Dr. Cosette Marie Joyner Martinez, Associate Professor
Texas State University

Education

PhD, Kansas State University, Human Ecology (2011)

Licensures and Certifications

Teacher Certification, Mindfulness Institute for Emerging Adults (2021 - Present).

Selected publications (Scopus H-Index: 20)

Joyner Martinez, C.M. (recommended for publication). On the wings of a black swan: Narratives of pandemic-inspired spiritual awakenings and sustainable clothing consumption lifestyles. *Vitae Scholasticae: The Journal of Educational Biography.*

Joyner Martinez, C.M. (recommended for publication). Transcending the self: The intertwining of spiritual emergence and sustainable clothing consumption. *Journal of Consumer Culture*.

Joyner Martinez, C. M., Iran, S., & Dao, J. F. (2024). Tackling fashion waste from inside the wardrobe: The influence of personal factors on sustainable clothing use practice. *Cleaner and Responsible Consumption*, *15*, 100233.

Iran, S., Joyner Martinez, C. M., & Walsleben, L. (2024). Unraveling the closet: Exploring reflective decluttering and its effect on long term sufficient clothing consumption. *Cleaner Production and Consumption*, *15*, 100230.

Joyner Martinez, C. M., & Iran, S. (2024). Making the short game, a long game: Promoting clothing longevity in the use phase. *International Journal of Sustainable Fashion and Textiles, 3*(1), 49–77.

Dao, J., & Joyner Martinez, C. M. (2024). Defining sustainable clothing use: A taxonomy for future research. *International Journal of Consumer Studies, 48*(2), e13033.

Vladimirova, K., Henninger, C. E., Joyner Martinez, C. M., Iran, S., Diddi, S., Durrani, M., Iyer, K., Jestratijevic, I., McCormick, H., Niinimaki, K., Prriyadarshini, T., Sadílek, 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.

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.

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.

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., Kang, J., & Lang, C. (2018). Clothing style confidence: The development and validation of a multi-dimensional scale to explore sustainable consumption. *Journal of Consumer Behaviour*, *17*(6), 553–568.

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.

Lang, C., & Joyner Armstrong, C. M. (2016). Personal attributes: Influences on clothing disposal reasons and frequency. *Family and Consumer Science Research Journal*, *108*(3), 41–47.

Armstrong, C. M., Niinimaki, K., & Lang, C. (2016). Towards design recipes to curb the clothing carbohydrate binge. *The Design Journal*, *19*(1), 159–181.

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.

Selected Presentations

Khan, Y. W. (Lead author), Joyner Martinez, C. M. (Co-presenter), Symposium of the International Research Network on Sustainable Fashion Consumption, "Role of Mindfulness Practice in Clothing Minimalism," Yale University's Center for Business and the Environment, Yale University, New Haven, CT, United States. (upcoming).

Joyner Martinez, C. M., International Textile and Apparel Association, "Where the Spiritual Self Meets the Material Self: Post-Pandemic Narratives of Sustainable Clothing Consumption," Long Beach, CA, United States. (November 21, 2024).

Joyner Martinez, C. M. (Co-presenter), Peleg Mizrachi, M. (Co-presenter), Members-only Network Webinar, "Spirituality and Sustainable Fashion Consumption," International Network of Researchers on Sustainable Fashion Consumption, Online. (September 10, 2024).

Joyner Armstrong, C. M., Kang, J., Lang, C., American Collegiate Retailing Association, "Clothing style confidence: The development and validation of a multi-dimensional scale to explore a new consumption paradigm," St. Paul, MN, United States. (2017).

Recent Grants

Liang, Y. (Principal), Hustvedt, G. (Co-Principal), Joyner Martinez, C. M. (Co-Principal), "Technology and Leadership Education Network for Texas Students," Sponsored by USDA NIFA, Federal, $50,000.00. (September 1, 2024 - August 31, 2026).

Joyner Martinez, C. M. (Principal), Liang, Y. (Co-Principal), Hustvedt, G. (Co-Principal), Underhill, B. (Co-Principal), "Creating opportunities for undergraduates to participate in research (COUTURE): Continuing an undergraduate research learning community in fashion merchandising program undergraduate research learning communities grant," Sponsored by College of Applied Arts, Texas State University, $7,000.00. (August 2024 - August 2025).