

MARTHA A. MARTINEZ

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DePaul University
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EDUCATION

- 2005 **PhD Sociology** Duke University, North Carolina
Dissertation Topic: Social Capital Accumulation and Enactment in
the Organizational Context. The Case of the Chinese Transitional
Economy.
- 1999 **MA Sociology** Duke University, North Carolina
Primary Specialization: Organizations, Markets and Labor (with
distinction).
Secondary Specialization: Stratification and Inequality
- 1994 **BA in Communication** Summa Cum Laude
Sciences Monterrey Institute of Technology
(ITESM) Monterrey, Mexico

AREAS OF INTEREST

- Social Capital
- Entrepreneurship
- Sociology of Organizations
- Globalization and Technology
- Work and Occupations

ACADEMIC APPOINTMENTS AND TEACHING EXPERIENCE

Associate Professor, Department of Sociology, DePaul University.

2012 to Date

Scheduler and Adjunct Faculty Mentor, Department of Sociology, DePaul University,

2012 to Date.

Acting Chair, Department of Sociology, DePaul University, Spring-Summer 2013.

Honors Distinguished Faculty, Honors Program, DePaul University.

2009-2011

Fellow, Institute for Latino Studies at University of Notre Dame.

April 4, 2007-June 30, 2010.

Assistant Professor, Department of Sociology, DePaul University.

2005-2012

Classes

- Statistics (basic, advanced, graduate and undergraduate)
- Research Methods (graduate level)
- States, Markets and Society
- World of Work
- Organizational Dynamics
- Capitalism and Globalization
- LSP 200 The Immigrant Experience

Instructor, Sociology Department, Duke University.

Summer 2004 Soc 158 Markets and Marketing

Summer 2003 Soc 133 Statistical Methods

Fall 2000 Soc 142 Organizations and Global Competitiveness

Summer Visiting Professor, Monterrey Institute of Technology (ITESM), MBA Program (EGADE), Summer 2000, Succeeding in the Social Economy: The Impact of Social and Organizational Networks in Economic Performance (Monterrey, Mexico).

Mentor to Undergraduates with Honor Theses, Comparative Area Studies, Duke University, 2004.

ADVISING AND RELATED TEACHING ACTIVITIES

Graduate Research Advisor Students Liz Jeninga, Kim West, Yao Cheng Wang and Patrick Van.

Thesis, Projects and Lit. Review Reader Students Brittany Brandon, Daniel Garcia, Patrick Quatemman, Jennifer Wiley, Peter Hummel, Jonathan Stringfield, Ira Noka, Petta-Gay Hannah and Ashley Adams.

Undergraduate Advisor One of Two Undergraduate Faculty Advisors, Sept 2007- October 2008

Advisor Summer Advising for New Undergraduate Students, 2006-2009 and 2011-2013.

Independent Studies Teaching Sociology (Winter 2008), Advanced Statistics

PUBLICATIONS**Peer Review Journal Articles and Monographs**

Martinez, Martha A. and Aldrich, Howard E. (2011). "Networking Strategies for Entrepreneurs: Managing Cohesion and Diversity", *International Journal of Entrepreneurial Behavior and Research*, Vol. 17, Issue 1, pp. 7-38.

Martinez, Martha A., Yang, Tiantian, and Aldrich, Howard E. (2011). "Entrepreneurship as an Evolutionary Process: Research Progress and Challenges." *Entrepreneurship Research Journal*, Vol. 1, Issue 1, pp. 1-26.

Martinez, Martha A. (2010). "Century 21 Sussex and Reilly Residential." *Case Research Journal*, Vol. 30, No. 1, pp. 19-34.

Martinez, Martha A. (2009). "The Housing Crisis and Latino Home Ownership in Chicago: Mortgage Applications, Foreclosures, and Property Values." Series the *State of Hispanic Housing*, Institute for Latino Studies at University of Notre Dame.

Martinez, Martha A. (2007). "Promoting and Maintaining Household Ownership among Latino Immigrants". Series *The State of Hispanic Housing*, Institute for Latino Studies at University of Notre Dame.

Book Chapters and Similar Collaborations

Aldrich, Howard and Martinez, Martha (2014), "Why Aren't Entrepreneurs More Creative? Conditions Affecting Creativity and Innovation in Entrepreneurial Activity", *Oxford Handbook of Creativity, Innovation, and Entrepreneurship: Multilevel Linkages*, Christina Shalley, Mike Hitt, and Jing Zhou (editors), Oxford University Press, forthcoming.

Martinez, Martha (2014), "Modernization Theory". *Encyclopedia of Consumption and Consumer Studies*, J. Michael Ryan and Daniel Thomas Cook (editors), Wiley-Blackwell, forthcoming.

Martinez, Martha A. and Aldrich, Howard. (2014) "Sociological Theories in the Study of Family Business" for *Handbook of Family Businesses*, Leif Melin, Mattias Nordqvist and Pramodita Sharma (editors), SAGE, forthcoming.

Aldrich, Howard and Martinez, Martha. (2014). "Evolutionary Theory." *Encyclopedia of Management - Strategic Management Volume*, John McGee (editor), Wiley Blackwell.

Martinez, Martha and Aldrich, Howard. (2013). "Evolutionary Theory." *Handbook of Organisational Entrepreneurship*, Daniel Hjorth (editor), Cheltenham, UK, Edward Elgard.

Martinez, Martha. (2008). "Split Labor Markets." *Encyclopedia of Race and Ethnicity*, Thousand Oaks: Sage Publications.

Martinez, Martha. (2008). "Social Capital." *Encyclopedia of Race and Ethnicity*, Thousand Oaks, California: Sage Publication.

Gereffi, Gary and Martha A. Martinez. (2005). "Mexico's Economic Transformation under NAFTA". In the book *Mexico's Democracy at Work: Political Economic Dynamics*, edited by Russell Crandall, Guadalupe Paz, and Riordan Roett.

Aldrich, Howard and Martha A. Martinez. (2003). "Entrepreneurship As Social Construction: An Evolutionary Approach." Prepared for Zoltan Acs and David Audretsch (eds.) *Handbook of Entrepreneurship Research*, Kluwer Editorial House.

Gereffi, Gary, Martha A. Martinez, and Jennifer Bair. (2002). "Torreón: The New Blue Jeans Capital of the World." In *Free Trade and Uneven Development: The North American Apparel Industry after NAFTA*, Gary Gereffi, David Spener, and Jennifer Bair, eds. Temple University Press.

Invited Articles

Martha Martinez. (2013) "Latinos can be Republicans." Opinion Editorial on Fox News Latino Website, <http://latino.foxnews.com/latino/opinion/2013/02/01/marta-martinez-latinos-can-be-republicans/>

Martinez, Martha. (2009). "LatiNidad". *Revista ContraTiempo* No. 63, March 2009: p. 10.

Aldrich, Howard and Martha A. Martinez. (2001). "Many are Called, Few are Chosen: An Evolutionary Approach to the Study of Entrepreneurship." *Entrepreneurship Theory and Practice*, Special Issue, Vol. 25, No. 4: 41-56.

Gereffi, Gary and Martha A. Martinez. (2000). "Torreon's Blue Jeans Boom: Exploring La Laguna's Full Package Solution." *Bobbin* Vol. 41, No. 3. April: 44-54

Translations

Gereffi, Gary and Martha A. Martinez (2000). "El Auge del Blue Jean in Torreón: Explorando la Evolución del Paquete Completo." *La Bobina*, Vol. 32, No. 2. March/April: 16-21.

WORKS IN PROGRESS

Martinez, Martha A and Julie Artis "The Effect of Marital History and Cohabitation History on In-Law Relationships." Submitted to *Journal of Family Issues*, Jan 2013

Martinez, Martha A. "Hyper rationality and the Professions in an Era of Web Based Globalization." Project theoretically explores the transformations brought about by the latest wave of globalization based on the Internet and their impact in the dynamics and position of profession in society.

PROFESSIONAL MEETING PRESENTATIONS

Martinez, Martha. 2014. "Hyper rationality and the Professions in an Era of Web Based Globalization." Spring Institute 2014 Global Capitalism, Global Inequality, University of Chicago Sociology Department, May 2nd.

Martinez, Martha; Julie Artis and Yao Cheng Wang. 2009. "In-Laws as a Source of Strain or Support for Marriage? Relationship Quality, Contact and Resources". Presented at the Family Section Roundtable of the American Sociological Association 104th Annual Meeting, to be presented in San Francisco, August 8-11th.

Martinez, Martha. 2007. "The Internet and the Social Deconstruction of the Real Estate Agent Community." Presented at Urban and Suburban Landscapes in a Changing Global Society, Fall 2007 Joint Annual Conference of the Illinois Political Science and Illinois Sociological Associations, Chicago, October 26-27, 2007.

Martinez, Martha. 2007. "The State of Hispanic Housing in the United States 2007." Presented at the Esperanza Prayer Breakfast on June 16, Washington DC.

Martinez, Martha. 2007. "Work, Immigration and Social Conflict." Presented at the Biennial Conference Siglo XXI: Economies of Class, Economies of Culture, organized by the Inter-University Program for Latino Research on April 12-14, Austin, Texas.

Martinez, Martha. 2005. "Does Social Capital Fit? Matching Job Characteristics to Social Capital Levels in Chinese Organizations." Presented at the XXV International Sunbelt Social Networks Conference, Redondo Beach, CA, February 16-20.

Martinez, Martha and Deepa George. 2005. "The Interchangeable Worker: Business' Images of Workers in the Era of Globalization and Technological Change." Presented at the 2005 Southern Sociological Society Meeting, Charlotte, NC, April 13-16.

Martinez, Martha A. 2004. "Gendered Patterns of Social Capital Accumulation In China: The Influence of Organizations in Transition." Presented at the 2004 Southern Sociological Society Meeting, Atlanta, GA, April 14-17.

Renan Levine and Martha A. Martinez. 2001. "Using Web Development Projects in Business Classes: Information Analysis and Presentation in Electronic Environments." Presented at the Hawaii Conference on Business, June 14-17.

Martinez, Martha A. 2001. "Investment or Liability: Social Capital in the Accomplishment of Organizational Goals." Presented at the Southern Sociological Society Meeting, Atlanta, GA, April 4-7.

Gereffi, Gary, Martha A. Martinez and Jennifer Bair. 2000. "A New Blue Jeans Capital: The Emergence of the Torreón Apparel Cluster." Presented at the Annual Meeting of American Sociological Association, Washington D.C., August 12-15.

Martinez, Martha A. 1999. "NAFTA and the Industrialization of the Ejido: The Case of the Apparel Industry in La Laguna, Mexico." Presented at the Conference "International Institutions Local Consequences", sponsored by the Ford Foundation. Duke University, April 9-11.

INVITED CLASS PRESENTATIONS, PANELS AND WORKSHOPS

Oct 11th/18th, 2013 SAS Programming Workshop
Sociology Graduate Program

Sept 23rd, 2012 Marx, Braverman and their implications for Labor.
Soc 404 Classical and Modern Theory

Feb 25th, 2011 Panel on Applying to PhD Programs
Participant

Apr 14th, 2010 The Housing Crisis and Latino Home Ownership in Chicago
Senior Capstone Seminar in Latin American Studies

Feb 22nd, 2010 History of Globalization in the 20th Century
Soc 256 Social Change

Oct 31st, 2008 Gender in the Workplace
ISP 200 Seminar in Multiculturalism

Sept 9, 2008 Basic Math for the Social Sciences Workshop
Sociology Graduate Program

May 2nd, 2008 SAS Programming Workshop

April 25th, 2008 Panel on Applying to PhD Programs
Participant

February 29th, 2008 Panel on Truth, Reality and Methodology in Sociology
Organizer and Facilitator
Sociology Graduate Program

August 31st, 2007 Basic Math for the Social Sciences Workshop
Sociology Graduate Program

May 22nd, 2007 Panel on Women and the Balance between Work and Personal Life.
Soc 208 Sociology of Women.

Jan 25th, 2007 Presentation on Content Analysis as a Research Method.
Soc 411 Social Research.

GRANTS, AWARDS AND OTHER FUNDING

SAGE Handbook of Family Business Workshop, Sweden, Summer 2011 (paid research workshop).

Research Leave Grant, University Research Council, DePaul University. For the project “Manager’s Images of Labor in the Era of Globalization and the Internet”, 2009.

Summer Faculty Grant, Faculty Research and Development Committee, Liberal Arts and Sciences, DePaul University, 2008-2009.

Faculty Training Grant, Study Abroad Program, Trip to Hungary and Croatia, 2007.

Latino Housing Report Grant, Institute for Latino Studies, University of Notre Dame, 2007.

Case Writing Grant, Real Estate Center, DePaul University, 2006.

Graduate Student Teaching Award, Duke University, Sociology Department, 2005.
Duke University Graduate Fellowship, 1997-2005.
Monterrey Institute of Technology (ITESM), Future Faculty Fellowship, 1997-2001.
Tinker Travel Grant for Latin American Research, 1998.
Excellence Scholarship (BA, Monterrey Tech), 1989-1994.

TRAINING WORKSHOPS

OpED Project, DePaul University, 2012-2013.
Ethics in the Curriculum, DePaul University, Summer 2010.
Project PLUS Training Workshop, DePaul University, Summer 2008.
Study Abroad Training Trip, Hungary and Croatia, DePaul University, Summer 2007.
8TH Annual Sophomore Multicultural Seminar Faculty Development Colloquium, Liberal Arts and Sciences, DePaul University, 2006.
Case Writing Workshop, Real Estate Center, DePaul University, 2006.

DEPARTMENT SERVICE ACTIVITIES

Member	Academic Program Review Committee, 2013.
Member	Scholarship Committee Fall 2011.
Member	Undergraduate Program Committee 2009-to date.
Member	Graduate Program Committee, 2005-to 2009.
Junior Member	Personnel Committee Fall 2006- Dec 2008.
Member	Fieldwork Assessment Project Committee, 2007.
Member	Hiring Committee, 2005-2006.

UNIVERSITY AND COLLEGE SERVICE ACTIVITIES

Member	Committee on Academic Policy, December 2011-to date.
Member	Honors Program University Committee, Fall 2011-to date.
Member	Editorial Board, Students Creating Knowledge Journal, 2011.
Member	LA&S Advising Task Force Committee, Jan 2007- Dec 2008.
Affiliated Faculty	Latin American and Latino Studies Program, Jan. 2006-to date.

PROFESSIONAL SERVICE ACTIVITIES

- Member/
Reviewer Editorial Board Entrepreneurship Research Journal, 2011
- Reviewer Urban Affairs, International Small Business Journal, 2010
- Reviewer Polity Press, for Manuscript “Markets”, March 2010
- Reviewer Toronto University Press, for Manuscript “Consuming Mexican Labor: From Braceros to NAFTA, 1942-2009”. December 2009.
- Presider Panel “Challenges in Transnational Social Environments,” American Sociological Association Annual Meeting, August 2009.
- Facilitator Discussion Tables, “Economic Inequality and the Hourglass Economy: The Decline of the Middle Class—The End of the American Dream?” A McCormick Tribune Foundation Conference, April 2008.
- Member Development Board, Agrasun, 2007-2010.
- Panelist “Preparing for your Academic Job Search.” At the Midwest Sociological Society Annual Meeting, Omaha, Nebraska, March 30-April 2, 2006.
- Co-organizer Conference “The Two Faces of Governance: Public and Private Governance of Economic Integration in the Americas”, 2004.
- Reviewer American Journal of Sociology (AJS), 2000.
- Reviewer Kluwer Editorial House, 2000.

PUBLIC SERVICE ACTIVITIES

- Panelist “Stress and the Economic Crisis”, in *Sin Censura* with Vicente Serrano, Azteca America, Chanel 61, November 2009.
- Participant Discussion on Planning Impacts of Latino Population Growth, Chicago Metropolitan Agency for Planning, April 2008.
- Member Advisory Committee, State of Latino Chicago: Economic Impact Report Center for Metropolitan Chicago Initiatives, University of Notre Dame, 2006-2007.
- Participant Latino Suburban Roundtables, organized by the Chicago Metropolitan Majors Caucus and the Institute for Latino Studies, University of Notre Dame, 2007.
- Panelist “Challenges and Accomplishments of Immigrant Women.” Forum organized by organization *Durango Unido*, Chicago, Illinois, November, 2006.

EMPLOYMENT EXPERIENCE

Research Associate. Qualitative and quantitative research for impact evaluation of on-line contents and computer access in poor urban and rural areas, Community Learning Centers Project, ITESM, Monterrey, Mexico, July 2001-Dec 2002. Ave. Eugenio Garza Sada 2501, Col. Tecnológico, Monterrey, N.L., México CP. 64849.

Research Assistant. “GE Fund Project for Development and Assessment of Instructional Technologies.” Application of qualitative methodology for need and impact assessment. Markets and Management Program, 1999. Principal Coordinator: Gary Gereffi, Professor of Sociology, Markets and Management Program Director. Box 90088, Durham NC, 27708-0088.

Research Assistant. “Identity and Ethnic Conflict in the United States.” From Fall 1998 to Spring 2000. Principal Investigator: Suzanne Shanahan, Department of Sociology, Duke University. Box 90088, Durham NC, 27708-0088.

Coordinator, Student Services, Monterrey Institute of Technology, MBA Program (EGADE), Monterrey, Mexico, 1995-1997. Ave. Fundidores y Rufino Tamayo, Valle Oriente, Garza García, NL. Mexico, CP. 66269.

PROFESSIONAL MEMBERSHIPS

American Sociological Association

Midwest Sociological Society

North America Case Research Association

Alpha Kappa Delta, International Sociology Honor Society