

Mary Teresa Conran (mconran@temple.edu)

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

Overview

In 2018, Associate Professor Mary Conran (from Temple's Fox School of Business) was appointed Temple Rome's first-ever Chief Academic Officer. In this new role, Mary is 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.

Mary works with the Dean of TURome and the staff of TUR on a wide variety of projects and initiatives to support teaching and professional development in Rome and is charged to develop and foster stronger academic connections with Temple University's Main Campus and programs.

As an Associate 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

Associate Professor, Fox School of Business, Temple University, Philadelphia	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

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

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

Memberships

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

Consumer & Buyer Behavior: MKTG 3596 7 wk Compressed online	F 2020, S 2021
Consumer & Buyer Behavior: MKTG 5101 5 wk compressed online/or 12 wk in-person	F 2020, S 2021
Marketing Strategy: MKTG 4501 7 wk compressed online/14 wk online or in-person	F 2020, S 2021
Value Delivery Networks in Marketing: MKTG 3506. 7 wk compressed online	F 2020

Mentoring and advising

Master's Thesis Committee Chair	2015-2018
Master's Thesis Committee	2016-2018
Marketing Internship Advisor	2005-2018

Publication Activity

Book Chapter Publication (Maria Alejandra Gonzalez-Perez et al. (Eds): The Palgrave Handbook of Learning and Teaching International Business and Management, 978-3-030-20414-3, 478898_1_En, (Chap 41)):"Designing and Delivering the Global, Experiential Learning Opportunity: A Case Study of a Faculty-Led MBA Study Abroad Program" M Conran, sole author. ISBN 978-3-030-20414-3 ISBN 978-3-030-20415-0 (eBook)<https://doi.org/10.1007/978-3-030-20415-0> PP 865-890 Journal

Professional Activity

Administrative Assignment

Temple Rome Chief Academic Officer
Committee Member, TUR Dean Search Committee (Summer and Fall 2019)
Chair, AVP Search Committee (Ed Abroad and Oversees Campuses 2019)

Editorialships

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

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

Board Service

Elected member of the Board, Philadelphia Insights Association (2012-2018)

Presentations:

Organized, Managed and Presented the PhD Teaching Workshops for the Marketing Management Association Fall Educator's Conference:

- Chair of PhD Teaching Program Workshop Series 2015, 2016, and 2017

Hosted research presentation on techniques and methods of visualizing Big Data:

- Philadelphia Marketing Research Association (Now, Philadelphia Insights Association) Dec 7, 2016 Philadelphia, PA

Hosted research Panel on Role of Qualitative Data in an era of Big Data:

- Philadelphia Insights Association (formerly, Marketing Research Association) Dec 6, 2017 Philadelphia, PA

Service

Student Placement Advocacy and Counseling

Case Competition Judge

Faculty Mentorship of NTT and Adjunct Faculty

Industry Interaction/Professional Memberships (Philadelphia Insights Association, American Marketing Association, Philadelphia Council for Business Economics, Philly Ad Club)