

# MARTHA A. MARTINEZ

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### EDUCATION

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

### AREAS OF INTEREST

- Social Capital
- Stratification
- Political Economy
- Sociology of Markets
- Development
- Globalization
- Entrepreneurship
- Organization

### ACADEMIC APPOINTMENTS AND TEACHING EXPERIENCE

**Assistant Professor**, Department of Sociology, DePaul University.

Fall 2005      Hon 201 States, Markets and Society  
                    Soc 402 Statistics for the Social Sciences

**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.

## **PUBLICATIONS**

### **Book Chapters**

Gereffi, Gary and Martha A. Martinez. "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, 2005.

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

Gereffi, Gary, Martha A. Martinez, and Jennifer Bair. "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, 2002.

### **Invited Articles**

Aldrich, Howard and Martha A. Martinez. "Many are Called, Few are Chosen: An Evolutionary Approach to the Study of Entrepreneurship." *Entrepreneurship Theory and Practice*, Special Issue, 2001.

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

### **Translations**

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

## **PROFESSIONAL MEETING PRESENTATIONS**

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.

## **WORKS IN PROGRESS**

### **Papers been revised for submission**

"Does Social Capital Fit? Matching Job Characteristics to Social Capital Levels in Chinese Organizations." Based on Conference Presentation.

"Defining the Worker in the Global Economy: Managers' Flexible View of Labor". Based on Conference Presentation.

### **New Projects**

"Corruption, Deviance, and Social Capital". This theoretical paper explores the possible conflict between the use of social connections to obtain economic gain and the basic Western values of meritocracy and equality.

## **AWARDS RECEIVED**

Graduate Student Teaching Award, Duke University, Sociology Department, 2005.

Duke University Graduate Fellowship, 1997 to 2001 and 2003 to present

Monterrey Institute of Technology (ITESM), Future Faculty Fellowship, 1997 to 2001

Tinker Travel Grant for Latin American Research, Summer 1998

Excellence Scholarship (BA, Monterrey Tech, 1989-1994)

## **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. Tecnologico, Monterrey, N.L., Mexico CP. 64849. Salary and benefits: 20,000 dollars a year.

**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. Salary: 12 dollars an hour.

**Coordinator,** Student Services, Monterrey Institute of Technology, MBA Program (EGADE), Monterrey, Mexico, 1995-1997. Ave. Fundidores y Rufino Tamayo, Valle Oriente, Garza Garcia, NL. Mexico, CP. 66269. Salary and benefits: 15,000 dollars a year.

## **PROFESSIONAL SERVICE ACTIVITIES**

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).

Reviewer, Kluwer Editorial House.

Student Representative. Graduate and Professional Student Council, Duke University, 2003.

Co-coordinator. Graduate Student Sociological Theory Workshop, 2000.

Co-coordinator. Graduate Student Professionalization and Debate Workshop, 1999-2000

## **PUBLIC SOCIOLOGY**

**Radio columnist,** Punto de Partida news show. Radio Nuevo Leon, Monterrey Mexico, 2002-present.

**Guest lecturer,** Mexican Culture, History and Economy, 1997-present.

## **PROFESSIONAL MEMBERSHIPS**

Southern Sociological Society

American Sociological Association

