

# Mary Anne Milward Doty

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Department of Marketing and Business Analytics, BA 319  
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## Summary of Qualifications

Marketing instructor and business consultant combining over **twenty-seven years of university teaching experience** with over **twenty years of business consulting**.

**University Courses taught include:** Marketing, Retail Management, Global Consumer Behavior, International Marketing, Selling and Sales Management, Advertising and Promotions Management, Business Strategy, International Business, Channels of Distribution, Entrepreneurship, e-Business, Seminar in CRM, Marketing for Nonprofit Organizations, Sports Marketing, Business of Tourism, and Brand Management.

## University Teaching Experience

2003-Present **Texas A&M University-Commerce** Commerce, TX  
*Instructor, Department of Marketing and Business Analytics*

- Teach four sections of undergraduate marketing/management courses per semester and two courses per summer, including face-to-face, online, and televised courses. Taught 15 different course topics at TAMUC. Received TAMUC Faculty Senate Teaching Award in 2019. Named Global Fellow in December 2015, and Distinguished Global Fellow in April 2019.

1997-1998 **Southern Methodist University** Dallas, TX  
*Adjunct Marketing Instructor, Department of Marketing*

1988-1993; 1995-1996 **The University of Arizona** Tucson, AZ  
*Assistant Department Head and Adjunct Lecturer, Department of Marketing*

- Advised all undergraduate marketing majors on graduation requirements, internships, and grade appeals. Faculty advisor for Student chapter of the American Marketing Association.
- Managed department staff, registration and summer school programs.
- Taught five undergraduate sections per academic year, including lecture hall (250+ students) section. Taught seven different undergraduate marketing courses at U of A.

1993-1994 **University of Maryland** College Park, MD  
*Visiting Lecturer, Department of Marketing and Management*

1986-1988 **Eastern Kentucky University** Richmond, KY



## **Publications and Proceedings**

Flanagan, Jennifer, **Mary Anne Doty** and Courtney Kernek (2017), "Technology and Assessment: A Focused Comparison of Three University Business Schools and their use of Technology in the Assessment Process," Intersection (Summer 2017).

**Doty, Mary Anne** (2017), "Retailing in a Global Environment: A Case of Prague's Novy Smichov," Journal of Marketing Perspectives, Volume 1, 2017.

**Doty, Mary Anne** (2013), "Susan G. Komen for the Cure: Can This Relationship Be Saved?" in CB, 5e by Barry Babin and Eric Harris, Cengage Learning. Also in CB 6e, CB 7e, and CB 8e.

Myers, Chris A., Joe Stauffer, Lloyd Basham, and **Mary Anne Doty** (2008), "Utilizing a Marketing Audit to assess the Changing Nature of Radio Listenership and the Impact on a Rural Radio Brand," Journal of Academy of Business and Economics.

Pryor, Mildred, **Mary Anne Doty**, Betty Moffitt, and Cindy Summers, (2008), "Integrating the Internal Customer Perspective into an Organization's Strategic and Tactical Plans". International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings. Recipient of a 2008 IABPAD Research Award.

Mintu-Wimsatt, Alma, Kendra Ingram, **Mary Anne Milward** and Courtney Russ, (2006), "On Different Teaching Pedagogies: What Happens to Your Course Evaluations?" Marketing Education Review – V 16, # 3 (Fall 2006), p 49-57.

Mintu-Wimsatt, Alma, Kendra Ingram, **Mary Anne Milward** and Courtney Russ, (2005), "On Different Teaching Pedagogies: What Happens to Your Course Evaluations?" Winter AMA Educators' Conference Proceedings.

**Milward, Mary Anne**, (2005), "Genetically Modified Products: A Global Controversy" in Advances in Global Business Research, V2, #1.

Mintu-Wimsatt, Alma and **Mary Anne Milward**, (2005) "Dallas Ice Corporation and its Premium Beverage Ice Product," in Journal of College Teaching and Learning, V2 #1, p 65-69.

Mintu-Wimsatt, Alma and **Mary Anne Milward**, (2004), "Dallas Ice Corporation and its Premium Beverage Ice Product," Proceedings – Southwest Case Research Association.

**Milward, Mary Anne** (1993), "The Dynamics of Deception in Political Advertising," AMA Winter Educator's Proceedings, Marketing Theory and Applications, V 4, American Marketing Association.

## **Presentations**

**Doty, Mary Anne** and Scott Sewell (2019), "Breaking Up Is Hard to Do: Maintaining Customer Loyalty When Channel Relationships and Promotional Partnerships Dissolve." Presented at the Academy of Business Research Conference in Niagara Falls, Ontario, Canada, July 29-August 1, 2019. Awarded Best Paper in Track.

Sewell, Scott and **Mary Anne Doty** (2019), "Sales by the Numbers: Using Sales Data and Analytical Tools to Better Anticipate Market Trends in Today's Rapidly Changing Markets." Presented at the *Academy of Business Research Conference* in Niagara Falls, Ontario, Canada, July 29-August 1, 2019. Awarded Best Paper in Track.

**Doty, Mary Anne** and Rebecca Noah Poynter (2018), "No Wallets: Understanding Giving Behaviors of Millennials including Impact of Social Media, Reputation of Nonprofit Organization and Non-traditional or Pop-up Nonprofits," Presented at the *Academy of Business Research Spring Conference* in New Orleans, LA, March 22, 2018. Awarded Best Paper in Track.

Ingram, Kendra, Elva Resendez and **Mary Anne Doty** (2018), "Closing the Loop in AOL: A Case Example of Implementation Issues," Presented at the *Academy of Business Research Spring Conference* in New Orleans, LA, March 22, 2018.

Poynter, Rebecca Noah and **Mary Anne Doty** (2018), "Impact of Technology on Public and Private Crisis Communications: A Comparison of Hurricanes Katrina (2003) Harvey (2017) and Maria (2017)," Presented at the *Academy of Business Research Spring Conference* in New Orleans, LA, March 22, 2018.

**Doty, Mary Anne** (2018), "Marketing Coca-Cola in Honduras: Corporate Social Responsibility Issues," Accepted for presentation at the *Southwest Case Research Association Spring Conference*, March 8, 2018 in Albuquerque, NM.

**Doty, Mary Anne** and Jennifer L. Flanagan (2018), "Developing a Culture of Cooperation Vs. Competition Within a College," Presented at the *Hawaii International Conference on Education*, January 4-7, 2018 in Honolulu, HA.

**Doty, Mary Anne** (2017), "One Size Does Not Fit All: Assurance of Learning Workshop" November 10, 2017 at Texas Women's University in Denton, TX.

Collins, J. Robert and **Mary Anne Doty** (2017), "Building a Strong Business Foundation for Startup Companies," Presented at the *Academy of Business Research Fall Conference*, November 1-3, 2017 in San Antonio, TX.

**Doty, Mary Anne**, and Scott Sewell (2017) "Serving the Technology-Challenged Elderly Market: Access and Security Issues for a Growing Segment," Presented at *the Academy of Business Research Fall Conference*, October 2-4, 2017 in Las Vegas, NV. Awarded Best Paper in Track.

Sewell, Scott, **Mary Anne Doty** and Joe Brodnax (2017), "Real Estate Sales by the Numbers: Accuracy Issues for Marketing Analytics," Presented at the *Academy of Business Research Fall Conference*, October 2-4, 2017 in Las Vegas, NV. Awarded Best Paper in Track.

**Doty, Mary Anne**, Jennifer Flanagan, and Courtney Kernek (2017), "Organizational Barriers to Demonstrating Improved AOL Student Outcomes in Colleges of Business," *Presented at the Academy of Business Research Spring Conference, March 22-24, 2017 in New Orleans, LA.*

Vazquez, Diana, **Mary Anne Doty**, and Yasemin Atinc (2017), "Antecedents to Alumni Loyalty," *Presented at the Academy of Business Research Spring Conference, March 22-24, 2017 in New Orleans, LA.*

**Doty, Mary Anne**, and Scott Sewell (2016) "Ethical Real Estate Sales in a Seller's Market," *Presented at the Academy of Business Research Fall Conference*, November 2-4, 2016 in San Antonio, TX. Awarded Best Paper in Track.

**Doty, Mary Anne** (2016) "Retailing in Prague: A Strategy for Novy Smichov," *Presented at the Academy of Business Research Spring Conference*, March 23-25, 2016, New Orleans, LA.

**Doty, Mary Anne**, Jesse Jackson IV, and Chris A. Myers, (2016), "Paper and Pixel: A Study in Multichannel Advertising Effectiveness," *Presented at the Academy of Business Research Spring Conference*, March 23-25, 2016, New Orleans, LA.

**Doty, Mary Anne** (2015), "When Strategies Collide: The Dilemma of Macy's and Martha Stewart," *Presented at the Allied Academies Spring Conference*, April 8-10, 2015, New Orleans, LA.

Myers, Chris A., Joe Stauffer, Lloyd Basham, and **Mary Anne Doty** (2008), "Utilizing a Marketing Audit to assess the Changing Nature of Radio Listenership and the Impact on a Rural Radio Brand," *Presented at the 2008 International Academy of Business and Economics Conference*, Oct 19-22, 2008, Las Vegas, NV.

Pryor, Mildred, **Mary Anne Doty**, Betty Moffitt, and Cindy Summers, (2008), "Integrating the Internal Customer Perspective into an Organization's Strategic and Tactical Plans". *Presented at the International Academy of Business and Public Administration Disciplines Conference*, April 2008, Dallas, TX. *Winner of Best Paper in Track*.

Mintu-Wimsatt, Alma, Kendra Ingram, **Mary Anne Milward**, Courtney Russ and Theresa Sadler (2005), "Course Evaluations and Technology Mediated Learning Environments," *Presented at the Association of Collegiate Marketing Educators Conference*, Dallas, TX.

Mintu-Wimsatt, Alma, Kendra Ingram, **Mary Anne Milward** and Courtney Russ (2005), "On Different Teaching Pedagogies: What Happens to Your Course Evaluations?" *Presented at the AMA Winter Educators' Conference*, San Antonio, TX.

Mintu-Wimsatt, Alma and **Mary Anne Milward** (2004), "Dallas Ice Corporation and its Premium Beverage Ice Product," *Presented at the Southwest Case Research Association*, Orlando, FL.

## **Invited Lectures and Workshops**

March 29, 2019: "Keeping Teaching Relevant: Content, Technology and Students" presented to College of Business Faculty Seminar, TAMUC.

February 13, 2019: "Understanding Millennial Consumer Behavior" presented to Public Relations for Nonprofit Organizations at University of North Texas.

October 29, 2018: "Marketing Coca-Cola in Honduras" presented to Freshman Signature class, TAMUC.

April 11, 2018: "Nonprofit Marketing – Focusing on Millennials" presented to Public Relations class at University of North Texas.

March 26, 2018: "Global Ethics in Marketing" presented to Regents Scholars class at TAMUC.

March 8, 2018: "Writing and Publishing Cases" presented to Southwest Case Research Association in Albuquerque, New Mexico.

February 5, 2018: "Curriculum Mapping and Assessment" faculty workshop for School of Business at Texas Women's University.

November 10, 2017: "One Size Does Not Fit All: Aligning Student Learning Objectives with TWU's Mission, Vision and Goals," faculty workshop for School of Business at Texas Women's University.

## Honors Thesis Committees

- Chair of Honor's Thesis Committee for Diana Vasquez- (High Honors) 2015-2016
- Member of Honor's Thesis Committee for Ciara Ryan-Todd – (Highest Honors) 2014-2015
- Member of Honor's Thesis Committee for Jesse Jackson IV – (High Honors) 2013 - 2014
- Member of Honor's Thesis Committee for Taylor Cabler – (High Honors) 2011

## Professional and Academic Service

- Institutional Effectiveness Leadership Team Representative for College of Business 2015-2017
- College of Business Engagement Committee, 2017-2019
- Ad Hoc Reviewer, Journal of Marketing Theory and Practice, 2016-2017
- Board of Advisors, Marketing, Second Edition by Hunt, Mello and Deitz (McGraw Hill) 2016-17
- Panel Member for Department of Institutional Effectiveness 2017 Spring Series
- North American Project Director for FIPSE grant from US Department of Education – 2014-2015
- Wrote proposal for undergraduate Sales Certificate program – 2014
- Wrote IEP and performed assessment for BBA in Marketing – 2013 to present
- University Advisory Committee for the Accessibility of Academic Content, 2012-14
- Faculty Senate Awards Committee, 2012-2017
- Implemented Major Field Test for College of Business and Entrepreneurship 2013
- Member of Marketing Faculty Search Committee, 2007, 2013, 2014
- College of Business and Entrepreneurship Curriculum Committee, 2012-13
- Advisor for undergraduate marketing majors, 2005 – Present
- College of Business and Entrepreneurship Scholarship Committee, 2010-2012
- Marketing and Management Department Scholarship Committee, 2009 – Present
- Marketing and Management Department Curriculum Committee – 2013-14
- College of Business and Technology Teaching Committee, Chairman, 2009-2011
- Co-Advisor for Phi Sigma Epsilon business fraternity, 2008-2011
- Assistant Editor, Journal for Global Business Advancement, 2004-2005
- Assistant Editor, Journal for International Business and Entrepreneurship Development, 2003-2005

## Community Activities

- Richardson Symphony League, Board of Directors (2003- 2015) – Ball Chair, 2008, 2012
- Big Brothers/Big Sisters Mentoring Program (2012- 2016)

- Named Big Sister of the Year 2015 for Dallas County
- Stewardship Committee – Church of the Incarnation, Dallas, TX (2016-Present)
- Mission Trip to Honduras (Church of the Incarnation), June 2017
- Richardson Adult Literacy Council, Volunteer (2017)
- Leadership Richardson Alumni Association