Mary Kay (Mimi) Rickard

**EDUCATION**

Doctorate in Business Administration (DBA) in Marketing, Kennesaw State University, Kennesaw, Georgia

Working Dissertation title: “The Franchisor/Franchisee Relationship: The Antecedents and Outcomes of Perceived Franchise Support”

Committee: Dr. Greg W. Marshall (Co-Chair), Rollins College and Dr. Brian N. Rutherford (Co-Chair), Kennesaw State University

Expected Date of Graduation: December 2014

M.B.A. in Marketing, University of West Georgia, Carrollton, Georgia 1998

B.B.A. in Marketing, University of West Georgia, Carrollton, Georgia 1997

**Academic Awards and Recognition**

2012 – 2013 RCOB – Annual Faculty Service Award – for educational excellence in service

2009 – 2010 RCOB – Annual Faculty Service Award – for educational excellence in service

2009 – Distinguished Member of the National Society of Collegiate Scholars

2008 – 2009 RCOB – Annual Faculty Teaching Award – for educational excellence in teaching

2007 – 2008 RCOB – Annual Faculty Service Award – for educational excellence in service

2006 – 2007 RCOB- Annual Student Research Activities Award – educational excellence in support services

2007 – Big Night 2007 – Evening of Student Scholarship – Faculty Advisor for winning Research Presentation

2005 – 2006 Division- of Academic Affairs – recognition of significant professional accomplishments

2004 – 2005 RCOB – Annual Faculty Teaching Award – for educational excellence in teaching

**Grants/Donations Received**

2010 – Robert J. Stone Endowment Grant

As of 2010 $5,000.00 in Contributions to the Marketing Department were raised by the Advertising Classes Consulting Efforts in the community

**Academic EXPERIENCE**

**University of West Georgia**

Carrollton, Georgia

Senior Lecturer of Marketing and Real Estate (August 2011-Present)

Lecturer of Marketing and Real Estate (August 2004-2011)

Instructor of Marketing and Real Estate (August 1999-2000) & (August 2002-2004)

**Other Work Experience**

2004 – 2008 President/Owner of Mail & More – A retail shipping and printing outlet that serviced the community and local

businesses.

2006 – 2008 President/Owner Signs For Less – A retail and wholesale sign making business.

2000 – 2002 Real Estate Appraiser – Bass & Associates

1991 – 1993 Trainer – Red Lobster Restaurant – Developed and implemented a comprehensive training manual for new

employees. Trained and evaluated performance of new employees.

1990 – 1991 Assistant Manager – Lerner’s of New York – Directed all store operations including promoting, merchandising,

personnel, scheduling, corporate reporting, security, safety, customer satisfaction and problem-solving.

1984 – 1990 Design Coordinator – Paradise Found Hawaii - Conducted and participated in mainland trade shows, including

promoting the organization and the merchandise to customers and potential customers.

**Research**

**Peer Reviewed Journal Articles:**

McIntyre, Faye S., McIntyre, James E., and Rickard, Mary Kay, “A Study of Education Research Outlets.” *Academy of Educational Leadership Journal*, 12 (Number 2, 2008) 69-85

Hite, Robert H., McIntyre, Faye S., and Rickard, Mary Kay, “Individual Characteristics and Creativity in the Classroom: Exploratory Insights*,” Journal of Marketing Education*, 25 (August 2003), 143-149

Journal Articles Currently Under Review/Revision:

Wei, Jack, Rickard, Mary Kay, and Brown, Cheryl O., Effects of Consumer Weight Level and advertising Appeals on Consumer Attitude Toward Food and Advertising,” Under review at *The Journal of Food Products Marketing*.

**Conference Papers:**

Khan, Imran and Mary Kay (Mimi) Rickard (2013), “Social Identity and Service Quality: A Franchising Perspective” Presented at the Society of Marketing Advances, Hilton Head, South Carolina.

Rickard, Mary Kay (2012), “The Franchisor/Franchisee Relationship: How can this Relationship be Strengthened from the Franchisees’ Perspective” (Abstract) Presented at the Academy of Marketing Science, Atlanta, Georgia.

Wei, Jack, Mary Kay Rickard, and Cheryl O. Brown (July 2011), “The Effects of Consumer Weight Level on Attitude Towards Food and Advertisements” Presented at the 15th Biennial World Marketing Congress of the Academy of Marketing Science, Reims, France.

Rutherford, Brian N., Cheryl O. Brown, and Mary Kay Rickard (2005), “The Effects of Service Failure and Service Recovery on Repeat Purchase Intentions: A Study within a Consumer Setting,” Presented at the International Academy of Business and Public Administration Disciplines (IABPAD) Conference, May 23-26, 2005

McIntyre, Faye S., McIntyre, James N., and Rickard, Mary Kay (June 2003), “A Study of Business Education Research Outlets,” (Abstract) International Literacy and Education Research Network Conference on Learning Proceedings, London, England.

**Relevant Research Coursework:**

DBA 9102 Quantitative Research Methods I, Dr. Joe F. Hair, KSU

DBA 9103 Survey Design and Research Methods, Dr. Joe F. Hair, KSU

DBA 9104 Quantitative Research Methods II, Dr. Joe F. Hair, KSU

Partial Least Squares seminar, Dr. Marko Sarstedt, Ludwig-Maximilians-Univesity, Germany

Structured Equations Modeling Workshop, Society of Marketing Advances, Dr. Joe F. Hair and Dr. Barry J. Babin

**Specific Methods and Skills:**

Structured Equations Modeling using AMOS software

Partial Least Squares using SmartPLS software

SPSS (Statistical Products and Service Solutions)

**Teaching**

MKTG 3809 Advertising Practices 40 Sections

MKTG 3809 N01 Advertising Practices on-line 10 Sections

MKTG 3803 Principles of Marketing 32 Sections

MKTG 3839 Retailing Management 14 Sections

MKTG 3839 N01 Retailing Management on-line 10 Sections

MKTG/PSYC 4864 Consumer Behavior 9 Sections

MKTG/PSYC 4864 N01 Consumer Behavior on-line 7 Sections

MKTG 4886 Marketing Internships 44 Sections

MKTG 4881 Marketing Independent Study 6 Sections

MKTG 3808 Business Research 1 Section

MKTG 4808 Market Information Systems & Research 1 Section

MKTG 4866 International Marketing 1 Section

MKTG 4885 Business in China 5 Sections

**All faculty evaluations will be provided upon request.**

**Statement of Teaching Philosophy:**

I am involved in the teaching profession to help facilitate the change in student’s perspectives. Watching the students take what they

learn and apply it to the community at large is exciting. Every semester presents a different group of student personalities and group dynamics.

I find this to be rewarding and challenging at the same time. My goal with each class it to make sure the students leave with a fundamental

understanding of the material whether it’s marketing, advertising, retailing, or consumer’s behavior. A variety of tools are employed in the classroom including lectures, group discussion, guest speakers, hands on class activities, and educational DVD’s. For example, in Retailing Management, the students are required to develop a retailing mix and floor plan for a retail outlet of their choice. In the Advertising class students work with the community at large to develop advertising plans for profit and non-profit organizations. In Principles of Marketing, they are required to develop a marketing mix using them as the product.

**Service Awards and Recognition**

**Professional Service**

Reviewer, **2011 Society of Marketing Advances Conference**

Session Chair, **2011 Society of Marketing Advances Conference**

Discussant, **2005 International Academy of Business and Public Administration Disciplines**

**Institutional Service**

2009- Present Member of the Undergraduate Scholarship Subcommittee

2007-Present Member of the Undergraduate Curriculum Committee

2005-2006 Member of the Retention Committee

2005-2006 Member of the Assurance of Learning Committee

2005-2006 Member of the AACSBI Participants Standards Committee

2005-2007 Participated in focus group for the Board of Visitors

2004-2009 Faculty Advisor for the American Marketing Club on campus

2002-2004 Member of University Matters Committee – Chair (2002-2003)

2002-2004 Replacement Senator Member

2002 Member to Ad Hoc Committee to promote the University (Appointed by the President of the University)

Memberships

2010 – Present Member of the Academy of Marketing Science

2009 – Present Member of the Society of Marketing Advances

2004 – 2009 Member of the American Marketing Association

**Awards and Recognitions**

2008 – Guest Speaker at Kiwanis Golden K club spoke on “Women in Business and Ownership”

2007 – Nominated by SBDC as Georgia Entrepreneur of the Year

2006 – Honorary Chairman of the Business Advisory Council

2005 – Georgia Business Woman of the Year