
Mary Jane Gardner

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EDUCATION

Doctor of Business Administration in Marketing December 2017

Kennesaw State University, Kennesaw, GA

Dissertation: "What's in it for me? Consumer perceived value of marketing activities as a driver of consumer brand engagement on social network sites."

Chair: Dr. Joseph Hair, University of South Alabama

Usage: 977 (Downloads 694; Abstract Views 283)

Master of Arts December 1996

Western Kentucky University, Bowling Green, KY

Organization Communication

Bachelor of Arts December 1994

Western Kentucky University, Bowling Green, KY

Major: Broadcast Production Minor: Speech Communication

ACADEMIC EXPERIENCE

Associate Professor, Department of Marketing July 2024-Present

Western Kentucky University, Bowling Green, KY

Assistant Professor, Department of Marketing July 2018-June 2024

Western Kentucky University, Bowling Green, KY

Executive-In-Residence, Department of Marketing July 2010-June 2018

Western Kentucky University, Bowling Green, KY

Adjunct, Department of Communication Aug. 1999-May 2000

WKU Community College, Bowling Green, KY

Graduate Teaching Associate, Communication & Broadcasting Aug. 1995-Dec. 1996

Western Kentucky University, Bowling Green, KY

RESEARCH

Publications

- Wu, R., **Gardner, M. J.**, & Todd, P. R. (2024). Cam or professor Lee? How instructor seniority and address term influence student perceptions in the United States. *Higher Education Quarterly*, e12533.
- **Gardner, M. J.**, Wu, R., & Todd, P. R. (2024). What the Font! The Role of Handwritten Font in Course Interest, Student Inference, and Learning Outcome. *Marketing Education Review*, 34(1), 77-95.
- **Gardner, M. J.**, and Melancon, Joanna. (2023). I deserve that deal! Effects of new customer exclusive promotions on existing service customers. *Services Marketing Quarterly*. 44(1), 73-102.
- **Gardner, M. J.**, (2022). Deal or No Deal: Sales Promotion Influence on Consumer Evaluation of Deal Value and Brand Attitude. *Small Business Institute Journal*, 18(2), 18-27.
- **Gardner, M. J.**, Hair Jr., Joseph, & Melancon, Joanna. (2022). What's in it for me? Perceived value of marketing activities as a driver of consumer engagement on social network sites. *Marketing Management Journal*, 32(2), 50-69.
- Melancon, Joanna, **Gardner, M. J.**, & Dalakas, Vassilis. (2021). The era of consumer entitlement: Investigating entitlement activation after a perceived brand failure. *Journal of Consumer Marketing*. 38(7), 780-790.

In Progress

- Gardner, Mary Jane and Wu, Ruomeng. "All titles are not created equal: Effects of title formality and gender on perception favorability." Manuscript complete. In submission process. Targeted for *Psychology & Marketing*.
- Gardner, Mary Jane. "Fact or fiction: An examination of gender bias on perception of sales manager competency, effectiveness, and likeability." Data collection and analysis completed, literature review in progress. Targeted for *Journal of Marketing Management*. Anticipated submission late Fall 2025.
- Gardner, Mary Jane. "Is it worth it? Consumer perceived value of social content as a driver of brand passion, brand trust, and purchase intention." Data collection and analysis completed, literature review in progress. Targeted for *Journal of Interactive Marketing*. Anticipated submission Spring 2026.

Conference Presentations

- **Gardner, Mary Jane.** “Consumer Perception of Service Employee Uniforms on Corporate Brand Image and Service Quality Expectations.” Accepted for presentation at the 2025 Academy of Business Research Conference in New York, NY (July 28-30, 2025).
- **Gardner, Mary Jane.** “Communicating Support or Commodifying Pride Month: The Impact on Brand Authenticity, Trust, and Loyalty” Accepted for presentation at the 2024 Academy of Business Research Conference in Orlando, FL (November 22-24, 2024).
- **Gardner, Mary Jane.** “Is it worth it? Consumer perceived value of social content as a driver of brand passion, brand trust, and purchase intention.” Accepted for presentation at the 2023 Society for Marketing Advances Conference in Dallas, TX (November 8-11, 2023).
- **Gardner, Mary Jane.** “Fact or fiction: An examination of gender bias on perception of sales manager competency, effectiveness, and likeability.” Accepted for presentation at the 2022 Society for Marketing Advances Conference in Charlotte, NC (November 2-5, 2022).
- Melancon, Joanna, **Gardner, Mary Jane,** & Dalakas, Vassilis. “The era of consumer entitlement: Investigating entitlement activation after a perceived brand failure.” Accepted for presentation at the 2021 Association of Marketing Theory and Practice Virtual Conference (March 18-20, 2021).
- **Gardner, Mary Jane,** Hair Jr., Joseph, & Melancon, Joanna. “What’s in it for me? Consumer perceived value of social network marketing activities as a driver of online consumer brand engagement.” Accepted for Presentation at the 2018 Academy of Business Research Conference in Boca Raton, FL (Nov. 14-16, 2018)
- **Gardner, Mary Jane** and Forbes, Lukas. “Attracting new customers at the expense of your existing customer? An examination of B2B targeted promotional tactics.” Accepted for Presentation at the 2018 Academy of Business Research Conference in Boca Raton, FL (Nov. 14-16, 2018).

Research Grants

- Summer 2020 Aim High Grant Recipient
Hey, that’s not fair! Consumer perceived fairness and response to new customer targeted promotions.

- Summer 2020 Aim High Grant & Spring 2019 QTAG Recipient
The era of consumer entitlement: Identifying and responding to situational entitlement in encounters with loyal consumers
- Summer 2018 Aim High Grant Recipient
What's in it for me? Perceived value of marketing activities as a driver of online consumer brand engagement on social network sites.
- Spring 2018 QTAG Recipient
Fact or fiction: An examination of gender bias on employee perception of managerial competency, effectiveness, and likeability.

TEACHING

Courses taught

(all undergraduate courses; S.I.T.E evaluation median scores included for *most recent sections* of all courses, items included: Instructor is organized and well-prepared for class¹ and overall instructor is effective²)

- | | | |
|---------------------------------------|------------------------|------------------------|
| • Basic Marketing Concepts | 4.72/5.00 ¹ | 4.36/5.00 ² |
| • Social Media Marketing | 4.76/5.00 ¹ | 4.66/5.00 ² |
| • Integrated Marketing Communications | 4.78/5.00 ¹ | 4.45/5.00 ² |
| • Services Marketing | 4.80/5.00 ¹ | 4.71/5.00 ² |
| • Consumer Behavior | 4.88/5.00 ¹ | 4.80/5.00 ² |
- Public Speaking, Business and Professional Speaking taught as Adjunct at WKU Community College, evaluations not available
 - Introduction to Broadcasting taught as Graduate Student at WKU, evaluations not available
 - Online courses taught: Services Marketing, Consumer Behavior

AWARDS/HONORS

Gordon Ford College of Business Teaching Award Western Kentucky University	2020 – 2021
Gordon Ford College of Business Beta Gamma Sigma Professor of the Year	2019 – 2020
The National Society of Leaders and Success (WKU Chapter) Excellence in Teaching Award	2019 – 2020

Most Valuable Professor (MVP) WKU Lady Topper Basketball Team	2019 – 2020
Gordon Ford College of Business Teaching Award Nominee Western Kentucky University	2018 – 2019
Most Valuable Professor (MVP) WKU Lady Topper Basketball Team	2018 – 2019
Doctoral Fellow for Kennesaw State University Academy of Marketing Science Doctoral Consortium	May 2017
Gordon Ford College of Business Teaching Award Nominee Western Kentucky University	2015 – 2016
Most Helpful Professor Alpha Delta Pi, Western Kentucky University Chapter	2015 – 2016
Gordon Ford College of Business Student Advising Award Recipient Western Kentucky University	2014 – 2015
Gordon Ford College of Business Teaching Award Nominee Western Kentucky University	2013 – 2014

SERVICE

University – Western Kentucky University

- WKU Strategic Planning Implementation Committee Fall 2023-Present
- Cherry Presidential Scholarship Interview Committee Fall 2023
- Honors Thesis Committee Member (Second Reader) Aug. 2019-May 2020
- Supervised eleven honors augmentation across all semesters Aug. 2018-Present
- Honors Thesis Committee Member (Second Reader) Aug. 2018-May 2019
- Attended Master Plan Convocation Fall 2018, 2019, 2021
- University Senate, Department Representative Oct. 2012-Aug. 2013

College – Gordon Ford College of Business

- Strategic Planning Committee Fall 2024-Present
- Commencement Committee Member Aug. 2019-Mar. 2020
Aug. 2021-May 2022
- Curriculum Committee, Committee Member Aug. 2018-June 2023
- Assurance on Learning, Committee Member Jan. 2011-Jan. 2021
(Continued to support through May 2021)
- Participate in Commencement Ceremonies Fall 2018, 2019,
2022, 2023, 2024
Spring 2019, 2021,
2022, 2023, 2024,
2025

Department – Department of Marketing

- New Faculty Search Committee, Committee Member (Sales executive-in-residence position) Spring 2025
- Promotion & Tenure Committee Member (Ru Wu) Fall 2024
- New Faculty Search Committee, Chair July 2020-Aug. 2020
(Two sales executive-in-residence positions)
- New Faculty Search Committee, Committee Member Aug. 2018-Feb. 2019
(Assistant professor position)
- New Faculty Search Committee, Co-chair Aug. 2016-May 2017
(Executive in-residence position)
- New Faculty Search Committee, Committee Member Aug. 2015-May 2016
(Assistant professor position)
- Internship Committee, Committee Member Aug. 2011–Present
Reviewing and approving student internship proposals
- Internship Faculty Supervisor Jan. 2011-Present
Serve as the faculty supervisor for multiple student each semester
- Student Organization Faculty Advisor Sept. 2011-May 2017
Develop, coordinate, direct, and supervise collegiate AMA chapter.
- Textbook Review Committee, Committee Chair Jan. 2013-May 2013
Sought out and presented various textbook options for department's core intro class to review committee.
- Department Chair Search Committee; Committee Member Jan. 2012-Mar. 2013
Work with Search Chair and other committee members to recruit and evaluate new department chair.

Discipline

- Track Co-chair, Society for Marketing Advances 2023 Conference June 2023-Nov. 2023
- Session Chair, Society for Marketing Advances 2023 Conference June 2023-Nov. 2023
- Ad hoc reviewer for Journal of Small Business Strategy Mar. 2019-Aug. 2019
- Ad hoc reviewer for Journal of Product and Brand Management Dec. 2018-July 2019
- Ad hoc reviewer for Journal of Research in Interactive Marketing Dec. 2018-Oct. 2022
- Ad hoc reviewer for Marketing Management Journal July 2022-Nov. 2022

Community

- KHSSL State High School Speech Tournament Judge March 2025
- KHSSL State High School Speech Tournament Judge March 2024
- KHSSL BG Regional High School Speech Tournament Judge October 2023
- KY High School FBLA State Tournament at WKU Judge March 2023
- KHSSL State High School Speech Tournament Judge March 2023
- KHSSL BG Regional High School Speech Tournament Judge February 2023
- KESDA High School State Speech Tournament Judge February 2023
- National Speech and Debate Association Tournament Judge June 2022
- KY FBLA State Tournament Judge February 2022
- KHSSL Junior High State Speech Tournament Judge February 2022
- KHSSL Junior High Regional Speech Tournament Judge February 2022
- Highland Junior High Speech Tournament Judge January 2022
- BG Vette City Speech Tournament Judge November 2021

PROFESSIONAL EXPERIENCE

The Martin Management Group, Bowling Green, KY

Director of Marketing and Advertising

June 2000–October 2010

- Directed all activities of in-house marketing/advertising department for eighteen store automotive/motorcycle group.
- Increased showroom traffic resulting in increased sales by conceptualizing and creating effective advertising campaigns using all forms of print, electronic, and digital media
- Negotiated media rates and scheduling media buys.
- Allocated, tracked, and reported over \$6 million annual advertising budget.
- Compiled monthly cost/effectiveness reports.

- Interviewed, hired, trained, and scheduled of all department employees
- Developed and sustained positive working relationships with vendors.
- Coordinated special projects including writing proposals for new acquisitions, conducting research, and updating/upgrading department software.
- Skilled in the use of several software applications: PhotoShop, InDesign, PageMaker, Word, Excel, PowerPoint. Am equally comfortable on either Macintosh or Windows operating systems.

Director of Customer Relations

March 1997–June 2000

- Developed, implemented, and supervised all areas of the customer relations department (outbound calling center).
- Developed and implemented all departmental policies and procedures.
- Resolved customer issues and concerns
- Identified and established procedure that enabled the transfer of data from non-IBM compatible operating systems to IBM compatible operating system.

MEMBERSHIP

Society for Marketing Advances	Oct. 2017-Present
Beta Gamma Sigma	Oct. 2017-Present
Academy of Marketing Science	May 2017-June 2021
American Marketing Association	Oct. 2011-Sept. 2017