

Briana M. Martinez, Ph.D.
4900 Bagby Ave Apt 715, Waco, TX 76711
Cell: 803-397-6517 Email: Briana_M_Martinez@baylor.edu

Educational Background

Doctor of Philosophy in Textile Science, emphasis in International Merchandising
University of Georgia, Athens, GA
Graduation Date: August 2017
Dissertation title: The influence of mobile application design features on consumers' emotional response and stickiness intentions

Master of Science in Textiles, Merchandising and Interiors, emphasis in Merchandising and International Trade
University of Georgia, Athens, GA
Graduation Date: May 2011
Thesis title: An analysis of the impacts of consumer shopping characteristics and perceived website quality on purchase intention from a private sales site

Bachelor of Science in Textile Management, concentration in Manufacturing
Clemson University, Clemson, SC
Graduation Date: May 2009

Study Abroad, Business Management
Stellenbosch University, Stellenbosch, South Africa
January- June 2008

Teaching

Teaching Philosophy

Quality instruction, active engagement with students, and integration of faith and learning are vital aspects of my teaching philosophy. My classroom environment should foster creative problem solving, productive and meaningful group experiences, and enhance communication and leadership skills. When learning goals are aligned with teaching and application through activities, projects, or discussions, the right method (application, teaching, and delivery) will spark innovation, creativity, and passion in students. The assessment of those learning goals should then demonstrate my classroom environment.

I want to instill confidence in students by enhancing the traditional classroom lecture and elevating it to include active student involvement and individual leaning through the harnessing of resources. This can be accomplished through active learning strategies, technology integration in the classroom, and experiential projects. I want to challenge my students to go further than

they think, I want my students to step out on their faith and show not only me and their classmates what they are capable of but show all whom their paths may cross.

My faith guides my morality, my ethics, and how I see myself and the world. I want to help my students to find their own path in morality and ethics, so that when they leave my class, they can hold steadfast in their faith and views show the world what a strong leader looks like. This is especially important in the field of apparel/ textiles where historically some parts of our industry focus more on profit than on protecting the less fortunate and the environment. Positive change in sustainable practices is happening in the industry, and I challenge my students to be this change. I try as much as I can to incorporate applicable world issues into the curriculum to allow my students an opportunity to use and share their faith to tackle the issues from a Christian standpoint.

If I can inspire students to be go-getters, passionate, and confident, I believe I can create lifelong learners who will be successful in wherever their path takes them. I believe strongly in creating a classroom environment where all feel welcomed and where all life experience matter and are valued. My main hope is when my students walk out of my class, they leave knowing more than they knew when they entered, that they leave knowing more about themselves and others as well is my wish. Through open conversation and the exchanging of ideas between my students and myself, I hope to create a warm space where we all thrive in the process of learning.

Teaching Experiences

FCS 4v93.01 Innovative Retail Technology

Baylor University

Waco, TX, Spring 2019- Fall 2019

Assistant Professor

Developed course content, syllabus, assessments, projects and learning activities.

Designed course to enhance teamwork skills and to foster innovative thinking. Integrated discussion on data analytics and other data driven platforms.

ADM 4391 Merchandise Buying and Assortment Planning

Baylor University

Waco, TX, Fall 2018-Fall 2019

Assistant Professor

Developed syllabus, assessments, projects, and learning activities. Designed course format to integrate excel assignments and case studies to foster learning and understanding of the material. Integrated six month buying simulation plan final project to enable students to use skills learned to be a buyer and/or planner in future.

FDM 110 Introduction to Fashion Business

West Virginia University

Morgantown, WV, Spring 2018

Visiting Assistant Professor

Developed syllabus, assessments, projects, and learning activities. Redesigned existing course format to emphasize cross functional teamwork and to enhance communication skills.

FDM 130 Design Concepts of Dress

West Virginia University

Morgantown, WV, Spring 2018

Visiting Assistant Professor

Developed syllabus, assessments, projects, and learning activities. Redesigned existing course and integrated new projects to link design concepts with technology integration.

FDM 493F Fashion Consumer Behavior

West Virginia University

Morgantown, WV, Spring 2018

Visiting Assistant Professor

Developed syllabus, assessments, projects, and learning activities. Designed project allowing students to analyze consumer behavior concepts in a more realistic setting through the usage of film and media.

TXMI 3240 Retail Planning and Buying

University of Georgia

Athens, GA, Fall 2017

Instructor, Part Time

Developed syllabus, assessments, and learning activities. Redesigned existing course format to integrate excel assignments and case studies to foster learning and understanding of the material.

TXMI 5240 Retailing Apparel and Textiles, University of Georgia

Athens, GA, Fall 2016

Instructor, Part Time

Developed syllabus and exams. Redesigned an existing project and integrated new project to simulate the store planning process. Developed active learning activities for students to help in discussion and learning of material.

TXMI 5240E Retailing Apparel and Textiles, University of Georgia

Athens, GA, Summer 2016

Instructor, Part Time

Developed syllabus, projects, exams, and grading rubrics for new online course offering. Responsible for all content including reading guides, quizzes, active learning activities, online discussion platforms, projects, and exams.

TXMI 5240 Retailing Apparel and Textiles, University of Georgia

Athens, GA, Spring 2016

Teaching Assistant

Responsible for grading all exams, and projects; met weekly with supervising instructor to discuss expectations of grading, rubrics, and classroom etiquette. Guest lecturer as needed.

TXMI 3210 Fundamentals of Fashion Merchandising, University of Georgia

Athens, GA, Fall 2015- Spring 2016

Teaching Assistant

Responsible for exam development. Responsible for grading all exams, and projects; met weekly with supervising instructor to discuss lab preparations, expectations of grading, rubrics, and classroom etiquette. Guest lecturer when needed. Redesigned and integrated new project using mind mapping software to enhance group work and communication skills.

TXMI 3520 Textile Testing, University of Georgia

Athens, GA, Spring 2010- 2011; Spring 2012-2015

Teaching Assistant

Responsible for grading all exams, and projects; met weekly with supervising instructor to discuss lab preparations, expectations of grading, rubrics, and classroom etiquette. Guest lecturer when needed.

Graduate Instructor

Handled the delivery of all lecture material, grading, and class management. Developed and lead knit garment service project in collaboration with other classes in department.

Research

Research Philosophy

My current research program focuses on mobile commerce and consumers' usage of mobiles to aid shopping decisions. I investigate the motivations, perceptions, and attitudes that influence consumers' behaviors toward new channels and forms of technology and innovation. Although my focus is currently mobile commerce, other areas of my research speak to the same concepts of new avenues of digital retail and digital retail integration of technology and innovation. The retail industry is constantly changing in order to stay competitive, and it is important to study that change; more specifically how consumers respond to the changes as their loyalty and other behavioral responses, or lack thereof, is what determines the competitiveness of a retailer.

Summary of Research Interests

- Mobile Commerce
- E-tailing
- Atmospheric
- Consumer behavior

Peer Reviewed Research Publications

Martinez, B & Seock, Y. K. (2017) Crowdsourcing the design process: the influence of consumer characteristics on participation and behavioral intentions. *Journal of Marketing Management and Consumer Behavior*, 2(1).

Kim, S, Martinez, B, McClure, C. & Kim, S. H. (2016). E-Wom intentions towards social media messages. *Atlantic Marketing Journal*, 5(1), 8.

Kim, S. & Martinez, B. (2013). Fashion consumer groups and online shopping at private sale sites. *International Journal of Consumer Studies*, 37(4), 367-372.

Martinez, B. & Kim, S. (2012). Predicting purchase intention for private sale sites. *Journal of Fashion Marketing and Management: An International Journal*, 16(3), 342-365.

Book Publication

Roulston, K. & Martinez, B. (2016). Recruitment and sampling in consumer research. In Hackett, P. (Ed.). *Consumer ethnography: Qualitative and cultural approaches to consumer research*, (pp. 33-52). New York & London: Routledge.

Conference Presentations

Martinez, B. & McAndrews, L. (July 2019). Hedonic vs. Utilitarian: the influence of mobile application design features on consumers' emotional response and stickiness intentions. Recent Advances in Retailing and Consumer Science Conference. Oral presentation. Presenter. Tallinn, Estonia.

Martinez, B. & McAndrews, L. (November 2018). The influence of mobile application design features on consumers' emotional response and stickiness intentions. International Textile and Apparel Association (ITAA). Oral presentation. Presenter. Cleveland, OH.

Martinez, B. & McAndrews, L. (November 2017). Shop in the name of love: a qualitative analysis of fashion mobile design features. International Textile and Apparel Association (ITAA). Poster. St. Petersburg, FL.

Martinez, Briana. (April 2017). The influence of mobile application design features on consumers' emotional response and stickiness intention. Graduate Student Consortium. Presenter. Athens, GA

Martinez, B. & Seock, YK. (April 2016). Crowdsourcing the design process: the influence of consumer characteristics on participation and behavioral intentions. American Collegiate Retailing Association (ACRA) Conference. Secaucus, NJ.

Martinez, B & Kim, S. (March 2013). Antecedents of e-loyalty: A qualitative meta-synthesis. American Collegiate Retailing Association (ACRA) Conference. Nashville, TN.

Martinez, Briana. (March 2012). An analysis of the impacts of consumer shopping characteristics and perceived website quality on purchase intention from a private sale site. Graduate Student Consortium. Presenter. Columbia, SC.

Kim, S., & Martinez, B. (September 2010). Private sale websites in the luxury goods industry. Global Marketing Conference. Tokyo, Japan.

Grantsmanship

Yoo, Jay and Martinez, Briana. Linking Cotton Poster to Social Media: Baylor Cotton Digital Campaign. Cotton Inc. Cotton in the Curriculum Program, 2018, Not Funded.

Martinez, B and McClure C. Sustainable Consumption in Fashion through Interactive Events. The University of Georgia: Office of Sustainability Grants Program, 2011-2012, Not funded

Service

Service Philosophy

I believe in giving back to the community we live in through outreach and service. During my time at the University of Georgia and while living in the Atlanta area, I have sought out organizations within my department and the community where I can make a difference with my time and/ or expertise. When involved in something greater than myself, not only am I able to share my knowledge and experience, but I also gain much more through the opportunities to work with diverse people and learn from their experience. It is rewarding to me to give of myself in order to accomplish the collective's objectives and goals. I am looking forward to getting more involved in Baylor and the Waco community.

UNIVERSITY

Baylor Round Table, Baylor University

Member, August 2018-July 2019

Urban Dance Society (Poppers, Lockers, and Breakers), Baylor University

Advisor, August 2018- present

Oversee this undergraduate student organization. Approve request for practice venues, equipment, etc.

DEPARTMENT

Department Name Change Committee, Baylor University

Member, June 2019-present

FCS Digital Portfolio Committee, Baylor University

Member, February 2019-present

Partnership with Innovations in Retail Technology class to create a digital portfolio through the development of Baylor blogs for each division

The Agency Student Organization, University of Georgia

Advisor, August 2016 -December 2016

Oversee this undergraduate student organization which produces student led fashion shows, styling, photo shoots, and model casting; assist the executive board with advisory decision making.

Textiles, Merchandising, and Interiors Graduate Student Association, The University of Georgia

Member, August 2014-present

Organization was developed to facilitate professional development and networking opportunities as well as to engage in fellowship within the graduate department in TXMI.

Pals of Athens Musicians, University of Georgia
Assistant, August-December 2014

Aided in public relations and promotion for PALS (partnering ambassadors for Life and Service) of Athens Musicians. Developed promotional material for pop up boutique at fall 2014 fashion design student association show. Managed social media platform with posts targeting awareness of the nonprofit organization as well as to promote showcase.

Socks for Soldiers, University of Georgia
Co-coordinator, Spring 2013

Lead the textile testing portion of the Sock for Soldiers service project. Designed, oversaw, and implemented knit testing on wool socks with the 2014 spring textile testing students.

COMMUNITY

College Prep Series, Atlanta City Council
Volunteer, 2015-2016

Aided in registering middle and high school's students for college preparatory testing. Helped plan room placements for over 500 students. Available to aid as proctor if walk in students exceeded pre-registered students.

Senior's Farmers Market, Atlanta Housing Authority
Volunteer, 2016

Distributed informational material concerning public offices and utilizes geared toward elderly citizens living on their own.

Georgia Campaign Get out the Vote, Georgia Victory 2014
Volunteer, 2014

Helped the campaign field organizer to educate Georgia citizens on the election and voting rights. Aided in making election packets, distribution, and set up of field offices.

MENTORSHIP

Jaleesa Reid, TXMI graduate student, 2014 to present

Provided knowledge and support throughout the thesis writing process, often acting as a soundboard for research question development. Provided advice and suggestions for out of department class offerings to meet the PhD requirement as well as knowledge of educational teaching tools.

Faculty Development

Rising Stars Program, 2018-2019

New Faculty Orientation, August 13-14, 2018

Research Mentor: Jay Yoo

New Faculty Membership Dinners

- "The Tenure Track at Baylor," September 25, 2018
- "More on Teaching," November 13, 2018
- "Academic Publishing," January 22, 2019

- “More on Faith and Learning,” March 19, 2019

Planning and Writing Successful Grant Proposals, Stem, January 10, 2018

Planning and Writing Successful Grant Proposals, Arts and Humanities, April 9, 2019

Honors and Awards

Outstanding Teaching Assistant Award, University of Georgia, 2015

Outstanding Teaching Assistant Award, University of Georgia, 2014

Graduate Teaching Assistantship, University of Georgia, 2010-2016

Professional & Leadership Experience

Macy’s, Sales Associate, Star Selling Ambassador

Columbia, SC; Athens, GA

June 2011-January 2012; March 2012- December 2013

Demonstrated the value of customer service, responsible for assigned areas to keep merchandise maintained and attractive, assisted with visual merchandising as well as aided in putting new merchandise on the floor; As star selling ambassador assisted the managerial staff during the holiday period with customer relations management as well as supervised sales associates

Orientation Ambassador and Mentor

Clemson University, Clemson, SC.

February 2006 – July 2007

Helped with the orientation process of entering freshman; mentor for 1st year Orientation Ambassadors

Phi Psi, Honorary Textile Fraternity

Spring 2006- Spring 2009

Attended annual conference; Networked with various industries such as Cotton Inc., Echo Design, BMW, etc.

Gamma Sigma Sigma, National Service Sorority

Service Vice President, Spring 2009

Pledge Class President, Spring 2007

Tiger Band

Fall 2005- 2006, Fall 2008

Color Guard Captain, Fall 2006, Fall 2008