

## **MARY T. GALVAN**

30 N. Brainard Street  
Naperville, Illinois 60540  
(630) 637-5473  
mtgalvan@noctrl.edu

### **EDUCATIONAL BACKGROUND**

**Doctor of Philosophy in Economics**, May 1988  
Northern Illinois University, DeKalb, Illinois

**Master of Arts in Economics**, May 1981  
Northern Illinois University, DeKalb, Illinois

**Bachelor of Arts in Economics**, May 1979  
Rockford College, Rockford, Illinois

### **WORK EXPERIENCE**

**Associate Professor**, North Central College, Naperville, Illinois 1992-Present  
Involved in teaching various courses in Marketing including: Marketing Research (Undergraduate and Graduate), Marketing Management, & Basic Marketing. Served as Chair of the Business Department.

**Director-Center for Research**, North Central College, Naperville, Illinois 1994-2010  
Involved in supervising the majority of research projects using the Center, writing grant proposals to increase and update equipment, and all day-to-day activities.

**Associate Professor**, St. Xavier University, Chicago, Illinois 1990-1992  
Involved in innovative teaching techniques in various courses including computer simulation games in undergraduate classes as well as a unique case study approach in graduate courses.

**Assistant Professor**, St. Xavier University, Chicago, Illinois 1987-1989  
Taught graduate and undergraduate courses in Statistics, Business and Economics. Involved in department study groups, academic advising, College committees and editor of MBA newsletter.

**Assistant Professor and MBA Program Director**, Rockford College, Rockford, Illinois 1983-1987  
Developed and taught various quantitative courses. Engaged in extensive development of MBA degree program including scheduling and marketing.

## SELECTED COURSES TAUGHT

- Marketing
- Market Research-undergrad
- Market Research-graduate
- Marketing Management
- Marketing Topics
- Consumer Behavior
- Statistics-undergrad
- Statistics-graduate
- International Business

## COLLEGE SERVICE

- Member, General Education Committee Spring 2014-Present
- Member, APAC (sub for faculty on pro-term) Spring 2014 & Winter 2015
- Member, Grievance Committee, 2000- 2003 & 2011-2014
- Member, Academic Policies & Procedures Committee (APAC) 2008-2010
- Acting Chair, Research & Ethics Committee Winter 2010
- Member, Research & Ethics Committee 2007-2010
- Advisor, Mu Kappa Tau-National Marketing Honor Society 2005-Present
- Member, Faculty Personal Committee (FPC) 2004-2007
- Member, Cultural Events Committee 2002-2004
- Member, College Scholars Committee 2000-2002
- Chair, Business Department 1998-1999
- Chair, International Business Search Committee 1998
- Chair, Marketing Search Committee 1999
- Chair, Management Information Systems Search Committee 1999
- Chair, Graduate Studies Committee 1996-1998
- Chair, ad hoc Grade Committee 1996-1997
- Director, Center for Research 1994-2010
- Member, Assessment Committee 1995-1998
- Member, Graduate Studies Committee 1993-1996
- Member, Lenert Scholarship Committee 1993-1998
- Member, President's Planning Council 1990-1992
- Member, MBA Admission Committee 1989-1992
- Coordinator, MBA Student Directory 1989-1992
- Member, Weekend College Curriculum Committee 1988-1992
- Director, MBA Program 1983-1987
- Chair, MBA Committee 1983-1987
- Chair, MBA Advisory Council 1983-1987
- Academic Advisor, Undergraduate Students 1981-Present

## HONORS

- Biography Listed, **Who's Who in America** 2000, 2002, 2004, 2006, 2008, 2010, 2012
- Biography Listed, **Who's Who in American Education** 2003, 2005, 2007, 2009, 2011
- Biography Listed, **Who's Who in the Midwest** 1997, 1998, 1999, 2001, 2003, 2006, 2009
- Biography Listed, **Who's Who in the World** 1995, 1997, 2000, 2002, 2004, 2006, 2008
- Biography Listed, **Who's Who of American Women** 1994, 1999, 2001, 2002, 2004, 2007
- Biography Listed, **The World Who's Who of Women** 1989, 2006

## HONORS CONTINUED

- Distinguished Scholars List 1988
- Hegeler Carus Scholarship for Academic Achievement 1987
- Earhart Foundation Fellowship for Doctorate Work 1986
- Outstanding Young Women of America 1984
- Biography Listed, **America's Names and Faces Library** 1981
- Outstanding Teaching Assistant 1981
- Graduated Magna Cum Laude 1979
- Member, Omicron Delta Epsilon, International Economics Honorary Society 1979
- Wall Street Journal Award for Outstanding Achievement in Economics 1979

## PROFESSIONAL ASSOCIATIONS

- Academy of Business Research
- Academy of International Business
- Academy of Marketing Science
- American Marketing Association
- Marketing Educator's Association
- Marketing Management Association
- Midwest Business Administration Association
- Society of Business Research
- Society for Marketing Advances

## RESEARCH AND PRESENTATIONS

### **“Do Internships Affect Marketing Students’ Perceptions of Business Ethics?”**

Presentation, Academy of Business Research, Indianapolis, IN September 2015  
(Best Paper Award)

### **“Comparing Students’ Learning Style Preferences and Cultural Backgrounds in the**

**Basic Marketing Course”** Presentation, Society of Business Research, Scottsdale, AZ  
March 2014

**“Using Client-Based Projects to Improve Critical Business Skills”** Presentation, Society  
for Marketing Advances, St. Petersburg, FL November 2013

### **“Students’ Perceptions of Client-Based Projects in the Marketing Research Course”**

Presentation, Management Marketing Association, Chicago, IL March 2012

**“Business Students’ Perception of Ethics: Academia vs. Corporate”** Presentation,  
Academy of Business Research, Las Vegas, NV November 2011

**“Cultural Diversity and Students’ Preferred Learning Styles”** Presentation, Academy of  
Business Research, Atlantic City, NJ September 2011

**“Preferred Learning Styles versus Perceived Teaching Styles: Are American Students and International Students Really Different?”** Presentation, Society of Marketing Advances, Atlanta, GA November 2010

**“Preferred Learning Styles versus Perceived Teaching Styles: How Do American Students Compare?”** Academy of International Business, Chicago, IL March 2010

**“Male versus Female Business Professors: Are Their Teaching Styles Consistent with Their Learning Styles?”** Presentation, Management Marketing Association, St. Louis, MO September 2009

**“Do Professors Teach the Same Way They Prefer to Learn?”** Presentation, Midwest Business Administration Association, Chicago, IL March 2009

**“Exploratory Research Comparing Business Professors’ Preferred Learning Styles to Their Current Teaching Styles”** Presentation, Society of Marketing Advances, St. Petersburg, FL October 2008

**“How Learning Style Preferences of Business Professors Compare to Their Overall Teaching Styles in the College Classroom”** Presentation, Midwest Business Administration Association, Chicago, IL April 2008

**“Learning Style Preferences in the Capstone Marketing Courses”** Presentation, Cultural Perspectives in Marketing Conference, New Orleans, LA January 2008

**“Using Correlation Coefficients to Examine the Association Between Academic Performance of Introductory Marketing Students and Their Preferred Learning Styles”** Presentation, Society for Marketing Advances, San Antonio, TX November 2007

**“Learning Style Preferences: A Comparison Between Freshmen and Senior Marketing Students”** Presentation, Management Marketing Association, St. Louis, MO September 2007

**“Using Student Learning Style Preferences to Explain Academic Performance in the Basic Marketing Courses”** Presentation, Marketing Educator’s Conference, San Antonio, TX April 2007

**“Using Correlation Coefficients to Examine the Association Between Academic Performance of Market Research Students and Their Preferred Learning Styles”** Presentation, Midwest Business Administration Association, Chicago, IL March 2007

**“Can Student Learning Styles Predict Academic Performance in Marketing Courses?”** Presentation, Management Marketing Association, Nashville, TN September 2006

**“Revising Courses in the Marketing Curriculum Based on Exploratory Research Using an Index of Learning Styles”** Presentation, Academy of Marketing Science, San Antonio, TX May 2006

**“Using an Index of Learning Styles as a Tool to Develop Client-Based Projects for Market Research Students”** Presentation, Marketing Educator’s Association, San Francisco, CA April 2006

**“Revamping the Teaching of Market Research based on Exploratory Research Using an Index of Learning Styles”** Presentation, Midwest Business Administration Association, Chicago, IL March 2006

**“Learning Styles of Marketing Students: Exploratory Research Using ILS”** Presentation, Management Marketing Association, Kansas City, MO, September 2005

**“A Model of Optimal Strategic Planning for Colleges and Universities”** Paper, (Co-authors: Robert Moussetis and George Nakos) for Midwest Business Administration Association, 2002

**“An Assessment of the Business Curriculum by Alumni”** Presentation, Midwest Marketing Management Association Educator’s Conference, September 1999

**“Bringing the ‘Real World’ into the Classroom”** Presentation, Midwest Marketing Management Association Educator’s Conference, September 1997

**“New Teaching Techniques in Marketing Research: A Technical Twist”** Presentation, Seventh Annual Business/Economics Teaching Conference, November 1996

**“Using a Center for Research as a Tool in the Marketing Curriculum”** Presentation Sixth Annual Business/Economics Teaching Conference, November 1995

**“How Student Perceptions of the Environment Can Enhance the Marketing Curriculum”** (Co-Author: Gary Ernst) Presentation, Sixth Annual Business/Economics Teaching Conference, November 1995

**“Comparative Analysis of Academic and Practitioner Emphasis on MBA Statistical Concepts”** (Co-Author: Henry Novak) Presentation, Midwest Business Administration Association, March 1993

**“The Use of Hypothetical Wage Rates to Explain Male-Female Wage Differentials in Illinois”** Presentation, Illinois Economics Association Meetings, October 1992

**“Case Methods in Teaching the MBA Statistics Course”** (Co-Author: Henry Novak) Presentation, Midwest Business Administration Association Meetings, March 1991

**Male-Female Wage Differentials: An Empirical Study by Regions and Occupations** Doctoral Dissertation, May 1988

**“The Use of Regions and Occupations as a New Twist to Evaluate the Old Female-Male Wage Differential Problem”** Presentation, Western Economics Association International Meetings, June 1989

**“Male-Female Wage Differentials: An Empirical Study by Regions and Occupations”**  
Presentation, Midwest Business Administration Association Meetings, March 1989

**“Male-Female Wage Differentials: The Sunbelt Region Vs. the United States”**  
Presentation, American Economics Association, December 1988

**“The Gender Gap: An Updated Statistical Approach”** Presentation, Midwest Business Administration Association Meetings, March 1987

**“New Evidence Concerning the Gender Gap”** Presentation, Midwest Economics Association Meetings, March 1987

**“How to Forecast Interest Rate Trends”** Presentation, Rockford College Alumni Association, November 1986

**“The Future of Central Business Districts as Viable Financial Centers”** Presentation, Midwest Economics Association Meetings, March 1984

**“Suburbanization of Banking”** Presentation, Midwest Business Administration Association Meetings, March 1984

## **PUBLICATIONS**

**“Do Internships Affect Marketing Students’ Perceptions of Business Ethics?”**  
Proceedings, Academy of Business Research, September 2015

**“Comparing Students’ Learning Style Preferences and Cultural Backgrounds in the Basic Marketing Course”** Proceedings, Society of Business Research, March 2014

**“Using Client-Based Projects in the Marketing Research Course”** Proceedings, Society for Marketing Advances, November 2013

**“Students’ Perceptions of Client-Based Projects: Do They Improve Critical Business Skills?”** Proceedings, Management Marketing Association, March 2012

**“Business Students’ Perception of Ethics: Academia vs. Corporate”** Proceedings, Academy of Business Research, November 2011

**“Cultural Diversity and Students’ Preferred Learning Styles”** Proceedings, Academy of Business Research, September 2011

**“Preferred Learning Styles versus Perceived Teaching Styles: Are American Students and International Students Really Different?”** Proceedings, Society of Marketing Advances, October 2010

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**“Male versus Female Business Professors: How Do Their Preferred Learning Styles & Teaching Styles Compare?”** Proceedings, Management Marketing Association, September 2009

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**“Exploratory Research Comparing Business Professors’ Preferred Learning Styles to Their Current Teaching Styles”** Proceedings, Society of Marketing Advances, October 2008

**“How Learning Style Preferences of Business Professors Compare to Their Overall Teaching Styles in the College Classroom”** Proceedings, Midwest Business Administration Association, April 2008

**“Learning Style Preferences in the Capstone Marketing Course”** Proceedings, Cultural Perspectives in Marketing Conference, January 2008

**“Using Correlation Coefficients to Examine the Association Between Academic Performance of Introductory Marketing Students and Their Preferred Learning Styles”** Proceedings, Society for Marketing Advances, November 2007

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**“A Model of Optimal Strategic Planning for Colleges and Universities”** Proceedings  
Midwest Business Association 2002

**Male-Female Wage Differentials: An Empirical Study by Regions and Occupations**  
Doctoral Dissertation 1988

**“The Use of Regions and Occupations as a New Twist to Evaluate the Old Female-  
Male Wage Differential Problem”** Proceedings Western Economic International  
Meetings 1989

**“How to Forecast Interest Rate Trends”** Annual Alumni News 1986

**“Suburbanization of Illinois Banks”** Proceedings Illinois Economic Association  
Meetings, 1983