**Curriculum Vitae:**
**Fernanda Muniz**
2026

## Education

Ph.D. Business Administration - Marketing (minor: Anthropology)
University of North Texas, Denton, TX

M.B.A. Business Administration
St. Mary's University, San Antonio, TX

B.A. Business Administration, Marketing Major
St. Mary's University, San Antonio, TX

## Teaching Experience

**Texas State University** August 2025 – present
**Position:** Assistant Professor of Marketing

**Texas Woman's University** August 2022 – August 2025
**Position:** Assistant Professor of Marketing

**California State University San Marcos** August 2020 – May 2022
**Position:** Assistant Professor of Marketing

**University of North Texas** August 2016 – May 2020
**Position:** Teaching Fellow and Ph.D. Candidate

## Professional Publications and/or Creative Achievements

**Refereed Publications or Other Creative Achievements**

- **Muniz, Fernanda**, Kristin Stewart, and Livia Magalhaes (2023), "Are They Humans or Are They Robots? The Effect of Virtual Influencer Disclosure on Brand Trust", *Journal of Consumer Behaviour*
- **Muniz, Fernanda** and Francisco Guzmán (2023), "The impact of brand value co-creation on perceived CSR authenticity and brand equity" *Journal of Product and Brand Management*
- **Muniz, Fernanda**, Francisco Guzmán and Ram Krishnan (2022). "Omnicultural Branding" *Book Chapter at the Handbook of Intra-Cultural Marketing* by Edward Elgar Publishing
- **Muniz, Fernanda.,** G. Geng, and Gopala Ganesh (2021), "Exploring a problem-based learning approach to improve the quantitative skills of marketing undergraduates." *Journal for Advancement of Marketing Education*, 29(1), 25-41.
- **Muniz, Fernanda** and Francisco Guzmán (2021), "Overcoming the conflicting values of luxury branding and CSR by leveraging celebrity endorsements to build brand equity," *Journal of Brand Management*, 28(3), 347-358.
- **Muniz, Fernanda**, Francisco Guzmán, Audhesh Paswan, and Heather Crawford (2019), "The immediate effect of corporate social responsibility on consumer-based brand equity," *Journal of Product and Brand Management*, 28(7), 864-879.

- Yazdanparast, Atefeh, Mathew Joseph, and **Fernanda Muniz** (2016), "Consumer based brand equity in the 21st century: an examination of the role of social media marketing'" *Young Consumers*, 17(3), 243-255.

**Conference Proceedings**

- **Muniz, Fernanda**, & Stewart, K. (2025). Trusting the Unreal: How Culture Drives Responses to Virtual vs. Human Influencers. Cross Cultural Research Conference, Merida, Yucatan, Mexico.
- **Muniz, Fernanda**, & Stewart, K. (2025). Attributing Authenticity: How Influencer Type and Transgression Shape Consumer Judgments. SMA, Las Vegas, NV.
- **Muniz, Fernanda**, Stewart, K., & Magalhaes, L. (2023). Unveiling the Illusion: The Influence of CGI Disclosure on Brand Trust and Attitude. *SMA: The Wild, Wild West: Finding the Balance Between Big Data, Analytics, And Ethics.*
- **Muniz, Fernanda**, Stewart, K., & Magalhaes, L. (2023). Computer-Generated Imagery as Influencers: The Effect of Virtual Influencers on Consumers' Brand Attitude. ISM/MBAA Spring Conference, Chicago, IL.
- **Muniz, Fernanda**, Kristin Stewart, and Livia Magalhaes (2022), "Influencer Marketing: How Artificial Intelligence Influencers Affect Consumers' Response to Brands?", *2022 AMA Winter Academic Conference Reconnecting and Reconceiving the Marketplace*
- **Muniz, Fernanda** and Francisco Guzman (2021), "CSR Authenticity for Brand Building through Brand Value Co-Creation" *2021 AMA Winter Academic Conference The Human Side of Marketing in the Age of Digital Transformation*, ed. Alan Malter, Stacey Menzel Baker, and Subin Im, Virtual Conference.
- **Muniz, Fernanda** and Francisco Guzmán (2019), "Luxury Brands and Corporate Social Responsibility: Combining the Conflicting Values of Luxury and Social Causes", *Booklet of Abstracts from the 14th Global Brand Conference of the AM's Brand, Identity and Corporate Reputation SIG*, ed. Carsten Baumgarth and Dir-Mario Boltz, Berlin, Germany: Academy of Marketing-Brand SIG, 47.
- **Muniz, Fernanda,** Francisco Guzmán, Audhesh Paswan, and Heather Crawford (2019), "The Dynamic Effect of Corporate Social Responsibility on Consumer-Based Brand Equity" *2019 AMA Winter Academic Conference Understanding Complexity, Transforming the Marketplace*, ed. Son Lam, Markus Giesler, and Xueming Luo, Austin, TX: American Marketing Association
- **Muniz, Fernanda** and Francisco Guzmán (2019), "The Effect of Celebrity Endorsement on Responsible Luxury Branding", *2019 SMA Proceedings, Changing the 'Rhythm' of Marketing: Are We Listening?,* ed. Jie G. Fowler and Jeri Weiser, New Orleans, LA
- **Muniz, Fernanda** and Francisco Guzmán (2017), "Omnicultural Branding: An Analysis of subcultures," *17th Cross-Cultural Research Conference*, ed. Francisco Guzmán, Maui, HI**.**
- **Muniz, Fernanda**, Diego Alvarado, Richard Conde (2017), "The Effects of Social Influence and Self-Enhancement on Consumers' Willingness to Share Their Purchase Decisions on Social Media," 2017 *AMA Summer Conference, Innovation & Sustainability in Marketing,* ed. Kelly Haws, Mark Houston, Charles Noble, *S*an Francisco, CA: American Marketing Association
- Yazdanparast, Atefeh, Mathew Joseph, and **Fernanda Muniz** (2015), "Consumer Based Brand Equity in the Era of Social Media Marketing: An Empirical Examination," *2015 SMA Proceedings, Real Time Marketing,* ed. Rebecca VanMeter and Jeri Weiser, San Antonio, Texas: Society for Marketing Advances, 258.

**Conference Presentations**

- (2025) "Trusting the Unreal: How Culture Drives Responses to Virtual vs. Human Influencers." Cross Cultural Research Conference, Merida, Yucatan, Mexico.
- (2025) "Attributing Authenticity: How Influencer Type and Transgression Shape Consumer Judgments." SMA, Las Vegas, NV.
- (2023) "Computer-Generated Imagery as Influencers: The Effect of Virtual Influencers on Consumers' Brand Attitude" 2023 ISM/MBAA Spring Conference, Chicago, Illinois, Conference, March 22-24.
- (2022) "Influencer Marketing: How Artificial Intelligence Influencers Affect Consumers' Response to Brands?" *2022 AMA Winter Conference,* Las Vegas, Nevada, Conference February 18-20
- (2021) "CSR Authenticity for Brand Building through Brand Value Co-Creation," *2021 AMA Winter Conference,* Virtual Conference February 17-19
- (2019) "The Effect of Celebrity Endorsement on Responsible Luxury Branding," *2019 Society for Marketing Advances*, New Orleans, LA, Conference November 06-09
- (2019) "The Dynamic Effect of Corporate Social Responsibility on Consumer-Based Brand Equity," *AMA Winter Conference*, Austin, TX February 22-24
- (2017) "Omnicultural Branding: An Analysis of subcultures," *Cross-Cultural Research Conference*, Maui, HI, December 10-13.
- (2017) "The Effects of Social Influence and Self-Enhancement on Consumers' Willingness To Share Their Purchase Decisions On Social Media," *AMA Summer Conference*, San Francisco, CA, August 4-6
- (2015) "Consumer Based Brand Equity in the Era of Social Media Marketing: An Empirical Examination," *SMA Annual Conference*, San Antonio, TX, November 3-7

## Other Professional Activities Relevant to Teaching

- 2023 as a professor for MKT 5133-54 Marketing Management, I guided the development of a marketing plan for **Hill Manufacturing Inc., Roanoke, TX**
- 2021 as an advisor for the Senior Experience undergraduate course at CSUSM, I guided the development of a marketing plan including a SEO analysis and social media plan for **Gigi Moda, San Marcos, CA**.
- 2021 as an advisor for the Senior Experience undergraduate course at CSUSM, I guided the development of a strategic re-branding plan for **CB Asian Bowls, San Marcos, CA**.
- 2020 as an advisor for the Senior Experience undergraduate course at CSUSM, I guided the development of a competitor analysis and strategic plan for **Turnkey Strategic Relations, San Marcos, CA.**
- 2019 as a professor of the Strategic Brand Management undergraduate course at UNT, I guided the development of the strategic re-branding plan for **Swine & Garden, Denton, TX.**
- 2018 as a professor of the Strategic Brand Management undergraduate course at UNT, I guided the development of the strategic re-branding plan for **Lemma Coffee Roasters, Denton, TX.**
- 2017 as a TA of the Strategic Brand Management undergraduate course at UNT, I guided the development of the strategic re-branding plan for **Lay's Potato Chips, Denton, TX.**
- 2017 as a TA of the Strategic Brand Management undergraduate course at UNT, I assisted the development of the re-branding plan for **Juicy Pig, Denton, TX.**
- 2016 as a TA of the Strategic Brand Management undergraduate course at UNT, I observed the development of the re-branding plan for **Aura Coffee, Denton, TX.**

**Contact Information**
Fernanda Muniz, Ph.D.
Assistant Professor of Marketing
Department of Marketing
McCoy College of Business
Texas State University
601 University Drive
San Marcos, TX 78666
e. fmuniz@txstate.edu
p. (512) 408-1118