

Olivia Johnson

Assistant Professor
University of Houston
Human Development & Consumer Sciences
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Education

Aug. 2012 – Aug 2016

Auburn University, Auburn, AL
PhD – Consumer and Design Sciences

Aug. 2007 – May 2010

Auburn University, Auburn, AL
Master of Science - Department of Consumer Behavior

Aug. 1995 – May 2000

Florida A&M University, Tallahassee, FL
Bachelor of Science – Electrical Engineering
Minors: Math and Computer Science

Teaching Experience

University of Houston August 2019 - Present

Assistant Professor

- Responsible for developing and maintaining course materials (lecture notes, assessments, assignments)
- Accessing learning management system to post grades, lecture notes and online quizzes
- Creating and evaluating course assessments, assignments, and projects for undergraduate and graduate level courses
- Reviewing manuscripts and other research for marketing, fashion, and consumer behavior journals
- Publishing manuscripts in peer reviewed journals
- Responsible for designing, managing, and executing external and internal grants
- Engaging in service to the department, college, university and external organizations

Texas State University Fall 2016 – August 2019

Assistant Professor

- Developed and maintained course materials (lecture notes, assessments, assignments)
- Accessed learning management system to post grades, lecture notes and online quizzes
- Evaluated course assessments, assignments and projects for freshman to senior level courses
- Mentored graduate research assistants and post-doctoral research associate
- Reviewed manuscripts and other research for marketing, fashion and consumer behavior journals
- Chaired graduate recruitment committee
- Published manuscripts based on independent research projects

Auburn University Department of Consumer and Design Sciences, Spring 2013 – Spring 2016

Course Instructor (full responsibility) – CADS 2000/2007 Global Consumer Culture

- Responsible for maintaining and updating course materials (lecture notes, assessments, assignments)
- Develop and conduct all class lectures, in-class activities and assignments
- Access Canvas to post grades, lecture notes and online quizzes
- Evaluate course assessments, assignments and projects for over 200 students per semester
- Develop, review and deliver course content for online delivery

Central Washington University Spring 2014, Spring 2015

Course Instructor (Online Instructor) – Retail Buying

- Built online course framework from scratch using Canvas
- Created course syllabus, assignments, lecture notes and assessments
- Accessed Canvas to post grades, lecture notes, and assessments
- Provided additional instruction for students with Microsoft Excel and retail formulas

Auburn University Department of Consumer Affairs Fall 2007- Spring 2009, Spring 2012

Course Instructor/GTA – CAHS 3850 Merchandising Planning and Control

- Accessed Blackboard to post grades, lecture notes and other course materials
- Evaluated course syllabus, lecture notes and quizzes
- Conducted all class lectures, in-class activities and assignments
- Evaluated course assessments, assignments and laboratory assignments
- Provided additional instruction for students with Microsoft Excel and retail formulas

Related Experience

Trenholm State Technical College, March 2015 – August 2016

Student Success Coach/Tutor

- Provides individualized and small group instruction for students
- Motivate and encourage students to develop positive attitudes toward learning and studying
- Assist students with study skills and academic planning

Auburn University Department of Consumer Affairs, Fall 2013 – Spring 2014

Graduate Research Assistant

- Research and synthesize articles for website content
- Create content for retirement Alabama extension website
- Collect data from various sources to provide additional resources for intended population

Kennedy King College, January 2012 – August 2012

Math Tutor

- Provided academic assistance to group and/or individuals in various math courses

- Motivated and encouraged students develop positive attitudes toward learning and studying
- Attended periodic training sessions to increase tutoring skills

Auburn University Athletics Department, Fall 2009

Tutor

- Responsible for providing additional face to face instruction for student athletes
- Assisted student athletes in achieving their academic goals
- Generated academic progress reports for student athletes

Auburn University Department of Consumer Affairs, Summer 2008 – Fall 2008

Graduate Research Assistant

- Researched and synthesized articles for publication
- Collected and input data into SPSS Statistics package
- Organized experimental studies by identifying respondents, setting appointments and producing study materials

Publications

- Greer, T., Johnson, O., Delk, D. (accepted). Graduate enhancement for minority studies (GEMS): Design, development, implementation, and evaluation of a graduate student recruitment program. *College Student Journal*.
- Chung, D., Johnson, O., Hall-Phillips, A. & Kyuree, K. (2021). The effects of offline events on online connective movements: An examination of #BoycottNFL using social network analysis. *Computers in Human Behavior*.
- Johnson, O. D., & Ramirez, S. A. (2021) An exploratory study of Millennial generational cohorts' online shopping behavior. *International Journal of Retailing and Distribution Management*, 49(1), 81-103.
- Johnson, O. D., & Chattaraman, V. (2020). Modeling socially responsible consumption among Millennials: An identity-based perspective. *Social Responsibility Journal*.
- Johnson, O. D., Hall-Phillips, A., Chung, T., & Cho, H. (2019). Hashtags, politics and consumption. *Social Media and Society*, 5(4), 1-14.
- Johnson O., & Chattaraman, V. (2018). Conceptualization and measurement of millennial's social signaling and self-signaling for socially responsible consumption. *Journal of Consumer Behavior*, 1–11.
- Johnson, O. D., & Ulrich, P. (2017). Color cycles in apparel and home furnishings, 1969-2009. *Fashion and Textiles*, 5(1), 1-17.

Publications Under Review

- Johnson, O., Seifert, C, & Lee, A. (under review). Shopping without the fuss: The effect of curation type in clothing subscription adoption on cognitive dissonance and consumer responses. *International Journal of Retail and Distribution*.
- Johnson, O. D., Cho, H., & Patwary, S. (under review) Online shopping orientations of Latino generational cohorts. *Journal of Consumer Behavior*.

Publications in Progress

- Seifert, C., Johnson, O., & Lee, A. Exploring the antecedents of curation type on clothing subscription adoption

Hall-Phillips, A., Johnson, O., & Chung, D., & Patwary, S., I can't respond to your Tweet! The effects of Twitter restrictions on conversation participation.
Johnson, O.D. & Matthews, D. I Wear, Therefore I Care: An Investigation of Non-Blacks Adoption of Black Lives Matter Apparel and Accessories
Johnson, O.D. & Ginder, W. Emergence of corporate social justice: Examining retail responses to the George Floyd murder

Selected Conference Proceedings

Patwary, S., Johnson, O. D., Hall-Phillips, A., & Chung, D. (Under Review). I can't respond to your Tweet! The effects of Twitter restrictions on conversation participation. *AMA/ACRA Triennial Conference (Virtual)*

Seifert, C., Johnson, O. D., & Lee, A. (2020). Shopping without the Fuss: The effect of curation type on cognitive dissonance in clothing subscription adoption. In *Proceedings of the Annual Meeting of International Textile and Apparel Association Virtual Conference (Vol. 77)*.

Johnson, O. D., & Seifert, C. (2020). Should I take a chance? The impact of clothing subscription services on cognitive dissonance and consumer responses. *ACRA Conference, New Orleans, Louisiana*.

Johnson, O., Moore, B., Garcia-Sigala, T., & Martinez Guevara, T., (2019). The impact of a fashion merchandising career forum –Professional development and networking event on first generation college students. In *Proceedings of the Annual Meeting of International Textile and Apparel Association (Vol. 76)*.

Hall-Phillips, A., Johnson, O., & Chung, T. (2018) Hashtags: Call to action or conversation starter? *SMSociet18: International Conference on Social Media and Society*

Johnson, O. D., Hall-Phillips, A., & Chung, T. (2018). Hashtags, politics, and consumption. *AMA/ACRA Triennial Conference*

Johnson, O. D., & Bhardwaj, V. (2017). Improving undergraduate instruction in technology classes in Fashion Merchandising. In *Proceedings of the Annual Meeting of International Textile and Apparel Association (Vol. 74)*.

Johnson, O. D., & Chattaraman, V. (2017). Socially responsible Millennial consumers: Debunking the myth of the "It" generation. In *Proceedings of the Annual Meeting of International Textile and Apparel Association (Vol. 74)*.

Johnson, O. D., & Chattaraman, V. (2017). Conceptualization and measurement of socially responsible consumption among Millennials. *ACRA Conference*

Service

- Committee Member, College of Technology, FAR and Equity Taskforce (September 2020 – present)
- Committee Member, University of Houston, CITE Advisory Board (September 2020 – Present)
- Committee Member, College of Technology, Equity, Diversity, and Inclusion Taskforce (June 2020 – Present)
- International Textile and Apparel Association, Reviewer – Consumer Behavior, 2020 ITAA Conference
- Editor, Texas – American Association of Family and Consumer Sciences (March 2020 – present)

- Committee Member, International Textile and Apparel Association, Membership Committee (March 2020- present)
- Committee Member, Human Development and Consumer Sciences, Space Committee/Task Force (November 2019 – present)
- Committee Member, School of Family and Consumer Sciences Curriculum Committee (January 2018 – May 2018)
- Chair, School of Family and Consumer Sciences Graduate Recruitment Committee. (March 2018 – May 2019)
- Committee Member, University Performing Arts Committee (September 2018 – May 2019)

Funded Internal Research Grants

- Greer, T., Johnson, O.D., Stewart, B., & Hutchins, H. (2020). Exploration of first-generation college students' COVID-19 experiences using McClusky's Theory of Margin, University of Houston, \$9,875.
- Johnson, O., Hall-Phillips, A., & Chung, T. (2019) Extended Connected Consumption. Fifty and Five Grant, University of Houston, \$5,000.
- Johnson, O., Hall-Phillips, A., & Chung, T. (2018) Connected Consumption. Research Enhancement Program, Texas State University, \$8,000.00.

Funded External Research Grants

- Johnson, O.D., Greer, T., Stewart, B., & Hutchins, H. (2020). Complicating the Digital Divide Among First-Gen College Students: How COVID-19 Impacted Academic and Career Persistence, Just Tech Covid-19 Rapid-Response Grants – Social Sciences Research Council, \$10,000.

Funded Internal Service Grants

- Johnson, Olivia Denise, Perez-Brena, Norma Judith, Hustvedt, Gwendolyn, Gray, Christine Robison, Thornton, Hannah. School of FCS Graduate Recruitment Committee, Texas State University, \$5,000.00. (Submitted: April 21, 2018, Funded: August 1, 2018 - December 31, 2018). Grant.
- Johnson, O.D., Stewart, B., & Polesello, D. (on hold). Retailing and Human Resources Abroad. University of Houston CITE Study Abroad Proposal (Submitted January 2020).

Grants Under Review

- Stewart, B., & Johnson, O.D. (2021). National Retail Federation student engagement via engagement mentors. University of Houston CITE Study Abroad Preproposal (Submitted January 2021).
- Hall-Phillips, A., Johnson, O.D., & Chung, T. (2021). Connected Consumption: The intersection of social media and political consumerism. National Science Foundation, Sociology, \$700,000.
- Greer, T., Johnson, O., Hutchins, H., Stewart, B. (2021). Using mobile gaming to build social and cultural capital among first-generation college students enrolled at minority-serving institutions, Spencer Foundation, \$75,000.

Invited Talks

- Graduate Student Fireside Chat. (November 2020). How to be successful post-graduation.

International Textile and Apparel Association.
Assistant Professor Excellence Speaker Series. (October 2020). Preserving diverse voices
in social media. *University of Houston Faculty Senate.*

Awards

Johnson, O. (2019). Presidential Award for Excellence in Service (\$2,000). *Texas State University*

Interviews

ABC13 Houston, “Labor Day 2020 will still have traditional sales, but they’ll be different during COVID – 19 pandemic,” September 4, 2020 <https://abc13.com/labor-day-sale-covid-19-bargains-deals/6404954/>