**Briana M. Martinez, Ph.D.**

Cell: 803-397-6517 Email: Briana\_M\_Martinez@baylor.edu

**Educational Background**

**Doctor of Philosophy** in Textile Science, emphasis on International Merchandising

University of Georgia, Athens, GA

Dissertation title: The influence of mobile application design features on consumers' emotional response and stickiness intentions

**Master of Science** in Textiles, Merchandising, and Interiors, with an emphasis on Merchandising and International Trade

University of Georgia, Athens, GA

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

**Study Abroad, Business Management**

Stellenbosch University, Stellenbosch, South Africa

**Research**

**Research Philosophy**

The purpose of my research is to improve user experience through technology. Currently, my work focuses on enhancing the experience through mobile devices. In addition, I focus on the motivation, perception, and attitudes that may influence behavior to improve the overall experience with new channels and forms of technology and innovation. While my current focus is on mobiles, other research areas speak to the same need to improve user experience.

The retail industry is constantly changing to stay competitive. Therefore, it is important to study that change, specifically how consumers respond to it, as their loyalty and other behavioral responses determine a retailer's competitiveness.

**Summary of Research Interests**

* Mobile Commerce
* Social Media and Commerce
* Technology Innovation and Integration

**Peer-Reviewed Research Publications**

Martinez, Briana M. and McAndrews, Laura. Do you take…? The effect of mobile payment solutions on use intentions: an application of UTAUT2, Journal of Marketing Analytics, Accepted.

Smith-Glaviana, Dina and Martinez, Briana M. (2023) Students' perceived reality of a store planning project set in a simulated retail environment, Clothing and Textiles Research Journal, Vol. 41, No. 1, 26-42.

Martinez, Briana M. and McAndrews, Laura. (2021) Mobile application design features influence on stickiness intentions. International Journal of Retail and Distribution Management, Vol. 49, No. 1, 1497-1511

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.

**In Review**

Martinez, Briana M. and McAndrews, Laura. Investigating U.S. consumers' mobile pay through UTAUT2 and generational cohort theory: An analysis of mobile pay in pandemic times, Telematics and Informatics Reports

Martinez, Briana M. and McAndrews, Laura. Hedonic vs. Utilitarian: the influence of mobile application design features on consumers' emotional response and stickiness intentions, Journal of Consumer Behavior

Smith-Glaviana, Dina and Martinez, Briana M. Historically-inspired dress and salient motivations of reality, fun/leisure, and fantasy dress model, Journal of Family and Consumer Science

**In Preparation**

Martinez, Briana and McAndrews, Laura. U.S. consumers' mobile payment behavior: the impact of UTAUT, risk, trust, and attitude on intention to use and recommend. Targeted Journal: International Review of Retail Distribution and Consumer Research Submission date: May 2023

Martinez, Briana; Smith-Glaviana, Dina; Manrique, Anabella; and McAndrews, Laura. A Qualitative Analysis of Fashion Mobile Design Features. Target Journal: International Journal of Market Research; Submission Date: January 2023

Martinez, Briana; Kopot, Carolina, Reed, Jalessa, and Melton, Karen. Measuring consumer engagement in mobile channels: a comparison of physiological and perception measures. Target Journal: Journal of Retailing Submission Date: Summer 2023

**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, Briana and McAndrews, Laura. (July 2023) U.S. consumers' mobile payment behavior: the impact of UTAUT, risk, trust, and attitude on intention to use and recommend. Recent Advances in Retailing and Consumer Science (RARCS), Oral presentation. Co-Presenter. Lyon, France.

Martinez, Briana. (November 2020). Intention to adopt mobile payments: A comparison of POS independent software, POS dependent software, and POS dependent hardware. International Textile and Apparel Association (ITAA), Oral presentation. Presenter, Virtual

Smith-Glaviana, Dina and Martinez, Briana M. (November 2020). Student perspectives of value regarding an experiential learning project set in a simulated retail environment. International Textile and Apparel Association (ITAA), Oral Presentation, Virtual

Martinez, Briana and Wilmoth, Kylee. (July 2020) Intention to adopt mobile payments. Recent Advances in Retailing and Consumer Science (RARCS), Oral presentation. Presenter. Baveno, Italy. Covid Cancelled.

Kaylin, Blancas and Martinez, Briana. (March 2020).A Review of FMRI applications: a qualitative meta-synthesis. American Collegiate Retailing Association (ACRA), Oral presentation. New Orleans, LA. Covid canceled.

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**

Greathouse, Leigh (PI). Martinez, Briana (collaborator). Cancer Warrior Health: A mobile application leveraging inverse reinforcement learning AI to empower comprehensive cancer care for patients, survivors and caregivers. NIH Small Business Innovation Research Grant. Submission date: April 2023.

Martinez, Briana. Consumer's usage experience with mobile healthcare apps: a content analysis of user feedback. One URC. Baylor University, 2022, Not Funded

Martinez, Briana. Narrowing the digital divide: A mixed-methods study of mobile health applications. Robert Wood Johnson Foundation, semi-finalist, 2021, Not Funded.

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

**Teaching**

**Teaching Philosophy**

Quality instruction, active engagement with students, and developing leadership skills are vital aspects of my teaching philosophy. In addition, my classroom environment should foster creative problem-solving, productive and meaningful group experiences, and enhance communication and collaboration skills. Students' innovation, creativity, and passion will ignite when learning goals align with teaching and application through activities, projects, or discussions. 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 by elevating it to include active student involvement and individual learning by harnessing resources. Active learning strategies, technology integration in the classroom, and experiential projects can create this learning environment. I want to challenge my students to go further than they think. I want my students to show what they can do to all whose paths may cross.

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

**Teaching Experiences**

**ADM 3340 Digital Retailing Strategies**

**Formally (FCS 4v93.01 Innovative Retail Technology)**

**Baylor University**

Waco, TX, Spring 2019- Current

Assistant Professor

Developed course content, syllabus, assessments, projects, and learning activities. Designed the course to enhance teamwork skills and foster innovative thinking. Integrated discussion on data analytics and other data-driven platforms. Developed social media project allowing students to strategize, create and implement content, and analyze data.

**ADM 4391 Retail Buying II**

**Formally (Merchandise Buying and Assortment Planning)**

**Baylor University**

Waco, TX, Fall 2018-current

Assistant Professor

Developed syllabi, 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 or planner in the future.

**FDM 110 Introduction to Fashion Business**

**West Virginia University**

Morgantown, WV, Spring 2018

Visiting Assistant Professor

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

**FDM 130 Design Concepts of Dress**

**West Virginia University**

Morgantown, WV, Spring 2018

Visiting Assistant Professor

Developed syllabi, assessments, projects, and learning activities. Redesigned existing courses 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 syllabi, assessments, projects, and learning activities. Designed a project allowing students to analyze consumer behavior concepts in a more realistic setting through 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 a new project to simulate the store planning process. Designed active learning activities for students to help them discuss and learn the 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 the new online course. 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 grading expectations, 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, grading expectations, rubrics, and classroom etiquette. A guest lecturer when needed. Redesigned and integrated new projects 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, grading expectations, rubrics, and classroom etiquette. A guest lecturer when needed.

Graduate Instructor

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

**Service**

**Service Philosophy**

I believe in giving back to our community through outreach and service. I seek out organizations within my department and the community where I can make a difference with my time and expertise. When involved in something greater than myself, I can share my knowledge and experience, but I also gain much more through the opportunities to work with diverse people and learn from their experiences. It is rewarding to give of myself to accomplish the collective's objectives and goals.

**UNIVERSITY**

**Sense of Belonging Task Force,** Baylor University

Member, Fall 2022- May 2023

**Commencement Committee,** Baylor University

Member, 2021- present

**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 requests for practice venues, equipment, etc.

**DEPARTMENT**

**ADPD Search Committee,** Baylor University

Member, Fall 2021

**Apparel Professional,** Baylor University

Advisor, Fall 2021- present

**ADM Social Media Coordinator,** Baylor University

Summer 2021-present

**Diversity and Inclusion Committee,** Baylor University

Member, Spring 2021-present

**Marketing Committee,** Baylor University

Member, Spring 2020-present

**Department Name Change Committee,** Baylor University

Member, June 2019-Fall 2019

**FCS Digital Portfolio Committee,** Baylor University

Member, February 2019-Spring 2020

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 that produces student-led fashion shows, styling, photoshoots, and model casting; assist the executive board with decision-making.

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

Member, August 2014-present

The organization was developed to facilitate professional development and networking opportunities and engage in fellowship within the graduate department at TXMI.

***Pals of Athens Musicians****,* University of Georgia

Assistant, August-December2014

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

**Socks for Soldiers,**University of Georgia

Co-coordinator, Spring 2013

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

**COMMUNITY**

**Fashion and Interior Design Ambassadors,** Texas 4H

Speaker, Summer 2022

Spoke on the power of social media as a way to inform, engage, and impact behavior to a group of high school students in charge of their own 4H social media page

**College Prep Series***,* Atlanta City Council

Volunteer, *2015-2016*

Aided in registering middle and high school students for college preparatory testing. Helped plan room placements for over 500 students. Available to assist 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 utilities geared toward elderly citizens living independently.

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

Volunteer, 2014

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

**MENTORSHIP**

Jaleesa Reid, TXMI graduate student,2014 to 2021

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 Ph.D. requirement and knowledge of educational teaching tools.

**Professional Development**

**Professional Organization Affiliations**

* International Textile and Apparel Association (ITAA)
* American Collegiate Retailing Association (ACRA)
* Recent Advances in Retailing and Consumer Sciences (RARCS)

**Journal Manuscript Reviewer**

* Journal of Retailing and Consumer Services
* International Journal of Retail and Distribution Management
* Journal of Marketing Analytics
* Journal of Family and Consumer Science
* Fashion, Style, and Pop Culture

**Faculty Development**

* WFWP, Women’s Faculty Writing Program, Fall 2021- present
* RCHHS WAGS, Robbins College Writing Accountability Group, Spring 2021
* Active Learning Fellowship, $500 award, Spring 2021
* Summer Faculty Institute, Summer 2020
* 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**

*Active Learning Lab Fellow,* Baylor University, 2020

*Outstanding Teaching Assistant Award,* University of Georgia, 2015

*Outstanding Teaching Assistant Award,* University of Georgia, 2014

*Graduate Teaching Assistantship,* University of Georgia, 2010-2016