



Meeting the Challenges of US and Indian Fashion Retailing Industries

Meeting the Challenges of US and Indian Fashion Retailing Industries is a graduate course focused on cultural differences and similarities in retailing strategies of entrepreneurial small- and medium-size enterprises found in these two countries. It will consist of seven 2-hour synchronous online sessions and weekend projects for two weeks in September 2017 with main projects due in December 2017. This 3-credit graduate course, developed through funding from the United States-India Educational Foundation, will be jointly taught by 10 expert faculty from Iowa State University, Oklahoma State University, and the University of North Texas alongside 6 expert faculty from National Institute of Fashion Technology campuses across India. For more information on module content and course format, please see below.

United States-India Educational Foundation project developed by:



Module Content



Cultural Diversity

In today's global economy, understanding differences in cultures is important to professional success and personal life. The United States of America, representing a Western individualistic society, is the oldest democracy, whereas India, representing an Eastern collectivistic society, is the largest democracy. The cultural diversity module will allow you to explore similarities and differences between these diverse democracies through the lens of Hofstede's cultural dimensions. You will compare gender roles, corporate culture, and the apparel/fashion retail industries of these countries. This module will also cover etiquette, mannerisms, slang, communication styles, educational systems, and other cultural nuances in an interesting and engaging manner. As a part of this module, you will read 4-5 relevant assigned articles covering the topical areas and work on a case study. A secondary reading list will be provided to dig deeper into both these cultures. At the end of this module, you will appreciate the similarities and differences between these two cultures, which will prepare you to be successful in the global fashion retail industry.

Sub-team Members: Drs. Sanjukta Pookulangara (University of North Texas), Amrut Sadachar (Iowa State University Affiliate), Ann Marie Fiore (Iowa State University)

Retail Entrepreneurship in Small Non-Urban Markets

In the U.S. and India, rural areas have been significantly impacted by economic and demographic change. To better understand the characteristics, challenges, and

opportunities associated with retail entrepreneurship in rural and urban areas, this module will provide an overview of issues associated with small retail business operation in the U.S. and India. Flora and Flora's (2008) community capitals framework will be used to examine: resources and opportunities for changing rural communities through entrepreneurship, ways to facilitate business ownership for underrepresented groups, and the interdependence between retailers and their communities. Prior to the module, you will be provided with reading material on entrepreneurship fundamentals, unique aspects of rural markets, and innovative competitive approaches for small retail businesses. You will also be provided with articles and cases related to entrepreneurship, which will be discussed in the class sessions along with a related PowerPoint presentation. The module will include examples and applications of the following:

1. Formal and informal sources of small business assistance and networks
2. Operational and competitive strategies for small business sustainability
3. Contributions of small independent retailers to local community markets
4. Understanding rural retailer and community interdependence from a community capitals perspective.

Participants will derive understanding of and apply entrepreneurship strategies to enhance small retail businesses.

Sub-team Members: Dr. Linda Niehm (Iowa State University), Dr. Jane Swinney (Oklahoma State University), Mr. Siewspah D. Buhroy (National Institute of Fashion Technology--Shillong Campus)

Assortment Planning and Allocation

This module will begin with a discussion of strategies for planning inventory investment and assortment planning practices by small retailers vis-à-vis larger retailers in both India and the United States. Effective inventory management topics to be covered include, how to manage costs and space allocation, measure shrinkage, and improve the customer shopping experience. Next, the module will cover model stocks, basic stocks and weekly sales as a means to understand the importance of planning regular inventory replenishment. The module will also cover a) how to maintain both even merchandise flow and sales throughout a season, and b) the timing of receipt of goods as a strategy for success. Lastly, the module will touch on the importance of allocation. Allocating inventory will focus on helping the business owner formalize their inventory classifications and refine these for future business growth. Analysis of sales by classification will guide the discussion on the allocation of inventory. The overall goal of this module is to create a more thorough understanding of the need for inventory planning that maximizes the return on inventory investments.

Sub-team Members: Drs. Jessica Hurst (Iowa State University), Jane Swinney (Oklahoma State University), G. H. S. Prasad (National Institute of Fashion Technology--Hyderabad campus)

Triple Bottom Line Retail Strategies

Triple Bottom Line (TBL) is a term coined by John Elkington, which measures the economic, environmental, and social performance of a business, and it is the practical framework of sustainability. The idea behind the Triple Bottom Line (TBL) paradigm is that a corporation's ultimate success or health can and should be measured not just by the traditional financial bottom line, but also by its social/ethical and environmental performance. This framework includes long-term thinking, systems thinking, and lifecycle thinking. This module will start with an introduction to TBL and a discussion about the main concepts that underlie TBL, such as climate change, product/service lifecycle, living wage, externalities, sustainability, social responsibility, and resource depletion. Then, it will cover Elkington's seven drivers of TBL and an overview of TBL tools, followed by applications and an evaluation framework that includes selecting criteria of parameters, scoring criteria, aggregating, and reporting. This module will also include two case studies showcasing successful adoption of TBL and a classroom exercise. After the completion of this module, you will possess knowledge on TBL and its implementation in apparel retail businesses.

Sub-team Members: Drs. Cosette Armstrong (Oklahoma State University), Jane Swinney ((Oklahoma State University), Krishnakumar Mallaiyan (National Institute of Fashion Technology--Kannur)

Experiential Marketing

In this modern era of retailing, smart brands have discovered a new marketing truth – the importance of connecting with customers through engaging experiences. This form of marketing, termed experiential marketing, focuses on customer-centric activities that a retailer adopts to create a long-term connection with a customer. This module will provide you with insight into a strategic framework for experiential marketing. The framework is applied to contemporary fashion retail business scenarios, with a specific focus on applications for small businesses, including female-owned and rural businesses. The module will include examples and application of the following components of the framework:

- a. 4Es (entertainment, educational, esthetics and escapist experiences)
- b. 7Es (excitement, environment, engagement, experiment, energy, experience, and encouragement)
- c. Pop-Up Retail (novel shops open for a short period, commonly easily transportable)
- d. Authenticity (brand authenticity, strategic principles of authenticity, authentic offerings)

As foundational knowledge before the class session, you will be provided with a PPT on branding basics, including branding terminologies, which will be frequently used in the module. You will also be given a list of articles and cases related to experiential marketing, which will be discussed in the class sessions along with an image-rich PowerPoint presentation to enhance understanding and application of experiential marketing strategies. At the end of this module, you will appreciate the experiential marketing framework as a strategic tool that leads to competitive advantage for retailers and a memorable, value-added experience for the customer.

Sub-team Members: Drs. Ann Marie Fiore (Iowa State University), Linda S. Niehm (Iowa State University), Sushil Raturi (National Institute of Fashion Technology--Mumbai Campus)

Promotional Strategies

Promotion, one of the 4P's of the marketing mix, enables a brand to build brand loyalty and thus play an important role in the overall marketing strategy of a global brand. This module will include discussions of the promotion mix (e.g., advertising, sales promotions, direct marketing); and principles of promotional strategies, management, and media planning in today's dynamic retail environment. This module will address the use of various platforms, both traditional (e.g. visual merchandising, direct mailers) and non-traditional (e.g. social media, push notification on mobile devices such as SMS). This module will also include case studies and discuss various real world situations to highlight the use and importance of the key concepts above. A hands-on learning experience regarding the use of the module content in a scenario-based, small business case study concludes the module.

Sub-team Members: Drs. Doreen Chung (Iowa State University), Sanjukta Pookulangara (University of North Texas), Vikas Kumar (National Institute of Fashion Technology--Patna)

Omni-Channel Retailing

With the continuous development of technology, retailers have been altering and engineering new ways for customers to shop and to connect with companies. The core of this module is to enhance your understanding of **the strategic integration** of brick-and-mortar stores, electronic retailing, direct marketing methods, and other retail channels. Upon completion of this module, you will be able to identify the characteristics of multi-, cross-, and omni- channel retailing; evaluate current omni-business practices in the retail industry; and summarize the history, privacy, security, and net neutrality of omni-channel retailing. The current trends and practices influencing the development and execution of omni-channel retailing will be discussed from a consumer behavior perspective during the session. The module will conclude with a mini assignment and presentation of the emerging trends for apparel omni-channel companies.

Sub-team Members: Drs. Sanjukta Pookulangara (University of North Texas), Doreen Chung (Iowa State University), Amandeep Grover (National Institute of Fashion Technology--New Delhi)

Calendar for the Course

July-August	Sept 13-15 (Wed-Fri)	Sept 16-17 (Sat-Sun)	Sept 18-21 (Mon-Thurs)	Sept 22 (Fri)	Sept 23-24 (Sat-Sun)	Oct-Dec	Mid Dec
Course readings available	2-hour synchronous sessions daily	Project activities related to US small retailers	2-hour synchronous sessions daily	Off	Project activities related to Indian small retailers	Team project work	Project submission

Registration

Students from universities *other than* Iowa State University, Oklahoma State University and GPIDEA partners, and the University of North Texas please enroll as a *non-degree seeking* student through Iowa State University at

<https://www.distance.iastate.edu/getting-enrolled/to-enroll-now/> and then register for AMD 590E (Special Topics: Merchandising, Aesthetics, and Entrepreneurship) section XE under fall semester offerings. Questions, please email Dr. Ann Marie Fiore at amfiore@iastate.edu.

Iowa State University students please register for AMD 590E (on campus or XE section). Questions, please email Dr. Ann Marie Fiore at amfiore@iastate.edu.

Oklahoma State University and GPIDEA partner students please register for DHM 5810 Problems in Design, Housing and Merchandising. Questions, please email Dr. Jane Swinney at jane.swinney@okstate.edu.

University of North Texas students please register for MDSE 5900 Special Problems. Questions, please email Dr. Sanjukta Pookulangara at Sanjukta.Pookulangara@unt.edu, respectively.

Other questions about the course please contact Dr. Ann Marie Fiore at amfiore@iastate.edu

This ad was funded by a grant from the United States-India Educational Foundation, made possible by the US Department of State. The opinions, findings, and conclusions stated herein are those of the instructors and do not necessarily reflect those of the United States-India Educational Foundation and Department of State.

