

Md. Rafiqul Islam Rana, PhD

Assistant Professor
Department of Retailing
College of Hospitality, Retail and Sport Management
University of South Carolina
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EDUCATION

- 2022** **Doctor of Philosophy in Human Environmental Sciences**
Emphasis in Textile and Apparel Management
Department of Textile and Apparel Management
College of Human Environmental Sciences
University of Missouri-Columbia, USA
- 2021** **Quantitative Research, Graduate Certificate**
Department of Educational, School & Counseling Psychology
College of Education, University of Missouri-Columbia, USA
- 2018** **Master of Science in Textile and Apparel Management**
Department of Textile and Apparel Management
University of Missouri-Columbia, USA
- 2013** **Bachelor of Science in Textile Technology**
Department of Textile Engineering
Ahsanullah University of Science and Technology, Bangladesh

ACADEMIC EXPERIENCE

- 2024** **Senior Expert in Textile Industry** (*Contract, Remote*)
Institute for Integrated Management of Material Fluxes and of Resources
United Nations University-Flores, Dresden, Germany
- 2022 - Present** **Assistant Professor**
Department of Retailing
College of Hospitality, Retail and Sport Management
University of South Carolina, USA
Graduate Faculty Status Awarded – Fall 2024
- 2019 - 2021** **Graduate Instructor**
Department of Textile and Apparel Management
College of Arts and Science, University of Missouri-Columbia, USA
- 2016 - 2022** **Graduate Research and Teaching Assistant**
Department of Textile and Apparel Management
College of Arts and Science, University of Missouri-Columbia, USA
- 2019** **Academic Tutor**
Mizzou Athletics, University of Missouri-Columbia, USA

INDUSRTY EXPERIENCE

- December 2015 -
July 2016 **Merchandiser, Men's Knitwear**
Renaissance Apparels Limited, Dhaka, Bangladesh
Managed comprehensive merchandising activities for Australian buyer BigW. Responsibilities included sampling, costing, sourcing, planning, quality assurance, laboratory testing, ERP management, and overseeing local and offshore production.
- February 2014 -
November 2015 **Executive, Supply Chain, Knitwear Division**
Viyellatex Limited, Dhaka, Bangladesh
Oversaw material management for European and US buyers including M&S, s. Oliver, H&M, Esprit, PVH, IZOD, BHS, and Sacoor Brothers. Tasks encompassed sourcing, planning, quality assurance, ERP management, and coordinating local and offshore production.
- November 2013 –
January 2014 **Executive, Sourcing, Lingerie Division**
SQ Birichina Limited, Dhaka, Bangladesh
Handled all facets of sourcing for European buyers such as H&M, Matalan, Debenhams, C&A, Forever 21, and Sainsburys. Key duties included sampling, sourcing, planning, quality assurance, ERP management, and supervising local and offshore production.
- April 2013 –
October 2013 **Executive, Design and Sampling, Weaving Department**
AKIJ Textile Mills Limited, Manikgonj, Bangladesh
Managed product development, fabric design, and sampling for clients like Signet, Li & Fung, H&M, Matalan, and JC Penny. Responsibilities included color approval, sourcing, production planning, quality assurance, and overseeing local production activities.

RESEARCH

Peer-reviewed Journal Publications [* denotes student co-author]

At USC:

- [10] **Rana, M.R.I.**, McBee-Black, K., Swazan, I. S.* (2024). Adaptive Apparel for People with Disabilities: A Systematic Literature Review and Future Research Agenda. *International Journal of Consumer Studies*, 48 (3), e13057. DOI: 10.1111/ijcs.13057 [IF = 9.9, ABDC Rank = A, Acceptance Rate = 6%]
- [9] **Rana, M.R.I.**, Youn, S. (2024). Knowledge Management and Fashion Retail Performance: The Moderating Role of Product Complexity. *International Journal of Retail & Distribution Management*, 52 (5), pp. 532-548. DOI: 10.1108/IJRDM-07-2023-0468 [IF = 4.9, ABDC Rank = A]
- [8] McBee-Black, K., **Rana, M.R.I.**, Ipaye, H., Wu, J.*, Burns, C.* (2024). Intimate Apparel Challenges and Consumer Satisfaction Among Female and Non-binary People with Disabilities: An Exploratory Study to Formulate Future Research Opportunities. *Fashion Practice*, pp. 1-23. DOI: 10.1080/17569370.2024.2312928 [IF = 1.5, Q1, Acceptance Rate = 2%]

[7] Jestratišević, I., Uanhoru, J. O., **Rana, M.R.I.** (2023). Transparency of sustainability disclosures among luxury and mass-market fashion brands: Longitudinal approach. *Journal of Cleaner Production*, 436, 140481. DOI: 10.1016/j.jclepro.2023.140481 [IF = 11.1, ABDC Rank = A]

[6] **Rana, M.R.I.**, Ha-Brookshire, J. (2023). An Empirical Study on Supply Chain Agility and Disruption Mitigation Performance of U.S. Fashion Retailers: Knowledge Management Capability Perspective. *Journal of Fashion Marketing and Management*, 28 (1), pp. 99-116. DOI: 10.1108/JFMM-10-2022-0205 [IF = 4.18, Q1, SSCI]

Prior to USC:

[5] Youn, S., **Rana, M.R.I.**, Kopot, C. (2022). Consumers going online for big-box retailers: Exploring the role of feeling disconnected during a pandemic. *International Journal of Consumer Studies*, 46(6), pp. 2383-2403. DOI: 10.1111/ijcs.12793

[4] **Rana, M.R.I.**, Ha-Brookshire, J. (2020). The relationships between buyers' mediated power and suppliers' psychologically defensive workplace behavior: case of Bangladeshi apparel manufacturing firms. *Journal of Fashion Marketing and Management*, 24(2), pp. 195-211. DOI: 10.1108/JFMM-06-2019-0111

[3] **Rana, M.R.I.**, Ha-Brookshire, J. (2018), New conceptual framework for fashion business ideation, negotiation, and implementation undergraduate curricula for sustainable development. *International Journal of Fashion Design, Technology and Education*, 12(2), pp. 140-148. DOI: 10.1080/17543266.2018.1534003

[2] Islam, M. T., Rashid, M. R., **Rana, M.R.I.** (2016). Investigation of the performance of PC fabric as suit lining with different treatments. *International Journal of Clothing Science and Technology*, 28(6), pp.726-735. DOI: 10.1108/IJCST-05-2015-0062

[1] Amin, M. R., & **Rana, M.R.I.** (2015). Analysis of pilling performance of different fabric structure with respect to yarn count and pick density. *Annals of the University of Oradea, Fascicle of Textiles, Leatherwork*, XVI (1), 9-14.

Manuscript Under Review

[1] Lee, H., **Rana, M.R.I.**, Xu, Y. (5th round). Transforming Luxury: Young Consumers' Motivations Toward Purchasing Virtual Luxury Non-Fungible Token Wearables. *International Journal of Retail & Distribution Management*.

Peer-reviewed Conference Presentations [* denotes student co-author]

At USC:

[26] Agraj, M.*, **Rana, M.R.I.**, Shishir, F.S.*, Shomaji, S. (Accepted). Data-Driven Insights into Sustainability: An Artificial Intelligence (AI) Powered Analysis of ESG Practices in the Textile and Apparel Industry. *International Textile and Apparel Association*, Long Beach, CA.

[25] Lee, H., **Rana, M.R.I.**, Xu, Y. (Accepted). Young Consumers' Motivations for Virtual Luxury NFT Wearables: Moderating Effects of Gender & Income. *International Textile and Apparel Association*, Long Beach, CA.

[24] Goswami, S., **Rana, M.R.I.** (Accepted). AI and Consumers for Fashion Sustainability. *International Textile and Apparel Association*, Long Beach, CA.

- [23] Kim, J., **Rana, M.R.I.** (2024). Understanding Consumer Psychology Towards Sustainable Fashion Consumption: A Dual-Path Model. *Global Fashion Management Conference*, Milan.
- [22] Kim, J., **Rana, M.R.I.** (2024). Decoding Sustainable Fashion Consumption: The Role of Self-Identity, Subjective Norm, and Awareness. *ACRA/AMA Triennial Conference*, Kalamazoo, MI.
- [21] Lee, H., **Rana, M.R.I.**, Xu, Y. (2024). Transforming Luxury: Young Consumers' Motivations to Consume Virtual Luxury NFT Wearables. *ACRA/AMA Triennial Conference*, Kalamazoo, MI. **[Awarded Best Paper]**
- [20] **Rana, M.R.I.**, Youn, S. (2023). Knowledge Management, Competitive Advantage, and Organizational Performance in the Fashion Retail Industry: Examining the Moderating Effect of Product Complexity. *International Textile and Apparel Association*, Baltimore, MD.
- [19] **Rana, M.R.I.**, Jestratijevic, I., Rahman, M.*, Siddiqi, T.* (2023). Investigating Modern Slavery in the Post-Pandemic Textile and Apparel Supply Chain: An Exploratory Study. *International Textile and Apparel Association*, Baltimore, MD.
- [18] McBee-Black, K., **Rana, M.R.I.**, Ipaye, H., Wu, J.*, Burns, C.* (2023). Exploring the Intimate Apparel Challenges and Consumer Satisfaction among Female and Non-binary Individuals with Disabilities. *International Textile and Apparel Association*, Baltimore, MD.
- [17] Jestratijevic, I., Uanhoro, J. O., **Rana, M.R.I.** (2023). Transparency of Sustainability Disclosures among Luxury and Mass-market Fashion Brands: Longitudinal Approach. *International Textile and Apparel Association*, Baltimore, MD.
- [16] Ferdous, J.*, Iqbal, A., **Rana, M.R.I.**, Akter, M.*, Mahdi, E.H.* (2023). Gen Z Consumers' Thought on Metaverse: Insight from a Developing Country's Perspective. *International Textile and Apparel Association*, Baltimore, MD.
- [15] **Rana, M.R.I.**, McBee-Black, K., Ipaye, H. (2023). Intimate Apparel Purchase Method and Satisfaction Among People with Disabilities: An Exploratory Descriptive Study. *American Collegiate of Retailing Association Conference*, Virtual.
- [14] Munir, S., **Rana, M.R.I.**, Hasan, A.* (2023). Impact of Covid-19 on Logistics & Supply Chain Management of Readymade Garment Business: A Case Study of Epic Group in Bangladesh. *American Collegiate of Retailing Association Conference*, Virtual.
- Prior to USC:**
- [13] **Rana, M.R.I.**, Ha-Brookshire, J. (2022). The Influence of Fashion Retail Company Demographics on Supply Chain Agility, Competitive Advantage, and Organizational Performance. *American Collegiate of Retailing Association Conference*, New Orleans, LA.
- [12] **Rana, M.R.I.**, McBee-Black, K. (2021). Teaching During a Pandemic: A Pedagogical Reflection of Student's Challenges in Online Learning During COVID-19. *International Textile and Apparel Association*, Virtual.
- [11] Youn, S., **Rana, M.R.I.** (2021). Feeling Disconnected: Protection Motivation and Acceptance of Online Shopping During COVID-19. *International Textile and Apparel Association*, Virtual.
- [10] **Rana, M.R.I.**, Ha-Brookshire, J. (2020). The devil wears Prada: a qualitative study on counterproductive workplace behavior and employee satisfaction in the fashion industry. *International Textile and Apparel Association*, Virtual.

- [9] Munir, S., **Rana, M.R.I.** (2020). Opportunities & challenges involved in local fabric sourcing strategy: a case study of Epic group in Bangladesh. *International Textile and Apparel Association*, Virtual.
- [8] **Rana, M.R.I.**, Li, M., Zhao, Li., Ha-Brookshire, J. (2019). U.S. fashion brands endeavors toward sustainability from the kaizen perspective: a data mining based lexical analysis. *International Textile and Apparel Association*, Las Vegas, NV.
- [7] Li, M., **Rana, M.R.I.**, & Zhao, L. (2019). A study of sustainability practices of us fashion brands through dictionary-based text analysis. *International Textile and Apparel Association*, Las Vegas, NV.
- [6] **Rana, M.R.I.**, Ha-Brookshire, J. (2019). Social sustainability in workplace: an investigation of the buyer-supplier relationship through power and psychologically defensive workplace behavior. *Sustainability in Fashion: Regent's University/ITAA Joint Conference*, London, UK.
- [5] **Rana, M.R.I.**, Ha-Brookshire, J. (2018). New framework proposal for sustainable textile and apparel education. *International Textile and Apparel Association*, Cleveland, OH.
- [4] **Rana, M.R.I.**, Ha-Brookshire, J. (2018). Influence of work experience and job stressor on textile and apparel factory managers' negative workplace behavior. *International Textile and Apparel Association*, Cleveland, OH.
- [3] **Rana, M.R.I.**, Ha-Brookshire, J. (2018). Carrot or stick? Examination of the role of buyers' coercive and reward power on suppliers' job satisfaction and turnover intention. *International Textile and Apparel Association*, Cleveland, OH.
- [2] **Rana, M.R.I.**, Zhao, L. (2018). A fashion buyer's role in the 21st century: a data-mining-based content analysis approach. *International Textile and Apparel Association*, Cleveland, OH.
- [1] **Rana, M.R.I.**, Ha-Brookshire, J. (2017). Psychologically defensive workplace managerial practices in the labor-intensive apparel manufacturing sectors. *International Conference on Social Science, Arts, Business and Education*, San Francisco, CA.

Non peer-reviewed Conference Presentations

- [1] **Rana, M.R.I.** (2020). Measurement of Psychologically Defensive Workplace Behavior in Textile & Apparel Industry. *37th Annual Research & Creative Activities Forum, Graduate Professional Council, University of Missouri, MO*, Virtual.

Book/Book Chapters

Rana, M.R.I. (2024). Case Study 7: Leave or Stay? In Ha-Brookshire, J. (Ed.), *Global Sourcing in the Textile and Apparel Industry*, 3rd Edition (pp. 142). Fairchild Books, NY.

Rana, M.R.I. (2024). Case Study 8: Who's Responsible? Order Cancellation due to COVID-19 Restrictions. In Ha-Brookshire, J. (Ed.), *Global Sourcing in the Textile and Apparel Industry*, 3rd Edition (pp. 161). Fairchild Books, NY.

TEACHING

Instructor of Record

Fall 2022- RETL 385: Global Sourcing in Retail and Fashion

Current	Department of Retailing, University of South Carolina Average Class Size: 40, In-person
Fall 2022- Current	RETL 485: Multi-National Retailing Department of Retailing, University of South Carolina Average Class Size: 40, In-person
Summer 2021	TAM 2300: Retail Finance and Merchandise Control Textile and Apparel Management, University of Missouri Online Class of 17 Students.
Summer 2020, Summer 2019, Spring 2019	TAM 4110: Global Sourcing Textile and Apparel Management, University of Missouri Online Class of 70 Students (Spring'19); 18 Students (Summer'19); 16 Students (Summer'20)

Teaching Assistant

Spring 2022	TAM 4000: Digital Marketing Strategies for Fashion Textile and Apparel Management, University of Missouri
Fall 2021	TAM 3800: Retail Entrepreneurship Textile and Apparel Management, University of Missouri
Fall 2021 - Spring 2022	FINPLN 4380: Assessing the American Dream (Writing Intensive) Personal Financial Planning, University of Missouri
Summer 2017 - Spring 2021	TAM 2200: Science of Textiles Textile and Apparel Management, University of Missouri
Fall 2020 - Spring 2021	TAM 2300: Retail Finance and Merchandise Control Textile and Apparel Management, University of Missouri
Spring 2017	TAM 4900: Retail Marketing & Merchandising Textile and Apparel Management, University of Missouri
Spring 2017	TAM 4110: Global Sourcing Textile and Apparel Management, University of Missouri
Spring 2017	TAM 1300: Softgoods Retailing Textile and Apparel Management, University of Missouri
Fall 2016	TAM 2400: Global Consumers Textile and Apparel Management, University of Missouri
Fall 2016	TAM 4300: Softgoods Brand Management & Promotion Textile and Apparel Management, University of Missouri
Academic Tutor	Assisted student-athletes with course materials, study guides, assignments, exams, and projects.
Summer 2019	TAM 1200: Basic Concepts of Apparel Design TAM 2200: Science of Textiles ESC_PS 4170: Intro to Applied Statistics Mizzou Athletics, University of Missouri

Invited Lectures and Presentations

Summer 2024	Global Reporting Initiative for Sustainability Reporting Lecture Series: Resource Nexus in Textiles UNU-Flores and AUST, Bangladesh
Spring 2024	Principle of Fashion Merchandising: Sustainability in the Fashion Industry Department of Retailing, University of South Carolina
Spring 2022	Global Sourcing: Textile and Apparel Industry in Bangladesh Family and Consumer Science, North Carolina A&T University
Spring 2021	Workshop Presenter, Supply Chain Management US Department of Commerce CLDP Program
2017	Guest Speaker Route - Ethically Made and Fair Trade, Columbia, Missouri

GRANTS

2024	Cotton in the Curriculum Grant Program (\$33,843, Submitted) Cotton Incorporated, Cary, NC
2024	Excel Funding Program (\$18,000, Not Funded) Office of the Vice President for Research, University of South Carolina
2024	HRSM Open Access Support (\$3000, Funded) College of Hospitality, Retail and Sport Management, University of South Carolina
2023	Innovative Pedagogy Grant (\$2500, Funded) Center for Teaching Excellence, University of South Carolina
2021	Research Development Award (\$600) Graduate Professional Council, University of Missouri
2017 – 2021	Research and Travel Grant (\$10000) Graduate Student Association - Textile and Apparel Management, MU
2018 – 2022	Conference Presentation Travel Grant (\$1400) Graduate Professional Council, University of Missouri
2018	Professional Presentation Travel Grant (\$200) Office of Graduate Studies, University of Missouri

HONORS AND AWARDS

International Level

2024	Best Conference Paper American Collegiate Retailing Association (ACRA)
2022	Student Best Paper – Doctoral Level – 1 st Place International Textile and Apparel Association (ITAA)
2021	Lois Dickey Fellowship: Outstanding Continuing Doctoral Student

2019 International Textile and Apparel Association (ITAA)
Sara Douglas Fellowship for Professional Promise – Doctoral
International Textile and Apparel Association (ITAA)

2019 Student Best Paper – Masters Level – 1st Place
International Textile and Apparel Association (ITAA)

2016 Oris Glisson Fellowship: Outstanding Beginning Masters Student
International Textile and Apparel Association (ITAA)

National Level

2018 Bangladesh-Sweden Trust Fund Award
Ministry of Finance, Bangladesh

University Level

2022 Mizzou 18
Mizzou Alumni Association, University of Missouri

2021 Gamma Alpha Gamma Dissertation Year Fellowship
Graduate School, University of Missouri

2021 Curator’s Grant-in-Aid Scholarship
International Student and Scholar Services, University of Missouri

2019 Valerie J. Goodin Global Tiger Alumni Scholarship
Mizzou Alumni Association, University of Missouri

College Level

2021 Distinguished Graduate Research Award
College of Human Environmental Sciences, University of Missouri

2018 Marion K. & Vernon W. Piper Distinguished Doctoral Fellowship
College of Human Environmental Sciences, University of Missouri

Department Level

2020, 2017 Maxine Hobbs Patrick & Homer Patrick Graduate Fellowship
Department of Textile and Apparel Management, University of Missouri

2019 Kitty Dickerson Graduate Fellowship for Excellence
Department of Textile and Apparel Management, University of Missouri

2009 – 2012 Undergraduate Full Free Tuition Award - Merit Position in Top 5%
Ahsanullah University of Science and Technology, Bangladesh

SERVICES

University Level

2021 Abstract Evaluator, Undergraduate Research & Creative Achievements
Forum, Office of Undergraduate Research, MU

2021 Coach, Deaton Institute Future Leaders Global Cohort, MU

2020 – 2021 Scholar Advisory Board Member, Deaton Institute, MU

2016 - 2022 Workshop Presenter, Missouri Youth 4-H Fashion Revue, MU

2018 - 2019 President, Bangladesh Student Association, MU

2017 - 2018 Secretary, Bangladesh Student Association, MU

2017 - 2018 Site Leader, Caring for Columbia, MU

College Level

2024 – Present	Department of Retailing Representative, HRSM Strategic Planning Steering Committee
2024 – Present	Member, HRSM AI Advisory Group
2024 – Present	Member, HRSM Mihalik Global Scholar Award Committee
2023 – Present	HRSM 301 - Practical Exam Evaluator
2020 – 2021	Graduate Member, College of Human Environmental Sciences Inclusion, Diversity and Equity Task Force, MU

Department Level

2024	Faculty Search Committee Member (Tenure-Track), Retailing, USC
2020 – 2022	Graduate & Undergraduate Teaching Assistant Supervisor, Textile and Apparel Management, MU
2019 – 2022	Graduate Student Mentor, Textile and Apparel Management, MU
2020	Vice President, Graduate Student Association, Textile and Apparel Management, MU
2019	Secretary, Graduate Student Association, Textile and Apparel Management, MU
2017	Lab Kit Coordinator, Graduate Student Association, Textile and Apparel Management, MU

External Organization

2022 – Present	Member, NCCC65: Indicators of Social Change in the Marketplace: Producers, Retailers and Consumers (Multistate Research Coordinating Committee and Information Exchange Group)
2022 – Present	Member, External Relations Committee, ITAA
2020 – Present	Member, International Relations Committee, ITAA

Reviewer

2024 – Present	Clothing and Textile Research Journal
2024	Global Fashion Management Conference
2023 – Present	Journal of Fashion Marketing and Management
2023 – Present	Marketing Intelligence and Planning
2023 – Present	Journal of Global Fashion Marketing
2023 – Present	International Textile and Apparel Association
2022 – Present	Fashion and Textiles
2021 – Present	Research Journal of Textile and Apparel
2021	iLetters - Journal of Innovations

PROFESSIONAL DEVELOPMENT

Certification

2023	Grant Writing Office of Continuing Education, University of South Carolina
2023	New Faculty Academy

2020 Center for Teaching Excellence, University of South Carolina
Online Teaching Certification
Office of eLearning, University of Missouri System

Conferences

2024 ACRA/AMA Triennial Conference, Kalamazoo, MI.
2023 International Textile and Apparel Association Conference, Baltimore
2022 – 2023 American Collegiate Retailing Association Conference, Virtual
2022 International Textile and Apparel Association Conference, Denver
2020 – 2021 International Textile and Apparel Association Conference, Virtual
2020 Focus on Teaching and Technology, a St. Louis Regional Conference
2019 International Textile and Apparel Association Conference, Las Vegas
2019 Sustainability in Fashion: Regent’s University/ITAA Joint Conference, London, UK
2018 International Textile and Apparel Association Conference, Cleveland
2017 International Textile and Apparel Association Conference, St. Petersburg
2017 International Conference on Social Science, Arts, Business and Education, San Francisco

Workshops

2024 Best Practice: Teaching Supply Chain Management and Analytics
2023 Circular Vision by The Renewal Workshop
2022 – Present Fostering Proactive Learning Environments (FPLE), Center for Teaching Excellence, USC
2022 Blackboard Learn Ultra Course View, Center for Teaching Excellence, USC
2021 Teaching Renewal Week, Teaching for Learning Center, MU
2020 Basics of Sustainability Workshop by Textile Exchange
2020 Grant Writing & Finding Funding, MU Graduate School
2019 Effective Collaboration and Mentoring, MU Office of Research
2018 Qualtrics Advanced, MU Division of IT
2017 Canvas Overview for Instructors, University of Missouri System

AFFILIATIONS

International Textile and Apparel Association
American Collegiate Retailing Association
Association for Supply Chain Management
National Retail Federation
Costume Society of America
Sigma Xi – The Scientific Research Honor Society