.^G & McAndrews, L.** (2017, November 17). Shop in the Name of Love: A Qualitative Analysis of Fashion Mobile Design Features. *International Textiles and Apparel Association*. St. Petersburg, FL, USA.

2016 **McAndrews, L.** & Ha-Brookshire, J. (2016, November). Working Together is Success: Examining Cross-functional Team Performance in the Global Apparel Supply Chain. *International Textiles and Apparel Association*. Vancouver, BC Canada.

McClure, C. & McAndrews, L. (2016, November). Going Native to Reach the Digital Natives: New technologies for the classroom. *International Textiles and Apparel Association*. Vancouver, BC Canada.

Jones, K. & McAndrews, L. (2016, November). Lea(r)n In: Feminism in the fashion classroom. *International Textiles and Apparel Association*. Vancouver, BC Canada.

Meacham, S.^G & McAndrews, L. (2016, November). Old Value: Millennial's knowledge of mending skills and its effect of the clothing consumption. *International Textiles and Apparel Association*. Vancouver, BC Canada.

Zenti, S. & McAndrews, L. (2016, March). Lynda.com empowering tomorrow's digital design classroom: A pilot study investigating Lynda.com online tutorials in interior and apparel design courses. *Interior Design Educators Council (National Conference)*. Portland, OR, USA.

Morgan, J.^G & McAndrews, L. (2016). Sound to Sleep: The Use of Music and Sound-Integrated Fabric for Better Quality of Sleep. *AFFOA Industry Day*. Athens, GA, USA.

Brooks, E.^G & McAndrews, L. (2016). Creative Approach to Modern Smart Textiles and Design Needs for People Living with Disabilities: Dialysis, Arthritis, and Dexterity Issues. *AFFOA Industry Day*. Athens, GA, USA.

2015 **McBee-Black, K & McAndrews, L.E.** (2015, November). Designed to include: A pilot study offering creative design solutions for people living with disabilities. *International Textile and Apparel Association Annual Conference*, Sante Fe, NM, USA.

McAndrews, L.E. & Ha-Brookshire, J.E. (2015, November). Hearts over smarts: An analysis of emotional intelligence in the global apparel supply chain. *International Textile and Apparel Association Annual Conference*, Sante Fe, NM, USA.

- 2014 **McAndrews, L.E.** & Ha-Brookshire, J.E. (2014, November 13). Blue washing a supply chain: A case study of an El Salvadorian apparel manufacturer. *International Textile and Apparel Association Annual Conference*, Charlotte, NC., USA
- McAndrews, L.E.** & Ha-Brookshire, J.E. (2014, November 14). Does the devil really wear Prada?: Relational aggression scale development. *International Textile and Apparel Association Annual Conference*, Charlotte, NC, USA.
- McAndrews, L.E.** & Ha-Brookshire, J.E. (2014, November 15). Triple bottom threat: Educating college students in sustainable consumption. *International Textile and Apparel Association Annual Conference*, Charlotte, NC, USA.
- 2013 **McAndrews, L.E.** & Ha-Brookshire, J.E. (2013, October 17). Border crossing and management between work and life domains described by women in the U.S. apparel industry. *International Textile and Apparel Association Annual Conference*, New Orleans, LA, USA.
- McAndrews, L.E.** & Norum, P. (2013, October 18). The education of sustainable consumers: An analysis of sewing education and disposal activity. *International Textile and Apparel Association Annual Conference*, New Orleans, LA, USA.
- 2012 **McAndrews, L.** & Ha-Brookshire, J.E. (2012, November 16). Exploring the Borders between work and life domains described by women in the U.S. apparel industry. *International Textiles and Apparel Association Annual Conference*, Honolulu, HI, USA.
- 2011 **McAndrews, L.** & Ha-Brookshire, J.E. (2011, November 4). Meanings of Success Described by Textile and Apparel Women Educators. *International Textile and Apparel Association Annual Conference*, Philadelphia, PA, USA.

INVITED SEMINARS/LECTURES

International

The Commercial Law Development Program (CLDR) & The Office of the United States Trade Representative (USTR)
Professional Development KickOff – Virtual with Salvadorian T&A Industry Leaders
Supply Chain Management Track
March 15, 2021
Presentation: Establishing Robust Research & Development Processes

The Commercial Law Development Program (CLDR) & The Office of the United States Trade Representative (USTR)
Professional Development KickOff – Virtual with Salvadorian T&A Industry Leaders
Supply Chain Management Track
March 18, 2021
Presentation: Weaving Sustainable Development Goals (SDGs) into the Textile and Apparel Industry
Presentation: Looking Ahead – Future Trends

The Commercial Law Development Program (CLDR) & The Office of the United States Trade Representative (USTR)
Benefitting from CAFTA-DR Workshop, San Salvador, El Salvador

July 11, 2018
Presentation Topic: Proactive Product Development

The Commercial Law Development Program (CLDR) & The Office of the United States Trade Representative (USTR)
Benefitting from CAFTA-DR Workshop, San Salvador, El Salvador
July 11, 2018
Presentation Topic: Strengthening Supply Chain Management

Regional

TexProcess Conference
Host: Messe Frankfurt
Current Status of Global Trade in Fashion
Panelist
May 18, 2022

Fashion X Disability Virtual Panel
Expert Panelist
April 29, 2021

TexProcess Virtual Conference
Host: Messe Frankfurt
Sewn Product Track: The Workforce of the Future
Panel Moderator
October 7, 2020

GATFACS Winter Conference
Workshop Title: The Fashion Through line: What History Can Teach Us for Today
Savanah, GA
January 29, 2020

GATFACS Winter Conference
Workshop Title: The Supply Chain from Textiles to Design to Merchandising
Savanah, GA
January 24, 2019

NON-JURED EXHIBITIONS & DESIGN SHOWS

2016 McAndrews, L. (2016). Repurposing Project 2.0. The Georgia Theatre, Athens, GA.

2015 McAndrews, L. (2015). *Inspired by the Time*. University of Georgia, Athens, GA.

McAndrews, L. & Zenti, S. (2015). *Expression of Design with Cotton Textiles and Surface Designs*. University of Georgia, Athens, GA.

SPONSORED RESEARCH AND OTHER GRANTS

RESEARCH GRANTS RECEIVED – Total \$57,289

2022 **McAndrews, L.** (2022). Enhancing design education through Frankie Welch’s Americana. *Sweaney Innovation Fund*. Family and Consumer Sciences, UGA. \$5,500.

(Principal Investigator).

Covington, S. ^G, Idacavage, S. ^G. & **McAndrews, L.** (2022). Fighting systematic racism, classism, and individualism in sustainable fashion education. *Campus Sustainability Grant*, UGA Office of Sustainability. \$4,000.

Solomon, C. ^U & **McAndrews, L.** (2022) Close the loop. Campus Sustainability Grant, UGA Office of Sustainability. \$1,289.

- 2021 **McAndrews, L.** & McClure, C. (2021). Hidden Voices in the Fashion Industry Educational Module. *Carters*, (\$5,000).
- 2019-2021 **McAndrews, L.** (2019-2021). Lilly Fellow. *UGA Center for Teaching and Learning*.(\$2,000).
- 2016-2017 Ha-Brookshire, J.E. (PI), Freeman, C., Jin, B., Karpova, E., Kim, J., Lehew, M., Marcketti, S., **McAndrews, L.**, Norum, P. (submitted: April, 2016; granted: November, 2016). Development of Case Studies for Morally Responsible Agricultural Product Supply Chain Education (MoRAPSCE). *USDA Grant Challenge, National Institute of Food and Agriculture*. \$30,000.
- 2016-2018 **McAndrews, L.** (2016-2018). Design & Implementation of Online Course TXMI 3530E: Apparel Quality Analysis. *Office of Online Learning* \$3,000. (Principle Investigator).
- 2016 **McAndrews, L.** (March, 2016). *Faculty Development Workshop: Integrating Sustainability Across the Curriculum*. \$500. (Principle Investigator).

RESEARCH GRANTS SUBMITTED

- 2023 **McAndrews, L.** (PI), Weigle, B., Stein, K., Bowmen, M., and Hebbard, J. (submitted April 2023; decision expected Nov 2023). Linking the UGA Museum to Georgia Classrooms: FACS Fashion Journey Boxes for Middle School Education. *National Endowment of the Arts: Research Grants in the Arts*, \$100,000.

RESEARCH GRANTS SUBMITTED – NOT FUNDED

- 2020 McAndrews, L. (PI) & McClure, C. (July 2020). Hidden Voices in the Cotton Supply Chain. *Cotton Incorporated*. \$20,000 – declined.
- 2019 McAndrews, L. (PI) (June 17, 2019). Cotton Is Their Livelihood. Cotton Incorporated. \$20,000 – declined.
- 2018 **McAndrews, L.** (PI). (September, 2018). Designing Mass Customization Apparel for People Living with Disabilities. *Johnson & Johnson*. \$150,000 – declined
- 2017 **McAndrews, L.** (PI), McClure, C., and Vessels, G. (November, 2017). The Cotton Supply Chain across the Curriculum. *Cotton Incorporated*. 47,330. (Principle Investigator) - declined.

Bhat, G. (PI) & **McAndrews, L.** (May 2017). Design, Development and Evaluation of Sensory Fabrics for Monitoring Material and Neonatal Child Health Behavior. *Bill & Melinda Gates Foundation*. \$100,000 - declined.

2016 Ionov, L & **McAndrews, L.** (November, 2016). Seasons of Change: 4D Jewelry from smart polymers. *Center for Craft, Creativity, and Design*. \$15,000 - declined.

Zenti, S. & **McAndrews, L.** (2016). Comprehending Creativity: The Use of Psychophysiology Measures to Investigate the Creative Design Process. *Interior Design Educators Council*. \$3,000. (Co-Investigator)- declined.

McAndrews, L. & Medvedev, K. (April, 2016). Green is the New Black: Teaching Environmental Awareness to K-12 Students. *Internal Submission: EPA Environmental Education Training Program*. \$2,000,000. (Principle Investigator) - declined.

McAndrews, L. (February, 2016). Lilly Teaching Fellowship. *Center for Teaching and Learning*. \$2,000. (Principle Investigator)- declined.

2015 **McAndrews, L.** (PI) & Gomez-Lanier, L. (2015). The Courage to be Creative: The Re-Launch of TXMI 2010 Creativity and the Design Process. *Sweaney Innovation Fund*. \$5,000. (Principle Investigator) - declined.

TRAVEL GRANTS FOR RESEARCH DISSEMINATION

2023	<i>University of Georgia Provost Faculty Travel Grant</i> , University of Georgia, \$2000
2017	<i>University of Georgia Provost Faculty Travel Grant</i> , University of Georgia, \$2000.
2016	<i>University of Georgia Provost Faculty Travel Grant</i> , University of Georgia, \$1,100
2015	<i>University of Georgia Provost Faculty Travel Grant</i> , University of Georgia, \$800
2011-2014	<i>Graduate Professional Council (GPC) Travel Award</i> , University of Missouri, \$300 each year.

HONORS, AWARDS, AND NOMINATIONS

Lilly Teaching Fellow, University of Georgia, 2019-2021, \$2000.

UGA Career Center Award – Recognition that at least one graduating students identified Laura McAndrews as a person who contributed greatly to their career development and success, University of Georgia, 2020, 2019, 2018, 2017, 2016.

TMI Teacher of the Year, University of Georgia, 2017.

Graduate Outstanding Instructor Award, University of Missouri, 2013, \$500.

Tex Ops Design and Product Development Fellowship, El Salvador – University of Missouri Partnership, 2012, \$7,500.

Golden Key International Honour Society, University of Missouri, 2012-2013.

Marion K. and Vernon W. Piper Distinguished Doctoral Fellowship, University of Missouri, 2012-2013, \$10,000.

2012 Distinguished Master's Thesis Nominee, University of Missouri, 2012.

G. Maxene Harris Fellowship, University of Missouri, 2011-2012, \$600.

American Apparel Education Foundation, Inc. Scholarship, University of Missouri, 2011-2012, \$1,250.

Natalie R. Reid/Wheeler Memorial Scholarship, University of Missouri, 2011-2012, \$750.

COURSES TAUGHT

UNDERGRADUATE COURSES (P Denotes courses developed; RD Denotes courses redesigned)

University of Georgia

Course	Semester	Enrollment	Course Evaluation (5/5)
TXMI 2010 ^D Creativity & The Design Process	Fall 2019	35	4.59
TXMI 3210 RD Fundamentals in Fashion Merchandising	Fall 2017	46	4.67
	Fall 2018	53	4.73
	Spring 2019	62	4.61
	Fall 2019	59	4.31
	Spring 2020	55	Qual Response-Covid
	Fall 2020	50	4.43
	Spring 2021	49	Qual Response-Covid
	Fall 2021	50	Qual Response-Covid
TXMI 3530 RD Apparel Quality Analysis	Spring 2023	68	4.35
	Fall 2015	34	4.6
	Spring 2016	29/2	4.78
	Fall 2016	21	4.84
	Spring 2017	14	4.79
	Fall 2017	27	4.81
TXMI 3530 ^E Apparel Quality Analysis (Online)	Spring 2018	13	4.97
	Summer 2016	21	4.38
	Summer 2017	20	--
	Summer 2018	15	5.0
	Summer 2019	31	4.7
	Summer 2020	38	4.51
	Summer 2021	33	Qual Response-Covid
	Summer 2022	33	Qual Response-Covid
TXMI 4280/6280 ^D Apparel Design Studio	Summer 2023	26	Qual Response-Covid
	Spring 2017	18/1	4.81
	Spring 2018	14/1	4.97
	Spring 2019	18/2	4.8

	Spring 2020	16	Qual Response-Covid
	Spring 2021	17	Qual Response-Covid
	Spring 2022	30/2	Qual Response-Covid
	Spring 2023	16/2	4.97
	Fall 2023	15	In process
TXMI 4520/6520 Textile Econ	Fall 2022	46/1	Qual Response-Covid
TXMI 4900 ^D Special Topics – Cotton Product for Healthy Living	Fall 2015	12	4.3
TXMI 5210/7210 ^D Digital Design Applications	Fall 2018	12/3	4.84
	Fall 2019	19/1	4.4
	Fall 2020	29/1	4.54
	Fall 2021	26	Qual Response -Covid
	Fall 2022	17/1	Qual Response -Covid
	Fall 2023	17/1	In process

University of Missouri – Graduate Instructor of Record

Course	Semester	Enrollment	Course Evaluation (5/5)
TAM3200 ^D Softgoods Quality Evaluation	Spring 2013	60	4.64
	Fall 2013	58	4.48
	Spring 2014	65	4.64

Note. ^D Newly developed course; RD Significantly re-designed course.

Sampling of Qualitative Feedback from course evaluations in each course taught at UGA:

- **TXMI 2010 Creativity and the Design Process**

Qualitative Comments:

- *She gave us a lot of room to grow and be our true selves without penalizing us. She also did a great job relating the design process to different fields.*
- *Very engaging with students and really cares about their learning*
- *She was really good about finding ways to make the courses interactive for the students. For example, with one of our course units, we actually went on a scavenger hunt outside.*

- **TXMI 3210 Fundamentals in Fashion Merchandising**

Qualitative Comments:

- *She has so much background and experience that it made her able to relate her experience to what she was teaching us, which gave us a better understanding of it all.*
- *She was able to connect course material to her own real-world experiences, and that was very beneficial.*
- *It [the course] is interesting because it is applicable to everyone. I feel like it was educational and opened people's minds to challenge them to look at things differently.*

- **TXMI 3530 Apparel Quality Analysis**

Qualitative Comments:

- *She made the information interesting and engaging. Got the students involved in effective discussions and assignments.*
- *Dr. McAndrews does a fantastic job of creating an environment for learning. There are no stupid questions, and we feel like we are genuinely learning the material.*
- *She is very knowledgeable and has experience in the industry she can refer back to. Great interactive conversations in class, i learned so much in this class, especially sustainability and workers' rights*

- **TXMI 4280/6280 Apparel Design Studio**

Qualitative Comments:

- *Everything in this class was great. This has been my absolute favorite class since coming to UGA. Dr. McAndrews is such a great professor. She honestly teaches in a way that ensures learning and growth from your mistakes as a student and builds on those without putting any extra and unnecessary stress on you either. I think all the concepts she teaches are useful and I could always make connections between what we were taught and how I could potentially use this later on in life or in a career in fashion.*
- *She was very hands on and would give individual attention when needed.*
- *She was very patient with all of us. The various tasks were very new to the majority of us.*

- **TXMI 5210/7210 Digital Design**

Qualitative Comments:

- *Well laid out projects with clear grading criteria; fun learning environment with a great peer atmosphere*
- *She really explained the material well, and was able to helpfully answer questions when we asked her.*
- *Dr. McAndrews is incredibly knowledgeable and is happy to share any information she has with her students. She is also incredibly supportive and willing to help students achieve success in any way.*

2010-2012 **TAM2500 Social Appearance through Time and Space** (Required Course)
 University of Missouri
 Teaching Assistantship for approximately 200 undergraduate students

TAM3510 History of Western Dress (Required Course)
 University of Missouri
 Teaching Assistantship for approximately 200 undergraduate students

STUDENT ADVISING AND NOTABLE ACHIEVEMENTS

GRADUATE DOCTORAL ADVISOR COMMITTEE CHAIR

Doctorate of Philosophy (Merchandising and International Trade), University of Georgia

2023 Kristian Hogans (May 2023). Exploring Black Women Experiences in Clothing and Textiles Departments in Higher Ed.

- Graduate Research Award: Hogans, K. (2021). The College of Family and Consumer Sciences, *Jan M. Hathcote Social Science Academic Support Fund*, UGA. \$1,500.
- Graduate Fellowship: Hogans, K. (2021). American Association of Family and Consumer Sciences, *Mary Josephine Cochran Fellowship*. (\$6,000).
- Currently employed as an Assistant Professor at Alabama University A&M

Beth Weigle (May 2023). Exploring Affects of Maternity (wear): Implications for Self-Transition Through a Postfeminist Motherhood.

- Currently employed as a Lecture at the University of Georgia

Maureen Lehto-Brewster (May 2023). Following sorority feminities: Making fashion, gender, and race (more) visible on TikTok.

- Currently employed as an Assistant Professor at University of Maryland Eastern Shore

2017 Briana Martinez (Aug 2017). The Influence of Mobile Application Design Features on Consumers' Emotional Response and Stickiness. Unpublished dissertation.

- Currently employed as an Assistant Professor at the Baylor University.

GRADUATE THESIS ADVISOR COMMITTEE CHAIR

Master of Sciences (Merchandising and International Trade), University of Georgia

2023 Carlee Stephens (May 2023): Less design, Better Design: Implementing C2CCAD Model using eco-design and minimalism. In preparation for publication.

2019 Sarah Bingham (May 2019). What Matters When it Comes to a Snap Decision?: Measuring Materialism, Fashion Clothing Involvement, and Consciousness for Sustainable Consumption on the Effects of Apparel Impulse Buying. Published.

2018 Mauricio Gonzalez (December, 2018). Supply Chain Competitive Advantage Analysis of Colombia and South Africa. Unpublished Thesis.

- Graduate Research Award: University of Georgia Graduate School Dean's Awards for Social Sciences. \$2,840.

2017 Elise Brooks (May, 2017). We are all Built Differently: Designing Mass Customization Apparel for Dialysis Patients using the User-Oriented Design Process. Published.

- Graduate Fellowship: American Association of Family and Consumer Sciences, Inez Eleanor Randell National Graduate Fellowship. \$5,000.

2016 Samantha Meacham (Dec, 2016). I feel Like My Love Runs Too Deep: Vintage Consumers', Shared Values, and the Clothing Consumption Process. Published.

Ana Urrego (Dec 2016). Examining Male Consumers' Fashion Involvement, Materialism, and Fear of Negative Evaluation. Unpublished thesis.

GRADUATE COMMITTEE MEMBER

Name	Degree	Graduation Date
Brett Whitley	M.S.	Dec 2022
Jeongah Shin	Ph.D.	<i>Anticipated: May 2023</i>
Shannon Marsh	M.S.	August 2022
Amy Manley	M.S.	Dec 2021
Emily Stubb	M.S.	May 2021
Caroline Kopot	Ph.D.	May 2020
Jaleesa Reed	Ph.D.	May 2021

Ashley Turner	M.S.	May 2019
Berea Antaki	M.S.	May 2019
Julia Kinser	M.S.	Dec 2017
Clair McClure	Ph.D.	May 2017

UNDERGRADUATE RESEARCH ADVISING

- 2023 Emma Ryals and Alyssa Dickson (Spring 2023). Designing genderless clothing utilizing user-centered design theory. Unpublished.
- Both students received \$1000 through the UGA Office of Undergraduate Research and \$1000 through FACS undergraduate research grant
- 2022 Emily Chambers and Dan Diener (Fall 2022). Sublimation printed fabric testing. Unpublished.
- Both students received \$1000 through the UGA Office of Undergraduate Research
- Pierce Pitman and Sara Ros (Spring 2022). A historical inquiry of the Frankie Dress for apparel design. Unpublished
- Both students received \$1000 through the UGA Office of Undergraduate Research
- 2018 Madelyn Newton (Fall 2018). An Investigation of Empathy and Moral Disengagement on Sustainable Fashion Consumption. Unpublished.
- 2017 Sarah Wilson (Fall 2017). A Study of Supply Chain Relationships, Organizational Justice, and Moral Supply Chain Theory. Unpublished.

INTERNSHIP SUPERVISION

- 2023 Chloe Allen (Spring). Harmful narratives told by the fashion industry. Young Dawgs Program. Unpublished.
- 2022 Chloe Allen (Fall). Cultural appropriation in the fashion industry. UGA Young Dawgs Program. Study Complete. Unpublished.
- Emma Scott (Spring). Enhancing design education through Frankie Welch’s Americana. Student Intern.
- 2021 Emma Scott (Fall). Genderless aerial dance costumes. UGA Young Dawg Program. Study Complete. Received Top Presentation Score. Unpublished.

PROFESSIONAL DEVELOPMENT

Certificate in Diversity and Inclusion (CDI): Organizational Excellence through Diversity, University of Georgia, October 19, 2021.

Certificate in Diversity and Inclusion (CDI): Countering Unconscious Bias, University of Georgia, October 13, 2021.

Embracing Diversity, Equity, and Inclusion in Teaching and Learning in Higher Education, University of Georgia Teaching Academy, March 26 & 29, 2021.

Preparing to Pivot, Center for Teaching and Learning at the University of Georgia, Summer 2020.

Creating a Sustainable Writing Practice, University of Georgia, Fall 2018.

Lectra School, Design Software Training – Kaledo Print, Weave, Knit, and Style. Smyrna, Georgia. June-July, 2018.

LGBTQ Safe Space Workshop, University of Georgia, Fall 2017.

FACS Leadership Retreat, University of Georgia, Fall 2016, Fall 2017, Fall 2018.

Sustainability Across the Curriculum, University of Georgia, May 2016.

SERVICE AND CITIZENSHIP

INTERNATIONAL

Membership:

2023-2025 Textile and Apparel Industries co-Track Chair for International Textile and Apparel Association Conference

2017-present Member, The European Institute of Retailing and Service Sciences (EIRASS).
Member, Southern Chapter of International Association of Clothing Designers and executives.

2016-present Member, Philosophical Direction Committee, International Textile and Apparel Association Conference.

2011-present Member, International Textile and Apparel Association,

Reviewer for Journal Manuscripts:

2015-present Clothing and Textiles Research Journal

2019-present Fashion and Textiles
International Journal of Retail and Distribution Management

Reviewer for Conference:

2019 Conference Abstract Reviewer, Apparel Consumer Retail Association

2015-present Conference Abstract Reviewer, International Textile and Apparel Association.

Broadcast/TV:

2017 Podcast guest – Adam Ruins Everything, Industry expert on Fast Fashion, March 2017

2016 TV appearance - Adam Ruins Everything, Industry Expert on Shopping Malls episode, September, 2016

Media Coverage:

2020 Robinson, E. (2020, January 23). Combatting fast fashion in Athens: The relationship between clothing and consumer. *The Red & Black*.

https://www.redandblack.com/culture/combating-fast-fashion-in-athens-the-relationship-between-clothes-and-consumers/article_9f5740d6-3d87-11ea-b0a5-7f3888970c1d.html

Powell, C. (2020, November 9). Fashion Merchandising students compete for top T-

shirt design. *FACS News*. <https://www.fcs.uga.edu/news/story/fashion-merchandising-students-compete-for-top-t-shirt-design>

Crosby, C. (2020, December 11). Marker's Space a place where students' creativity comes to life. *FACS News* <https://www.fcs.uga.edu/news/story/makers-space-a-place-where-students-creativity-comes-to-life>

2019 Feature Story – Kim, K. (2019, January 11). Fashion Friday: Assistant professor Laura McAndrews love for fashion extends beyond the fabric. *The Red & Black*. https://www.redandblack.com/culture/fashion-friday-assistant-professor-laura-mcandrews-love-for-fashion-extends/article_26541566-1541-11e9-8008-93c3d5f8b52a.html

2018 Quoted in – Lagaite, M. (2018, June 22). Kate Spade dead at 55, leaves behind impressive legacy. *The Red & Black*. https://www.redandblack.com/culture/kate-spade-dead-at-leaves-behind-impressive-legacy/article_15f03f18-6945-11e8-babe-4f25ed284a37.html

Consulting Service:

- 2018-2021 Product Development and Design Specialist, U.S. Department of Trade Representatives, El Salvador.
- 2012-2013 Product Development : TEXOPS, El Salvador
View website: <http://www.wearittoheart.com>

UNIVERSITY

- 2018-2021 Graduate Faculty Joint Representative for The Odum School of Ecology, the College of Engineering, the College of Environmental Design, the College of Family and Consumer Sciences, the School of Forestry and Natural Resources, and the College of Pharmacy, University of Georgia.
- Sub-Committee Member of Appeals Committee, Fall 2018-Spring 2020.
 - Sub-Committee Member of Appeals Committee, Fall 2020-present.
- 2013-2014 Public Relations Executive Chair, Missouri Student Association – Truman's Closet, University of Missouri
- 2014-2015 Member, Graduate Leadership Program, University of Missouri
- 2013-2015 Representative for Textile and Apparel Management, Graduate Professional Council, University of Missouri
- 2011-2012 Peer Mentor, Graduate Peer Mentoring Program, University of Missouri
- 2011-2015 Yoga and Pilates Instructor, MizzouRec – Tiger X Instructor, University of Missouri

COLLEGE

- 2015-present Faculty Advisor, Fashion Design Student Association, University of Georgia
- Advise in the planning of two fashion shows a year of original designs.
 - Direct sewing workshops for members.
- 2021-2023 FACS Faculty Advisory Committee, 2021-2023, University of Georgia

DEPARTMENT

- 2022-2023 TMI Search Committee Member for Assistant Professor, University of Georgia
- 2015-present TMI Fashion Week Faculty Coordinator – TMI, University of Georgia

- 2020-present Undergraduate Curriculum Committee Member – TMI, University of Georgia
- 2017-present Awards Committee Member – TMI, University of Georgia
- 2017-2020 Graduate Curriculum Committee Member – TMI, University of Georgia
- 2017-2019 Curriculum Committee Member – TMI, University of Georgia
- Benchmarking Committee Member – TMI, University of Georgia
- Graduate Seminar Committee Member – TMI, University of Georgia
- TMI- FACS Open House Committee Member, University of Georgia
- Recruiting & Website Committee Member-TMI, University of Georgia
- 2016-present Georgia Soft Goods Education Foundation, Inc., University of Georgia
- Sub-Committee Member of the Product Development and Design Curriculum Committee
- Student Association of FACS, University of Georgia
- 2016 Ghana Study Abroad Product Development and Design Study Abroad, University of Georgia.
- 2016-2017 TMI Search Committee Member for Assistant Professor, University of Georgia
- 2011, 2012 Textile Apparel Management – Graduate Student Association, University of Missouri
- Vice President, President
- 2010 Presider, University of Missouri Sustainable Cotton Summit, Columbia, MO.

COMMUNITY/EXTENSION

- 2020 Georgia Teachers of Family and Consumer Sciences (GATFACS) Winter Conference, Workshop Title: The Fashion Throughline, Savannah, GA.
- 2019 GATFACS Winter Conference, Workshop Title: The Supply Chain from Textiles to Design to Merchandising, Savannah, GA.
- 2018-2021 The Commercial Law Development Program & The Office of the United States Trade Representatives, El Salvador
- 2018 National Endowment of the Arts Big Read Literary Fashion Show “Dressed to Live”, Clarke Central High School, Athens, GA.
- 2016 Seed Life Skills, Family and Consumer Sciences Contributor, Athens, GA.
- 2010-2012 Guest Lecturer, 4 H Club - Adventures in Education, Columbia, MO.