



"I protest against fashion that goes out of fashion. I can't accept that people throw garments away just because it's spring again."

Chanel

145 Family & Consumer  
Sciences  
Texas State University  
San Marcos, TX 78666



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sustainablecosette



themindfuldresser.com



sustainablefashionconsumption.org



KORU  
mindfulness

Certified Koru Mindfulness Teacher

# COSETTE M. JOYNER MARTINEZ

Associate Professor

*Fashion Merchandising*

## Education

**Professional Teacher Certification, Mindfulness Institute for  
Emerging Adults** since March 2022

**Osage Forest of Peace School of Spiritual Direction, graduate**  
August 2018 - June 2020

**Ph.D. Human Ecology: Apparel & Textiles** 2011  
Kansas State University, Manhattan, KS

**M.S. Apparel and Textiles: Merchandising** 2009  
Kansas State University, Manhattan, KS

**B.S. Textiles, Merchandising, and Design** 1999  
Middle Tennessee State University, Murfreesboro, TN

**American Intercontinental University** 1998  
London, UK

**Associate Professor** 8/2023 – Present  
Texas State University, School of Family &  
Consumer Sciences

**Associate Professor** 6/2017 – 8/2023  
Oklahoma State University, Department of  
Design, Housing & Merchandising  
Sabbatical: Eco-spirituality in Oklahoma  
**Assistant Professor** 1/2019 - 8/2019  
8/2011 – 6/2017

**Visiting Professor** 2/2014  
Aalto University, Helsinki, Finland

**Graduate Research Assistant** 1/2009 – 8/2011  
Kansas State University

**Adjunct Professor** 8/2008 – 5/2009  
Tennessee Tech University

**Adjunct Professor** 1/2008 – 12/2008  
Middle Tennessee State University

Updated: January 2024

# INSTRUCTION SINCE 2008

## **Oklahoma State University**

HONR 1000: Fashion, Sustainability, and Consumer Consciousness\*  
DHM 1101: Wicked Problems of Industrial Practice\*  
DHM 2423: Technology and Visual Communication for Merchandisers\*  
DHM 3853: Visual Merchandising  
DHM 4013: Advanced Visual Communication for Merchandisers\*\*\*  
DHM 4071: Communicating Sustainable Practices\* (online)  
DHM 4131: Spirituality and Sustainability\*  
DHM 4573: Sustainable Design for Apparel and Interiors \*  
DHM 5112: Proposal Writing  
DHM 5113: Theories of Creative Process in Design and Merchandising  
AMD 590E/DHM5810 U.S.-India Retailing [Triple Bottom Line]\*

## *Study away*

HS 2080: Introduction to International Experience (Biomimicry); Costa Rica [2015, 2017, 2020]\*  
HS 2080: Introduction to International Experience (Happiness); Costa Rica [2016]\*  
DHM 3423: Editorial Styling for Merchandisers\*  
    Dallas, TX [2018]  
    Taos, NM [2022]\*\*  
DHM 4051: Biomimetic Industrial Processes; The Land Institute, Salina, KS [2018]\*  
DHM 4850: Biomimicry; Taos, NM [2016]\*

## *Outreach courses*

Koru Mindfulness Basic (non-credit)  
Mindful Clothing Consumption, Osher Lifelong Living Institute (upcoming)\*

## **Kansas State University**

AT 645: Private Label Apparel Product Development\*

## **Tennessee Tech University**

HEC 3310: Textiles I  
HEC 3350: Merchandising I  
HEC 4340: History of Dress (online)

## **Middle Tennessee State University**

TXMD 3150: Apparel Selection & Evaluation  
TXMD 3180: Apparel Manufacturing

\*Original courses developed \*\*Selected for Doel Reed Center for the Arts summer program \*\*\*Courses in development

## **EXPERTISE**

**Sustainable design philosophy ° Sustainability education**  
**Visual merchandising & communication**  
**Adobe Photoshop, Illustrator, InDesign & Lightroom**  
**Sketchup Pro & Enscape ° 3D virtual retail software (Mock Shop)**

# 15+ YRS INDUSTRY EXPERIENCE

**Merchandise Coordinator** Winston Retail Solutions 06/2006 – 1/2009

**Merchandising Associate** Macy's 04/2007 – 08/2008

**Store Manager** Talbots 10/2000 – 08/2008

Sales Associate, Nashville, TN 2007-2008; Associate Store Manager, Nashville, TN 2006-2007; Store Manager, Tulsa, OK 2003-2006; Associate Store Manager, Nashville, TN 2002-2003; Assistant Store Manager, Memphis, TN 2000-2002

**Sales Manager** Sears Holdings, Inc. 02/1998 – 07/2000

Children's Department Manager, 2000; National Executive Trainee, Visual Specialist, 1998-1999

Other apparel-related experience 1993-1998 in retail sales and fashion journalism.

## EXPERTISE

Visual merchandising ° Store operations & management ° Training & development

***“The first rule of sustainability is to align with natural forces, or at least try not to defy them.”***

Paul Hawken

# STUDENT MENTORING

## Undergraduate

- 2017 - 2023 Founder and Faculty Advisor. Modmuze magazine (modmuzemag.com), Oklahoma State University's fashion and lifestyle magazine.
- 2022 - 2023 Fashion Group International Digital Portfolio and Digital Store Planning merchandising competition, faculty organizer and mentor (3 students).  
**Awards (3):** Digital Merchandising and Store Planning: First Place, \$2000; Second Place, \$1000. Digital Fashion Merchandising Portfolio category: First Place, \$2000.
- Collaging with Photoshop. A departmental professional development workshop. Facilitator. October 13.
- Teenage Enchantment. An exhibit of editorial styling photography. October 18 - 28, Gaylord Gallery, OSU. Opening reception, October 18. Faculty mentor and organizer.
- Rock 'n' Roll Inspo, From the Road. [Stillwater Oklahoma Magazine](#). September issue.
- 2021 - 2022 Society of Professional Journalists Mark of Excellence Award. Student Magazine category. Modmuze Magazine. Faculty advisor (5 students nominated).
- Fashion Group International Digital Portfolio and Digital Store Planning merchandising competition, faculty organizer and mentor (3 students).  
**Award:** Digital Fashion Merchandising Portfolio category: First Place, \$2000.
- 2020 - 2021 Sharing Tree design project. Consultancy to non-profit to renovate a charitable shopping space (1 student). Faculty mentor. Moore, OK.
- Fashion Group International Digital Portfolio and Digital Store Planning merchandising competition, faculty organizer and mentor (7 students).  
**Awards (4):** Digital Merchandising and Store Planning: First Place, \$2000; Second Place, \$1000. Digital Fashion Merchandising Portfolio category: First Place, \$2000; Second Place, \$1000.
- WindowsWear Michael Kors Mentorship Program "Reimagine Our Store in a Healthy World" national competition, faculty mentor (1 student).  
**Award:** Top 10 Finalist.
- SALUTE: A National Design Student Competition; Publication and Identity categories. Graphic Design category. University of Central Oklahoma (5 students).

# STUDENT MENTORING, cont.

## Undergraduate

- 2019 - 2020 Fashion Group International Portfolio and Digital Store Planning merchandising competition, faculty organizer and mentor (5 students) (August)  
**Awards (2):** Digital Fashion Merchandising Portfolio category: Second Place, \$1000; Third Place, \$500.  
Advisor. Honors Contract. Sustainability, spirituality, and life satisfaction.  
  
Faculty Associate, EcoHouse Living Learning Community.
- 2018 - 2019 Advisor. Honors Contract. Creating a curated museum interior using Mock Shop.  
  
Advisor. Biomimicry exhibit at The Land Institute (3 students) (September 28-30); Salina, KS.
- 2017 - 2018 Advisor. Honors Contract. Visual Communication about the Environmental Impact of Micro Plastics.  
  
Fashion Group International Portfolio and Digital Store Planning merchandising competition, faculty organizer and mentor (8 students); (April 20) Dallas, TX.  
**Awards (2):** Digital Fashion Merchandising Portfolio category: Second Place, \$1000.
- 2016 - 2017 Faculty Organizer. Styling project for social media applications with Fabricut, Inc. (5 students) (March 10 - April 14); Tulsa, OK.  
  
Faculty Organizer. JCPenney Corporate Headquarters, Styling Workshop (6 undergraduates); Dallas, TX (April 21).  
  
Sustainable Design Charrette for OSU Clothes Swapping Network. Riata Faculty Fellow funded event (September 22).  
  
Faculty Mentor. Fashion Group International Portfolio and Digital Store Planning merchandising competition, (7 students); (April 21) Dallas, TX  
**Awards (3):** Digital Fashion Merchandising Portfolio category: First Place, \$2500; Second Place, \$1000; Third Place, \$500.
- 2015 - 2016 Faculty Mentor, Freshman Scholar. Exploring Associations between Sustainability, Product Attachment, and Brand Attachment  
**Award:** Outstanding Freshman Research Scholar in College of Human Sciences.

# STUDENT MENTORING, *cont.*

## Undergraduate

2015 -2016, <i>cont.</i>	Young Men's Association – Fashion Scholarship Fund competition, Mentor <b>Awards (2):</b> 2 students awarded \$5000.
2014 - 2015	Faculty Organizer. Play Again (movie and discussion); DHM Professional Development event (October 9). Faculty Mentor. Young Men's Association – Fashion Scholarship Fund competition. <b>Awards (2):</b> 2 students awarded \$5000.
2013 - 2014	Faculty Mentor. Dallas Career Day Visual Merchandising Competition (4 students); Dallas, TX. <b>Award:</b> Visual Merchandising category: Third Place, \$500.  Second Reader, Honors Thesis. Fashioning The 1920's: Factors Shaping a Distinct Style Of Women's Clothing.
2012 - 2013	Faculty Mentor. Undergraduate Research (3 students). Donate, Recycle, but Do Not Throw Away: Retailer's Policies and Practices on Damaged Clothing and Fashion Accessories.
2012 - 2013	Faculty Mentor, Undergraduate Research (3 students). Empathic Design for Fugitive Denim. <b>Award:</b> First place, OSU Research Week, Social Sciences. Faculty Instructor & Mentor. International Interior Design Association's Sustainable Design Competition (12 students).
2011 - 2012	Faculty Mentor, Freshman Scholar. Ripping the Seams: Transparency in the Sustainability Practices of Gap, Inc. <b>Award:</b> Outstanding Freshman Research Scholar in College of Human Sciences  Second Reader, Honors Thesis. Cause-based Retailing: Case Study Analysis

## Graduate

Kelly Longfellow	Erasmus University Rotterdam	ABD	Local Doctoral Co-Advisor
Lindsay Marquez	Social Foundations, PhD	ABD	Committee Member
Jessica Dao	Merchandising, MS	Defense complete SU22	Advisor & Chair
DeeDee Riveros	Social Foundations, PhD	Defense complete F21	Committee Member
Chitra Singh	Merchandising PhD	Defense complete SU19	Dissertation Advisor GRA Supervisor

# STUDENT MENTORING, cont.

## Graduate

Anamul Hasan	Merchandising MS	Defense complete SU18	Thesis Advisor
Shahed Uddin	Merchandising MS	Defense complete SP18	Committee Member
Nicole Clancy	Apparel Design MS	Defense complete SU17	Committee Member
Stormy Hill	Interior Design MS	Defense complete SU17	Committee Member
Alisa Wei	Apparel Design MS	Defense complete F16	Committee Member
Jane Talkington	Environ. Science PhD	Defense complete SU16	Committee Member
Luz LaFontaine	Hotel Rest. & Admin. PhD	Defense complete SP16	Committee Member
Chunmin Lang	Merchandising PhD	Defense complete SP16	Dissertation Advisor GRA Supervisor
Rachel Eike	Apparel Design PhD	Defense complete SP14	Committee Member GRA Supervisor UFP Mentor

# RESEARCH PUBLICATIONS

## Peer-reviewed (37)

*One paper currently under review.*

Singh, C., **Joyner Martinez, C.M.**, Jayadas, A. (2022). Assessment of perceived discomfort in older women with and without osteoarthritis when reaching for items on different shelf heights. *Journal of Aging and Environment*. <https://doi.org/10.1080/26892618.2022.2109791>.

Vladimirova, K., Henninger, C.E., **Joyner Martinez, C.M.**, Iran, S., Diddi, S., Durrani, M., Iyer, K., Jestratičević, I., McCormick, H., Niinimäki, K., Priyadarshini T., Sadilek, T., Sauerwein, M., Simek, P., Singh, R., Wallaschkowski, S. (2022). Fashion consumption during COVID-19: Comparative analysis of changing practices across nine countries and implications for sustainability. *Cleaner and Responsible Consumption*, 5, 100056.

## EXPERTISE

**Sustainable fashion consumption ° Mindful consumption °**

**Sustainability curriculum development & pedagogy ° Qualitative research methodology**

Iran, S., **Joyner Martinez, C.M.**, Vladimirova, K., & Wallaschkowski, S. Diddi, S., Henninger, C.E., McCormick, H., Matus, K., Niinimäki, K., Sauerwein, M., Singh, R., Tiedke, L., (2022). When mortality knocks: Pandemic-inspired attitude shifts towards sustainable clothing consumption in six countries. *International Journal of Sustainable Fashion and Textiles*, 1(1), 9–39.



# RESEARCH PUBLICATIONS, cont.

- Singh, C., Park, H., & **Joyner Martinez, C.M.** (2022). Love letters to Patagonia: Fostering Sustainable Consumption via Consumer Brand Relationships. *International Journal of Sustainable Fashion and Textiles*, 1(1), 41–62.
- Kang, J., **Joyner Martinez, C.M.**, & Johnson, C. (2021). Minimalism as a sustainable lifestyle: Its behavioral representations and contributions to consumer well-being. *Sustainable Production and Consumption*, 27, 802-813.
- Joyner Armstrong, C.M.** (2021). Fashion and the Buddha: What Buddhist economics and mindfulness have to offer sustainable consumption. *Clothing & Textiles Research Journal*, 39(2), 91-105.
- Joyner Armstrong, C.M.** & Park, H. (2020). Online clothing resale: A practice theory approach to evaluate sustainable consumption gains. *Journal of Sustainability Research*, 2(2). Special issue: Resisting Throwaway Culture—The Role of Consumers in Achieving Sustainable Product Lifetimes.
- Park, H. & **Joyner Armstrong, C.M.** (2019). Is money the biggest driver? Uncovering motives for engaging in online collaborative consumption retail models for apparel. *Journal of Retailing and Consumer Services*, 51(November), 42-50.
- Park, H. & **Joyner Armstrong, C.M.** (2019). Will “no-ownership” work for apparel? The endowment effect and perceived risk of collaborative consumption. *Journal of Retailing and Consumer Services*, 47(March), 66-73.
- Joyner Armstrong, C.M.**, Kang, J., & Lang, C. (2018). Clothing style confidence: The development and validation of a multi-dimensional scale to explore sustainable consumption. *Journal of Consumer Behavior* 17(6), 553-568.
- \*Lang, C. & **Joyner Armstrong, C.M.** (2018). Fashion leadership and intention toward clothing product-service retail models. *Journal of Fashion Marketing and Management* 22(4), 571-587.
- \***Joyner Armstrong, C.M.** & Lang, C. (2018). The clothing style confidence mindset in the circular economy. In Kirsi Niinimäki (Ed.) *Sustainable fashion through circular economy approach* (pp. 42-61). Helsinki, Finland: Aalto Arts Books. Invited.
- \*Lang, C. & **Joyner Armstrong, C.M.** (2018). Collaborative consumption: The influence of fashion leadership, need for uniqueness, and materialism on female consumers’ adoption of clothing renting and swapping. *Sustainable Production and Consumption*, 3, 37-47. **Best Paper Award. Third Place. Recognition from Sustainable Production and Consumption.**
- \*Hirscher, A.L., Niinimäki, K. & **Joyner Armstrong, C.M.** (2018). Social Manufacturing in the fashion sector: New value creation through alternative design strategies? *Journal of Cleaner Production*, 172, 4544-4554. Special issue on Embracing the Variety of Sustainable Business Models: Social Entrepreneurship, Corporate Intrapreneurship, Creativity, Innovation, and Other Approaches to Sustainability Challenges.
- Joyner Armstrong, C.M.** & Park, H. (2017). Sustainability and collaborative apparel consumption: Putting the digital ‘sharing’ economy under the microscope. *International Journal of Fashion Design, Technology and Education*, 9(3), 276-286. Special Issue on Sustainable Fashion Technology and Management.
- Park, H. & **Joyner Armstrong, C.M.** (2017). Collaborative apparel consumption in the digital sharing economy: an agenda for academic inquiry. *International Journal of Consumer Studies* 41(5), 465-474. 2018 **2018 International Journal of Consumer Studies Highest Downloaded articles (Top 20).**



# RESEARCH PUBLICATIONS, cont.

- \*Lang, C., **Armstrong, C.M.**, & Liu, C. (2016). Creativity and sustainable apparel retail models: Does consumers' tendency for creative choice counter conformity (TCCC) matter in sustainability? *Fashion and Textiles*, 3(24).
- \*Lang, C. & **Armstrong, C.M.** (2016). Personal attributes: Influences on clothing disposal reasons and frequency. *Family and Consumer Science Research Journal* 108(3), 41-47.
- \***Joyner Armstrong, C.M.**, Hiller Connell, K.Y., Lang, C., Ruppert-Stroescu, M., & LeHew, M.L.A. (2016). Educating for sustainable fashion: Using clothing acquisition abstinence to explore sustainable consumption and life beyond growth. *Journal of Consumer Policy*, 39(4), 417-439. Special Issue: Sustainable Textiles: The Role of Consumers, Civil Society, Corporations, and Government.
- Joyner Armstrong, C.M.**, Hustvedt, G., Hiller, K.Y.C., LeHew, M.L.A. & Anderson, B.G. (2016). When the in formal is the formal and the implicit is the explicit: Holistic sustainability education at Green Mountain College. *International Journal of Sustainability in Higher Education*, 17(6), 756-775.
- Armstrong, C.M.** (2016). "Don't step on the ants!" Biomimetic pedagogy for sustainability in a Costa Rica study away experience. *Journal of Sustainability Education, April*. Special issue: Place and Resilience in Sustainability Education.
- Armstrong, C.M.**, Niinimäki, K., & Lang, C. (2016). Towards design recipes to curb the clothing carbohydrate binge. *The Design Journal*, 19(1), 159-181.
- \***Armstrong, C.M.**, Niinimäki, K., & Lang, C., Kujala, S (2016). A use-oriented clothing economy? Preliminary affirmation for sustainable clothing consumption alternatives. *Sustainable Development*, 24, 18-31.
- Armstrong, C.M.** (2015). In the zone: Vygotskian-inspired pedagogy for sustainability. *Journal of Classroom Interaction*, 50(2), 48-59.
- Ruppert-Stroescu, M., LeHew, M.L.A., **Armstrong, C.M.**, & Hiller Connell, K.Y. (2015). Creativity and sustainable fashion apparel consumption: The fashion detox. *Clothing Textile and Research Journal*, 33(3), 167-182. Special Issue on Creative Thinking and Problem Solving. ***Clothing & Textiles Research Journal Top 10 Cited Papers in 2019.***
- \***Armstrong, C.M.**, Niinimäki, K., Kujala, S., Karell, E., & Lang, C. (2015). Sustainable product-service systems for clothing: exploring consumer perceptions of consumption alternatives in Finland. *Journal of Cleaner Production*, 97, 30-39. Special Issue: Why have 'Sustainable Product-Service Systems' not been widely implemented?
- \*Eike, R.J., **Armstrong, C.M.**, Hiller, K.Y.C., Hustvedt, G., LeHew, M.L.A. & Anderson, B.G. (2015). Integrating sustainability into the social sciences: what are the essentials? *Journal of Sustainability Education*, 7 (December).
- Armstrong, C.M.** & LeHew, M.L.A. (2014). Barriers and mechanisms to the integration of sustainability in textile and apparel education: Stories from the front line. *Fashion Practice*, 6(1), 59-86.
- Niinimäki, K. & **Armstrong, C.M.** (2013). From pleasure in use to preservation of meaningful memories: A closer look at the sustainability of clothing via longevity and attachment. *International Journal of Fashion Design, Technology, and Education* 6(3), 190-199.

# RESEARCH PUBLICATIONS, cont.

- \*Lang, C., **Armstrong, C.M.** & Brannon, L.A. (2013). Drivers of clothing disposal in the United States: An exploration of the role of personal attributes and behaviors in frequent disposal. *International Journal of Consumer Studies*, 37, 706-714.
- Remington, S., Hiller Connell, K.Y., & **Armstrong, C.M.**, & Musgrove, S. (2013). Assessing sustainability education in a transdisciplinary undergraduate course focused on real-world problem solving: a case for disciplinary grounding. *International Journal of Sustainability in Higher Education*, 14(4), 404-433. **Literati Network, Awards for Excellence, Highly Commended Paper of 2013; International Journal of Sustainability in Higher Education.**
- Armstrong, C.M.** & LeHew, M.L.A. (2013). A case study in sustainability and fashion education: Adventures on the green. *Journal of Sustainability Education*, 4(Winter).
- \***Armstrong, C.M.** & Lang, C. (2013). Sustainable product service systems: The new frontier in apparel retailing? *Research Journal of Textile and Apparel*, 17(1). Special issue on Fashion and Textile Strategies for Sustainable Design and Consumption.
- Hiller Connell, K.Y., Remington, S., & **Armstrong, C.M.** (2012). Assessing systems thinking skills in two undergraduate sustainability courses: A comparison of teaching strategies. *Journal of Sustainability Education*, 3(March).
- Armstrong, C.M.** & LeHew, M.L.A. (2011). Scrutinizing the explicit, the implicit, and the unsustainable: A model for holistic transformation of a course. *Journal of Teacher Education for Sustainability*, 13(2), 17-43.
- Armstrong, C.M.** (2011). Implementing education for sustainable development: The potential use of time-honored pedagogical practice from the progressive era of education. *Journal of Sustainability Education*, 2(March).
- Armstrong, C.M.** & LeHew, M.L.A. (2011). Sustainable apparel product development: In search of a new dominant social paradigm for the field using sustainable approaches. *Fashion Practice*, 3(1), 29-62.
- \*Publications involving graduate student.

# RESEARCH PRESENTATIONS

- Joyner Martinez, C.M.** & Dao, J. (2021). Sustainability pedagogy in fashion education. Responsible Fashion Series, University of Antwerp; Antwerp, Belgium, October 20-22.
- Singh, C., **Joyner Armstrong, C.M.**, & Jayadas, A. (2020). Are retail stores ready for aging women? Accommodating osteoarthritis with modifications for reduced reach and walking capability. American Collegiate Retailing Association Annual Conference; New Orleans, Louisiana, March 25-27. **Joyner**
- Armstrong, C.M.** (2019). Online collaborative clothing consumption = “business as usual”? A look at female practitioners of online redistributed ownership. Product Lifetimes & the Environment, annual conference: Berlin, Germany September 18-20.
- Park, H. & **Joyner Armstrong, C.M.** (2019). Exploring consumer motivation for apparel renting: Insights from interviews with renters. International Textile & Apparel Association, annual conference: Las Vegas, Nevada, October 26-29.

# RESEARCH PRESENTATIONS, cont.

- Joyner Armstrong, C.M.**, Cooper, T., McNeill, L., Müller, T., Sung, K., Townsend, K. (2017). Catalysts for sustainable clothing consumption: New value propositions for over consumers. *Special Session*. European Roundtable on Sustainable Production and Consumption; Skiathos, Greece, October 1-5.
- Park, H. & **Joyner Armstrong, C.M.** (2017). Will “no-ownership” work for apparel? The endowment effect and perceived risk of collaborative consumption. International Textile & Apparel Association, annual conference: St. Petersburg, FL. November 14-18.
- Park, H., **Joyner Armstrong, C.M.**, & Singh, C. (2017). Sealed with love: Stories of emotional attachment to a sustainable apparel brand. American Collegiate Retailing Association Annual Conference; St. Paul, Minnesota, March 29-April 2.
- Joyner Armstrong, C.M.**, Kang, J., & Lang, C. (2017). Clothing style confidence: The development and validation of a multi-dimensional scale to explore a new consumption paradigm. American Collegiate Retailing Association. American Collegiate Retailing Association Annual Conference; St. Paul, Minnesota, March 29-April 2.
- Joyner Armstrong, C.M.** & Clare, G. (2017). Come grow old with me: The use of simulation in retail merchandising education. Workshop. American Collegiate Retailing Association. American Collegiate Retailing Association Annual Conference; St. Paul, Minnesota, March 29-April 2.
- Park, H. & **Armstrong, C.M.** (2016). Sustainable collaborative clothing consumption: Laying the groundwork for empirical investigation. International Textile & Apparel Association, annual conference: Vancouver, British Columbia. November 8-11.
- Armstrong C.M.**, Niinimäki K., Hirscher, A.L., Gwozdz, W., Laitala, K., & Cooper, T. (2015). Educational strategies for the sustainable fashion consumption imperative: A panel discussion. Global Cleaner Production and Sustainable Consumption Conference, Barcelona, Spain, November 1-4.
- Niinimäki K., **Armstrong C.M.**, & Hirscher, A.L. (2015). DIY in fashion: an opportunity for social manufacturing and system change? Global Cleaner Production and Sustainable Consumption Conference, Barcelona, Spain, November 1-4.
- Lang, C. & **Armstrong, C.M.** (2015). What’s mine is yours: Does fashion leadership impede clothing renting and swapping? International Textile & Apparel Association, annual conference: Sante Fe, New Mexico. November 9-13.
- Armstrong, C.M.** & Niinimäki, K. (2014). Empathic fashion product-service systems for sustainable development: Opportunity or utopia? Global Fashion 2014, International Fashion Conference, Ghent, Belgium, November 19-21.
- Armstrong, C.M.**, Hustvedt, G., Hiller Connell, K.Y., LeHew, M.L.A., & Anderson, B.G. (2014). The implicit nature of holistic sustainability education: The student perspective at green mountain college. Association for the Advancement of Sustainability in Higher Education, biennial conference: Portland, OR, October 26-29.
- LeHew, M.L.A., Hiller Connell, K.Y., Anderson, B.G., **Armstrong, C.M.**, & Hustvedt, G. (2014). Environmental sustainability education: Best practice assessment for application to fiber, textile and clothing programs. International Textile & Apparel Association, annual conference: Charlotte, North Carolina. November 12-16.
- Lang, C., **Armstrong, C.M.**, Hiller Connell, K.Y., Ruppert-Stroescu, M. & LeHew, M.L.A. (2014). Fashion detox: the challenges and benefits of consumption abstinence among college students. International Textile & Apparel Association, annual conference: Charlotte, North Carolina. November 12-16.

# RESEARCH PRESENTATIONS, cont.

- Lang, C. & **Armstrong, C.M.** (2014). Exploring the factors influencing clothing disposal frequency and reasons. International Textile & Apparel Association, annual conference: Charlotte, North Carolina. November 12-16.
- Lang, C. & **Armstrong, C.M.** (2014). Gauging the potential for sustainable product-service retail models for clothing: consumer evaluations in Finland and the United States. American Collegiate Retailing Association Annual Conference; Dallas, TX, March 26-29.
- Eike, R.J. & **Armstrong, C.M.** (2013). Integrating sustainability science into a social science discipline: An exploration of key competences for formal and informal education. Association for the Advancement of Sustainability in Higher Education, annual conference: Nashville, TN. October 6-9.
- LeHew, M.L.A., **Armstrong, C.M.**, Hiller, K.Y., Hustvedt, G., and Anderson, B. (2013). Making climate change a functioning thread in the baccalaureate curriculum: Transforming fiber, textiles, and clothing education [Abstract] NACTA Journal, 57 (Supplement 1) ([www.nactateachers.org](http://www.nactateachers.org)).
- LeHew, M.L.A., **Armstrong, C.M.**, & Hiller Connell, K.Y. (2013). Infusing environmental sustainability into textile and apparel curriculum: Professional development needs for a discipline in transition. International Textile & Apparel Association, annual conference: New Orleans, Louisiana. October 15-18.
- Hiller Connell, K.Y., **Armstrong, C.M.**, LeHew, M.L.A., Ruppert-Stroescu, M., & Hawley, J. (2013). "You are doing what?" Motivations for fashion acquisition abstinence. International Textile & Apparel Association, annual conference: New Orleans, Louisiana. October 15-18.
- Armstrong, C.M.**, Hawley, J., Hiller Connell, K., LeHew, M.L.A., & Ruppert-Stroescu, M. (2013). Fashion detox: The sustainable living challenge. Fashion and Social Responsibility Symposium; St Paul, Minnesota. April 19-21.
- LeHew, M.L.A., Hiller Connell, K.Y., & **Armstrong, C.M.** (2012). Making climate change a functioning thread in the baccalaureate curriculum: Initiating a transformation in fiber, textiles, and clothing education. Poster and published abstract; NACTA Journal, 55, Supplement 1.
- Remington, S., Hiller Connell, K.Y., **Armstrong, C.M.**, & Musgrove, S. (2012). Assessing sustainability education in a transdisciplinary undergraduate course focused on real-world problem solving: a case for disciplinary grounding; Assessment Institute: Indianapolis, IN.
- Lang, C., **Armstrong, C.M.**, & Brannon, L.A. (2012). Drivers of frequent apparel disposal: A comparison by generational cohort and gender. International Textile & Apparel Association, annual conference: Honolulu, Hawaii. November 14-17.
- LeHew, M.L.A., Hiller Connell, K.Y., & **Armstrong, C.M.** (2012). Making climate change a functioning thread in the baccalaureate curriculum: Initiating a transformation in fiber, textiles, and clothing education. Poster and published abstract; NACTA Journal, 55, Supplement 1.
- Armstrong, C.M.** & LeHew, M.L.A. (2012). The Integration of Sustainability in Textiles and Apparel Education: Key Stakeholder Narratives. International Textile & Apparel Association, annual conference: Honolulu, Hawaii.
- Armstrong, C.M.**, LeHew, M.L.A., Hiller Connell, K.Y., Hustvedt, G., & Anderson, B.G. (2012). Making climate change science education sexy: Weaving environmental competencies into the fashion curriculum. Poster/exhibit presentation. International Conference on Climate Change; Seattle, WA.

**Armstrong, C.M.,** LeHew, M.L.A., & Hiller Connell, K.Y. (2011). Weaving environmental sustainability competencies into courses and curriculum: A dialogue about successes and challenges. Special session and proceedings paper; International Textile & Apparel Association, annual conference: Philadelphia, PA.

**Armstrong, C.M.** & LeHew, M.L.A. (2011). Course redevelopment for sustainable development: Holistic transformation of an apparel product development capstone. Oral presentation and proceedings paper. International Textile & Apparel Association, annual conference: Philadelphia, PA.

**Armstrong, C.M.** & Hiller Connell, K.Y. (2010). Assessing systems thinking skills of apparel and textiles undergraduate students. Oral presentation; Association for the Advancement of Sustainability in Higher Education, biennial conference: Denver, CO.

**Armstrong, C.M.** (2010). Teaching skills for sustainable development, countering assumptions. Poster presentation; Association for the Advancement of Sustainability in Higher Education, biennial conference: Denver, CO.

**Armstrong, C.M.** & Meyer-Brosdahl, D.C. (2009). Surveying knowledge, attitudes, and interest about sustainability among apparel & textiles undergraduates. Poster presentation and proceedings paper; International Textile & Apparel Association, annual conference: Bellevue, WA.

**Armstrong, C.M.** & Rudd, L.E. (2009). Transformational integration of sustainability into an apparel manufacturing course. Oral presentation and proceedings paper; Greening of the Campus VIII, Ball State University: Indianapolis, IN.

## PUBLICATIONS/PRESENTATIONS

### Non peer-reviewed, invited, creative work, & media inquiries

**Joyner Martinez, C.M.,** Vladimirova, K., et al. (2023). *Fashion Futures 2040*. [Sustainablefashionconsumption.org](https://sustainablefashionconsumption.org).

**Joyner Martinez, C.M.** & Dao, J. (2023). Spirituality: Competence and pedagogy for sustainability education. In Potter, R.C., Hiser, K., Evans, T., & Feldman, I. *Practical Approaches to Teaching Sustainability: Key Competencies* (pp. 45-51). Sustainability Curriculum Consortium (SCC) and Association for the Advancement of Sustainability in Higher Education (AASHE). ISBN: 978-0-578-28081-3. Acceptance rate: 20%.

Media inquiry: Rachel Cernasky (September 28, 2023). The problem with fashion's sustainability awards. [Vogue Business](#).

Media inquiry: Allyson Chiu (May 14, 2023). Why should you air dry your laundry? Let's count the ways. [Washington Post](#).

Media feature: Grace Wood (September 25, 2022). Schooled in style: Creative experiences accentuate OSU fashion program. [Tulsa World Magazine](#). Article featured a range of my work with students.

Media inquiry: Kerri Anne Renzulli (April 29, 2022). Big-name retailers ramp up sales of secondhand goods as demand soars. [Newsweek London](#).

Media inquiry: Allyson Chiu (November 29, 2022). Why you should almost always wash your clothes on cold. [Washington Post](#).

**Joyner Martinez, C.M.** (2022). The future of sustainable fashion consumption research & practice: Spiritual insights from Black Swan narratives. International Symposium on Sustainable Fashion Consumption. Berlin, Germany. Keynote. March 30 - April 1. Invited.



# PUBS/PRESENTS, cont.

## Non peer-reviewed & invited

- Joyner Martinez, C.M.** (2021). Sustainable practices: The role of the consumer. International webinar. Department of Fabric and Apparel Science, Lakshmibai College, University of Delhi, New Delhi, India. July 5. Invited.
- Joyner Martinez, C.M.** (2021). Spirituality: Competence and pedagogy for sustainability education. Sustainability Curriculum Consortium. Virtual presentation. June 16-18. Invited.
- Joyner Martinez, C.M.** & Rudd, L.E. (reviewed in 2022). *Visual Merchandising: Fashion & Brand Identity*. Book Proposal. London: Routledge.
- Park, H. & **Joyner Armstrong, C.M.** (November 16, 2020). Secondhand clothing sales are booming – and may help solve the sustainability crisis in the fashion industry. *The Conversation*. Invited.
- Joyner Armstrong, C.M.** & Clare, G. (2017). Come grow old with me: The use of simulation in retail merchandising education. *Retail Education Today*, 37(2), 6-9. Invited.
- Joyner Armstrong, C.M.** (2017). Collaborative clothing consumption and the circular economy: A research agenda. Sustainable Fashion in a Circular Economy; Seminar. Helsinki, Finland. October 11. Invited.
- Joyner Armstrong, C.M.** & Lang, C. (2018). The clothing confidence mindset. In K. Niinimäki (Ed.), Sustainable fashion in a circular economy (pp. 42-61). Aalto ARTS Books: Espoo, Finland. Invited.
- Armstrong, C.M.** (2014). Product service systems design thinking for sustainable fashion. In Niinimäki, K. (Ed.), Sustainable Fashion. Helsinki, Finland: Aalto University Publishing. Invited.
- Armstrong, C.M.** (2013). Sustainability in fashion education in the U.S.: How to catch a moving train. Innovative and Sustainable Fashion Seminar: Baltic Fashion Project; Helsinki, Finland. October 2-4. Invited.
- Armstrong, C.M.** (2013). Fashion services: Influences on patronage. Innovative and Sustainable Fashion Seminar: Baltic Fashion Project; Helsinki, Finland. October 2-4. Invited.
- Armstrong, C.M.** & LeHew, M.L.A. (2012). Shifting the dominant social paradigm in the apparel industry: Acknowledging the pink elephant. Invited contribution to Miller-Spillman, K.A., Reilly, A., & Hunt-Hurst, P., *The Meaning of Dress* (3rd ed.). New York, NY: Fairchild Books. Invited.
- Armstrong, C.M.** (2011). The journey of sustainability and the new mindset. Invited lecture to Beyond Green: Material Mindset and consultancy to Amsterdam Fashion Institute: Amsterdam, The Netherlands; November 5-13. Invited lecture and consultancy.
- Armstrong, C.M.**, LeHew, M.L.A., & Hiller Connell, K.Y. (2011). Ten lessons for teaching sustainability. International Textiles and Apparel Association Newsletter, November/December, 6-7.
- Armstrong, C.M.** (2009). Teaching sustainability holistically. Invited contribution to International Textiles and Apparel Association Newsletter, January/February, 31(3), 8. Invited.

# GRANTS

**\$943,583 Federal Funding**

External

- Fiore, A.M., Chung, T., Hurst, J., Niehm, L., Sadachar, A., Sanders, E., Bhandari, V., **Armstrong, C.M.**, Swinney, J., Pookalangara, S. (2016-2019). A multi-dimensional approach to meet 21st century retailing education and industry challenges for India and the U.S. Funded by Indo-U.S. 21st century Knowledge Initiative. Role: Co-PD. \$199,735.
- LeHew, M.L.A., **Armstrong, C.M.**, Hiller Connell, K.Y., Anderson, B.G., & Hustvedt, G. (2012-2015). Making climate change a functioning thread in the baccalaureate curriculum: Transforming fiber, textiles, and clothing education. Funded by the U. S. Department of Agriculture, Higher Education Challenge Grant Program. Role: Co-PD. \$713,847.
- LeHew, M. L. A., Hiller-Connell, K. Y., & **Armstrong, C.M.** (2011-2012). Making climate change a functioning thread in the baccalaureate curriculum: Initiating a transformation in fiber, textiles, and clothing education. Funded by the U. S. Department of Agriculture, Higher Education Challenge Grant Program Role: Co-PD. \$30,000.

Internal

- Liang, Y., **Joyner Martinez, C.M.**, Hustvedt, G., & Underhill, B. (2023). Create Opportunities for Undergraduates to Participate in Research: Initiating an Undergraduate Research Learning Community in Fashion Merchandising Program. College of Applied Arts Learning Communities Grant. \$7000.
- Riata Faculty Fellowship (2015-2018). The development of an online clothes-swapping network for OSU. \$7000.
- Bishop, A. & **Armstrong, C.M.** (2016). HS 2080: Intro to International Experience –Costa Rica Instructional Documentary Movie/Videos. College of Human Sciences Academic Programs and Services. \$500.
- Armstrong, C.M.**, Bishop, A., Clare, G., Jayadas, A., Ruppert-Stroescu, M., Slevitch, L. (2015). Age immersion laboratory: an interdisciplinary partnership. College of Human Sciences Laboratory and Research Program for Equipment, Software and Databases. \$9796.
- Kang, M. & Armstrong, C. (2013) Enhancing student learning through visual presentations. Grant to replace departmental projector system in HS 432. \$1,675.
- College of Human Sciences SustainAbility Think Tank (2013). Student sustainable design charrette. College of Human Sciences Office of Extension and Engagement. \$2700.

Not funded

- Joyner Martinez, C.M.**, Blum D., Terentino, J. (2022). Fashion for a Good Life! J. Christopher Stevens' Initiative. PI. Partner universities: University of North Carolina Greensboro, U.S.; King Abdulaziz University, Saudi Arabia; Alzahra University, Iran. \$299,255.
- Joyner Martinez, C.M.** (2021). The Fashion+ Campaign. Women for OSU. PI. \$10,000.
- Joyner Martinez, C.M.** (2021). The mindful wardrobe: Spirituality's role in reducing fashion consumerism and waste (2021). Humanities, Art, and Design. PI. \$10,000.
- Joyner Martinez, C.M.** (2018). Eco-Spirituality in Sustainable Design Education. Humanities, Arts, & Design Grant. PI. \$10,000.
- Joyner Armstrong, C.M.** & Singh, C. (2017). Enhancing independent living for aging adults with mobility disability due to osteoarthritis: A call to action for grocery store retailers. Bartlett Family Grant for Promoting Independent Living Among Individuals with Physical Disabilities. Role: Co-Investigator Requested: \$10,800.39.
- Ruppert-Stroescu, M., **Armstrong, C.M.**, Hebert, P. & Johnson L.G. (2011). WEAR-IT for sustainability: Preventing disposal with wearable interactive technology to stimulate emotional attachment. P3 Awards. EPA-G2012-P3-Q3 – Materials and Chemicals. Role: Co-Investigator. Requested: \$15,000.
- Armstrong, C.M.** & Swinney, J. (2011). Provost's teaching research grant. Institute for Teaching and Learning Excellence: Oklahoma State University. Role: Co-Investigator. Requested: \$1,500.



# JURIED DESIGN

LeHew, M.L.A., **Armstrong, C.M.**, & Jenkins, B. (2012). Honoring earth and sky: Sustainability via versatile design. American Association of Family and Consumer Economics. Phoenix, AZ.

**Armstrong, C.M.** (2010). Middle Tennessee Pride. Original design from alternative material, Best in Show. American Association of Family and Consumer Sciences. Cleveland, OH.

**Armstrong, C.M.** (2007). Got Skirt? Mounted exhibit. International Textile and Apparel Association. Los Angeles, CA.

# OUTREACH

2021	COVID impacts on fashion: Discussing latest research (December 7). Panelist. International webinar. international Working Group on Sustainable Consumption.
2020	Invited Speaker (March 11). Style confidence: Exploring your personal brand. Payne County Women Entrepreneurs luncheon.
2018	Invited Speaker (September 26). Mindfulness and Consumption; Presentation for Dean's Building Leaders Initiative. College of Engineering, Architecture and Technology.  Invited Speaker (January 17). Mindfulness and Consumption; Presentation for Wellness Wednesday program. OSU Seretean Wellness Center.
2017	Consultant. Wondertorium. Visual Merchandising in the gift shop.
2016	Consultant. Wings of Hope. Visual Merchandising for Thrifty Butterfly.
2015	Ruppert-Stroescu, M. & Armstrong, C.M. (January 29). Style confidence: Dressing for who you are. Public presentation to Garfield County OHCES, Enid, OK.
2013	Invited Speaker (May 16). From the door to the floor, aisle to wall: Pulling customers to purchase. Business For Breakfast For Small Business Owners; Stillwater, OK.
2012	Invited Speaker (October 24). Visual merchandising in an age of visual overload. Small Business Fair; Stillwater, OK.
2011	Invited Speaker. Amsterdam Fashion Institute; Amsterdam, The Netherlands (November 5-13). Lecture to Beyond Green: Material Mindset event and consultancy with faculty and students. €500 + travel expenses.

# SABBATICAL PROJECT, 2019

## ECO-SPIRITUALITY IN OKLAHOMA

The foundation of ecological design is the human-nature relationship and a responsibility ethic. Since the Industrial Revolution, this relationship has grown evermore contentious as we begin to cross nature's irreversible thresholds. It is critical for universities to prepare future professionals to develop innovative design solutions that are better paced, scaled, and responsive to the needs of *all* life forms. Nature holds much wisdom for how today's global challenges can be navigated. Yet, humans must be able to intuit that wisdom, which will require a spiritual aptitude. Logic and reason alone are insufficient for the transcendence of the divergent global problems we face today that are often laden in difference, hatred, and violence. Spiritual awareness in our relationship with Earth allows us to transform our beliefs and thinking to align with nature's knowledge and limits. In fact, many religious faiths across the globe have developed statements calling for the employment of spiritual principles in the response to issues such as climate change. ***Carroll (2004) argues that ecological health is now more a question of religion, moral choices and spiritual values, than a scientific, economic, or political question. A spiritual application of the principles of ecology will be required for transformation of the design landscape.***

***"Every time I'm  
in the woods, I  
feel like I'm in  
church."***

Pete Seeger

The aim of my sabbatical project was to expand my foundation of scholarship by seeking an intensive professional development experience at the intersection of spirituality, ecology, and sustainability education. This time away from the university allowed me to significantly enhance my knowledge level about diverse spiritualities and how ecological mindsets and sustainable practices can be made more consequential through the engagement with spiritual principles. I conducted ethnographic research, participated in a variety of professional development, and responsively developed sustainability curriculum. Specifically, I embedded myself in a community of chemical-free farmers in central Oklahoma who were known for their spiritual approach to ecological work, which involved ethnographic data collection, including living in-residence with an intentional contemplative community for two months. The primary outcome of this sabbatical was a new course, *Spirituality and Sustainability*, which was launched in Fall 2020 and featured 17 guest speakers/panelists who were culturally and ethnically diverse and represented both Eastern and Western spiritual traditions, including indigenous wisdom.

2022 - *present* Executive Committee Member. Sustainable Fashion Consumption Network.

2022 - *present* Editorial Board Member. *International Journal of Sustainable Fashion and Textiles*.

2023 Invited panelist. Claxton, S., Oxborrow, L., Peirson-Smith, A., & Gordon, S. Workshop: Can a circular fashion system based on longer life garments deliver economic and social, as well as environmental sustainability? Conference of Product Life times and the Environment (PLATE). Helsinki, Finland. May 31 - June 2.

**Joyner Martinez, C.M.** & Vladimirova, K. (2023). Track 3: CONSUMPTION. Session Stream Track Chairs. Sustainable Fashion Lifetimes and... Mindfulness; Sustainable Fashion Lifetimes and... The Use Phase. Product Lifetimes & the Environment, annual conference: Helsinki, Finland. May 31 - June 2.

Organizer/facilitator. Meeting of the Sustainable Fashion Consumption Network. Conference of Product Life times and the Environment (PLATE). Helsinki, Finland. May 31 - June 2.

Guest Editor. The future of sustainable clothing use practice. Kirsi Niinimäki/Aalto University, Finland, **Cosette M. Joyner Martinez**/Texas State University, US, Claudia E Henninger, University of Manchester/UK, Katia Dyan Vladi, University of Geneve/SUI. *International Journal of Sustainable Fashion & Textiles*.

2018 - 2021 Editorial Board Member. *Journal of Sustainability Research*.

2018 Invited participant (June 27). Change Fashion Forum and Workshop. The New York Academy of Sciences. New York, NY.

2017 Faculty Mentor. International Doctoral Colloquium. Aalto University; Helsinki, Finland (October 12).

2016 Host. Visiting Scholar Marcus Adam, Reichtlingen University, Reichtlingen, Germany (September 12-30).

Host. Visiting Scholar Carolin Becker-Leifhold, Ulm University, Ulm, Germany (July 31-August 30).

2012 - 2016 Editor, Retail Education Today. National newsletter of the American Collegiate Retailing Association.

2014 Track Chair. Annual conference of the American Collegiate Retailing Association: Sustainability track.

2011 - 2013 Member. Curricular Development and Review Committee. International Textile and Apparel Association.

2012 Host. Visiting Scholar Kirsi Niinimäki, Aalto University, Helsinki Finland (September 8-22).

2011 - 2012 Facilitator. Educators for Socially Responsible Apparel Business Working Group.

# SERVICE, cont.

## Reviewer, Conferences

2023	Abstract reviewer. Conference of Product Life times and the Environment (PLATE). Helsinki, Finland.
2018 - 2019	Member. Scientific Advisory Committee. Product Lifetimes and the Environment (PLATE) conference. Berlin, Germany; September 18-20.
2016 2015	Reviewer. Annual conference of American Collegiate Retailing Association: Sustainability track. Annual conference of International Textile and Apparel Association: Sustainability and Social Responsibility.
2014	Track Chair. Annual conference of American Collegiate Retailing Association: Sustainability track.  Reviewer. Annual conference of International Textile and Apparel Association: Pedagogy and curriculum track.
2013	Reviewer. American Collegiate Retailing Association Annual Conference: Sustainability Track.

## Reviewer, Journals

2023	International Journal of Sustainable Fashion and Textiles (1)
2022	Cleaner and Responsible Consumption (1)
2021	Journal of Cleaner Production (1) International Journal of Sustainability in Higher Education (1)
2020	Journal of Cleaner Production (2) Clothing & Textiles Research Journal (1)
2019	International Journal of Consumer Studies (1)
2018	Conservation, Resources & Recycling (1) Social Behavior and Personality, an International Journal (1)
2017	Service Science (1) Family and Consumer Science Research Journal (1) Journal of Cleaner Production (1)
2016	International Journal of Sustainability in Higher Education (1) Journal of Cleaner Production (1)
2015	Journal of Cleaner Production (2) International Journal of Fashion Design, Technology, and Education (1)
2014	Journal of Cleaner Production (3) Journal of Marketing Management's special issue on sustainable consumption (1) International Journal of Sustainability in Higher Education (1)
2013	Journal of Cleaner Production (2)

# SERVICE, cont.

## Reviewer, Expert

2023	<p>“DresLes Design recycling engagement strategies for Long-term stakeholder buy-in.” Leverhulme Trust Board International Fellowship, University of Manchester, Manchester, UK.</p> <p>External Examiner, Doctoral. Queensland University of Technology. Brisbane, Australia.</p>
2022	<p>Promotion review. University of Manchester. Manchester, UK.</p>
2021	<p>Expert review. Hot or Cool Institute matrix to reduce emissions associated with clothing consumption.</p>
2020	<p>Reviewer. Routledge. Book proposal.</p>
2017	<p>Reviewer. Bloomsbury. Book proposal.</p>
2016	<p>Provided expert review for qualitative study protocol for master’s student. Texas State University.</p>
2014	<p>Provided expert review for scale development to measure sustainable consumer leadership. Texas State University.</p>

# AWARDS & HONORS

- 2022 Finalist, Teaching Excellence Award/Regents Distinguished Teaching Award. College of Education and Human Sciences.
- 2019 Clothing & Textiles Research Journal Top 10 Cited Papers. Creativity and sustainable fashion apparel consumption: The fashion detox (2015).
- 2018 Outstanding Advisor Award. College of Human Sciences.
- Best Paper Award. Third Place. Recognition from *Sustainable Production and Consumption*. Lang, C. & Joyner Armstrong, C.M. (2018). Collaborative consumption: The influence of fashion leadership, need for uniqueness, and materialism on female consumers' adoption of clothing renting and swapping. *Sustainable Production and Consumption*, 3, 37-47.
- 2018 International Journal of Consumer Studies Highest Downloaded articles (Top 20) "Collaborative apparel consumption in the digital sharing economy: An agenda for academic inquiry" (Park. H. & Joyner Armstrong, C. M., 2017)
- 2015 Rutherford Teaching Challenge. First place. Flipping for Visual Merchandising. International Textile and Apparel Association annual conference, Sante Fe, NM. \$600.
- 2014 Marguerite Scruggs Award for Meritorious Early Career Research. College of Human Sciences, Oklahoma State University. \$1000.
- Literati Network, Awards for Excellence, Highly Commended Paper of 2013; International Journal of Sustainability in Higher Education.
- 2010 Best in Show. Middle Tennessee Pride. Original design from alternative material, American Association of Family and Consumer Sciences annual conference: Cleveland, OH.
- Lois Dickey Fellowship for Doctoral Study. International Textiles & Apparel Association. \$500.
- Sara Douglas Fellowship for Professional Promise. International Textile & Apparel Association. \$500.

## Nominations

- 2018 Regents Distinguished Teaching Award (6 students), Oklahoma State University
- 2017 Regents Distinguished Teaching Award (8 students), Oklahoma State University
- 2016 Oklahoma Medal for Excellence in Teaching at a Research University, Oklahoma State University
- 2015 College of Human Sciences' Outstanding Graduate Faculty Mentor Award, Oklahoma State University
- 2013 College of Human Sciences' Outstanding Graduate Faculty Mentor Award, Oklahoma State University

# AWARDS & HONORS

## Graduate Student Awards

2018	Singh, C. Graduate Technical Abstract Contest. \$300.
2017	Singh, C. Women's Faculty Council Student Research Award. \$750. Singh, C. Consumer-brand relationship: A catalyst for product longevity and sustainable consumption. Virtual Research Poster Symposium winner; OSU Research Week.
2018	Singh, C. Graduate Technical Abstract Contest. \$300. Singh, C. Women's Faculty Council Student Research Award. \$750.
2017	Singh, C. Consumer-brand relationship: A catalyst for product longevity and sustainable consumption. Virtual Research Poster Symposium winner; OSU Research Week.
2016	Lang, C. Collaborative consumption: Identifying the influence of personality traits on consumers' acceptance of clothing renting and swapping. International Textile and Apparel Association Graduate Student Best Paper. Faculty advisor. \$500.
2015	Lang, C. Outstanding Doctoral Student in the College of Human Sciences. Oklahoma State University. \$750. Lang, C. OSU Foundation Distinguished Graduate Fellowship. Oklahoma State University. \$2200. Lang, C. Joan Laughlin Fellowship for Continuing Doctoral Student. International Textile and Apparel Association. \$1000.
2014	Lang, C. Marguerite Scruggs Enrichment Fellowship. Oklahoma State University. \$2000. Lang, C. College of Human Sciences Summer Dissertation Fellowship. Oklahoma State University. \$3000. Lang, C. OSU Foundation Distinguished Graduate Fellowship. Oklahoma State University. \$2,200. Lang, C. Highlighted as one of OSU's brightest graduate students by Graduate College.
2013	Eike, R. Doctoral Advisee, OSU Green Student Initiative Grant winner. Oklahoma State University. \$2000. Lang, C. Doctoral Advisee, Jorgenson Professional Development Scholarship; College of Human Sciences, Oklahoma State University. \$1500.



# TEACHING PHILOSOPHY



This is my niece Chloe. I once had a philosophical conversation about education with her when she was four, during which she expressed to me some key ingredients that make her learning experience satisfying: 1) Fun, 2) talking with her friends, 3) singing and dancing, 4) doing stuff and making things, 5) short naps, and 6) frequent snacks. In more sophisticated terms, she enjoys

a constructivist learning environment in which she actively constructs what she knows using her own experience (or context) and interaction with her peers.

She is especially fond of being active in the classroom, being able to pursue things that are interesting to her and being able to express what she is learning in a variety of ways. It is my teaching philosophy to provide such an environment (with occasional snacks minus naps). Lev Vygotsky (dialectical constructivism), John Dewey (individual-centered curriculum), and Elliot Eisner (educational imagination) have been especially influential.

***“Learning is not attained by chance. It must be sought for with ardor and attended to with diligence.”***

Abigail Adams