

Linda Manikowske – Profile

Professor in Apparel, Retail Merchandising and Design

Education

- Ph.D. — Iowa State University
- M.S. — North Dakota State University
- B.S. — North Dakota State University

Teaching Emphasis

- Visual Merchandising and Promotion
- Professional Development
- Retail Merchandising
- Trend Forecasting
- Experiential Education

Research Emphasis

- Consumer behavior
- Small and family-based business
- Experiential learning styles

Research and Scholarship (Selected)

- Lee, J., Park, K., & Manikowske, L. (2020). Social media analytics in retail: Exploring consumer engagement on Facebook. *Journal of Textile Science and Fashion Technology*, 7(3), DOI: 10.33552/JTSFT.2020.07.000662
- Jorgensen, J., Masuo, D., Manikowske, L., & Lee, Y. (2020). The reciprocal involvement of family business owners and communities in Business Success. *Sustainability*, 12(10), 4048, <https://doi.org/10.3390/su12104048>
- Manikowske, L., Lee, J., & Park, K. (2019). Use of social media by small fashion retailers and their customer engagement. *International Journal of Costume and Fashion*, 19(1), 51-68.
- Lee, Y., Haines, G., & Manikowske, L. (2018). Gender and Its Impact on Small Firm Survival and Success after a Natural Disaster, Proceedings of The American Council on Consumer Interests Conference, Clearwater Beach, Florida.
- Niehm, L., Manikowske, L., Lee, Y., Zuiker, V., & Masuo, D. (2017). United States Association for Small Business and Entrepreneurship, "Rural Family-Owned Business Sustainability in Times of Economic Change: Strategic and Entrepreneurial Responses to the 2007 to 2009 Recession," Poster, Philadelphia, PA.
- Manikowske, L., Lyons, N., LeHew, M., & Bennur, S. (2016). Learning by doing: Our ten-year journey in the realm of online education, International Textile and Apparel Association Proceedings.
- Manikowske, L. & Sunderlin, S. R. (2013). Clothing and connections: A partnership for civic engagement and service learning. *The Delta Kappa Gamma Bulletin*, 79(3), 46-49.
- Manikowske, L. & Sunderlin, S.R. (2012). The Salvation Army Store Project: Professionals Who Make a Difference. *Delta Kappa Gamma Bulletin: International Journal for Professional Educators*, 78(3), 34-37.
- Sunderlin, S. & Manikowske, L. (2008) Visual Shoe Art: A perspective on compassion. International Textile and Apparel Association Proceedings.
- Wolfe, K., Bates, D., Manikowske, L., & Amundsen, R. (2005). Learning styles: Do they differ by discipline? *Journal of Family and Consumer Sciences*, 97(4), 18-22.

Award, Recognitions, Grants, and Competitions (Selected – received at North Dakota State University)

- 2018 - Faculty Development to Enhance Teaching and Research Grant – College of Human Development and Education – with M. LeHew from Kansas State University - \$2,050.00
- 2016 - Robert and Patty Hendrickson Grant from College of Human Development and Education – with A. Braaten and S. Sunderlin - \$3,120.00
- 2014 - Robert and Patty Hendrickson Grant from College of Human Development and Education – \$1,875.00
- 2015 – Exceptional Contributions to Teaching Award – College of Human Development and Education
- 2013 - Funding from Great Plains Distance Education Alliance to determine outcomes of graduates of the Master of Science in Merchandising program. Team project with KSU, UN-L, and SDSU, \$14,900
- 2011 - Faculty Chair of the Year – Awarded by Great Plains Interactive Distance Education Alliance
- 2011 – Received Target Campus Grant - Project Title: Visual Merchandising and Promotion for the Salvation Army Store - \$1,000
- 2011 – Received Apple Polisher Award – presented by Bison Ambassadors, NDSU
- 2010 - Received Instructional Development Grant – NDSU – Project Title: Global Sourcing Trends in the Apparel Industry: Preparing Our Students. \$2,536 to cover expenses to attend the MAGIC Trade Show
- 2008 – Outstanding Teacher Award presented by students – College of Human Development and Education
- 2008 Received Outstanding Teacher Award, College of Human Development and Education, selected and presented by students.
- 2007 Hendrickson Faculty Development Award, \$1500 to cover expenses for Adolescent Research study.
- 2004 Received Outstanding Educator, College of Human Development and Education, presented by Phi Upsilon Omicron.
- 2004 Received Preferred Professor Award, presented by Mortar Board, NDSU.
- 2003 Received Excellence in Teaching Award, NDSU College of Human Development and Education.
- 2001 Received Technology Fee Grant for \$21,440 – Project Title: Acquisition of Apparel Product Design/ Development Software.

Service

- College of Human Sciences and Education Scholarship Committee
- Department Marketing and Recruitment Committee
- College of Human Sciences and Education Promotion and Tenure Committee
- Department Promotion and Tenure Committee
- International Textile and Apparel Association member
- Faculty Senate Representative – NDSU – 2011-2015 – Exec Committee – 2013-2015
- Memorial Union Advisory Committee – 2008-2018