

**Mary Kay Rickard**  
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## Education

Doctorate of Business Administration in Marketing, Kennesaw State University, Kennesaw, Georgia, 2014.  
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  
Date of Graduation: December 2014

Master of Business Administration in Marketing, University of West Georgia, Carrollton, Georgia, 1998.

Bachelor of Business Administration in Marketing, University of West Georgia, Carrollton, Georgia, 1997.

## Academic Experience

Senior Lecturer of Marketing and Real Estate, University of West Georgia, Carrollton, GA, 2011 – Present.

Lecturer of Marketing and Real Estate, University of West Georgia, Carrollton, GA, 2004 – 2011.

Instructor of Marketing and Real Estate, University of West Georgia, Carrollton, GA, 1999-2000 and 2002-2004.

## Academic Awards and Recognition

2015 – 2016 RCOB – Annual Faculty Service Award – for educational excellence in service

2014 – 2015 RCOB – Annual Faculty Teaching Award – for educational excellence in teaching

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

Through consulting efforts in the community the Advertising classes raised contributions \$5,000.00 as of 2010.

## 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:*

"Real Estate Development, Step Three of the Twelve Step Process," with James H. Burton and Christina H. Thorenson, B-QUEST, an Internet Business Journal, published by the Richards College of Business, University of West Georgia, May 2016.

Wei, Jack, Rickard, Mary Kay, and Brown, Cheryl O., Effects of Consumer Weight Level and advertising Appeals on Consumer Attitude Toward Food and Advertising." The Journal of Food Products Marketing, 21 (Issue 4, 2015), 426-441.

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

*Currently Under Review/ Revision:*

Rickard, Mary Kay, Marshall, Greg W., and Rutherford, Brian N., "Antecedents Leading to Perceived Franchise Support." Under review at *The Journal of Marketing Channels*.

*Work in Progress:*

"Franchising: An Exploratory Examination of Power on Perceived Support and Conflict"

"What State Environments Promote Franchising?"

"The Willingness of the Franchise to Allow Local Market Adaptations"

"Consumer's Perception of Franchised Brands and the Effect on Brand Equity in the form of Increased Sales."

"Franchising: Mode of Entry to International Markets"

*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-University, 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	42 Sections
MKTG 3809 N01 Advertising Practices on-line	12 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	8 Sections
MKTG 4886 Marketing Internships	46 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	6 Sections
MKTG 4885 Business in Prague and Budapest	1 Section

All faculty evaluations will be provided upon request.

### **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 AACSB 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 – Present – 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