

MARY LEE STANSIFER, Ph.D.

EDUCATION

Northwestern University

Evanston, Illinois September 1985 - December 1989

Doctor of Philosophy in Marketing

Specialization: International Consumer Behavior

Indiana University

Bloomington, Indiana August 1982 - May 1984

Masters in Business Administration

Major: Marketing

University of Kansas

Lawrence, Kansas June 1978 - May 1982

Bachelor of Arts with Distinction

Majors: Spanish, Political Science, and Latin American Area Studies

PROFFESIONAL EXPERIENCE

University of Colorado at Denver

Denver, Colorado

Senior Instructor 2006 – Present

Instructor September 1998 - 2006

Visiting Assistant Professor January 1996 - May 1998

University of Colorado at Boulder

Boulder, Colorado Summer 1994 - Fall 1995

Instructor

Regis University

Denver, Colorado Summer 1994

Adjunct

University of Denver

Denver, Colorado Fall 1989 - Spring 1994

Assistant Professor

Calder LaTour Associates

Evanston, Illinois June 1986 - August 1986

Research Analyst. Assisted Consultants in Health Care Marketing Consulting.

Sterling Drug Inc.

New York, New York May 1983 - August 1983

Marketing Intern, Sterling International Group.

REFEREED PUBLICATIONS

Parthasarathy, Madhavan, Mary Lee Stansifer and Rajeev Kumra, "A Longitudinal Study of Changing Perceptions Toward an Iconic Brand in a Developing Country," *Journal of Indian Business Review*, Vol. 2, No 3, 2010, 138-152.

Parthasarathy, Madhavan, Vicki Lane and Mary Lee Stansifer, "A Time-Based Analysis Of Changing Consumer Values In India," *Journal of Indian Business Review*, Vol. 7, No. 3, 2015.

BOOK AND BOOK CHAPTERS

Stansifer Mary Lee and Randy Weldon, "How Can a Business Learn More About its Customers Using IT?" in Laube, David R. and Raymond F. Zamutto, eds., *Making Information Technology Work: 100 Questions Every Manager Needs*, Stanford, CA: Stanford University Press, 2003.

Stern, Louis W., Adel I. El-Ansary, Roy A. Miller, Mary Lee Stansifer, and Yong June Kim, *Instructor's Manual With Tests for Marketing Channels*, Third Edition, Engelwood Cliffs, New Jersey: Prentice-Hall, 1988.

NON-REFEREED PUBLICATIONS

"Cross-National Product Dimensions," in *Dimensions of International Business*, no. 5, Spring 1991, ed. N. Papadopoulos, Director of the International Business Study Group, School of Business, Carleton University, Ottawa, Canada.

COURSES TAUGHT

First Year seminar (Current Topics in Business) (Undergraduate)

International Marketing (Undergraduate and Graduate)

Introduction to Marketing (Undergraduate and Continuing Education)

Principles of Marketing (Graduate)

Marketing Research (Undergraduate and Graduate)

Marketing in Spain (Undergraduate and Graduate)

Marketing in Costa Rica (Undergraduate and Graduate)

Marketing and IT in Chile (Undergraduate and Graduate)

Consumer Behavior (Undergraduate)

Customer Satisfaction (TQM) (Undergraduate, short course)

Global Business (Undergraduate, short course)

Marketing in EC 1992 (Undergraduate)

Global Perspectives (Graduate Course on International Business Environment, team taught)

Introduction to Business (Undergraduate)

RECOGNITIONS AND HONORS

High Impact practices (HIP) Grants CU Denver Writing and Diversity 2016

Northwestern University: International Management Doctoral Consortium, 1988
and Northwestern University Scholar.

Indiana University: Beta Gamma Sigma and Indiana University Scholar.

University of Kansas: Phi Beta Kappa, Departmental Honors in Political Science and Latin American Area Studies, Sigma Delta Pi (Spanish Honor Society), Pi Sigma Alpha (Political Science Honor Society), and State of Kansas Scholar.

UNIVERSITY OF COLORADO AT DENVER SERVICE ACTIVITIES

Faculty Advisor to the Marketing Club

September 1998 –Present

Core Curriculum Oversight Committee (CCOC)

Member 2014-present

First Year Seminar Faculty Committee

Sept 2005- 2014

First Year Seminar Steering (Review) Committee

September 2005 – 2012

Faculty Council Committee on Women

September 2005 – 2010; Secretary – 2007- 2010

Business School Scholarship Committee

2008- Present

Women's Issues Sub-Committee of the Faculty Assembly

September 2001 – 2005; Co-Chair September 2004 – May 2005

I represented the WIC at the Faculty Assembly Meetings and Retreats.

Business School Undergraduate Curriculum Review Committee

September 2005-May 2006

Symposium: The Undergraduate Experience: 2006 and Beyond, Richard J. Light

September 23, 2005

Undergraduate Symposiums at CU Denver

2006-20016

PROFESSIONAL SERVICE ACTIVITIES

Journal of International Marketing Strategy

Reviewer 2012- Present

Business School Faculty Development (CIBER) trip to Southern Africa

May 2016

Business School Faculty Development (CIBER) trip to Vietnam

Jan 2014

Business School Faculty Development (CIBER) trip to China

January 2006

CIBER Conference

CIBER Western Regional Conference, Denver, CO Oct 2013 and Oct 2106

Digital Marketing Summit

June 2016, June 2017

First Year Experience Conference, Denver, CO March 2010

Conference paper reviewer November 2009 and November 2010

Symposium on Cross-Cultural Consumer and Business Studies

Conference paper reviewer 1993

Journal of Advertising

Reviewer for Special Issue on International Advertising 1991

Academy of International Business

Conference paper reviewer 1990 and 1991