Mst Nigar Sultana Rasu

mrasu@vols.utk.edu | LinkedIn | nigarsultana.owlstown.net | Knoxville, Tennessee, United States

Education

PH.D. IN RETAIL AND CONSUMER SCIENCE Aug 2025 - Present

University of Tennessee, Knoxville, Tennessee

- **CGPA:** 4.00/4.00
- **Key Courses:** Literature & Thought, Qualitative Research Methods, Advanced Educational Measurement & Psychometrics, Quantitative Research Methods, Data Mining Methods and Applications, Statistics in Applied Fields III.

MS IN CONSUMER AND DESIGN SCIENCES Aug 2023 – Summer 2025

Auburn University, Auburn, Alabama

- **CGPA:** 4.00/4.00
- **Key Courses:** Research Methods, Design and Analysis in Education (I & II), Survey of Consumer and Design Sciences Research, Aesthetics Theory in Consumer and Design Science, Supervised Teaching in Consumer and Design Sciences, Business Data Management and Acquisition, Descriptive Analytics for Business Decisions.

BS IN TEXTILE ENGINEERING Apr 2014 – Jun 2019

Bangladesh University of Textiles (BUTEX), Dhaka, Bangladesh

- **CGPA:** 3.57/4.00
- **Key Courses:** Weaving, Knitting & Non-Woven, Apparel Manufacturing, Fabric Structure & Design, Yarn Manufacturing, Wet Processing, Textile Testing and Quality Control, Textile and Apparel Merchandising, Industrial Management, Polymer Science & Engineering, Automation & Control Engineering, Statistics, Engineering Materials, Environmental Studies.

Research Experience

University of Tennessee · Knoxville, Tennessee

The Effect of Temporal and Normative Framing on Consumer Responses in Sustainable Fashion. Spring 2026

Supervised by Dr. Michelle Childs

Reimagining Influence: The Role of Authenticity in the Rise of Deinfluencers. Spring 2026

Supervised by Dr. Sejin Ha

"I wish my internship had allowed me to use the sustainable practices I had learned through coursework." Insights from students' internship experience Spring 2026

Collaboration with Auburn University

The Role of Family Practices and Social Influence in Sustainable Fashion Consumption Spring 2026
Collaboration with Auburn University

GRADUATE RESEARCH ASSISTANT
Spring 2025

Auburn University · Auburn, Alabama

- Supported a research manuscript through literature synthesis and methods documentation.
- Built and curated an analysis-ready social media dataset (content metadata, engagement indicators, and transcripts).
- Developed a comparative bibliography and methods matrix mapping prior work by platform, data collection approach (e.g., APIs/scraping), and analysis type (e.g., discourse/the-ma-tic/sen-ti-ment/net-work), including key tools used.
- Documented recurring search terms/keywords used in prior studies and standardized records to improve traceability and consistency.

MASTERS THESIS

Investigating consumers' perceptions of recycled jeans through a stimulus-organism-response approach Summer 2025
Dr. Amrut Sadachar

RESEARCH PROPOSALS

Consuming with Purpose: Handmade Value, the Self-Concept, and Aesthetic Appeal Spring 2024
Dr. Veena Chattaraman

The Role of AI Influencers' Perceived Credibility in Shaping Consumer Purchasing Intention for Brands Spring 2024
Dr. Wi-Suk Kwon

UNDERGRADUATE THESIS

Effect of Thread Density, Yarn Count, and Reed Count on Yarn Crimp Percentage of Cotton Woven Fabrics Jun 2019

Publications

PUBLISHED

- **Mst Nigar Sultana Rasu**, Amrut Sadachar. *AI-Driven Message Framing Effects on Sustainable Fashion Consumption.* International Textile and Apparel Association Annual Conference Proceedings, 1(1).
  doi 10.31274/itaa.21739
- **Mst Nigar Sultana Rasu**, Wi-Suk Kwon, Veena Chattaraman. *From waste to wear: Perceived risks associated with recycled post-consumer textile waste (PCTW) denim products.* International Textile and Apparel Association Annual Conference Proceedings, 81(1).

doi 10.31274/itaa.18728

- Abdullah Al Mamun, Koushik Kumar Bormon, **Mst Nigar Sultana Rasu**, Amit Talukder, Charles Freeman, Reuben Burch, and Harish Chander. *An Assessment of Energy and Groundwater Consumption of Textile Dyeing Mills in Bangladesh and Minimization of Environmental Impacts via Long-Term Key Performance Indicators (KPI) Baseline.* Textiles 2, no. 4 (2022): 511–523.

  doi 10.3390/textiles2040029

Accepted for Presentation

- **Mst Nigar Sultana Rasu**, Ummey Hani Barsha. *Mindful but still Consuming? Unpacking the Paradox of Sustainable Fashion Consumption.* American Collegiate Retailing Association, Pomona, CA, USA.
- Hasan Mohammad Shovo, **Mst Nigar Sultana Rasu**, Veena Chattaraman. *Meaning-System Approach to Handmade Value: A Conceptual Framework.* American Collegiate Retailing Association, Pomona, CA, USA.

Work in Progress

- **Mst Nigar Sultana Rasu**, & Sadachar, A. *Investigating consumers' perceptions of recycled jeans through a stimulus-organism-response approach.* [Manuscript in preparation]
- **Mst Nigar Sultana Rasu**, & Lee, A. *Mining Social Media Conversations on Sustainable Denim: A Netnographic Approach.* [Manuscript in preparation]

Presentations

- **Fall 2024.** *From waste to wear: Perceived risks associated with recycled post-consumer textile waste (PCTW) denim products.* ITAA Annual Conference 2024.
- **Fall 2025.** *AI-Driven Message Framing Effects on Sustainable Fashion Consumption.* ITAA Annual Conference 2025.

Teaching Experience

Direct Classroom Teaching

Instructor of Record Jan 2026 – Spring 2026

University of Tennessee · Knoxville, Tennessee

Course: RMM 150 — Retail Software Applications (Spring 2026)

- Taught a lab-based undergraduate course focused on applied Microsoft Excel skills for retail decision-making.
- Delivered and facilitated weekly hands-on labs using instructor-developed course materials, videos, and Excel practice files.
- Managed assignments, assessments, and communication through Canvas.
- Graded lab activities, practice files, and exams, providing clear, constructive feedback; supported

students in data organization, analysis, and presentation using spreadsheet technologies.

Teaching Support Roles

Graduate Teaching Assistant Fall 2025 – Spring 2026

University of Tennessee · Knoxville, Tennessee

Courses: HTM 102 — Intro to Travel and Tourism
(Fall 2025, supervised by Dr. Hongping Zhang)
RHTM 516 — Quantitative Market Research
(Spring 2026, supervised by Dr. Youn-Kyung Kim)

- Graded assignments and exams, supported students with course questions and learning needs, and contributed to the development of course materials on core concepts and methods in consumer market research.

Graduate Teaching Assistant Fall 2023 – Spring 2025

Auburn University · Auburn, Alabama

Courses: CADS 3810 — Social Media Management for Apparel
(Fall 2023 & Fall 2024, supervised by Dr. Angie Lee)
CADS 3150 — Professional Development for Apparel Merchandising Career
(Fall 2023, supervised by Dr. Jung Eun Lee)
CADS 5760/6760 — Fashion Analysis & Forecasting
(Spring 2024, supervised by Dr. Annette Burnsed)
CADS 5510 — Digital Retailing for Apparel
(Spring 2024 & Spring 2025, supervised by Dr. Angie Lee)
CADS 2760 — Visual Merchandising
(Spring 2024, supervised by Dr. Jung Eun Lee)
CADS 3790 — Fashion Event Planning
(Fall 2024, supervised by Dr. Karla Teel)

- Graded assignments and exams; held office hours, supported students in labs and classes, facilitated feedback sessions on project progress, and conducted class and lab demonstrations.

Industry Experience

Textile Auditor Jul 2019 – Aug 2021

Hohenstein Institute Bangladesh · Dhaka, Bangladesh

- Conducted 36 environmental audits in Bangladeshi textile mills as a Certified STeP Auditor by OEKO-TEX®, ensuring compliance with international standards, safe chemical use, MRSL adherence, and sustainability practices.
- Assessed energy use, carbon emissions, wastewater management, and policy compliance; prepared audit reports and coordinated with the German headquarters.
- Provided training on sustainable textile production through the Hohenstein Academy and supported digital marketing as a content writer.

Internship Trainee Jan 2019 – Mar 2019

Salek Textiles Limited (New Asia Group) · Dhaka, Bangladesh

- Intensive training on Denim Weaving, Dyeing, Finishing, Research and Development, and Effluent Treatment Plant.

Honors and Awards

- Received ≈$1000 in travel awards from the Graduate Student Senate (GSS) at the University of Tennessee. 2025
- Kitty Dickerson Fellowship for Professional Promise: Master's Student — International Textile and Apparel Association (ITAA) 2024
- Merit-based technical scholarship for excellent academic records at BUTEX (4 years)
- 40% Scholarship, International Supply Chain Education Alliance (ISCEA) PTAK Prize Global Case Competition 2017
- Featured team member, Hohenstein Institute Bangladesh website — for exceptional contributions to the STeP (Sustainable Textile Production) by OEKO-TEX® department
- "Best Team of the Month" recognition, Digital Marketing Team, Hohenstein Institute Bangladesh
- Merit-based scholarship in 10th grade for excellent academic performance
- Merit-based scholarship in 8th grade for excellent academic performance

Technical Skills

Data Analytics	Python (NumPy, Pandas, Data Wrangling), SQL, SPSS, Tableau, KNIME, Gephi, NodeXL
Survey Design	Qualtrics
Statistical Analyses	Path analysis, ANOVA, ANCOVA, MANOVA, MANCOVA, regression, EFA, CFA, multi-group analysis, measurement invariance, social network analysis
Scale Development	Item generation; scale validation (face, content, and construct validity — convergent & discriminant); reliability analysis
Research Methods	*Quantitative:* surveys, questionnaire design, hypothesis testing; *Qualitative:* content analysis, thematic analysis; *Text Analytics:* sentiment analysis, Gephi/KNIME text visualization
Retail Technology	Mockshop for Visual Merchandising
Textile Software	Garment CAD, Aranhe, Gabler, Lectra, Modaris
Other Software	Microsoft Word, PowerPoint, Excel
Professional	Environmental & chemical management, social compliance, quality management, occupational health & safety

Professional Training and Workshops

- Google Analytics Individual Qualification
- STeP (Sustainable Textile Production) Auditor by OEKO-TEX®
- ISO 9001:2015 Quality Management System — Global Certification Services, BD
- Working with Garment CAD — National Institute of Textile Engineering and Research

Academic Service and Leadership

- MEMBER, American Collegiate Retailing Association (ACRA)
- MEMBER, International Textile and Apparel Association (ITAA)
- STUDENT VOLUNTEER — ITAA Annual Conference
- STUDENT VOLUNTEER — ITAA Annual Conference
- Conducted workshops for textile industry professionals in Bangladesh on sustainable production, chemical safety, and compliance with international standards