
MARY JANE GARDNER

mary.gardner@wku.edu
1004 Homestead Court
Bowling Green, KY

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: 777 (Downloads 494; 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

Assistant Professor, Department of Marketing July 2018-Present
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

- **Gardner, Mary Jane** 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, Mary Jane**. (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, Mary Jane**, 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, Mary Jane**, & Dalakas, Vassilis. (2021). The era of consumer entitlement: Investigating entitlement activation after a perceived brand failure. *Journal of Consumer Marketing*. 38(7), 780-790.

Under Revision/Review

- **Gardner, Mary Jane** and Wu, Ruomeng. "What the font! The role of handwritten font in course interest, student inference, and learning outcome." Submitted to *Marketing Education Review*. 2nd revision in progress.
- **Gardner, Mary Jane** and Wu, Ruomeng. "All titles are not created equal: Effects of title formality and gender on perception favorability." Submitted to *Journal of Business Research*, July 2023.
- **Gardner, Mary Jane** and Wu, Ruomeng. "Cam or Professor Lee? How instructor seniority and address term influence student perceptions in the US." Submitted to *Higher Education Quarterly*, September 2023.

In Progress

- 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 December 2023.
- Mary Jane Gardner, "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 2024.

Conference Presentations

- **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)

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|---------------------------------------|------------------------|------------------------|
| • Basic Marketing Concepts | 4.69/5.00 ¹ | 4.74/5.00 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 |
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- 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

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| • Cherry Presidential Scholarship Interview Committee | Fall 2023 |
| • WKU Strategic Planning Implementation 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

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

Department – Department of Marketing

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

Discipline

- Track Co-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

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

- KY High School FBLA State Tournament at WKU March 2023
- KHSSL State High School Speech Tournament March 2023

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

REFERENCES

Dr. Joseph Hair, Jr.

Cleverdon Chair of Business and Distinguished Professor of Marketing

University of South Alabama
Mitchell College of Business
Marketing and Quantitative Methods
jhair@southalabama.edu
251-460-6412

Dr. Brian Rutherford

Associate Professor of Marketing
Kennesaw State University
Coles College of Business
Department of Marketing and Professional Sales
bruther1@kennesaw.edu
470-578-7708

Dr. Pat Jordan

Undergraduate Student Services/Advising (Retired)
Western Kentucky University
Gordon Ford College of Business
pat.jordan@wku.edu