

## **Ms. Mary B. Deconinck**

Western Carolina University  
School of Marketing, Entrepreneurship, Sport Management, and Hospitality and Tourism Management  
(828) 227-2476  
Email: mdeconinck@email.wcu.edu

### **Education**

MBA, Central Missouri State University, 1984.

BSBA, Central Missouri State University, 1983.  
Major: Management

### **Academic, Government, Military, and Professional Positions**

#### **Academic**

Assistant Professor of Marketing, Western Carolina University. (January 2006 - Present).

### **Licensures and Certifications**

North Carolina Mediation Certification. (March 19, 2011 - Present).

Chally Certified Analyst, HR Chally/University Sales Education Foundation. (June 25, 2010 - Present).

### **Professional Memberships**

Global Science and Technology Forum, GSTF, International. (February 2013 - Present).

Marketing Management Association, MMA, National. (August 2010 - Present).

### **Development Activities Attended**

Institute, "College of Business 2020 Online Course Design Institute", WCU Coulter Faculty Commons, Cullowhee, NC, United States. (May 13, 2020 - December 7, 2020).

Workshop, "Academic Learning Communities Workshop", Western Carolina University. (March 4, 2016).

### **Awards and Honors**

Student Nominated Faculty of the Year Award, WCU Student Government Association. (April 21, 2017).

## **TEACHING**

### **Teaching Experience**

#### **Western Carolina University**

BA 133, Introduction to Business, 2 courses.  
MKT 201, Principles of Marketing, 31 courses.  
MKT 302, Integrat Mkt Comm Strtgy, 3 courses.  
MKT 342, Integrat Mkt Comm Strtgy, 7 courses.  
MKT 403, Advertising Management, 1 course.

## Non-Credit Instruction

Guest Lecture, 60 participants. (November 10, 2016).

## Directed Student Learning

Undergraduate Honors Project or Thesis, "Marketing Plan for Lifestraws," College of Business. (January 24, 2020 - April 20, 2020).  
Advised: Allison Biddix

Undergraduate Honors Project or Thesis, "Self Integrated Marketing Communications Plan," College of Business. (January 24, 2020 - April 20, 2020).  
Advised: Carling Deehr

Undergraduate Honors Project or Thesis, "Marketing Plan for Playstation 4," College of Business. (January 24, 2020 - April 20, 2020).  
Advised: Isaac Kogure

Undergraduate Honors Project or Thesis, "Marketing Plan for Chevy Silverado," College of Business. (January 24, 2020 - April 20, 2020).  
Advised: Michael Austin

Undergraduate Honors Project or Thesis, "Self Integrated Marketing Communications Campaign," College of Business. (January 24, 2020 - April 20, 2020).  
Advised: Savannah Hutsell

Undergraduate Honors Project or Thesis, "Self Integrated Marketing Communications Campaign." (January 24, 2020 - April 20, 2020).  
Advised: Tanner Norman

Undergraduate Honors Project or Thesis, "Gatorade," College of Business. (August 30, 2019 - November 25, 2019).  
Advised: Cassie Ramaswamy

Undergraduate Honors Project or Thesis, "Self Integrated Marketing Communication Campaign/ Altar'd State," College of Business. (August 30, 2019 - November 25, 2019).  
Advised: Emilie Amar

Undergraduate Honors Project or Thesis, "Self Integrated Marketing Communication Campaign/ Trevor Project," College of Business. (August 30, 2019 - November 25, 2019).  
Advised: Julia Vincent

Undergraduate Honors Project or Thesis, "Self Integrated Marketing Communications Campaign," College of Business. (January 25, 2019 - April 24, 2019).  
Advised: Andrew Pyle

Undergraduate Honors Project or Thesis, "Lifestraw," College of Business. (January 25, 2019 - April 24, 2019).  
Advised: Ashley Johnson

Undergraduate Honors Project or Thesis, "Self Integrated Marketing Communications Campaign," College of Business. (January 25, 2019 - April 24, 2019).  
Advised: Brittany Hard

Undergraduate Honors Project or Thesis, "Self Integrated Marketing Communications Campaign," College of Business. (January 25, 2019 - April 24, 2019).

Advised: Kirsten Beach

Undergraduate Honors Project or Thesis, "Coca-Cola," College of Business. (January 25, 2019 - April 24, 2019).

Advised: Megan Fleming

Undergraduate Honors Project or Thesis, "Nissin Ramen Noodles," College of Business. (January 25, 2019 - April 24, 2019).

Advised: Savannah Hutsell

Undergraduate Honors Project or Thesis, "Chuck Taylor Converse," College of Business. (August 31, 2018 - November 28, 2018).

Advised: Dalton Gossett

Undergraduate Honors Project or Thesis, "Roku," College of Business. (August 31, 2018 - November 28, 2018).

Advised: Dominique Buteau

Undergraduate Honors Project or Thesis, "Self IMC Campaign," College of Business. (August 31, 2018 - November 28, 2018).

Advised: Faith Deweese

Undergraduate Honors Project or Thesis, "Self IMC Campaign," College of Business. (August 31, 2018 - November 28, 2018).

Advised: Jamie Speth

Undergraduate Honors Project or Thesis, "Black Rifle Coffee," College of Business. (August 31, 2018 - November 28, 2018).

Advised: Kiley Brown

Undergraduate Honors Project or Thesis, "Starbuck's/Pumpkin Spice Latte," College of Business. (August 31, 2018 - November 28, 2018).

Advised: Mailee Weaver

Undergraduate Honors Project or Thesis, "Nintendo Switch," College of Business. (August 31, 2018 - November 28, 2018).

Advised: Travis Cone

Undergraduate Honors Project or Thesis, "Self IMC Campaign," College of Business. (January 26, 2018 - April 20, 2018).

Advised: Aaron Alexander

Undergraduate Honors Project or Thesis, "Subaru Impreza Marketing Analysis," College of Business. (January 26, 2018 - April 20, 2018).

Advised: Graham Maney

Undergraduate Honors Project or Thesis, "Nintendo Switch Marketing Analysis," College of Business. (January 26, 2018 - April 20, 2018).

Advised: Jadie Roten

Undergraduate Honors Project or Thesis, "Self IMC Campaign," College of Business. (January 26, 2018 - April 20, 2018).

Advised: Justin Earp

Undergraduate Honors Project or Thesis, "Kylie Jenner Lip Kits Marketing Analysis," College of Business. (January 26, 2018 - April 20, 2018).

Advised: Madison Curtis

- Undergraduate Honors Project or Thesis, "Quaker Oats Marketing Analysis," College of Business. (January 26, 2018 - April 20, 2018).  
Advised: Mallaidh Mleziva
- Undergraduate Honors Project or Thesis, "Self IMC Campaign," College of Business. (January 26, 2018 - April 20, 2018).  
Advised: Samantha Harris
- Undergraduate Honors Project or Thesis, "Speaker Necklace/Lacey-Tunes Company," College of Business. (September 1, 2017 - November 29, 2017).  
Advised: Brittany Hard
- Undergraduate Honors Project or Thesis, "True-Pets/Cra-Z-Kidz Company," College of Business. (September 1, 2017 - November 29, 2017).  
Advised: Callie Hendrick
- Undergraduate Honors Project or Thesis, "The Balloon/MilesTikes, Inc.," College of Business. (September 1, 2017 - November 29, 2017).  
Advised: Christian Greer
- Undergraduate Honors Project or Thesis, "Nitro Heist Game/Karthstrom Tabletop Leisure Products, Inc.," College of Business. (September 1, 2017 - November 29, 2017).  
Advised: Joseph Bair
- Undergraduate Honors Project or Thesis, "Lively Mirror/Eady Inc.," College of Business. (September 1, 2017 - November 29, 2017).  
Advised: Kathryn Eady
- Undergraduate Honors Project or Thesis, "Self IMC Campaign," College of Business. (September 1, 2017 - November 29, 2017).  
Advised: Ryan Stertzbach
- Undergraduate Honors Project or Thesis, "Disney World's Marketing Strategy." (January 20, 2017 - April 19, 2017).  
Advised: Abby Yarber
- Undergraduate Honors Project or Thesis, "Hormel's Marketing Strategy/Skippy Peanut Butter." (January 20, 2017 - April 19, 2017).  
Advised: Beau Morgan
- Undergraduate Honors Project or Thesis, "Ford's Marketing Strategy/F-150 Truck." (January 20, 2017 - April 19, 2017).  
Advised: Evan Tucker
- Undergraduate Honors Project or Thesis, "Louis Vuitton's Marketing Strategy." (January 20, 2017 - April 19, 2017).  
Advised: Lauren Davis
- Undergraduate Honors Project or Thesis, "Nabisco's Marketing Strategy/Oreos." (January 20, 2017 - April 19, 2017).  
Advised: Nicole (Amy) Fournier
- Undergraduate Honors Project or Thesis, "Yeti's Marketing Strategy." (September 9, 2016 - November 30, 2016).  
Advised: Joseph Marvin

- Undergraduate Honors Project or Thesis, "Self IMC Plan with Disney." (September 9, 2016 - November 30, 2016).  
Advised: Kathryn Greene
- Undergraduate Honors Project or Thesis, "Keuring's Marketing Strategy." (September 9, 2016 - November 30, 2016).  
Advised: Katie Dransfield
- Undergraduate Honors Project or Thesis, "CoverGirl's Marketing Strategy." (September 9, 2016 - November 30, 2016).  
Advised: Katie Leonard
- Undergraduate Honors Project or Thesis, "Self IMC Plan with General Electric." (September 9, 2016 - November 30, 2016).  
Advised: Madison Wainwright
- Undergraduate Honors Project or Thesis, "Pepsi's 1893 Marketing Strategy." (September 9, 2016 - November 30, 2016).  
Advised: Mark Vollmer
- Undergraduate Honors Project or Thesis, "DisneyWorld's Marketing Strategy." (September 9, 2016 - November 30, 2016).  
Advised: Matthew Robbins
- Undergraduate Honors Project or Thesis, "Clairol Herbal Essence's Marketing Strategy." (September 9, 2016 - November 30, 2016).  
Advised: Taylor Luibrand
- Undergraduate Honors Project or Thesis, "Self IMC Plan with Ubisoft." (September 9, 2016 - November 30, 2016).  
Advised: Wayne Carino
- Honors Project, College of Business. (January 22, 2016 - April 20, 2016).  
Advised: Katie Greene
- Honors Project, College of Business. (January 22, 2016 - April 20, 2016).  
Advised: Lorren Bradley
- Honors Project, College of Business. (January 22, 2016 - April 20, 2016).  
Advised: Shawn Marcie
- Honors Project, College of Business. (September 4, 2015 - November 23, 2015).  
Advised: Alexandra Brunt
- Honors Project, College of Business. (September 4, 2015 - November 23, 2015).  
Advised: Dianne Schleicher
- Honors Project, College of Business. (September 4, 2015 - November 23, 2015).  
Advised: Emily Bledsoe
- Honors Project, School of Health Sciences. (September 4, 2015 - November 23, 2015).  
Advised: K'leigh Rathbone
- Honors Project, College of Business. (September 4, 2015 - November 23, 2015).  
Advised: Michael James
- Honors Project, College of Business. (September 4, 2015 - November 23, 2015).

Advised: Nathaly Brazzero

Honors Project. (January 23, 2015 - April 24, 2015).  
Advised: Assael Mendoza-Santos

Honors Project. (January 23, 2015 - April 24, 2015).  
Advised: Jakob Phillips

Honors Project. (January 23, 2015 - April 24, 2015).  
Advised: Joshua Blevins

## **Awards and Honors**

Bloomberg Business Week Teaching Award 2017-2018, WCU College of Business, Teaching.  
(April 27, 2018).

Creative and Innovative Teaching Award Finalist 2017-2018, WCU College of Business, Teaching.  
(April 27, 2018).

Bloomberg Business Week Teaching Award 2016-2017, WCU College of Business, Teaching,  
College. (April 21, 2017).

WCU First Year Advocate Faculty Nominee, Division of Academic Affairs, Teaching. (April 6,  
2017).

Bloomberg Business Week Teaching Award 2015-2016, WCU College of Business, Teaching.  
(April 16, 2016).

Creative and Innovative Teaching Award Finalist, WCU College of Business, Teaching, College.  
(April 16, 2016).

Professor of Excellence, WCU College of Business, Teaching, College. (April 16, 2016).

WCU First Year Advocate Faculty Nominee, Division of Academic Affairs, Teaching. (April 7,  
2016).

Professor of Excellence Finalist, College of Business, Teaching. (April 18, 2015).

## **RESEARCH**

### **Published Intellectual Contributions**

#### **Journal Articles**

DeConinck, J., & DeConinck, M. B. The Mediating Role of Job Embeddedness on Search Behavior Intentions. *To appear in Global Journal of Management and Marketing*. <https://www.IGBR.org>

DeConinck, J., Johnson-Busbin, J., DeConinck, M. B., & Busbin, J. (2019). The Influence of Job Embeddedness on Turnover Intentions Among Advertising Managers. *Archives of Business Research*, 7(1), 137-146. <http://scholarpublishing.org/index.php/ABR/index>

DeConinck, J., Moss, H., & DeConinck, M. B. (2018). The Relationship Between Servant Leadership, Perceived Organizational Support, Performance, and Turnover Among Business To Business Salespeople. *Global Journal of Management & Marketing*, 2(1), 38-52. <http://www.igbr.org/journals/management-and-marketing>

DeConinck, J., DeConinck, M. B., & Moss, H. (2016). The Relationship Among Ethical Leadership: Ethical Climate, Supervisory Trust, and Moral Judgement. *Academy of Marketing Studies Journal*, 20(3), 89-99. [http://www.alliedacademies.biz/Publications/Journals/amsj\\_vol\\_20\\_no\\_3\\_2016.pdf](http://www.alliedacademies.biz/Publications/Journals/amsj_vol_20_no_3_2016.pdf)

DeConinck, J., DeConinck, M. B., & Lockwood, F. (2015). Influence of Job Fit, Perceived Support, and Organizational Identification in the Sales Force: An Analysis of Antecedents and Outcomes. *Archives of Business Research/Society for Science and Education*, 3(5), 51-60. <http://dx.doi.org/10.14738/abr.35.1489>.

## **Presentations Given**

DeConinck, M. B., WCU Student Athletes, "Test Prep/Test Taking Strategies," Western Carolina University. (November 18, 2019).

Kelley, K. R., DeConinck, M. B., Logan, D. R., Macaulay, A. S., Noltensmeyer, C. J., Rose, A. J., 4th Annual Inclusion Summit, "WCU faculty perspectives and experiences: Inclusive practices at the college level," WCU School of Teaching and Learning/College of Education and Allied Professions, University Center, Cullowhee, NC. (June 2019).

## **SERVICE**

### **University Service**

Committee Member, Advising Center Advisory Board. (February 12, 2019 - Present).

Committee Member, Campus Honors Advisory Committee. (September 2018 - Present).

Committee Member, Assurance of Learning Committee. (January 2014 - Present).

Faculty Advisor. (August 2007 - Present).

Committee Member, UP (University Participant Program) Steering Committee. (February 2020 - May 2020).

Reviewer, Honors College Portz Scholar Student Paper Reviewer. (May 18, 2020 - May 22, 2020).

Program Coordinator, MKT Department Advising Day Coordinator. (October 1, 2019 - March 1, 2020).

Committee Member, MKT Faculty Position Search Committee. (December 2019 - February 2020).

COB/MKT Department Representative, WCU Open House. (February 22, 2020).

Program Coordinator, MKT 201 Textbook Coordinator. (August 1, 2019 - December 31, 2019).

Attendee, Graduation, Graduation Faculty Processional. (December 14, 2019).

Committee Member, MKT Faculty Position Search Committee. (May 16, 2019 - May 28, 2019).

COB/MKT Representative, WCU Open House. (February 23, 2019).

Attendee, Graduation, Graduation Faculty Processional. (December 15, 2018).

Attendee, Graduation, Graduation Faculty Processional. (May 12, 2018).

Mentor, Whee First. (August 2017 - April 2018).

COB/MKT Representative, WCU Open House. (February 24, 2018).

Selected faculty (appointed by Travis Bullock/Advising Center), Administrative Program Review for Advising Center-Campus Visit. (February 13, 2018).

Coordinator of major assessment activities for MKT 201/BSBA (Global Knowledge), Assurance of Learning. (January 2017 - May 2017).

Committee Member, MKT Faculty Position Search Committee. (January 2017 - May 2017).

COB/MKT Representative, WCU Open House. (February 25, 2017).

Attendee, Graduation, Graduation Faculty Processional. (December 17, 2016).

Coordinator of major assessment activities for MKT 201/BSBA (Written Communication), Assurance of Learning. (January 2016 - May 2016).

Attendee, Graduation, Graduation Processional. (May 6, 2016).

Presenter of MKT Scholarships and Awards, College of Business Scholarship and Awards Ceremony. (April 16, 2016).

COB/MKT Representative, WCU Open House. (February 20, 2016).

Transfer Student Orientation. (January 8, 2016).

Chally Presentation to MKT 206 (2 courses/Julie Johnson-Busbin). (September 29, 2015).

AACSB AoL Training (Tampa, FL), Assurance of Learning Committee. (June 3, 2015 - June 4, 2015).

COB Scholarship and Awards Ceremony. (April 18, 2015).

Chally Presentation to MKT 206 (2 courses)/Julie Johnson-Busbin. (March 5, 2015).

Transfer Student Orientation. (January 9, 2015).

### **Professional Service**

Reviewer, Textbook, McGraw-Hill Publishers. (March 20, 2017 - March 24, 2017).

Reviewer, Textbook, McGraw-Hill Publishers. (March 6, 2017 - March 17, 2017).

Reviewer, Textbook, Rowan & Littlefield Publishers. (September 2016).

One of 17 marketing faculty invited to attend Principles of Marketing Symposium (New Orleans, LA), McGraw-Hill. (February 26, 2015 - February 28, 2015).

### **Public Service**

Volunteer, First United Methodist Church, Waynesville, NC. (October 8, 2019 - October 17, 2019).

Committee Member, Haywood County Schools Parent and Community Partners Advisory



Committee for Exceptional Children/Special Needs Students. (January 2013 - June 2019).

Committee Member, Haywood County Schools Long Range Planning Committee for Teaching and Learning, Waynesville, NC. (October 2018 - May 2019).

Volunteer, Future Farmers of America/Tuscola High School, Waynesville, NC. (April 27, 2019).

Volunteer, Tim Tebow "Night To Shine", Canton, NC. (February 8, 2019).

Volunteer, First United Methodist Church, Waynesville, NC. (October 2, 2018 - October 18, 2018).

Volunteer, Future Farmers of America/Tuscola High School, Waynesville, NC. (April 28, 2018).

Volunteer, First United Methodist Church, Waynesville, NC. (October 15, 2017 - October 31, 2017).

Volunteer, Future Farmers of America/Tuscola High School, Waynesville, NC. (April 29, 2017).

Officer, Secretary, Camp Ability of Haywood County, Waynesville, NC. (January 2012 - December 2016).

Volunteer, First United Methodist Church, Waynesville, NC. (October 2016).

Volunteer, Camp Ability Haywood County, Waynesville, NC. (July 5, 2016 - July 8, 2016).

Volunteer, Haywood County Schools, Waynesville, NC. (May 24, 2016 - May 25, 2016).

Volunteer, Haywood County Special Olympics, Waynesville, NC. (May 5, 2016).

Volunteer, Future Farmers of America/Tuscola High School, Waynesville, NC. (April 23, 2016).

Volunteer, First United Methodist Church of Waynesville, Waynesville, NC. (October 2015 - November 2015).

Volunteer, Camp Ability Haywood County, Waynesville, NC. (July 6, 2015 - July 17, 2015).

Volunteer, Haywood County Special Olympics. (May 1, 2015).

Ticket Sales and Concessions, Tuscola High School Soccer. (March 4, 2015 - March 11, 2015).

## **School Service**

"Financial Planning/Budgeting/Cost", 1 services, No, Individual District(s), Haywood (440) (Tuscola High School), 15 B-12 students served, 1 teachers served. (November 21, 2019).

"Proctor/EOG Exams", 2 services, No, Individual District(s), Haywood (440) (Waynesville Middle School). (May 31, 2016 - June 1, 2016).

"Proctor/EOG Exams", 2 services, No, Individual District(s), Haywood (440) (Waynesville Middle School). (May 27, 2015 - May 28, 2015).