

Mary Teresa Conran

Associate Professor Practice Track, FSBM: Marketing & Supply Chain Mgmt.

Overview

Effective July 1, 2022, Mary Conran was promoted to Professor in the Marketing Department at the Fox School of Business and Management. Also, effective July 1, 2022, she was appointed Associate Dean of Academic Programming and Curriculum at Fox School of Business and Management.

In 2018, Associate Professor Mary Conran was appointed Temple Rome's first-ever Chief Academic Officer. In her four years in this new role, Mary was responsible for all aspects of the academic program at TUR, including curriculum development and evaluation; faculty development and evaluation; developing and maintaining relationships with relevant faculty, deans and department chairs on Main Campus; assessment of student learning outcomes and program outcomes; professional development grant distribution; academic advising, grade appeals, disability accommodations, and academic support for students.

As a Professor in the Department of Marketing at the Fox School of Business, Mary is responsible for development and presentation of introductory, intermediate, and advanced undergraduate and graduate level marketing courses. In addition to teaching a variety of upper division Marketing courses (Marketing Research, Consumer & Buyer Behavior, Direct Marketing, Value Delivery Networks, Global Marketing, and Marketing Strategy), she also delivers content for the school's Professional MBA, OMBA, and MS programs.

She has taught at Temple University's Rome Campus during Summer 2005, 2011, and 2014, at Temple's Summer Oviedo, Spain Program in 2015, and has lead students on study abroad sessions to Ghana, India and Vietnam. She was a visiting professor at Quinn School of Business (U.C. Dublin) in Spring of 2015).

Prior to her Full-time appointment at The Fox School of Business in 2001, Mary held high level positions (with direct P & L responsibility including President, CEO, CFO/Treasurer) with several small firms (Annual sales ranging from \$1M to \$20M). She specialized in working with businesses seeking strategic and operational reorganization; industries included manufacturing, service, and wholesale organizations.

She received her Master of Business Administration in International Business and Marketing from Temple University in May 1981. She earned her Bachelor of Science Degree in Business Administration/Marketing from Temple University in August 1979.

Experience

Academic Appointments

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| Associate Dean of Academic Programs and Curriculum and Professor, Fox School of Business, Temple University, Philadelphia | July 1, 2022 |
| Associate | 2015-present |
| Assistant Professor, Fox School of Business, Temple University, Philadelphia | 2001-2015 |
| Instructor, Fox School of Business, Temple University, Philadelphia | 1992-2001 |

Non-Academic Employment

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| Consultant, Goal Financial Corporation, Cadillac Corp, Subaru NA, CIA | 2005, 06, and 07 |
| Consultant, St Christopher's School | 2006-2010 |
| CFO-Operations Manager, Parkway Clinical Laboratory | 1996-2001 |
| Technology Facilitator, Pulini Foods | 1995 |
| Treasurer/Corporate Controller/CFO, McClain Seafood | 1991-1992 |
| President/CEO, Warren Industries | 1986-1991 |
| Senior Consultant, Mid-Atlantic Trade Adjustment Assistance Center | 1984-1986 |
| Senior Consultant, The Alexander Proudfoot Company | 1982-1983 |
| Independent Researcher, Self Employed | 1981-1982 |

Education

Degrees

Temple University Teaching in Higher Education Certificate Program
Certificate Adult Education/Organizational Development, Temple University,
Philadelphia

MBA Marketing/International Business, Temple University, Philadelphia

BBA Marketing, Temple University, Philadelphia

Certifications

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| Temple University Teaching in Higher Education Certificate Program | 2020 |
| Temple University, Philadelphia, HazCom/Right to Know | Since 2013 |
| Temple University Research and Graduate Education, eRA IRB Submission Training | Since 2013 |
| Temple University, Philadelphia, Making our Campus Safer (Clery Act) | Since 2013 |
| Harvard University, Cambridge, The Art and Craft of Discussion Leadership | Since 2010 |

Memberships

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| Dean's Review Committee, Regular member | 2018 |
| Provost Appointed Committee for Retired Faculty, Regular member | 2017-2019 |
| Faculty Senate International Programs Committee, Chair (elected) | 2015-2018 |
| Faculty Senate - General Education Executive Committee, Associate member | 2013-2017 |
| TU Faculty Senate-SFF COMMITTEE | 2011-2017 |
| Faculty Senate-Committee for International Programs | 2010-2018 |
| Philadelphia MRA/Insights Association Board, Associate member (Director 2009-2018) | 2009-2018 |
| Philadelphia Area Chapter and National AMA member (Faculty Advisor 2002-2015) | 2002-present |
| Undergraduate Program Committee | 2008-2010 |
| FOX-STHM Graduation Speaker Selection Committee | 2008-2018 |

Teaching Activity

Course taught this Academic Year

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| Consumer and Buyer Behavior: MKTG 3596. 14 weeks in person | Fall 2021 |
| Consumer and Buyer Behavior: MKTG 3596 7 week Compressed online | Spring 2022 |
| Marketing Strategy: MKTG 4501. 7 week compressed online | Fall 2021, Spring 2022 |
| Value Delivery Networks in Marketing: MKTG 3506. 7 week compressed online | Fall 2022 |

Mentoring and advising

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| Master's Thesis Committee Chair | 2015-2018 |
| Master's Thesis Committee | 2016-2018 |
| Marketing Internship Advisor | 2005-2018 |
| AMA Faculty Advisor (CCC member 2008-2013) | 2002-2015 |

Professional Activity

Administrative Assignment

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| Associate Dean of Academic Programs and Curriculum (Fox School | July 1, 2022 |
| Temple Rome Chief Academic Officer | July 1 2018-June |
| Committee Member, TUR Dean Search Committee (Summer and Fall 2019) | 30, 2022 |
| Chair, AVP Search Committee (Ed Abroad and Oversees Campuses 2018) | Spring 2018 |

Editorialships

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| Editor/reviewer McGraw Hill/Marketing Text (Perrault & Cross - Principles Text) | 2013-2018 |
| Editor/Reviewer Principles of Marketing/ KOTLER - Instructor Materials | 2013-2018 |

Journal reviewing / refereeing

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| Review for Marketing Education Review, Peer review of articles on topics related to Marketing Education | 2011-present |
| Review for Journal of International Marketing, Review of academic submissions to the Journal of International Marketing; provide detailed feedback to author as well as a recommendation to the Editor regarding acceptance, rejection, or revision of scholarly articles | 2010-present |
| Review for Marketing Management Association Educator's Conference, Provided Peer review on three articles submitted for publication in Proceedings of the MMA Fall and Spring Educator's Conference. Provided detailed comments and feedback to authors and editor | 2010-present |

Service

Student Placement
Judge
Faculty Mentorship
Other
Industry Interaction