



Sarah E. Frankel

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“Knowledge rooted in experience shapes what we value and as a consequence how we know what we know as well as how we use what we know.”

-bell hooks

EDUCATION

University of Tennessee, Knoxville, TN

Ph.D. in Retail, Hospitality, and Tourism Management, 2023
Cognate in Educational Psychology
Certificate in Qualitative Research Methods

Lincoln Memorial University, Harriman, TN

Master of Business Administration (M.B.A.), 2017

University of Tennessee, Knoxville, TN

Bachelor's Degree in History, 2009

EDUCATIONAL CERTIFICATIONS & FELLOWSHIPS

- Ida A. Anders Omega Scholarship \$2,000, 2022-2023
- Catherine Burton Chi Omega Scholarship \$2,000, 2021-2022
- Research Inc.'s 18th Annual Qualitative Research Seminar Student Ambassador Scholarship, 2021
- The Volunteers of Distinction Extraordinary Professional Promise Nominee, 2021
- Research Inc.'s Qualitative Writing Workshops Student Ambassador Scholarship, 2020
- Community Engagement Academy Fellowship, 2020
- The CEHHS Graduate Student Research Colloquium Award for Best Poster \$250, 2020
- Research Inc.'s 17th Annual Qualitative Research Seminar Student Ambassador Scholarship, 2020
- Research Inc.'s Qualitative Data Analysis Camp Student Ambassador Scholarship, 2020
- The Jimmy and Ileen Cheek Graduate Student Medal of Excellence Nominee, 2019
- Research Inc.'s 16th Annual Qualitative Research Seminar Student Ambassador Scholarship, 2019
- The CEHHS Graduate Student Research Colloquium Award for Best Poster \$250, 2019
- Eloise & George Eckler Graduate Fellowship \$2,000, 2018-2019
- Social Media Analytics: Using Data to Understand Public Conversations Course at Queensland University of Technology Certificate of Achievement, 2018
- Research Inc.'s 15th Annual Qualitative Research Seminar: Analyzing Online Conversations, 2018.
- Six Sigma White Belt Certification, 2017

PROFESSIONAL DEVELOPMENT ACTIVITIES

- Facilitating, Undergraduate Evidence-Based Learning: Six-Part Series CIRTL FUEL, 2023
- Applying a 'Pedagogy of Refusal' to Support Intersectionality & LGBTQ+ Students Webinar, 2021
- Virtual Teaching Bootcamp: A Four-Part Series, 2020
- Active Learning with TurningPoint: Strategies for Active Learning Webinar, 2020

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- Inclusive Teaching 101- Understanding the Language of Inclusivity, 2019
- The Best Practices in Teaching Programs for Graduate Assistants and Associates, Postdoctoral Lectures, and New Faculty Program Completion, 2018
- UT CIRTL Associate Level Certification in Teaching and Learning, 2018
- Nvivo Software Workshop, 2018
- Effective College Teaching Workshops, 2018

PUBLICATIONS

- **Frankel, S.E.**, Childs, M.L., & Kim, Y-K. (2022). Tattooed individuals in a community: Motivations and identities. *Deviant Behavior*. [DOI 10.1080/01639625.2022.2079442 indexed in SSCI; 2020 Impact factor: 1.982].
- **Frankel, S.E.**, Benjamin, S., & Stephens, C. (2021). Crafty woman: An exploration of how southeastern female brewers navigate anger and emotional labour in the craft beer industry. *Annals of Leisure Research*, 1-24. [special issue] DOI 10.1080/11745398.2021.1902356 [indexed in SSCI; 2018 Impact factor: 1.60].
- **Frankel, S.E.**, Cuevas, L., Lim, H. & Benjamin, S. (2021) Exploring Tattooed Presentation on YouTube: The Case Study of Kat von D. *Fashion Theory*, 1-22. DOI 10.1080/1362704X.2021.1882769 [indexed in SSCI; 2020 Impact factor: .43].
- **Frankel, S.E.**, Childs, M.L., & Kim, Y-K. (2021). Alternative hedonism: Its relation to tattoo coverage and community type, *International Journal of Marketing Studies*, 13(1), 1-13. DOI 10.5539/ijms.v13n1p1
- Jones, D., Childs, M.L., **Frankel, S.E.** & Loveday, M. (2020). Experience-based learning: Exploring meaningful outcomes for students in retail and fashion. *International Journal of Fashion Design, Technology and Education*, 14(1), 1-11. DOI 10.1080/17543266.2020.1859625 [2020 Impact factor: .950]
- **Frankel, S.E.** & Ha, S. (2020). Something seems fishy: Mainstream response to drag queen imagery. [Special Issue] *Fashion and Textiles*. DOI :10.1186/s40691-020-00211-y [indexed in SSCI; 2020 Impact factor: 1.667]
- **Frankel, S.E.** (2020). Blending the gender lines: Effectiveness of beauty boys as brand endorsers. *Journal of Textile Science & Fashion Technology*. DOI 10.33552/JTSFT.2020.04.000590 [2019 Impact factor: .357]
- **Frankel, S.E.**, Childs, M.L., & Kim, Y-K. (2018). Tattoo convention: Seeking and escaping motivations of attendees, *Journal of Travel and Tourism Marketing*, 36(2), 282-294. DOI 10.1080/10548408.2018.1527275 [indexed in SSCI; 2018 Impact factor: 2.988]

MANUSCRIPTS IN REVIEW

- **Frankel, S.E.** & Ha, S. (2022). Hey Alexa, Let's Go Shopping: A Phronetic Iterative Approach to Studying Voice-Activated Assistants for Fashion Shopping. *International Journal of Retail & Distribution Management*

MANUSCRIPTS IN DEVELOPEMENT

- Benjamin, S., **Frankel, S.E.**, Bottone, E. & Williams, J. (2021) Diet dark tourism: Commodifying death at the Titanic Museum Attraction. *Journal of Heritage Tourism* is intended target.
- Benjamin, S., Stephens, C. & **Frankel, S.E.** (2021). Crafting a new narrative: Exploring female brewers' representation in the southeastern craft beer industry. *Sustainability* [special issue] is intended target.
- **Frankel, S.E.**, Benjamin, S., & Stephens, C. (2021). Crafting a beer logo: A content analysis of logo aesthetic and representation. *Qualitative Market Research Journal* is intended target.

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PRESENTATIONS

Oral

- **Frankel, S.E.**, Benjamin, S. & Stephens, C. (2021) Crafty woman: An exploration of how southeastern female brewers navigate anger and emotional labor in the craft beer industry, *Critical Tourism Studies-North America*, *Moved online due to COVID19*.
- **Frankel, S.E.**, Ha, S. & Kim, Y-K (2021). Environmental Apparel Consumption as Social Consumption. *International Textile and Apparel Association*, *Moved online due to COVID19*.
- **Frankel, S.E.**, & Ha, S. (2021). Fashion Shopping with Voice-Activated Assistants: A Phronetic Iterative Approach. *International Textile and Apparel Association*, *Moved online due to COVID19*. *Paper of distinction award*.
- Benjamin, S. **Frankel, S.E.** & Stephens, C. (2020). Are you seeing this? Understanding the lived experiences of Womxn craft beer professionals. *Association for Tourism and Leisure Education and Research*, Prague, Czech Republic. *Moved online due to COVID19*.
- **Frankel, S.E.**, Benjamin, S., Stephens, C. & Lee, M. (2020). Crafting a beer logo: A content analysis of logo aesthetic and representation. *International Textile and Apparel Association*, Denver, CO.
- **Frankel, S.E.**, Ha, S., & Kim, Y-K. (2020). Working together to reduce: An examination of environmentally conscious consumption. *International Textile and Apparel Association*, Denver, CO.
- Benjamin, S. **Frankel, S.E.** & Stephens, C. (2020). Visual employed photography of experiences of women brewmasters in southeastern United States. *XV World Congress of Rural Sociology*, Cairns, Australia. *Cancelled due to COVID19*.
- **Frankel, S.E.**, Jones, D. & Lee, B. (2020). Pack your camera: The serious leisure of social media travel: An Instagram jetsetter and leisure case study. *5th Annual ICHRIE-SECSA Federation Conference*, Auburn, AL.
- **Frankel, S. E.** & Ha, S. (2019). Something seems fishy: Mainstream consumer response to drag queen imagery. *International Textile and Apparel Association*, Las Vegas, Nevada.
- **Frankel, S. E.** & Cuevas, L. (2019). "Cheers to babies!": A duoethnography approach to women and consumption in Yummy Mummies. *International Textile and Apparel Association*, Las Vegas, Nevada.
- **Frankel, S.E.**, Childs, M.L., & Kim, Y-K. (2018) Tattoo convention: Seeking and escaping motivations of attendees, *ACRA Conference*, Toronto, Canada.
- **Frankel, S.E.**, Cuevas, L., Lim, H. & Benjamin, S. (2018) Exploring subculture storytelling on YouTube: The case study of Kat von D, *ACRA Conference*, Toronto, Canada.
- **Frankel, S.E.**, Childs, M.L., & Kim, Y-K. (2018) Tattoo convention: Seeking and escaping motivations of attendees, *4th Annual ICHRIE-SECSA Federation Conference*, Knoxville, TN.

Poster

- **Frankel, S.E.**, Benjamin, S. & Stephens, C. (2020) Crafty woman: An exploration of how southeastern female brewers navigate anger and emotional labor in the craft beer industry, Presented poster at the *CEHHS Graduate Student Research Colloquium*, Knoxville, TN.
- Jones, D., Childs, M., & **Frankel, S. E.**, (2019). A unique approach to implementing experiential learning. *International Textile and Apparel Association*, Las Vegas, Nevada.
- **Frankel, S. E.**, Childs, M., & Kim, Y-K. (2019). Coloring the community through tattooed identities. Presented poster at the *CEHHS Graduate Student Research Colloquium*, Knoxville, TN.
- **Frankel, S. E.**, Childs, M., & Kim, Y-K. (2018). Does tattooing lead to alternative hedonism? *International Textile and Apparel Association*, Cleveland, Ohio.
- **Frankel, S. E.**, Childs, M., & Kim, Y-K. (2018). Coloring the community through tattooed identities. *International Textile and Apparel Association*, Cleveland, Ohio.
- **Frankel, S.E.**, Childs, M.L., & Kim, Y-K. (2018) Tattoo convention: Seeking and escaping motivations of attendees, Presented poster at the *RHTM Advisory Board Meeting*, Knoxville, TN.
- **Frankel, S.E.**, Childs, M.L., & Kim, Y-K. (2018) Tattoo convention: Seeking and escaping motivations of attendees, Presented poster at the *CEHHS Graduate Student Research Colloquium*, Knoxville, TN.

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Non-Referred Research Presentation

- **Frankel, S.E.**, Benjamin, S. & Stephens, C. (2020) Crafty woman: Exploring emotional labor with female brew professionals, RHTM Annual Advisory Board Meeting, Knoxville, TN. *Cancelled due to COVID19.*
- **Frankel, S.E.** & Ha, S. (2019). Something seems fishy: Mainstream response to drag queen imagery. South Eastern Consortium, 2019, Knoxville, TN.

Invited Professional/Industry Presentations

- Benjamin, S. **Frankel, S.E.**, Stephens, C. (2021) Invited to facilitate and organize webinar/live session for FemALE Brew Fest in Fort Lauderdale, FL.
- Benjamin, S. **Frankel, S.E.**, Stephens, C. (2021) Invited to facilitate and organize webinar session for Pink Books Society chapter leadership and members.
- Benjamin, S. **Frankel, S.E.**, Stephens, C., Lee, M. (2020) Invited to facilitate and organize panel session for Bier De Femme Beer Festival. Unpacking Women's Experiences of the Craft Beer Industry. Charlotte, North Carolina. March 24, 2020. *Cancelled due to COVID19.*

TEACHING EXPERIENCE

INSTRUCTOR OF RECORD [UNIVERSITY OF TENNESSEE]

- RCS 210 Introduction to Retail Management
 - Developed syllabus and an asynchronous online classroom
- RCS 411 Entrepreneurship and Small Business Management
 - Developed syllabus and created a flipped classroom
 - Brought in speakers from the community to bridge learning and industry
 - Worked with local business to develop a case study
 - Worked with Office of Technology to create pedagogically sound learning objectives

INSTRUCTOR OF RECORD [MARYVILLE COLLEGE]

- OST 103 Sustainable Tourism
 - Developed syllabus and course with a focus on diverse learners
- OST 303 Cultural Tourism
- BUS 120 Hospitality and Customer Experience
 - Created the new course curriculum
 - Brought in speakers from the community to bridge learning and industry

TEACHING ASSISTANT COURSES

- RCS 341 Consumers in the Global Marketplace
 - Updated & recorded lectures
- RCS 391 Leadership in Retailing
 - Planned & created lectures, graded assignments
- RCS 411 Entrepreneurship and Small Business Management
 - Planned & created lectures, graded assignments
- RCS 441 Branding
 - Planned & created lectures, graded assignments, developed projects and activities
- RCS 410 Retail Strategies
 - Industry case study, worked directly with company to create class project
- RCS 310 Retail Buying and Merchandising

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- Planned & created lectures, graded assignments, conducted lab
- RCS 210 Introduction to Retail Management
 - Planned & created lectures, graded assignments

GUEST LECTURE

- Arts-Based Approaches to Qualitative Research: Graduate Seminar
- Inclusivity in Brand Marketing
- Nostalgic Branding Strategies
- Understanding Your Benefits Package
- Photovoice and Participatory Visual Methodologies
- Understanding and Implementing Ethical Fashion Sourcing
- Gorilla Marketing and Researching the Market: Marketing Plan for Startups
- Anti-Consumption and Brand Relations
- Consumer Analytics: Segmentation, Targeting, and Positioning
- Branding Ritual Consumption Practices
- Branding Experiences: Experiential Retailing
- Drag Queen Typology and Human Branding

GRANT EXPERIENCE

QUALITITATIVE SPECIALIST

- Benjamin, S. (2020). Resilience during a pandemic: Case study of Happy Holler. Research Development Academy, University of Tennessee, May-June, 2020.
- Park, J., Jeong, S.W., & Ha, S. (2019-2022). Consumer experience with IoT technology in retail. Academic Research Capacity Enhancement Program, National Research Foundation of Korea, July 1, 2019 – June 31, 2022, (\$148,220)

RESEARCH GRANTS [APPLIED]

- \$100,000 - \$10 million Benjamin, S., **Frankel, S.E.**, Stephens, C., Pink Boots Society, & CraftXEDU. (2020). MacArthur Foundation: Equality Can't Wait Challenge. *Crafty womxn: Dismantling barriers for marginalized craft beer professionals*. Won internal UTK competition. Not funded.
- \$10,000 Benjamin, S., Stephens, C. & **Frankel, S.E.** (2019) Crafting a New Narrative: Exploring Female Brewers' Representation in the Southeastern Craft Beer Industry. Diversity and Inclusion Grant: Brewers Association. Not funded.
- \$2,100 **Frankel, S.E.**, Benjamin, S., & Stephens, C. (2019). Crafting a New Narrative: Exploring Female Brewers' Representation in the Southeastern Craft Beer Industry. Student/Faculty Research Awards, Office of Graduate School. The University of Tennessee. Not funded.
- \$27,000 Benjamin, S., Stephens, C. & **Frankel, S.E.** (2019). Crafting a New Narrative: Exploring Female Brewers' Representation in the Southeastern Craft Beer Industry. Alliance of Women Philanthropists Annual Grant. Not funded.
- \$5,000 **Frankel, S.E.**, Childs, M.L., & Kim, Y-K (2018). Tattooed Individuals: Their Motivations, Self-Enhancement, and Social and Economic Impact in the Local Community. Student/Faculty Research Awards, Office of Graduate School. The University of Tennessee. Not funded.
- \$3,600 **Frankel, S.E.**, Childs, M.L., & Kim, Y-K (2018). Tattooed Individuals' Food Consumption: Environmental, Economic, and Social Impacts on Local Communities. Summer Graduate Research Grant, Office of Graduate School. The University of Tennessee. Not funded.

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SERVICE

Department

- Students Representative on the Committee for Future Projects for Culinary Institute, March 2020
- Volunteer for the RTHM Departmental Fundraiser, April 2020 *Cancelled due to COVID19*
- Volunteer for the RTHM Departmental Fundraiser, April 2019
- Assisted with the identification of Jewish women for the Women Champions of Vision and Courage with the University of Tennessee Commission for Women, March 2019
- Volunteer for the South Eastern Consortium, February 2019
- Assisted with creation, design and facilitation of community event to stand against intolerance on campus with the Interim Chancellor; Provost; Hillel group; Commissions for Blacks, LGBT People, and Women; Council for Diversity and Interculturalism, December 2018
- Volunteer for the RHTM Great Smoky Mountain Food Days data collection, September 2018
- Volunteer for the RHTM Departmental Fundraiser, April 2018

Professional

- Reviewer for *Deviant Behavior*, 2023
- ResearchTalk and UNC's Odum Institute for Research in Social Science Student Ambassador, 2021
- Reviewer for the IARC 275 Historic Knoxville Retail project, October 2020.
- Social Media Advisory Committee, Virtual Conference for Qualitative Inquiry, 2020-2021
- Member of the ITAA Teaching Innovation and Resources Committee, 2020
- ResearchTalk and UNC's Odum Institute for Research in Social Science Student Ambassador, 2020
- Judge for the Haslam School of Business's Graves Business Plan Competition, March 2020 *Cancelled due to COVID19*
- Judge for the Haslam School of Business's Graves Business Plan Competition, October-November 2019
- ResearchTalk and UNC's Odum Institute for Research in Social Science Student Ambassador, 2019
- ACRA Conference Reviewer, February 2019
- Member of ITAA
- Member of ACRA

Community

- Mentor for 5-6 Knoxville Area High School Students, TNacheives, 2022-present
- Executive Committee Vice President & Public Relations, Knoxville Jewish Alliance, 2019-2021
- General Board Member, Knoxville Jewish Alliance, 2019-current
- Share the Dream Assemblage, 2019- current
- Marketing Coordinator for the 4th Annual *Knoshville* Jewish Food Festival, 2019
- Volunteer with Knox PRIDE, 2019-current
- Volunteer with PJ Library as part of AJCC; Knoxville Jewish Alliance, 2017-2019
- Volunteer with Bridges Refugee Services, 2016-current

WORK EXPERIENCE

UNIVERSITY OF TENNESSEE, KNOXVILLE, TN
Graduate Teaching Associate, Aug 2019- Current

UNIVERSITY OF TENNESSEE, KNOXVILLE, TN
Graduate Teaching/Research Assistant, Jan 2018 – Current

FOLLETT HIGHER EDUCATION GROUP (FORMERLY NEBRASKA BOOK COMPANY),
Knoxville, TN

Course Materials District Manager II, Dec 2014 – May 2017

- Managed staff, prepared work schedules and assigned specific duties.

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- Directed and coordinated activities of businesses or departments concerned with the production, pricing, sales, or distribution of products.
- Directed and coordinated organization's financial and budget activities to fund operations, maximize investments, and increase efficiency.
- Determine staffing requirements, and interviewed, hired and trained new employees, and oversaw those personnel processes.

CRUSH BOUTIQUE, LLC, Knoxville, TN

Owner, Mar 2011 – Sep 2014

- Oversaw activities directly related to making products or providing services.
- Reviewed financial statements, sales and activity reports, and other performance data to measure productivity and goal achievement and to determine areas needing cost reduction and program improvement.
- Monitored customer preferences to determine focus of sales efforts.
- Prepared budgets and approved budget expenditures.
- Planned and directed activities such as sales promotions, coordinating with other department heads as required.

INTIMATE TREASURES, Knoxville, TN

Store Manager, May 2006 – Mar 2011

- Managed staff, prepared work schedules and assigned specific duties.
- Determined staffing requirements, and interviewed, hired and trained new employees, and oversaw those personnel processes.
- Performed sales floor work, such as greeting or assisting customers, stocking shelves, or taking inventory.