

CURRICULUM VITAE  
Mary L. Carsky, Ph.D.

Home address:  
44 Vinetta Drive  
Vernon, CT. 06066  
(860) 872-4729  
fax (860) 872-5509  
e-mail: Carsky@mail.Hartford.edu

Business address:  
University of Hartford  
West Hartford, CT 06117  
(860) 768-4760  
fax (860) 769-4226

**Education:**

Ph.D. (1985) Virginia Polytechnic Institute and State University,  
College of Human Resources  
Field of Study: Consumer Sciences with Marketing Minor  
Dissertation: Consumer Satisfaction with Food Marketing Services: The Effects of In-Store Information and Education Programs.

M.A. (1976) The University of Connecticut, School of Home Economics  
Field of Study: Clothing and Textiles

B.S. (1973) The University of Connecticut, School of Home Economics  
Field of study: Clothing and Textiles

**Employment:**

- 2000 - Professor and Chair: Management/Marketing Department  
University of Hartford, West Hartford, CT
- 1995 to Associate Professor and Chair: Marketing/Management Department  
2000 University of Hartford, West Hartford, CT
- 1989 to Assistant Professor of Marketing  
1995 University of Hartford, West Hartford, CT  
Courses taught: Marketing Research, Consumer Behavior, Customer Satisfaction, Marketing Management, Retail Management
- 1986 to Assistant/Associate Professor of Marketing  
1988 Eastern Connecticut State University, Willimantic, CT  
Courses taught: Principles of Marketing, Advertising, Consumer Behavior, Retail Management, Marketing Research
- 1979 to Instructor/Lecturer in Consumer/Family Economics  
1986 The University of Connecticut, School of Family Studies  
Courses taught: Consumer Finance, Consumer Interest, Consumer Economics, Clothing and Human Behavior, Apparel Technology, Internships
- 1977 to Director of Fashion Merchandising/Instructor  
1979 Bay Path Junior College, Longmeadow, MA  
Courses taught: Textiles, Clothing and Human Behavior, Consumer Behavior, Personal Selling, Retailing, Merchandising, Retail Internships

**Professional Affiliations:**

AMA (American Marketing Association)  
ACR (Association for Consumer Research)  
AMS (Academy of Marketing Science)  
Board of Directors: Marketing History Association  
Board of Directors: International Society for Quality-of-Life Studies  
Board of Directors: ACCI (American Council on Consumer Interests)

### **Grants and Honors:**

University of Hartford Coffin Grant (with Susan Coleman) to study women  
Entrepreneurs and banking relationships.

University of Hartford Barney School of Business and Public Administration  
Research Grant to investigate the history of the study of consumption (1991).

University of Hartford Coffin Grant to compare advertising campaigns of men's and  
women's copywriter groups 1910-1940 (1990).

Grant from the Connecticut State University system to study the effects of home based  
work on family quality-of-life (1989).

Grant from the Eastern Connecticut State University Foundation to study the effects of  
home based work on family quality-of-life (1988).

Fellowship from the Home Economics Research Foundation to pursue doctoral study  
(1983).

Grant from the Joint Council on Economics Education to develop programming for pre-  
service/in-service teacher education in Consumer Economics (1982).

Grant from the State of Connecticut Department of Education to develop in-service  
programs on consumer education (1981).

Grant from the University of Connecticut to study clothing habits of residents at  
Mansfield Training School (1974).

Recipient of two scholarships from the Connecticut State Federation of Women's clubs  
(1973-1974).

Member of Phi Kappa Phi (1984).

Bachelor of Science degree conferred summa cum laude with Distinction in Clothing,  
Textiles and Interior Design (1973).

## PUBLICATIONS

### Books and Monographs:

Steinberg, M. S., Carsky, M. L., & Kelliher, N. (1990) Instructor's Manual for Principles of Marketing. Chicago: Scott Foresman and Company.

Carsky, M. L., ed. (1990) The Proceedings: American Council on Consumer Interests 36th Annual Conference. New Orleans, LA: March 28-31, 1990.

Carsky, M. L., ed. (1989) The Proceedings: American Council on Consumer Interests 35th Annual Conference. Baltimore, MD: March 29 - April 1, 1989.

Carsky, M. L. (1985) Consumer Satisfaction with Food Marketing Services: The Effects of In-store Information and Education Programs. Unpublished doctoral dissertation. Blacksburg, VA: Virginia Polytechnic Institute and State University.

Astromowicz, P., Carsky, M. L., & Nichols, S.K. (1983) A Summary of Consumer Laws. (Revised 1985).

Carsky, M. L. (1983) Advertising: Costs & Benefits. (A teaching module on advertising for secondary students).

Carsky, M. L. (1978) A Practical Guide to Textiles. Longmeadow MA: Bay Path Junior College.

### Book Chapters:

Carsky, M.L. (1997) "Regulation of Food Safety" in Kenneth J. Meier and E. Thomas Garman (eds.). Regulation and Consumer Protection: Politics, Bureaucracy, and Economics 3<sup>rd</sup> edition. Houston: Dame Publications, Inc.

Carsky, M. L. (1994) "Regulation of Food Safety" in Kenneth J. Meier and E. Thomas Garman (eds.). Regulation and Consumer Protection: Politics, Bureaucracy, and Economics 2nd edition. Houston: Dame Publications, Inc.

Kennedy, E. J., Carsky, M. L., & Zuckerman, M. E. (1994) "The 'Mommy' Track: Impact of Family Life on Women in the Professorate", in Women & Work: An Encyclopedia. New York: Garland Publishing Co.

### Book Reviews:

Carsky, M.L. (1999) A review of: *In Defense of History* (Richard D. Evans W.W. Norton 1997). In Journal of Macromarketing (forthcoming).

Carsky, M.L. (1998) A review of: *The Consumer Society* (edited by Neva Goodwin, et al. 1997). In Journal of Macromarketing, 18 (2), 176-178.

Carsky, M.L. (1999) A review of *The Encyclopedia of the Consumer Movement* (edited by Stephen Brobeck, Robert Mayer, and Robert O. Herrmann, ABC-CLIO Inc. 1997). In Journal of Public Policy & Marketing, 18 (1), 130-133.

Carsky, M. L. (1996) a review of: *Consumer Involvement: Concepts and Research* (Laaksonen, Pirjo 1994). In Journal of Consumer Affairs, 30 (2).

Carsky, M. L. (1994) A review of: *Creating an American Institution: The Merchandising Genius of J.C. Penney* (Curry, Mary Elizabeth 1994). In Business History Review, 68 (summer), 293-294.

#### **Published Articles (refereed):**

Carsky, M.L., R.A. Dickinson, & C.R. Canedy, III (1998) The evolution of quality in consumer goods. Journal of Macromarketing, Vol. 18 (2), 132-143. (best paper 1998-1999)

Coleman, S. & M.L. Carsky (1999) Sources of capital for small family owned businesses: Evidence from the national survey of small business finances. Family Business Review, Vol. 12 (1) 73-85.

Carsky, M.L. & S. Coleman (1998) An exploratory study of international student satisfaction, CS/D&CB, Vol. 11 (1), 152-158.

Coleman, S. & M.L. Carsky (1997) Women Owned Businesses and bank switching: The role of customer service, Journal of Small Business Finance, Vol. 5 (7), 75-84.

Coleman, S. & M.L. Carsky (1996) Financing small business: Strategies Employed by Women Entrepreneurs. The Journal of Applied Management and Entrepreneurship, (32-41).

Carsky, M.L. & S. Coleman (1997) The effect of expectations on international student satisfaction. JCS/D&CB, (This article was accepted for publication but was not published for tangential reasons.)

Coleman, S. & M.L. Carsky (1996) Understanding women's small business. Journal of Retail Banking, Vol. 18 (2) (Summer) 35-43.

Carsky, M. L., M. F. Smith & Roger Dickinson (1995) Toward consumer efficiency: A model for improved buymanship. The Journal of Consumer Affairs, 29 (2), 442-459.

M. F. Smith & Mary L. Carsky (1995) Grocery Shopping Behavior: A Comparison of Involved and Uninvolved Consumers. Journal of Retailing and Consumer Services, vol. 3 (2), 73-80.

Carsky, M. L. & Fern, E. F. (1994) The effect of in-store information programs on product category purchases and customer satisfaction. Journal of Food Marketing, 2 (2), 215-241.

Carsky, M. L. & Fern, E. F. (1994) Customer satisfaction with in-store information programs. Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, 8. 150-158.

Carsky, M. L., Smith, M. F. & Dickinson, R. A. (1994) Measuring the involvement construct: A cross-cultural examination of food shopping behavior. Journal of Food and Agribusiness Marketing, vol 6 (4), 71-102.

Patti, C. H., Tucker, L. R. & Carsky, M. L. (1994) Advertising claim styles: An assessment of relative effectiveness. Journal of Promotion Management, 2 (3/4), 121-140.

Coleman, S. & Carsky, M. L. (1994) Responding to cultural differences: An innovative approach to measuring international student satisfaction. International Education, 2 (2) (spring), 6-12.

Owen, A. J., Carsky, M. L. & Dolan, E. M. (1993). Home based employment: Historical and current considerations. Family Business Review, Journal of the Family Firm, 6 (4) (reprinted as a classic).

Owen, A. J., Carsky, M. L., & Dolan, E. M. (1992). Home based employment: Historical and current considerations. Journal of Family and Economic Issues, 13 (2), 121-138.

Carsky, M. L., Dolan, E. M. & Free, R. K. (1990) An integrated model of home based work effects on family quality of life. Journal of Business Research, 23 (1) (August), 37-50.

Zuckerman, M. E. & Carsky, M. L. (1990) Contributions of women to U.S. marketing thought: The consumers perspective--1900-1940. Journal of the Academy of Marketing Science, 18 (4), 313-318.

Carsky, M. L. Kennedy, E. J. & Waller-Zuckerman, M. E. (1990) Women marketing educators: Interests, productivity and satisfactions. Journal of Marketing Education, (Spring), 1-13.

Carsky, M. L. (1989) Moderating the effects of point-of-sale information and consumer satisfaction. Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, 2, 111-119.

Carsky, M. L. (1988) Negative information at the point of sale: Costs and benefits to new car dealers. Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 1, 80-85.

Carsky, M. L. & Mitchell, G. H. (1988) Measuring the benefits of an in-store information program. Journal of Food Distribution Research, 19 (February), 108-114.

Lytton, R. H. & Carsky, M. L. (1987) Marketing professional home economists. Journal of Home Economics, Winter, 17-22.

Carsky, M. L. (1986) Consumer information: Will it increase sales? Will it increase satisfaction? Food and Drug Quarterly, Summer, 167-174.

### **Published articles (non-refereed):**

Carsky, M. L. (1992) Information is Power. Source, Connecticut AMA Newsletter (spring).

Carsky, M. L. (1991) Should research in the marketing discipline be broadly defined? Marketing Educator, (spring), 5, 7.

Carsky, M. L. & Rhinard, L. (1992) The exhibitors' point-of-view: Perceptions and Opinions on CFA Shows. Cat Fanciers' Almanac, (December), 16-19.

Carsky, M. L., Kennedy, E.J., & Waller-Zuckerman, M. E. (1989) Women educators seem to be happy. Marketing News, 23 (15), July 16, 9.

Carsky, M. L. (1984) Over the counter drug survey. The Connecticut Pharmacist, November-December, 14-15.

### **Refereed Conference Proceedings:**

Carsky, M.L., R.A. Dickinson, T.C. Albert and M.F. Smith (2000). Toward consumer efficiency: A shopping model extension. In proceedings of the AMS/ACRA Triannual Conference (October)

Steinberg, M.S. and M.L. Carsky (1999) The future of retail: Achieving competitive advantages through job skill standards and customer service training. In proceedings of the 2000 American Association for Competitiveness Annual meeting (October)

Carsky, M.L. and R.A. Dickinson (1998) How efficient consumers buy: A shopping system. In proceedings of the ACR-Asia Conference, Hong Kong (June)

Fairfield-Sonn, J.W. and M.L. Carsky (1998) Marketing strategies and merger prospects. Proceedings of the Northeast Business & Economics Association. Newport Rhode Island.

Carsky, M.L. & R.A. Dickinson (1998). How efficient consumers buy: A shopping system. Proceedings of the ACR/Asia Conference.

Carsky, M.L., R.A. Dickinson & C.A. Canedy (1997). Variance in quality of consumer goods. In Proceeding of the 8<sup>th</sup> Conference on the History of Marketing Thought, 185-195.

Carsky, M.L. & M. F. Smith (1997). Measuring the dimensions of shopping involvement: Interest, Relevance, and Pleasure. In Retailing: End of century and a look into the future. Special Conference Series, vol. 8, 21-25.

Coleman, S. & M. L. Carsky (1995) An empirical investigation of women entrepreneurs' banking relationships. In Proceedings of the ABA Global Trends Conference.

Carsky, M. L. & M. F. Smith (1995) Shopping Involvement: An empirical examination of multiple operationalizations. In Proceedings of the ABA Global Trends Conference.

Smith, M. F. & M. L. Carsky (1994) Measuring involvement: An examination of grocery shopping behavior. In Robert King (ed.) Proceedings of the Fourth Triennial AMS/ACRA Retailing Conference.

Carsky, M. L. & John Donnellan (1993) G.Fox: Grand emporium of the twentieth century. In Terrence J. Nevitt (ed.) Contemporary Marketing History: Proceedings of the 6th Conference on Historical Research in Marketing, 215-230.

Carsky, M. L. & Steinberg, M. S. (1993) Customer satisfaction: Where are we going? Where have we been? In Rajan Varadarajan and Bernard Jaworski (eds.) Marketing Theory and Applications, volume 8, 362-369..

Zuckerman, M. E. & Carsky, M. L. (1992) Feminist theory and consumer research: New approaches. In John Sherry and Brian Sternthal (eds.) Advances in Consumer Research, 19, 178-183.

Carsky, M. L. (1991) An alternative measure for evaluating consumer education. In K. Frankenberger, et al. (eds.) World Marketing Congress International Conference Series, vol V., 207-211.

Carsky, M. L. & Zuckerman, M. E. (1991) In search of gender differences in marketing communications: An historical/contemporary analysis. In J. Costa (ed.) Gender and Consumer Behavior, 43-52.

Carsky, M. L. & Zuckerman, M. E. (1991) Advertising copywriting--1911-1940: Did gender make a difference? In Marketing History: Its Many Dimensions, 209-225.

Dickinson, R. A., Smith, M. F., & Carsky, M. L. (1991) A Normative Shopping System. In Proceedings of the 37th ACCI Conference, 252-259.

Zuckerman, M. E. & Carsky, M. L. (1991) Toward a new paradigm in marketing thought: An exploration of contributions of feminist theory. In J. Costa (ed) Gender and Consumer Behavior, 124-138.

Carsky, M. L. & Lytton, R. H. (1990) Marketing a profession: The case of home economics. In Proceedings of the Atlantic Marketing Conference. Boston: October 3-7, 146-150.

Carsky, M. L. & Zuckerman, M. E. (1990) An examination of gender differences of workstyles of marketing educators. In Proceedings of the Atlantic Marketing Conference. Boston: October 3-7, 239-243.

Carsky, M. L. & Free, R. C. (1990) Examination of the earnings effect for home-based work. In Proceedings of the Northeast Business and Economics Association, 71-76.

Carsky, M. L., Kennedy, E. J., & Waller-Zuckerman, M. E. (1990) Perspectives on women in marketing education: A comparison of the career paths of male and female marketing educators. In Proceedings of the Academy of Marketing Science Conference, 244-248.

Free, R. C. & Carsky, M. L. (1990) The impact of presence and age of children on women's hours and scheduling of work. In Proceedings of the Northeast Business and Economics Association, 121-127.

Carsky, M. L., Dolan, E. M., McCabe, E. M. (1989) An integrated model of home based work and family quality of life. In F. L. Meadows & M. J. Sirgy (eds.) Proceedings of the Quality of Life Conference, 268-285.

Carsky, M. L. (1989) Contributions of home economists to marketing thought. In T. Nevitt, K. Whitney, S. Hollander (eds.) Marketing History: The Emerging Discipline. East Lansing, MI: Graduate School of Business Administration, 101-102.

Kennedy, E. J., Carsky, and M. L., & Waller-Zuckerman, M. E. (1989) The "Mommy" track: Impact of family life on women in the professorate. In Proceedings of the Annual Conference of HRMOB. Boston: Nov. 8-10. \*\*Best paper in track award..

Carsky, M. L., Kennedy, E. J., & Waller-Zuckerman, M. E. (1989) An examination of the relationship between workstyle and job congruity of women marketing educators. In M. H. Morris (ed.) Marketing Theory and Practice: Developments for the 90's, 115-119.

Carsky, M. L., Free, R. H., & Sullivan, P. (1989). Homeworkers in the northeast. In Proceedings of the Northeast Business and Economics Conference. Providence, RI: October 1989.

Carsky, M. L. (1988) Measuring the effects of in-store information programs on consumer satisfaction. In Proceedings of the Atlantic Marketing Conference, 147-159.

Carsky, M. L. & Mitchell, G. H. (1988) Evaluating consumer education: A search for better measures. In Effectiveness in Marketing (AMA Educators Proceedings), 273.

Carsky, M. L. (1988) An Empirical investigation of the effects of in-store information programs on consumer satisfaction. In Alf Walle and Stan Shapiro (eds.) Marketing: A Return to the Broader Dimensions, p. 275.

Carsky, M. L. (1988) Achieving reliability and validity in qualitative research.[Invited] In The Proceedings: American Council on Consumer Interests 34th Annual Conference, 76-79.

Carsky, M. L., Dolan, E.M., & McCabe, E.M. (1988) A typology to measure the impact of home based work on family quality of life. In The Proceedings: American Council on Consumer Interests 34th Annual Conference, 256-263.

Carsky, M. L. (1987) A Model for evaluating the benefits of an in-store consumer information education program. In Marketing Issues and Trends, 641-50.

Carsky, M. L. & Barclay, N.A. (1987) Consumer in-store information programs: Evaluating the benefits. In Proceedings of the Southwest Regional FEHM Conference, 20-29.

Carsky, M. L. (1987) An investigation of the relationship between consumer information and satisfaction with food marketing services. In The Proceedings: The 33rd Annual Conference of the American Council on Consumer Interests, 78-86.

Carsky, M.L. (1987) Meta-analysis and consumer studies. In The Proceedings: American Council on Consumer Interests 33rd Annual Conference, 158-165.

Carsky, Mary L., McCabe, E.M., & Dolan, E.M. (1987) Toward an integrated model of family's quality of life. In M. J. Sirgy (ed.) Proceedings of the Southeastern Regional Conference of the International Society for General Systems Research, 134-146.

Carsky, M.L. & Mitchell, G.H. A new assessment of the benefits of consumer education. In The Proceedings: American Council on Consumer Interests 32nd Annual Conference.

Carsky, M.L. & Holden, A.T. (1986) Guidance in energy and money management: A pilot project. Consumer Services for the Family: Who, What, When, Where, Why?, 6-9.

Carsky, M.L. & Lytton, R.H. (1984) Consumer knowledge and attitude changes among post-secondary students: Do student characteristics make a difference? In Proceedings: American Council on Consumer Interests 30th Annual Conference, 166-173.

Carsky, M.L. & McCabe, E.M. (1983) Consumer use of selected food promotions: A decade comparison. In The Proceedings: American Council on Consumer Interests 29th Annual Conference, 63-67.

Carsky, M.L. & Holden, A. (1984) In-service training for consumer education: A cooperative effort. In Productivity: Families, Work, and the Economy, 77-86.

### **Presentations before Scholarly Groups (unpublished):**

Carsky, M.L. (2001) 100 Years of Retail education: Will the wheel continue to turn? Paper presented at the tenth CHARM Conference on Historical Analysis and Research in Marketing: Durham, NC: May.

Carsky, M.L. (1999) How and why retail education began. Paper presented at the 9<sup>th</sup> Biannual Conference on the History of Marketing Thought. E. Lansing, MI: May 13-16, 1999.

Steinberg, M.S. & Carsky, M.L. (1998) Elevating the profession: A movement toward certification in retail. Paper presented at the ACRA 1998 Winter conference. New York: January 19-19.

Coleman S., & Carsky, M. L. (1997) Banks as a Source of Small Business Capital: A Comparison of Men and Women-Owned Small Businesses. Paper presented at the Entrepreneurship and Small Business Conference. Honolulu, HA: October.

Coleman, S. & Carsky, M.L. (1997) Women-owned Businesses, Access to Capital and Family Support. Paper presented at the Family Business Conference. Amherst, MA: July 11-12.

Coleman S., & Carsky, M.L. (1995) Financing Small Business: Strategies Employed by Women Entrepreneurs. Paper presented at *Women Make a Difference: A conference on women, business and business education*, Bentley College. Waltham, MA: Nov. 1995.

Coleman S. & Carsky, M.L. (1995) Sources of Capital for Women Entrepreneurs: The Role of Banks. Paper presented at Northeast Business and Economics Association Annual Conference. Cape Cod, MA: Sept 1995.

Carsky, M.L., Dickinson, R.A., Hollander, S. & Smith M.F. (1995) The Consumer: Some Perspectives. Paper presented at the International Society for Quality of Life Studies Conference. Williamsburg, VA: Nov. 30 - Dec. 2.

Coleman, S. & Carsky, M.L. (1995) Financing Small Business: Strategies Employed by Women Entrepreneurs. Paper presented at the Women in Business Conference. Waltham, MA. November 4.

Carsky, M.L. & Medvec, M.A. (1995) The Future of the Consumer Society: A 1945 Retrospective. Paper presented at the University of Hartford Conference to Celebrate the founding of the United Nations: *The Brave New World; What Was It to Be?* October 26.

Carsky, M.L., Zuckerman, M.E., & Kennedy, E.J. (1990) Academic workstyles of marketing educators revisited: Does gender make a difference. Paper presented at the AMA Educators' Conference. Washington, D.C.: August 3-6.

Kennedy, E.J., Carsky, M.L., & Zuckerman, M.E. (1990) Men and women of the marketing professorate: status, attitudes, and family composition. Paper presented at the American Sociological Association. Washington, DC: August 12-15, 1990.

Carsky, M.L., Kennedy, E.J., & Waller-Zuckerman (1989) Profiling women marketing educators: A survey of interests, scholarship and professional activity. Paper presented at the AMA Winter Educators' Meeting. St. Petersburg, FL: February 12-15.

Carsky, M.L., DiMicco, F.D. & Frary, R.B. (1984) College Students attitudes and levels of consumption of fresh pork products. A poster session at the Annual Conference of the American Dietetic Association. Washington, D.C.: October 19.

McCabe, E.M. & Carsky, M.L. (1984) Clothing construction: Creative or economic activity? A poster session at the Southeastern Regional FEHM Conference: February.

McCabe, E.M. & Carsky, M.L. (1983) Welfare recipients perceived problems encountered by changing economic status. Paper presented at the AHEA National Convention. Milwaukee, WI: June 28.

McCabe, E.M. & Carsky, M.L. (1983) Interbrand price and quality assessments of supermarket items in Connecticut. A poster session at the Southeastern Regional FEHM Conference. Denton, TX: Feb. 1-3.

Gustafson, C., Hotte, E.B., Carsky, M.L., & Azaroff, B. (1976) A program in everyday living skills. Paper presented at the 100th Annual meeting of the American Association on Mental Deficiency: June 2.

### **Special Sessions at National Conferences:**

Carsky, M.L., Kaufman-Scarborough, C., Smith, MF and Chalah, S. (1998) *Research-based and client-based student projects*. A special session at the AMA Summer Educators Conference. Boston, MA: August 15-18.

Carsky, M. L. & Donnellan, J. (1994) *The changing of the guard at shopping centers*. A special session organized for the Fourth Triennial AMS/ACRA Retailing Conference. Richmond, VA: October 22-24.

Carsky, M. L. & Zuckerman, M. E. (1990) *Gender differences in marketing: Education, theory and practice*. A special session organized and presented at the AMA Summer Educators' Conference. Washington, D.C.: August 4-7.

Carsky, M. L. (1990) *Women in marketing: Issues and roles*. A special session organized and presented at the 1990 Academy of Marketing Science Annual Conference. New Orleans, LA: April 25-28.

Carsky, M. L., Kennedy, E.J., & Zuckerman, M.E. (1990) *Women in marketing academe: A glimpse into the next century*. A breakfast and discussion organized (and sponsored by Irwin Publishing Company) for the AMA Winter Educators' Conference. Scottsdale, AZ: February 24-27.

Carsky, M. L. Kennedy, E. J., & Zuckerman, M. E. (1989) *Women's issues in marketing*. Special session organized and presented at the AMA Winter Educators' Conference. St. Petersburg, FL: February 12-15.

### **Technical Papers and Reports:**

Steinberg, M.S., M.L. Carsky & Susy Carbonaro (1997) COMPARISON AND ANALYSIS of the National and Connecticut Retail Skill Standards. A report presented to and published by the National Retail Federation.

Carsky, M. L. (1989) Connecticut Consumers' Preferences for Food Labeling. A report and testimony based on a survey). Presented to the U.S. Food and Drug Administration at the FDA Hearings on Food Labeling. Atlanta, GA: December 13.

Carsky, M. L., Dolan, E. M., and McCabe, E.M. (1985) The Development of a Typology for Home based Work. NEC-59 Technical Committee. Buffalo, NY: September.

### **Editorships:**

Editorial review board for The Journal of Consumer Affairs (2001 - )  
Editorial review board for The Journal of Small Business Management (1998- ).  
Associate editor for Advancing the Consumer Interest (1990-1991).  
Editorial review board for Advancing the Consumer Interest (1988-1991).  
Editorial review board for ACCI Conference (1987-1994).  
Editor for ACCI Conference Proceedings (1989-1990).  
Guest reviewer for Journal of Consumer Affairs (1990-1995).

### **Additional Conference Activity:**

Reviewer for Atlantic Marketing Conference (1988, 1989, 1990).  
Reviewer for AMA Winter Educators' Conference (1987-1988, 1996).  
Reviewer for Academy of Marketing Science Conference (1991).  
Reviewer for ACR International Conference, Singapore (1993).  
Reviewer for Marketing History Conference (1991, 1993, 1995).  
Reviewer for Marketing Theory & Practice Conference (1995).  
Discussant at AMA Summer Educators' Conference (1989, 1992).  
Discussant at Atlantic Marketing Conference (1989, 1990, 1991).  
Discussant at Triennial AMS/ACRA Retailing Conference (1991, 1994, 1997, 2001).  
Track Chair for Quality of Life Conferences (1989, 1992, 1995)  
Track Chair for Marketing Theory & Practice Conference (1996)  
Track Chair for Macromarketing Conference (2000, 2001)  
Program Chair for ACCI Annual Conference, Salt Lake City (1997)

### **Seminars and Post-doctoral Activity:**

Technology in the Classroom Workshop: U. of Hartford: July 9-13, 2001

Harvard Case Discussion Workshop. Cambridge: August 18-19, 2000.  
AMA Faculty Consortium on *Relationship Marketing*. Atlanta: June 8-11 1994.  
Marketing and public policy workshop. Washington, D.C.: August 3-4 1990.  
Causal modeling course (LISREL) at University of Connecticut (1988).  
Joint Council on Economic Education, Workshop in Consumer Economics (1982).  
Supply Side Economics Seminar at the Freedoms Foundation (1982).  
Consumer Issues in Washington Workshop (1981).

**Additional Professional Activities:**

Conducted a study on adjunct and part-time faculty at University of Hartford (2000)

Conducted a research study for the Hartford Area Child Care Collaborative on Managing Work and Personal Responsibilities (1999).

Conducted a focus group on the needs of Upper Albany Avenue Merchants (1999).

Conducted marketing research study for the *Hartford Courant* (1997). A class-based project received \$3500 contribution to the department and purchase of an LCD projector.

Conducted market research study for The Hartford Symphony Orchestra (1995).

Conducted market research study for a home inspection company (1995).

Seminar on Customer Satisfaction for National Mainstreet (1995).

Conducted two market research surveys for the Hartford Whalers (1994).

Conducted continuing education seminar for retailers (1993-1996).

Conducted classes on Retail Laws for the UHDC Retail Center program (1993-1994).

Conducted a feasibility study for new Cable TV Company (1993).

Conducted a survey on customer satisfaction for regional supermarket chain (1992).

Conducted a survey of CFA cat show exhibitors' satisfaction (1991).

Member of the Wadsworth Atheneum Marketing Committee (1992). Analyzed data from 1200 visitor's surveys and prepared a marketing research report.

Conducted a subscriber survey for Hartford Monthly magazine (1991).

Presented testimony on Connecticut consumers' preferences for food labeling at the Food and Drug Administration Hearings in Atlanta, GA (1989).

Conducted a survey of Hartford Whalers' season ticket holders for the Hartford Whalers organization (1989).

Developed a publication summarizing state consumer laws in Connecticut for the Department of Consumer Protection (1983).

Conducted two surveys on health fraud (1986).

Organized a conference on Health Fraud for the state of Connecticut (1986).

Presentations before professional groups associated with the consumer interest (1984-1988).

Conducted a national random sample survey of banks and thrift institutions on current marketing and sales effort (1987).

Member of Ford Motor Company Consumer Appeals Board (1986-1987).

Director of Consumer Credit Counseling Service in Connecticut and communications chairperson (1985-1987).

Radio guest host for *Tell it to George* consumer program. Interviewed for the *Tell it to George* radio show (1985-1988).

Guest columnist for the Journal Inquirer newspaper *Tell it to George Consumer Column* (1985-1989).

Conducted adult education programs in Connecticut and Massachusetts.

Conducted an image survey for Eastern Connecticut State University.

#### **Service to the University:**

Chair of the Bent, Larson, Trachtenberg Committee (2000-2002)

Executive Committee of the Faculty Senate (2000-2002)

Chair of the Barney School graduate programs committee (2000-2002)

Member of the Provost Search Committee (1999-2000)

Member of the Presidential Search Committee (1997-1998).

Conducted a survey of Barney School undergraduate alumni (1997).

Conducted a survey of Barney School graduate alumni (1997).

Chair of the Senate Committee on Personnel Policies (1995-1996).

Executive Committee of the Faculty Senate (1995-1996).

Chair of the Barney School Undergraduate Program Committee (1995-1996).

Steering Committee on Campus *Civility* (1995-1996).

Received a \$50,000 grant to launch the UHDC Retail Center (1993).

Served on Curriculum Committee of the Barney School (1990-1995).

Served on Undergraduate Studies Committee (1990- ).

University Faculty Senator (1994-1997).

Director of the Entrepreneurial Studies Program (1994-1995).

Conducted a study of Faculty Service for the Dean of the Faculty (1995).

Conducted a study of Internships on across the Campus (1992).

Conducted Undergraduate Student Satisfaction survey in the Barney School (1993).

Conducted Graduate Student Satisfaction survey in the Barney School (1993 & 1995).

Conducted a study of Student Satisfaction of Undergraduate Marketing Majors (1992).

**References:**

References will be furnished upon request.

