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Academic Background

Ph.D. Drexel University, Philadelphia, PA, Marketing / Organizational Behavior, 1994.

M.B.A. Temple University, Philadelphia, PA, Marketing, 1982.

B.S.B.A. Villanova University, Villanova, PA, Administrative Science, 1977.

Professional Memberships

Academy of Marketing Science

American Marketing Association

Direct Marketing Association

Pi Sigma Epsilon

Sales and Marketing Executives International

WORK EXPERIENCE

Work Experience

Academic

Associate Professor, Widener University (1996 - Present), Chester, Pennsylvania.

Adjunct, Saint Joseph's University (1995), Philadelphia, Pennsylvania.

Instructor, Drexel University (1993 - 1994), Philadelphia, Pennsylvania.

Instructor, Villanova University (1987 - 1993), Villanova, Pennsylvania.

Teaching Assistant, Drexel University (1985 - 1993), Philadelphia, Pennsylvania.

Non-Academic

Sales Engineer / Distributor Marketing Specialist, Eaton Corporation (July 1978 - December 1984), Philadelphia, Pennsylvania.

Management Trainee and Division Manager, Sears, Roebuck & Company (June 1977 - July 1978), Price's Corner, Delaware.

TEACHING

Courses Taught

Courses from the Teaching Schedule: CUSTOMER REL MANAGEMENT, CUSTOMER REL MGT, MARKETING, Professional Personal Selling, SALES MANAGEMENT, SALES MANAGEMENT, STRATEGIC MARKETING, Special Topics, TECHNOLOGY IN MARKETING, Understanding and Working in Organizations

Courses taught, but not in the Schedule:

MKT410 International Marketing, MKT388 Honors Marketing,

Teaching Activities

Course Engagement - field trips or external mtg

2017 - MKT 300 Principles of Marketing.

2016 - MKT 300 Principles of Marketing.

Course Engagement - professional speakers in class

2016 - MKT 403 Professional Selling.

2015 - MKT 405 Sales Management.

2015 - MKT 409 Customer Relationship Management.

Course Engagement - software

2015 - MKT 300 Principles of Marketing.

2015 - MKT409 Customer Relationship Management.

Couse Engagement - experiential learning

2017 - MKT 300 Principles of Marketing.

2017 - MKT 409 Customer Relationship Management.

2015 - MKT 405 Sales Management.

2015 - MKT 405 Sales Management.

2015 - MKT 409 Customer Relationship Management.

Program Assessment Projects

2015 - MKT 300 Principles of Marketing.

Innovations in Course Content / Presentation

2015 - MKT 403 Professional Personal Selling.

2015 - MKT 403 Professional Selling.

INTELLECTUAL CONTRIBUTIONS

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	10		1	11
Publications in Refereed Conference Proceedings	13		6	19
Presentations of Refereed Papers	5		6	11
Presentations of Non-Refereed Papers		1		1

Refereed Articles

Basic or Discovery Scholarship

Shoemaker, M., Plank, R., & Hooker, R. (in press, 2019). Developing Formative Measures for Understanding the Use of Social Media by Salespeople. *Journal of Selling & Major Account Management*.

Shoemaker, M. (2015). Enhancing international assignees' performance with online social networks. *Journal of Global Mobility*.

Shoemaker, M., & Pelham, A. (2013). Does Salesperson Perception of the Firm-Level of Market Orientation Influence Sales Behavior and Performance Attributions? *Journal of Managerial Issues*, XXV (4), 381-400.

- Shoemaker, M. E. (2012). An Exploration of the Value of Online Social Networks for Salespeople. *International Journal of Customer Relationship Marketing and Management*.
- Shoemaker, M. E. (2006). The Portal Promise: Community and Value for Salespeople. *Journal of Selling & Major Account Management*, 6 (3), 20-29.
- Shoemaker, M. E. (2003). Leadership Behaviors in Sales Managers: A Level Analysis. *Journal of Marketing Theory & Practice*, 11 (2), 1-13.
- Shoemaker, M. E., & Johlke, M. (2002). An Examination of the Antecedents of a Crucial Selling Skill: Asking Questions. *Journal of Managerial Issues*, XIV (1), 118-131.
- Johlke, M., Stamper, C., & Shoemaker, M. E. (2002). Individual and Organizational Antecedents to Salesperson Perceived Organizational Support. *Journal of Managerial Psychology*, 17 (2), 116-128.
- Shoemaker, M. E. (2001). A Framework for Examining IT-Enabled Relationships. *Journal of Personal Selling & Sales Management*, XXI (2), 177-185.
- Shoemaker, M. E. (2000). ERP Driven Marketing Benefits. *Journal of International Information Management*, 9 (2), 63-69.
- Shoemaker, M. E. (1999). The Impact of Sales Managers' Transformational Leadership Behaviors on the Role Clarity and Job Satisfaction of Individual Salespeople. *Journal of Personal Selling & Sales Management*, XIX (4), 1-20.

Teaching and Learning Scholarship

- Bussom, L., & Shoemaker, M. (in press, 2018). Online Supplemental Video Lectures in Operations Management: Using YouTube to Benefit Instructors and Students. *Journal of Learning in Higher Education*.
- Shoemaker, M. E. (2003). What Marketing Students Need to Know About Enterprise Resource Planning. *Marketing Education Review*, 13 (2), 69-77.

Refereed Proceedings

Basic or Discovery Scholarship

- Shoemaker, M., Plank, R., & Hooker, R. (2019). A Comparison of Social Media Usage by Industrial Buyers and Sellers: A User Objective/Goals Perspective. *National Conference in Sales Management*.
- Shoemaker, M. E. (2018). Developing Formative Measures for Understanding The Use of Social Media by Salespeople. *National Conference in Sales Management*.
- Shoemaker, M. (2016). Developing a Measure for Understanding the Frequency and Purpose of using Social Media in the Supply Chain. *National Conference in Sales Management*.
- Plank, R., & Shoemaker, M. (2014). Usage of Social Media in Buyer-seller Relationships: A Broader Perspective Research Agenda. *National Conference in Sales Management*.
- Shoemaker, M. (2012). CRM Sales Force Automation --The Scavenger Hunt and Beyond. *National Conference in Sales Management*.
- Shoemaker, M. (2009). The Mediating Effect of a Firm's Market Orientation on Sales Behaviors and Sales Performance. *National Conference in Sales Management*.
- Shoemaker, M. E., & Mehaffey, D. (2008). An Exploration of the of Online Social Networks for Salespeople. *National Conference in Sales Management*.
- Shoemaker, M. E. (2005). The Portal Promise: A Valuable Tool for Salespeople. *National Conference in Sales Management*.
- Johlke, M. C., & Shoemaker, M. E. (2002). Testing Alternative Models of Selling Skills and Job Performance. *National Conference in Sales Management*.

Shoemaker, M. E. (2001). ERP Driven Sales and Marketing Benefits. *National Conference in Sales Management*.

Shoemaker, M. E. (2000). An Examination of the Antecedents of a Crucial Selling Skill: Asking Questions. *National Conference in Sales Management*.

Shoemaker, M. E. (1999). Leadership Behaviors in Sales Managers: An Investigation of Individual and Work Group Effects. *National Conference in Sales Management*.

Shoemaker, M. E. (1997). Sales Management: A Transition from Managing the Sales Force to Leading the Sales Force. *Northeast Business and Economic Association Conference Proceedings*.

Teaching and Learning Scholarship

Shoemaker, Mary E. (2017). Zooley: Critical Thinking Exercise for Sales Students. *National Conference in Sales Management*.

Shoemaker, M. (2015). Presentation Skills. *National Conference in Sales Management*.

Shoemaker, M. (2014). An Experiment in Flipping the Classroom. *National Conference in Sales Management*.

Shoemaker, M. E. (2013). Developing Personal Positioning Statements. *National Conference in Sales Management*.

Shoemaker, M. E. (2003). Returning Customer Relationship Management (CRM) to the Selling and Sales Management Curriculum: A Course Proposal. *National Conference in Sales Management*.

Shoemaker, M. E. (1999). Introducing ERP Systems to Sales and Marketing Management Graduate Students. *International Information Management Association Proceedings*.

Presentations of Refereed Papers

International

Shoemaker, M., Hooker, R., & Plank, R. (2019). *A Comparison of Social Media Usage by Industrial Buyers and Sellers: A User Objective/Goals Perspective*. National Conference in Sales Management, Jacksonville, Florida.

Shoemaker, M. (2018). *Developing Formative Measures for Understanding The Use of Social Media by Salespeople*. National Conference in Sales Management, San Diego, California.

Shoemaker, M. (2017). *Zooley: Critical Thinking Exercise for Sales Students*. National Sales Management Conference, St. Louis, Missouri.

Shoemaker, M. (2016). *Developing a Measure for Understanding the Frequency and Purpose of using Social Media in the Supply Chain*. National Sales Management Conference, Milwaukee, Wisconsin.

Shoemaker, M. (2015). *Presentation Skills*. National Sales Management Conference, Miami, Florida.

Shoemaker, M. (2014). *An Experiment in Flipping the Classroom*. National Sales Management Conference, Houston, Texas.

Shoemaker, M. (2014). *Usage of Social Media in Buyer-seller Relationships: A Broader Perspective Research Agenda*. National Sales Management Conference, Miami, Florida.

Shoemaker, M. (2013). *CRM Sales Force Automation --The Scavenger Hunt and Beyond*. National Sales Management Conference, San Diego, California.

Shoemaker, M. (2012). *Developing Personal Positioning Statements*. National Sales Management Conference, Indianapolis, Indiana.

Shoemaker, M. E. & Mehaffey, D. (2008). *An Exploration of the of Online Social Networks for Salespeople*. National Sales Management Conference, Norfolk, Virginia.

Shoemaker, M. E., Kirtchner, M., Antonucci, Y., & Wagner, W. (2003, May). *Customer Relationship Management*. International Resources Management Conference, Philadelphia, Pennsylvania.

Presentations of Non-Refereed Papers

Regional

Shoemaker, Mary E. (2019). *What's Your Sales Plan?* Invited presentation at Delaware Entrepreneurial Summit, Wilmington, Delaware.

Grants

Teaching

2001: Shoemaker, M. E. & Antonucci, Y., SAP Curriculum Award 2001, Principal Investigator, SAP.

SERVICE

Service to the Institution

College Assignments

Faculty Advisor:

2017-2018: Northeast Intercollegiate Sales Competition, Providence RI

2015-2016 – 2016-2017: PSE Spring Networking Event

College Assignments

Faculty Advisor:

2015-2016 – 2018-2019: Pi Sigma Epsilon

College Assignments

Faculty Advisor:

2015-2016 – 2018-2019: RBI Sales Challenge, Wayne NJ

Member:

2016-2017: Promotion, Tenure and Retention Committee

2016-2017: Curriculum and Academic Standards

2015-2016: Curriculum and Academic Standards Committee

Other Institutional Service Activities:

2015 – 2017: Academic Workshop for Girls

College Assignments

Student Club Activity:

2015-2016 – 2017-2018: PSE Fall Networking Event

University Assignments

Member:

2016-2017 – 2018-2019: University Faculty Affairs

Other Institutional Service Activities:

2015-2016 – 2017-2018: Graduation Marshall

Honors/Awards

Award

2016: Distinguished Service Professor Award, Widener University School of Business Administration.

Honor

2008: William J. Zahka Distinguished Undergraduate Teaching Award, Widener University School of Business Administration.

2005: William J. Zahka Distinguished Undergraduate Teaching Award, Widener University School of Business Administration.