

# KAVITA SINGH

ASST. PROFESSOR OF MARKETING

MARYVILLE COLLEGE, MARYVILLE, TN, 37804  
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## EDUCATION

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- Ph.D. 2025 **University of North Carolina at Greensboro (UNCG)**  
Department of Consumer, Apparel, and Retail Studies  
Bryan School of Business & Economics  
Includes Post-Baccalaureate Certificate in Sustainability
- MBA 2011 **Indian School of Business (ISB), Hyderabad (FTA global rank #34)**  
Major: Marketing and Strategy
- M.A 2020 **National Institute of Fashion Technology (NIFT), New Delhi, India**  
Masters in Fashion Management
- B. A 1997 **Lady Shri Ram College, Delhi University, New Delhi, India**  
History (Hons.)

## WORK EXPERIENCE - ACADEMIA

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- Fall 2025 **Maryville College, Maryville, TN**  
**Asst. Professor of Marketing**  
Teaching courses:  
Marketing  
Consumer Behavior  
Special Topics in Marketing  
Senior Study  
Marketing and Retail Management  
Principles of Management
- Fall 2024 **University of North Carolina at Greensboro**  
**Instructor of Record**  
Introduction to Apparel Industry (CRS 231)
- Fall 2022 – Spring 2024 **Academic Advisor**  
Developed academic plans and advised 100+ students per semester
- Fall 2021 – Spring 2022 **Research Assistant (USDA Higher Education Challenge Grant)**  
Developed class activities, created video library, reviewed literature on virtual educational technologies such as serious games

2019 – 2021	<p><b>Amity University, Dubai</b>  <b>Adjunct Lecturer, BS Program</b>  Courses taught:  Marketing &amp; Merchandising  History of Fashion  E-commerce in Fashion  Entrepreneurship in Apparel Industry</p>
2018 – 2019	<p><b>NIFT, New Delhi, India</b>  <b>Adjunct Instructor, Continuing Education Program in Mgmt.</b>  Courses taught:  Retail Management  Small Business Entrepreneurship  E-Retail Logistics &amp; Customer Service  Retail Marketing</p>
Fall 2017	<p><b>Amity School of Fashion Technology, Delhi, NCR, India</b>  <b>Adjunct Lecturer, MS Program</b>  Courses taught:  Advanced Fashion Merchandising  Global Sourcing</p>

## WORK EXPERIENCE (INDUSTRY)

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### **Strategic Marketing & Brand Leadership**

- Brand Manager, Levi Strauss (Sykes)
  - Led brand repositioning strategy through market analysis and consumer insights
  - Developed and launched successful streetwear sports line targeting new market segments
  - Managed cross-functional teams to align product development with brand strategy
- Business Manager, Hero by Wrangler, VF Arvind Brands Ltd
  - Developed mass market penetration strategy resulting in significant market share growth
  - Increased product contribution by 15% through strategic pricing and positioning
  - Directed marketing campaigns and retail partnerships for brand expansion

### **Marketing Analytics & Product Strategy**

- Product Manager, Lee Cooper & Wrangler
  - Launched premium product line through collaborative partnership with Wrangler Europe
  - Developed data-driven market segmentation strategy for women's Body Type concept
  - Achieved 12% revenue growth through consumer-focused category expansion
  - Created and implemented marketing strategy for Flying Machine sub-brand launch

### **Entrepreneurial Marketing**

- Founder/Manager, Museum Shop Products India

- Developed comprehensive marketing strategy for new souvenir brand in competitive retail market
- Built successful B2B partnerships with major department stores
- Executed integrated marketing campaigns across multiple retail channels

## RESEARCH

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### Refereed Proceedings of Papers Presented at Conferences

**Singh, K., & Karpova, E. (2023).** Gendered and Environmental Stresses of Affluent Laundry Consumption Practices. ITAA 2023 Proceedings [Paper presented at the 2023 ITAA Conference, Baltimore, MD, November 8-11, 2023]

Haque, F., Williams, A., Iqbal, M. A., **Singh, K.**, Perry, M., & Watchravesringkan, K. (2022). Investigating the Effect of a Fashion Brands' Supply Chain Transparency Disclosing Strategy on Fashion Brand Evaluations. ITAA 2023 Proceedings [Paper presented at the 2023 ITAA Conference, Baltimore, MD, November 8-11, 2023]

**Singh, K., Karpova, E., & Wallaschkowski, S. (2024).** The Role of Cleanliness Tolerance in Secondhand Clothing Consumption: Evidence from Germany. ITAA 2024 Proceedings [Paper presented at the 2024 ITAA Conference, Long Beach, CA, November 20-23, 2024]

**Singh, K., Williams, A., Haque, F., Iqbal, M. A., Perry, M., & Watchravesringkan, K. (2024).** "Effect of Transparency on Brand Equity: The Moderating Role of Consumer Aliteracy", in The American Collegiate Retailing Association (Eds.), *American Collegiate Retailing Association (ACRA) 2025 Conference Proceedings*, pp.1-4, available at:  
[https://cdn.ymaws.com/acraretail.org/resource/resmgr/proceeding/2025\\_proceeding\\_final02.pdf](https://cdn.ymaws.com/acraretail.org/resource/resmgr/proceeding/2025_proceeding_final02.pdf)

### Journal Article

**Singh, K., & Karpova, E. (2025).** 'One-and-done', airing, and folding: examining the affluent laundry practices of U.S. consumers. *International Journal of Fashion Design, Technology and Education*, 1–11. <https://doi.org/10.1080/17543266.2025.2539750>

### Submitted Abstract

**Singh, K., Karpova, E. (2025).** *Encouraging the Adoption of Preferred Laundry Behaviors to Reduce the Environmental Impact: Developing a Conceptual Framework* [Poster Presentation] ITAA 2025 Annual Conference, St Louis, MO, Nov 18-22, 2025

Karpova, E., Hodges, N., Nasibli, N., **Singh, K.**, Weinshilboum, E. (2025). "This Time It's Sticking Because of How Immersive It Was": Apparel Students' Deep Learning about the U.S. Cotton Supply Chain and Sustainability [Paper Presentation] ITAA 2025 Annual Conference, St Louis, MO, Nov 18-22, 2025

## CERTIFICATIONS

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2024

**ACUE** course in Designing Learner-Centered and Equitable Courses  
*(Co-issued by the American Council on Education)*

## SERVICE

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2022 – 2023

**Treasurer**, CARS Graduate Student Association, UNCG

Apr 2024 - Present

**Secretary**, Kappa Omicron Nu, UNCG

## AWARDS

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2022

Frances & Jesse Temple Scholarship, UNCG

2022

D. Elizabeth Williams Scholarship, CARS

2021

Albanese Doctoral Fellowship, CARS

## IT SKILLS

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Worked in organizations with **SAP** implementation.

Proficient in Adobe Illustrator, Microsoft Excel, SPSS, R