

TY MATEJOWSKY  
Department of Anthropology  
University of Central Florida  
Brevard Campus  
1519 Clearlake Road  
Cocoa, FL 32922, USA  
Phone (321)433-7898; Fax (321) 433-7912  
[tmatejow@mail.ucf.edu](mailto:tmatejow@mail.ucf.edu)

#### EDUCATION

Ph.D. Anthropology, Texas A&M University, 2001  
M.A. Anthropology, Texas A&M University, 1995  
B.A. Anthropology, Texas A&M University, 1993

#### POSITIONS HELD

2005-present University of Central Florida, Assistant Professor of Anthropology  
2002-2004 University of Central Florida, Visiting Assistant Professor of Anthropology  
2002 University of Houston – Clear Lake, Adjunct Faculty (Anthropology), School of Human Sciences and Humanities  
2001-2002 Texas A&M University, Instructor, Department of Anthropology  
1999-2000 Texas A&M University, Graduate Instructor, Department of Anthropology  
1997-1998 Ateneo de Manila University, Visiting Research Associate, Institute of Philippine Culture  
1996-1997 Texas A&M University, Graduate Instructor, Department of Anthropology  
1995-1996 Texas A&M University, Graduate Assistant, Office of University Art Collections and Exhibitions  
1994 Texas A&M University, Graduate Teaching Assistant, Department of Anthropology

#### RESEARCH INTERESTS

Cultural anthropology, economic anthropology, globalization, fast food, culture change and development; Southeast Asia (Philippines)

#### GRANTS AND AWARDS (P.I. unless otherwise indicated)

##### *Research*

2006 UCF In-House Research Award (Interdisciplinary). “Fast Food Globalization in the Provincial Philippines” \$4,916

##### *Teaching*

2007 UCF Teaching Incentive Program Award, College of Sciences, UCF  
2007 UCF Faculty Summer Institute, International Track, UCF  
2007 UCF Undergraduate Teaching Equipment, UCF. T. Matejowsky, R. Howard, E. Zorn, L. S. Lieberman. P. Silver \$7,090  
2005 UCF Undergraduate Teaching Equipment, UCF. T. Matejowsky, R. Howard, E. Zorn, L. S. Lieberman \$7,835  
2004 UCF Faculty Summer Institute, Cultural Diversity Track, UCF

2003 Interactive Distributed Learning for Technology-Mediated Course Delivery,  
UCF

*Selected graduate (Ph.D.) research grants*

1997 Texas A&M University, Leland T. and Jessie W. Jordan Fellowship, Institute for International Awareness, \$1,200

PEER-REVIEWED PUBLICATIONS

*Journal articles*

- In press Convenience Store Pinoy: Sari-Sari, 7-Eleven and Retail Localization in the Contemporary Philippines. *Philippine Quarterly of Culture and Society*.
- 2006 SPAM and Fast Food 'Glocalization' in the Philippines. *Food, Culture and Society* 10(1):24-41.
- 2003 Spider Wrestling and Gambling Culture in the Rural Philippines. *Philippine Studies* 51(1):147-163.
- 2000 The Privatization of Public Plazas in the Philippines: Three Cases from Pangasinan. *Philippine Quarterly of Culture and Society* 28(3)263-300.

*Book chapters*

- In press When the Lights Go Out: Understanding Natural Hazard and Merchant "Brownout" Behavior in the Provincial Philippines. In *The Political Economy of Hazards and Disasters. Society for Economic Anthropology Monograph Series 27*, Eric C. Jones and Arthur D. Murphy, eds. Walnut Creek, California: Altamira Press. (Accepted 4/07).
- 2007 The Commercial Transformation of a Philippine Cityscape: A Case from San Fernando City, La Union. In *Economies and the Transformation of Landscape. Society for Economic Anthropology Monograph Series 25*, Lisa Cliggett and Chris Poole, eds. Pp. 291-310. Walnut Creek, California: Altamira Press.
- 2006 Global Tastes, Local Contexts: An Ethnographic Account of Fast Food In San Fernando City, the Philippines. In *Fast Food/ Slow Food: The Economic Anthropology of the Global Food System. Society for Economic Anthropology Monograph Series 24*, Richard Wilk, ed. Pp. 145-159. Walnut Creek, California: Altamira Press.
- 2005 Overseas Contract Labor, Remittances and Household Consumption: A Case Study from San Fernando City, the Philippines. In *Markets and Market Liberalization: Ethnographic Reflections*. Norbert Dannhaeuser and Cynthia Werner, eds. Pp. 11-35. Amsterdam, Holland: Elsevier-JAI Press.
- 2002a Globalization and Retail Development in the Post-Disaster Context: A Comparison of Two Philippine Communities. In *Social Dimensions in the Economic Process. Research in Economic Anthropology*, Norbert Dannhaeuser, ed. Pp. 311-341. Amsterdam, Holland: Elsevier-JAI Press.
- 2002b Globalization, Privatization and Public Space in the Provincial Philippines. In *Economic Development: An Anthropological Approach. Society for Economic Anthropology Monograph Series 19*, Jeffrey H. Cohen, ed. Pp. 209-240. Walnut Creek, California: Altamira Press.

ETHNOGRAPHIC FIELD RESEARCH (P.I. unless noted)

Philippines (1994 – 2006: Luzon)

PRESENTATIONS AND CONFERENCE PARTICIPATION

*Abstract Accepted*

2007 Convenience Store Pinoy: Sari-Sari, 7-Eleven and Retail Localization in the Contemporary Philippines 106th Annual Meeting of the American Anthropological Association, Washington, D.C. Plenary Session. Submitted. International.

*Presentations*

- 2007 When the Lights Go Out: Understanding Natural Hazard and Merchant “Brownout” Behavior in the Provincial Philippines. Annual Meeting of the Society for Economic Anthropology, University of North Carolina - Greensboro, Greensboro, North Carolina. Submitted. International.
- 2006 SPAM and Fast Food ‘Glocalization’ in the Philippines. Joint Annual Meetings of the Association for the Study of Food and Society (ASFS) and the Agriculture, Food and Human Values Society (AFHVS), Boston University, Boston, Massachusetts. Submitted. International.
- 2005 The Commercial Transformation of a Philippine Cityscape: A Case from San Fernando City, La Union. 104th Annual Meeting of the American Anthropological Association, Washington, D.C. Plenary Session. Submitted. International.
- 2005 The Commercial Transformation of a Philippine Cityscape: A Case From San Fernando City, La Union. Annual Meeting of the Society for Economic Anthropology, Dartmouth College, New Hanover, New Hampshire. Submitted. International.
- 2004 Global Tastes, Local Contexts: An Ethnographic Account of Fast Food Market Expansion in San Fernando City, the Philippines. Annual Meeting of the Society for Economic Anthropology, Emory University, Atlanta, Georgia. Submitted. International.
- 2003 Overseas Contract Labor, Remittances and Household Consumption: A Case Study from San Fernando City, the Philippines. 102nd Annual Meeting of the American Anthropological Association, Chicago, Illinois. Submitted. International.
- 2002 Overseas Contract Labor, Remittances and Household Consumption: A Case Study from San Fernando City, the Philippines. Poster. Annual Meeting for the Society for Economic Anthropology, University of Toronto, Toronto, Canada. Submitted. International.
- 2001 Globalization and Retail Development in the Post-Disaster Context: A Comparison of Two Philippine Communities. 100<sup>th</sup> Annual Meeting of the American Anthropological Association. Submitted. International.
- 2000 The Privatization of Public Plazas in the Philippines: Three Cases from Pangasinan. 99th Annual Meeting of the American Anthropological Association. San Francisco, California. Submitted. International.
- 1999 The Privatization of Public Plazas in the Philippines: Three Cases from Pangasinan. Poster. Annual Meeting of the Society for Economic Anthropology. Texas A&M University, College Station, Texas. Submitted. International.

TEACHING INTERESTS

Sociocultural anthropology, globalization, economic anthropology, culture change and development, sex and gender, magic and rituals; Southeast Asia (Philippines)

COURSES TAUGHT

*University of Central Florida*

Undergraduate

- Peoples of the World (ANT 3212: face-to-face and web class)  
 Magic, Ritual and Belief (ANT 3241)

Sex, Gender and Culture (ANT 3302)  
Independent Study (ANT 3905)  
Globalization: Cultural and Political Implications (ANT 3930H: Honors Interdisciplinary Seminar, with B. Kinsey)  
Culture, Power and Development (ANT 4702)  
Economic Anthropology (ANT 4932)

*Previous Teaching*

University of Houston – Clear Lake: undergraduate courses in Anthropology.  
Texas A&M University: Graduate Teaching Assistant: undergraduate courses in Anthropology;  
Instructor: undergraduate courses in Anthropology.

PROFESSIONAL ACTIVITIES

*University of Central Florida Service*

University

2007 UCF Diversity Certificate Series, Office of Diversity Initiatives (Attendee)  
2007 UCF Southern Region Faculty Brown Bag series (Presenter)  
2006 UCF Southern Region Faculty Brown Bag series (Presenter)  
2004 Summer Faculty Development Conference (Panelist: Co-Teaching Seminar)  
2004 IDL Training (Web Vet Presenter)

College of Arts and Sciences/College of Sciences (since 2006)

2005 Brown Bag Series, Department of Political Science (Presenter)

Department of Anthropology

2006-present Anthropology Search Committees (Member)  
2005-2006 Recruitment Enhancement Program (Member)

*Service to the Profession*

Organization

Member, Board of Directors, Society for Economic Anthropology (2007-09)

Reviews

Proposals

National Science Foundation, Doctoral Dissertation Improvement Grant (2006)

Manuscripts

Harold K. Schneider Student Paper Prize in Economic Anthropology Competition (2007)

*Culture and Agriculture* (2006)

*Other Professional Service*

Background information on voodoo and Asian society for feature articles in the Orlando Sentinel (2005 and 2006)

*Other Professional Service*

Television interview for UCF Profiles (April 2007)

## PROFESSIONAL MEMBERSHIPS

American Anthropological Association

Society for Economic Anthropology

Society for Urban, National, and Transnational and Global Anthropology

## LANGUAGES

Spanish Adequate fluency: speak, read

Tagalog Limited fluency: speak

Pangasinan Basic comprehension

Ilocano Basic comprehension

## U.C.F. Student Theses

*Graduate: M.A. Anthropology*

Chair

2006-present Jason Cucchiara, "Pubs, Pints, and Punters: An Ethnographic Inquiry of Pub Life in Ireland" (in process)

2007 John Spottke (in process)

*Undergraduate: Honors in the Major B.A.*

Committee Member

2005 Larissa Cobb, Psychology, "Extramarital Affairs and the Impact on Adult Daughters" (in process)

2005 Marianne Ripley, Psychology, "Charismatic Cults and Leadership"

2004 Loma Evans Stinson, Psychology, "Diversity Curricula Mandates in Higher Education: A Student Impact Assessment"