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James and Lois Ackerman Endowed Chair in Agricultural Economics
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CONTACT INFORMATION

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EDUCATION

Ph.D. 2002, Kansas State University, Agricultural Economics

M.A. 2000, University of Missouri-Kansas City, Economics

B.A. 1994, University of Nebraska-Omaha, Black Studies/Spanish

EXPERIENCE

10/2020-present James and Lois Ackerman Endowed Chair in Agricultural Economics
09/2020-present Director, North Central Regional Center for Rural Development
11/2017-present Extension Coordinator, Department of Agricultural Economics, Purdue University
05/2016-present Director and Founder, Purdue Institute for Family Business, Purdue University
08/2014-present Professor, Department of Agricultural Economics, Purdue University
08/2009-08/2014 Associate Professor, Department of Agricultural Economics, Purdue University
01/2003-08/2009 Assistant Professor, Department of Agricultural Economics, Purdue University

SERVICE ON PANELS, NATIONAL COMMITTEES, AND ADVISORY BOARDS

Past Service:

Southern Rural Development Center, Advisory Board
Agricultural and Applied Economics Association (AAEA), Chair, Extension Awards Committee
USDA-AFRI, Panel Member, BFRD Program, AERC Program, and SBIR Program
NSF, Panel Member, Disaster Resilience for Rural Communities Program
National Agricultural and Rural Development Policy (NARDeP) Center, Research Advisory Board
USDA-AFRI, Panel Manager, Beginner Farmer Rancher Development Program Grant Program
AAEA, Chair, Extension Section Graduate Student Extension Competition
Chair, AAEA Extension Section
USDA-AFRI, Panel Manager, Economics, Markets, and Trade
Chair, NC1030, Family Firms and Policy in Times of Disruption
Associate Editor, *Journal of Small Business Strategy*
Editor, *Choices*
Advisory Board Member, North Central Extension Risk Management Education Center

Current Service:

Area Editor, *Journal of the Agriculture and Applied Economics Association*
Advisory Board Member, Historically Black College or University Agribusiness Innovation Center
Member Board of Directors, Agricultural and Applied Economics Association

HONORS AND AWARDS

1. Gamma Sigma Delta Outstanding Graduate Student Teaching Award, College of Agriculture, Kansas State University, 2003
2. Coleman Scholarship Winner for Entrepreneurship Educators, United States Association for Small Business and Entrepreneurship (USASBE), 2006, 2007, and 2008
3. Outstanding Agricultural Economics Extension Website, Extension Section, Agricultural and Applied Economics Association (AAEA), 2006
4. Purdue University Cooperative Extension Specialist Association (PUCESA) Team Award, 2006
5. Purdue University School of Agriculture Dean's Team Award, Purdue University, 2007.
6. Purdue Agriculture Team Award, College of Agriculture, Purdue University, 2007
7. Selected for Entrepreneurship Leadership Academy, Discovery Park's Burton D. Morgan Center for Entrepreneurship, Purdue University, 2007
8. PUCESA Early Career Award, PUCESA, Purdue University, 2008
9. Sustainable Agriculture Outreach Award, Hoosier Environmental Council, 2008
10. Distinguished Extension/Outreach Program Award: Group, AAEA, 2009
11. Distinguished Extension/Outreach Program Award: Individual under 10 Years, AAEA, 2010
12. Partnership Award-Multistate Efforts, USDA-NIFA, 2010
13. Honorable Mention, Best Paper in Family Business, USASBE Conference, San Francisco, CA, 2013.
14. Corinne Alexander Spirit of the Land Grant Award, College of Agriculture, Purdue University, 2017
15. PUCESA Mid-Career Award, PUCESA, Purdue University, 2018
16. PUCESA Team Award, PUCESA, Purdue University, 2019
17. Leadership in Action Award, Susan Bulkeley Butler Center for Leadership Excellence, 2019
18. Faculty Engagement Fellow Award, Office of Engagement, Purdue University, 2020
19. Distinguished Extension/Outreach Program Award: Individual more than 10 Years, AAEA, 2020
20. Team Award, College of Agriculture, Purdue University, 2022
21. Matthew Sonfield Research Award for Best Paper in *JSBS*, Small Business Institute, 2023
22. PUCESA Career Award, PUCESA, Purdue University, 2024
23. Ann Hancock Award, co-sponsored by PUCESA, IEEA, Epsilon Sigma Phi, 2024
24. Distinguished Extension/Outreach Program Award: Group, AAEA, 2024
25. Frederick L. Hovde Award for Excellence in Educational Service to Rural People of Indiana, Purdue University and Indiana Farm Bureau, 2025

MEMBERSHIP IN ACADEMIC, PROFESSIONAL, AND SCHOLARLY SOCIETIES:

Agricultural and Applied Economics Association (AAEA) · Small Business Institute (SBI) · United States Association for Small Business and Entrepreneurship (USASBE) · North American Regional Science Council (NARSC) · Work and Family Research Network (WFRN)

REFEREED JOURNAL ARTICLES (*published and accepted*)

^Gdenotes graduate student author during manuscript process

1. Marshall, M.I., D. Bush, and K. Hayes. 2005. Extension Programming for Food Entrepreneurs: An Indiana Needs Assessment. *Journal of Extension*, 23(5).
2. Alexander, C. and M.I. Marshall. 2006. The Risk Matrix: Motivating the Importance of Risk Management Strategies. *Journal of Extension*, 22(2).

3. Garrett, T.A., T.L. Marsh, and M.I. Marshall. 2006. Political Allocations of Agricultural Disaster Payments in the 1990s. *International Review of Law and Economics*, 26(2): 143-161.
4. Marshall, M.I. and C. Alexander. 2006. Using A Contingency Plan to Combat Human Resource Risk. *Journal of Extension*, 22(2).
5. Marshall, M.I. and T.L. Marsh. 2006. Endogenous Trade Protection in the Mexican Corn Market. *Journal of International Agricultural Trade and Development* 2(2): 221-240.
6. Marshall, M.I. and T.L. Marsh. 2007. Consumer and Investment Demand for Manufactured Housing Units. *Journal of Housing Economics*, 16: 59-71.
7. Johnson A., J. Fulton, and M.I. Marshall. 2007. Steps for Developing Effective Grant Writing Workshops. *Journal of Extension*, 45(1).
8. Mayen, C.^G, M.I. Marshall, and J. Lusk. 2007. Fresh-Cut Melon—The Money is in the Juice. *Journal of Agricultural and Applied Economics*, 39(3): 597-609.
9. Peake, W.O.^G, M.I. Marshall, and P.V. Preckel. 2007. “A Ranking of State Governments’ Efficient Use of Expenditures to Encourage Small Firm Births. *Journal of Small Business Strategy*, 18(2): 43-55.
10. Marshall, M.I. 2007. Building Knowledge Regions in North America: Emerging Technology Innovation Poles - Leonel Corona, Jérôme Doutriaux, and Sarfraz A. Mian. *Papers in Regional Science*, 86(1): 163-165.
11. Marshall, M.I. and H. Pushkarskaya. 2008. What Did They Do With the Money? An Analysis of Tobacco Buyout Recipients’ Expenditure Choices. *Journal of Agribusiness*, 26(2): 175-198.
12. Peake, W.O.^G and M.I. Marshall. 2009. Uncovering what Helps Entrepreneurs Start Businesses: Lessons from Indiana. *Journal of Extension*, 47(2).
13. Hofmann, C.^G, J.H. Dennis, and M.I. Marshall. 2009. Factors Influencing the Growth of Farmers Markets in Indiana. *HortScience* 44(3): 712-716.
14. Hall, T.J.^G, J.H. Dennis, R.G. Lopez, and M.I. Marshall. 2009. Factors Affecting Growers’ Willingness to Adopt Sustainable Floriculture Practices. *HortScience* 44(5): 1346-1351.
15. Pushkarskaya, H. and M.I. Marshall. 2009. Lump Sum versus Annuity: Choices of Kentucky Farmers during the Tobacco Buyout Program. *Journal of Agricultural and Applied Economics* 41(3): 613-624.
16. Hall, T.J.^G, R. Lopez, M.I. Marshall, and J. Dennis. 2010. Barriers to Sustainable Floriculture Certification. *HortScience*, 45(5): 778-783.
17. Pushkarskaya, H. and M.I. Marshall. 2010. Family Structure, Policy Shocks, and Family Business Adjustment Choices. *Journal of Family and Economic Issues*, 31(4): 414-426.
18. Lee, Y.G., D. Robb, and M.I. Marshall. 2010. Factors Influencing the Likelihood of Holding IRAs and DC Plans among Minority Workers in the U.S. *Journal of Asian Association of Home Economics*, 17(3): 84-93.
19. Navarro, J.I.^G, L.J.U. Snyder, R. Lemenager, M.C. Claeys, M.M. Schutz, S.S. Donkin, T. Johnson, K. Foster, M.I. Marshall, D. Buckmaster, and S.L. Lake. 2011. Resources Inventory of Beef and Dairy Operations for the Use of Ethanol Coproducts. *Journal of Extension*, 49(2).
20. Peake, W.O.^G and M.I. Marshall. 2011. Experience and Entrepreneurship in Industrialized Countries: A Meta-Analysis. *American Journal of Entrepreneurship*, 4(1): 49-70.
21. Marshall, M.I. 2012. Outreach and Education Boost Entrepreneurs in Indiana. *Choices* [On-line], 27(2). Available at: http://www.choicesmagazine.org/magazine/pdf/cmsarticle_220.pdf.
22. Peake, W.O. and M.I. Marshall. 2012. Exploring Why the Self-Employed Are Less Likely to Have Healthcare Coverage: An Empirical Analysis. *Small Business Institute Journal*, 8(1): 16-29.

23. Lee, Y. and M.I. Marshall. 2013. Goal Orientation and Performance of Family Businesses. *Journal of Family and Economic Issues*, 34(3): 265-274.
24. Schrank, H.L., M.I. Marshall, A. Hall-Phillips^G, R. Wiatt^G, and N.E. Jones^G. 2013. Small Business Demise and Recovery after Katrina: Rate of Survival and Demise. *Natural Hazards*, 65(3): 2353-2374.
25. Marshall, M.I. and A. Flaig^G. 2014. Marriage, Children and Self-Employment: An Analysis of Self-Employed Women in the US. *Journal of Family and Economic Issues*, 35(3): 313-322.
26. Veldstra, M.^G, C.E. Alexander, and M.I. Marshall. 2014. To Certify or Not to Certify? Separating the Production and Certification Decisions. *Food Policy*, 49(2): 429-436.
27. Remble, A.A.^G, M.I. Marshall, and R. M. Keeney. 2014. Household Saving Behavior and the Influence of Family-Owned Businesses. *Journal of Family and Economic Issues*, 35(3): 411-422.
28. Marshall, M.I. and H. Schrank. 2014. Small Business Disaster Recovery-A Research Framework. *Natural Hazards*, 72(2): 597-616.
29. Croft, M.M.^G, M.I. Marshall, and S.C. Weller. 2014. Consumers' Preference for Quality in Three African Indigenous Vegetables in Western Kenya. *Journal of Agricultural Economics and Development*, 3(5): 067-077.
30. Lotter, D.W., M.I. Marshall, S. Weller, and A. Mugisha. 2014. African Indigenous and Traditional Vegetables in Tanzania: Production, Post-Harvest Management and Marketing. *African Crop Science Journal*, 22(3): 191-189.
31. McFadden, D.T. and M.I. Marshall. 2014. Local Food Systems and Interactions with Entrepreneurship. *Journal of Food Distribution Research*, 45(3): 1-3
32. Marshall, M.I, L.S. Niehm, S.B. Sydnor, and H.L. Schrank. 2015. Predicting Small Business Demise after a Natural Disaster: An Analysis of Pre-Existing Conditions. *Natural Hazards*, 79: 331-354.
33. Josephson, A.^G, and M.I. Marshall. 2016. The Demand for Post-Katrina Disaster Aid: SBA Disaster Loans and Small Businesses in Mississippi. *Journal of Contingencies and Crisis Management*, 24(4): 264-274
34. Croft, M.^G, M.I. Marshall, and S.G. Hallett. 2016. Market Barriers Faced by Formal and Informal Vendors of African Leafy Vegetables in Western Kenya. *Journal of Food Distribution Research*, 47(3): 49-60.
35. Sydnor, S, L. Niehm, Y.G. Lee, M.I. Marshall, and H. Schrank. 2017. An Analysis of Post-Disaster and Disruptive Impacts on the Operating Status of Small Businesses after Hurricane Katrina. *Natural Hazards*, 85:1637-1663.
36. Croft, M.^G, S.G. Hallett, and M I. Marshall. 2017. Hydroponic Production of African Leafy Vegetables for Improving Nutritional Security and Economic Viability in Kenya. *Renewable Agriculture and Food Systems*, 32(6): 552-561.
37. Torres, A.P.^G, M.I. Marshall, C.E. Alexander, & M.S. Delgado. 2017. Are Local Market Relationships Undermining Organic Fruit and Vegetable Certification? A Bivariate Probit Analysis. *Agricultural Economics*, 48: 197-205.
38. McDonald, T.M.^G, M.I. Marshall, and M.S., Delgado. 2017. Is Working with Your Spouse Good for Business? The Effect of Working with Your Spouse on Profit for Rural Businesses. *Journal of Family and Economic Issues*, 38: 477-493.
39. Josephson, A.^G, H. Schrank, M.I. Marshall. 2017. Assessing preparedness of small businesses for hurricane disasters: Analysis of pre-existing owner, business and location characteristics. *International Journal of Disaster Risk Reduction*, 43: 25-35.

40. Peake, W.O. and M.I. Marshall. 2017. Women's Management Practices and Performance in Rural Female-Owned Family Businesses. *Journal of Family Business Management*, 7(2): 134-150.
41. Wiatt, R. and M.I. Marshall. 2017. FB-BRAG: A Family Business Functioning Assessment. *Journal of Extension*. <https://joe.org/joe/2017october/tt10.php>.
42. Croft, M.^G, M.I. Marshall, M. Odendo, C. Ndinya, M. Ondego, P. Obura and S.G. Hallett. 2018. Formal and Informal Seed Systems in Kenya Supporting Indigenous Vegetables Seed Systems. *Journal of Development Studies*, 54(4): 758-775.
43. McDonald, T.M.^G and M.I. Marshall. 2018. Family Business Responses to Household and Business Cash-Flow Problems. *Journal of Family and Economic Issues*, 39(1): 163-176.
44. Torres, A.P. and M.I. Marshall. 2018. Identifying Drivers of Organic Decertification: An Analysis of Fruit and Vegetable Farmers. *HortScience*, 54(4): 504-510.
45. Hiramatsu, T.^G and M.I. Marshall. 2018. The Long-Term Impact of Disaster Loans: The Case of Small Businesses after Hurricane Katrina. *Sustainability*, 10(7): 2364.
46. Torres, A.P., M.I. Marshall, and S. Sydnor. 2019. Does Social Capital Pay Off? The Case of Small Business Resilience after Hurricane Katrina. *Journal of Contingencies and Crisis Management*, 27(2): 168-181.
47. Carriere, D.^G, M.I. Marshall, and J. Binkley. 2019. Response to Economic Shock: Impacts of Recession on Rural-Urban Suicides in the United States. *Journal of Rural Health*, 35(2): 253-261.
48. Li, W.^G and M.I. Marshall. 2019. Gender and Business Owner Satisfaction: The Case of Farm and Non-Farm Family Businesses in the Midwest. *Journal of Family Business Management*, 9(4): 416-428.
49. Marshall, M.I. and H. Schrank. 2020. Sink or Swim? Impacts of Management Strategies on Small Business Survival and Recovery. *Sustainability*, 12(15): 6229.
50. Wiatt, R.D., Y. Lee, M.I. Marshall, and V. Zuiker. 2020. The Effect of Cash Flow Problems and Resource Intermingling on Business Recovery and Resilience after a Natural Disaster. *Journal of Family and Economic Issues*, 42(1): 203-214. <https://doi.org/10.1007/s10834-020-09710-y>
51. Haynes, G, M.I. Marshall, Y. Lee, V. Zuiker, C.R. Jasper, S. Sydnor, C. Valdivia, D. Masuo, L. Niehm, and R. Wiatt. 2021. Family Business Research: Reviewing the Past, Contemplating the Future. *Journal of Family and Economic Issues*, 42(1): 70-83. <https://doi.org/10.1007/s10834-020-09732-6>
52. Edobor, E.W.^G, R. Wiatt, and M.I. Marshall. 2021. Keeping the Farm Business in the Family: Examining Succession Planning among Small and Medium-sized Farm and Non-Farm Family Businesses in the Midwestern United States. *International Food and Agribusiness Management Review*, 24(6): 921-934. <https://doi.org/10.22434/IFAMR2020.0138>
53. Edobor, E.W.^G and M.I. Marshall. 2021. Earth, Wind, Water, Fire, and Man: How Disasters Impact Firm Births in the United States. *Natural Hazards*, 107(1): 395-421. <https://doi.org/10.1007/s11069-021-04588-x>
54. Katare, B., M.I. Marshall, and C.B. Valdivia. 2021. Bend or Break? Small Business Strategies and the CARES Act during the COVID-19 Shock. *International Journal of Disaster Risk Reduction*, 61 <https://doi.org/10.1016/j.ijdrr.2021.102332>
55. Torres, A.B., M.S. Delgado, and M.I. Marshall. 2021. The Economic Implications of Social Capital on Hispanic Entrepreneurship. *Journal of Small Business Strategy*, 31(3): 72-87.
56. Katare, B., S. Zhao, J. Cuffey, M.I. Marshall, C.B. Valdivia. 2022. Preferences Toward COVID-19 Diagnostic Testing Features: Results from a National Cross-Sectional Survey. *American Journal of Health Promotion*, 36(1): 185-189. <https://doi.org/10.1177/08901171211034093>
57. Wiatt, R.D., M.I. Marshall, and R. Musselman^G. 2022. Management and Ownership Transfer in Small and Medium Family Farms. *Agricultural Finance Review*, 82(3): 505-521. <https://doi.org/10.1108/AFR-04-2021-0046>

58. Staples, A.J.^G, C.A. Fontanilla-Diaz, Fuller, K.B., and M.I. Marshall. 2022. Can We Foster the Future of Extension Through (Friendly) Competition? The Past, Present, and Future of the Graduate Student Extension Competition. *Applied Economics Teaching Resources*, 4. https://www.aaea.org/UserFiles/file/AETR_2021_023RProofFinal.pdf
59. Marshall, M.I. 2023. Family Business and Regional Development by Rodrigo Basco, Roger Stough, and Lech Suwala (Eds.), London: UK: Routledge. 2021. 300 pages. *Growth and Change*.
60. Izaba, O.F.R.^G, A.P. Torres, M.I. Marshall, and A.W. Thompson. 2023. Market Access and Value-Added Strategies in the Specialty Crop Industry. *HortScience*, 58(1): 32-39.
61. Lee, Y.G., H.H. Kelley^G, R., Wiatt, and M.I. Marshall. 2024. Work-Family Balance and Perceived Business Outcomes Among Copreneurial and Noncopreneurial Small Business Owners. *Journal of Family and Economic Issues*, 45(1): 200-211. <https://doi.org/10.1007/s10834-023-09897-w>
62. Wiatt, R., M.I. Marshall, Y.G. Lee, and G. Haynes. 2024. In the Depths of Despair: Lost Income and Recovery for Small Businesses During COVID-19. *International Journal of Disaster Risk Reduction*, 101:104251. <https://doi.org/10.1016/j.ijdrr.2024.104251>
63. Bednarik, Z. and M.I. Marshall. 2024. Personal relationships of rural small businesses with community banks in times of crisis. *Journal of Small Business and Enterprise Development*, 31(5): 881-904. <https://doi.org/10.1108/JSBED-04-2023-0196>
64. Wiatt, R., M.I. Marshall, and Y.G. Lee. 2024. Love of Work or Love and Work: Does Small Business Owners Compulsion to Work Payoff? *Journal of Family and Economic Issues*, 45(4): 925-938. <https://doi.org/10.1007/s10834-024-09949-9>
65. Velasco^G, J.E., J.M.R. Marques, A. Torres, M.I. Marshall, A.J. Deering. 2024. Safe, Sustainable, and Nutritious Food Labels: A Market Segmentation of Fresh Vegetables Consumers. *Food Control*, 165:110654. <https://doi.org/10.1016/j.foodcont.2024.110654>
66. Etumnu, C., E.W. Edobor, and M.I. Marshall. 2024. Impact of FTC's Allegations on Amazon's Marketplace: Evidence from Coffee Products. *Agribusiness: An International Journal*. <https://doi.org/10.1002/agr.21996>
67. Edobor, E.W., M.I. Marshall, B. Katare, and C. Valdivia. 2025. Insuring for Cyclone Events: What Matters Most to Small Business Owners? *Journal of the Agricultural and Applied Economics Association*, 40: 17-37. <https://doi.org/10.1002/jaa2.146>
68. Marshall, M.I. 2025. Small Business Disaster Recovery in the United States. *Annual Review of Resource Economics*, 17. <https://doi.org/10.1146/annurev-resource-011724-082853>
69. Stoll^G, A., M.I. Marshall, R. Wiatt, Y. Feng. 2025. Exploring Consumer Willingness to Pay for Food Safety in Produce: A Focus on Small vs. Large Farms. *Journal of Food Protection*, 100564. <https://doi.org/10.1016/j.jfp.2025.100564>
70. Archila-Godínez^G, J.C, C. Kotanko^G, R. Wiatt, M.I. Marshall, Y. Feng. 2025. Consumers' Food Safety Expectation and Risk Perceptions of Produce from Small and Medium-Sized Farms. *Journal of Food Science*, 90(9): e70527. <https://doi.org/10.1111/1750-3841.70527>
71. Yeganeh, A., M.I. Marshall, and N. Durst. 2025. Aerial Imagery-Derived Dataset of Manufactured Housing Communities in the North Central United States. *Scientific Data*, 12, 1515. <https://doi.org/10.1038/s41597-025-05875-z>
72. Jianguo Liu, Julie A. Winkler, R. Brent Ross, Andrés Viña, Kenneth A. Frank, Megan Konar, Chyi-lyi Liang, Maria I. Marshall, Sue Nichols, Jennifer Meta Robinson, Lav R. Varshney, Judith M. Whipple⁰, Felicia Wu, Bryan Beverly, Darlene Knipe, Richard Knipe, Sai Naik, Colin Ripmaster, and Dennis Todey. (2025) Building Sustainable and Resilient Agri-food Systems Under Multiple Shocks. *Frontiers in Sustainable Food Systems*. <https://doi.org/10.3389/fsufs.2025.1690853>
73. Kontor-Manu, E., Marshall, M. I. Wiatt, R. & Feng, Y. (In press). Impacts of Food Safety Modernization Act and Produce Safety Rules, Exemptions, and Behavioral Insights

Among Small Scale Produce Growers. *Journal of Agriculture Food Systems and Community Development*.

BOOK CHAPTERS

1. Marshall, M.I., M.A. Boland, D. Conforte, and Deborah Cesar. 2002. A Case Study of Beef Production and Export in Uruguay. *Global Food Trade and Consumer Demand for Quality*, edited by Barry Krissoff, Mary Bohman, and Julie Caswell, pp: 129-144. New York, NY: Plenum Publishers.
2. Wiatt, R.D. and M.I. Marshall. 2017. Selecting a Successor: The Case of Small- and Medium- Sized Midwestern Farms. In A.K. Mishra, D. Viaggi, and S. Gomez y Paloma (Eds.), *Public Policy in Agriculture: Its Impact on Labor Supply and Household Income* (pp.277-292). Oxon, UK: Routledge.
3. Day, J., S. Sydnor, M.I. Marshall, and S. Noakes. 2021. Ecotourism, Regenerative Tourism, and the Circular Economy: Emerging Trends and Ecotourism. In D. Fennell (Ed), *Handbook for Ecotourism*. Routledge.
4. Marshall, M.I., B. Katare, and C.B. Valdivia. 2022. Small Business Recovery: Lessons from Hurricane Katrina and the Coronavirus Pandemic. In. M. Skidmore (Ed), *Handbook on the Economics of Disasters*. Routledge.
5. Liang, C.-L. and M.I. Marshall. 2025. Examples of Theories and Data Sources in Conducting Research of Rural Entrepreneurship. In Liang, C.-L. and Lyons, T.S. (Eds.), *De Gruyter Handbook of Rural Entrepreneurship* (pp.183-202). De Gruyter. <http://doi.org/10.1515/9783110791396-010>.

DATASETS AND SOFTWARE

1. Marshall, M.I., C. Ehmke, J. Fulton, A. Gray, M. Boehlje, and J. Akridge. *INventure*. Agricultural Innovation and Commercialization Center (AICC), Department of Agricultural Economics, Purdue University. INventure is a business planning web-tool available at: <https://www.purdue.edu/newventure/>
2. Bednarikova, Z.; Marshall, M. I.; Wiatt, R. D.; Wilcox, Jr, M. D. (2022). [North Central Region Household Data \(NCR-Stat\): Baseline Survey](#). Purdue University Research Repository. [doi:10.4231/2DEM-Z333](https://doi.org/10.4231/2DEM-Z333)
3. Wiatt, R. D.; Marshall, M. I.; Jr, M. D.; Bednarikova, Z.; Adams, N.; Katare, B. (2024). [NCR-Stat: Small Business Survey](#). Purdue University Research Repository. [doi:10.4231/6VG5-5386](https://doi.org/10.4231/6VG5-5386)
4. Bednarik, Z.; Green, J.J.; Marshall, M.I.; Russell, K.J.; Wiatt, R.D.; Wilcox, M.D. (2025). [North Central Region Household Data. NCR-Stat: Baseline Survey 2024](#). Purdue University Research Repository. [doi:10.4231/NQG5-5V79](https://doi.org/10.4231/NQG5-5V79)
5. Bednarik, Z.; Green, J.J.; Marshall, M.I.; Russell, K.J.; Wiatt, R.D.; Wilcox, M.D. (2025). [Northeast Region Household Data. NER-Stat: Baseline Survey 2024](#). Purdue University Research Repository. [doi:10.4231/SZNO-GS46](https://doi.org/10.4231/SZNO-GS46)
6. Bednarik, Z.; Green, J.J.; Marshall, M.I.; Russell, K.J.; Wiatt, R.D.; Wilcox, M.D. (2025). [Southern Region Household Data. SR-Stat: Baseline Survey 2024](#). Purdue University Research Repository. [doi:10.4231/AN8S-1819](https://doi.org/10.4231/AN8S-1819)
7. Bednarik, Z.; Green, J.J.; Marshall, M.I.; Russell, K.J.; Wiatt, R.D.; Wilcox Jr, M.D.; Kibria,A.; Winckel, N. (2025). [Western Region Household Data. WR-Stat: Baseline Survey 2024](#). Purdue University Research Repository. [doi:10.4231/X4SP-C423](https://doi.org/10.4231/X4SP-C423)

PUBLISHED PROCEEDINGS

^cdenotes graduate student author during manuscript process

1. Marshall, M.I., M.A. Boland, and D. Conforte. 2000. Exporting U.S. and Uruguayan Beef to the European Union. Presented and published online in *Proceedings of International Agricultural Trade*

Research Consortium and NE=165 Global Food Trade and Consumer Demand for Quality Conference, Montreal, Canada.

2. Peake^G, W.O. and M.I. Marshall. 2007. Getting the Most Bang for the Buck: An Analysis of States' Relative Efficiencies in Promoting the Birth of Small Firms. Presented and published online in *Proceedings of 2007 USASBE Conference*, Orlando, FL.
3. Marshall, M.I. and H. Pushkarskaya. 2008. Will the Tobacco Buyout Program Lead to More New Businesses? Presented and published online in *Proceedings of 2008 USASBE Conference*, San Antonio, TX.
4. Hofmann^G, C.H., J.H. Dennis, and M.I. Marshall. 2009. Identifying Farmers' Market Organizational Structure: An Indiana Case Study. International Society for Horticultural Science, Marketing and Economics Symposium, *Acta Horticulture*.
5. Clark^G, S. and M.I. Marshall. 2010. Women, Goal Orientation, and Success: A Family Business Perspective." Presented and published online in *Proceedings of 2010 USASBE Conference*, Nashville, TN.
6. Flaig^G, A. and M.I. Marshall. 2010. The Marriage Tax: Do Marriage and Children Impact the Success of Self-Employed Men and Women Differently? Presented and published online in *Proceedings of 2010 International Council for Small Business*, Cincinnati, OH.
7. M.I. Marshall and A. Flaig^G. 2011. Can Women Have It All? The Impact of Gender and Children on the Self-Employed. Presented and published online in *Proceedings of 2011 USASBE Conference*, Hilton Head, SC.
8. McDonald^G, T. and M.I. Marshall. 2013. Structural Household Differences and the Effect on Conflict Quality. Presented and published online in *Proceedings of 2013 USASBE Conference*, San Francisco, CA.
9. Josephson^G, A. and M.I. Marshall. 2014. The Effectiveness of Post-Katrina Disaster Aid: The Influence of SBA Loans on Small Businesses in Mississippi. In Randy R. Rapp & William Harland (Eds.), *The Proceedings of the 10th International Conference of the International Institute for Infrastructure Resilience and Reconstruction (I3R2)*, 20-22 May 2014, (141-145). West Lafayette, Indiana: Purdue University.
10. Wiatt, R.D., M.I. Marshall, and R. Musselman^G. 2019. All In? Management and Ownership Transfer in Mid-Western Family Businesses. *2019 Small Business Institute Conference Proceedings*, 43(1): 52-68.
11. Wiatt, R.D. and M.I. Marshall. 2020. Love of Work or Love and Work? Workaholism among Small Business Owners. *2020 Small Business Institute Conference Proceedings*, 44(1): 105-120.

PEER REVIEWED EXTENSION PUBLICATIONS

^Gdenotes graduate student author during manuscript process

1. Boland, M.A., K. Dhuyvetter, and M.I. Marshall. 2000. *Economic Issues with White Corn*. MF-2497, K-State Research and Extension Publication, November: 7 pages.
2. Marshall, M.I. 2004. *Defining Your Business through Goals and Objectives: First Steps for New Entrepreneurs*. Agricultural Innovation and Commercialization Center, Department of Agricultural Economics, Purdue University, EC-727: 3 pages.
3. Marshall, M.I. 2004. Hoop Land Farms. *Indiana Farm Management Profiles*, Department of Agricultural Economics, Purdue University, CES-356: 5 pages.
4. Marshall, M.I. 2004. 2003 Small Business Indicators. *Purdue Agricultural Economics Report*: 5-8.

5. Marshall, M.I., C.L. Lusk, and M. Pritchard. 2004-2011 (updated annually). *Licensing, Regulatory, and Tax Requirements for Indiana Businesses: A Checklist Guide for New Businesses*. Department of Agricultural Economics, Purdue University, EC-733-Revised: 130 pages.
6. Mayen^G, C. and M.I. Marshall. 2005. *Opportunities in the Fresh-Cut Fruit Sector for Indiana Melon Growers*. Department of Agricultural Economics, Purdue University, EC-732: 8 pages.
7. Marshall, M.I. 2005. Keotter Woodworking, Inc. and the Forest Discovery Center. *2005 Indiana Farm Management Profiles*, Department of Agricultural Economics, Purdue University, CES-358: pages 9-12.
8. Lusk, C.L. and M.I. Marshall. 2005. *How to Use Goals to Achieve Business Success: First Steps for New Entrepreneurs*. Department of Agricultural Economics, Purdue University, EC-726: 10 pages.
9. Marshall, M.I. and C. Alexander. 2005. *Planning for the Unexpected: Human Resource Risk and Contingency Planning*. Department of Agricultural Economics, Purdue University, EC-736: 8 pages.
10. Marshall, M.I., A. Johnson, and J. Fulton. 2006. *Writing a Successful Grant Proposal*. Department of Agricultural Economics, Purdue University, EC-737: 12 pages.
11. Marshall, M.I. and W.O. Peake^G. 2007. Demystifying Hoosier Entrepreneurs. *Purdue Agricultural Economics Report*: 1-3.
12. Marshall, M.I., C.E. Alexander, J. Dennis, R. Lopez, and K. Quagraine. 2008. Trends in Indiana Specialty Agriculture. *Purdue Agricultural Economics Report*: 14-15.
13. Roucan-Kane^g, M., M.I. Marshall, and J. Akridge. 2011. *A Case Study for New Entrepreneurs: Padgetts' Dairy Goat Farm*. Department of Agricultural Economics, Purdue University, *Online*: 9 pages.
14. Roucan-Kane^G, M., and M.I. Marshall. 2011. *Padgetts' Dairy Goat Farm: Teaching Notes*. Department of Agricultural Economics, Purdue University, *Online*: 4 pages.
15. Remble^G, A., R. Keeney, and M.I. Marshall. 2012. Passing the Farm's Management to the Next Generation. *Purdue Agricultural Economics Report*. April Issue. Department of Agricultural Economics.
16. Marshall, M.I., M.K. Pritchard, and C.L. Lusk. 2012-2015 (revised annually). *Licensing, Regulatory, and Tax Requirements for Indiana Businesses: A Checklist Guide for New Businesses*. Department of Agricultural Economics, Purdue University, EC-733-W-Revised: 130 pages. Online <http://www.extension.purdue.edu/extmedia/EC/EC-733-W.pdf>.
17. Josephson^G, A. and M.I. Marshall. 2014. Goals of Small Rural Midwestern Family Businesses. *Purdue Agricultural Economics Report*. April Issue. Department of Agricultural Economics. Online https://ag.purdue.edu/agecon/Documents/PAER_April%202014.pdf.
18. Josephson^G, A. and M.I. Marshall. 2016. Small Business Administration Disaster Loans after Hurricane Katrina. *Purdue Agricultural Economics Report*. April Issue. Department of Agricultural Economics. Online <https://ag.purdue.edu/agecon/Documents/PAER%20MARCH%202016.pdf>.
19. Wiatt, R. and M.I. Marshall. 2016. The Family Business: Identifying a Successor. *Purdue Agricultural Economics Report*. August Issue. Department of Agricultural Economics. Online <https://ag.purdue.edu/agecon/Documents/PAER%20AUGUST%202016.pdf>.
20. Josephson^G, A. and M.I. Marshall. 2017. The Family Business: Differentiation in Fairness by Leadership Type. *Purdue Agricultural Economics Report*. February Issue. Department of Agricultural Economics. Online <https://ag.purdue.edu/agecon/Pages/Purdue-Agricultural-Economics-Report-Archive.aspx>.

21. Torres, A.P. and M.I. Marshall. 2017. Characteristics of Indiana Vegetable Farming Operations. Purdue Cooperative Extension Publication. Online <https://mdc.itap.purdue.edu/item.asp?itemID=22765>.
22. Wiatt, R. and M.I. Marshall. 2017. Views on Fairness in Family Businesses and Financial Performance. *Purdue Agricultural Economics Report*. August Issue. Department of Agricultural Economics. Online <https://ag.purdue.edu/agecon/Pages/Purdue-Agricultural-Economics-Report.aspx>.
23. Wiatt, R. and M.I. Marshall. 2018. Creating a Culture of Collaboration in Family Businesses. *Purdue Agricultural Economics Report*. August Issue. Department of Agricultural Economics. Online <https://ag.purdue.edu/agecon/Pages/Purdue-Agricultural-Economics-Report.aspx>.
24. Wiatt, R, Y. Lee, M.I. Marshall, V. S. Zuiker. 2020. Cash Flow Problems and Resource Intermingling: Do They Affect Small Business Recovery and Resilience in the Wake of a Natural Disaster? *Purdue Agricultural Economics Report*. October Issue. Department of Agricultural Economics. <https://ag.purdue.edu/commercialag/home/paer-article/cash-flow-problems-and-resource-intermingling-do-they-affect-small-business-recovery-and-resilience-in-the-wake-of-a-natural-disaster/>
25. Marshall, M.I. 2022. The Impact of COVID-19 on Households: Lessons for 2022? *Purdue Agricultural Economics Report*. January Outlook Issue. Department of Agricultural Economics. <https://ag.purdue.edu/commercialag/home/paer-article/the-impact-of-covid-19-on-households-lessons-for-2022/>
26. Bednarik, Z. and M.I. Marshall. 2024. NCR-Stat: Generational Gap in Rural North Central Region. *Purdue Agricultural Economics Report*. January Outlook Issue. Department of Agricultural Economics <https://ag.purdue.edu/commercialag/home/paer-publication/2024-01-ag-outlook-2024>

PURDUE INSTITUTE FOR FAMILY BUSINESS QUARTERLY NEWSLETTERS ARTICLES

^Gdenotes graduate student author during manuscript process

1. *Updated business planner tool to aid family businesses* by Maria I. Marshall, 2017.
2. *Quality management and business planning* by Maria I. Marshall, 2017.
3. *Gender and business owner satisfaction* by Wenxuan Li^G and Maria I. Marshall, 2017.
4. *Got conflict?* by Maria I. Marshall, 2017.
5. *Policies before problems* by Maria I. Marshall, 2018
6. *Sustainability: Some tips on protecting your business from a natural disaster* by Holly Schrank, Anna Josephson^G, and Maria I. Marshall, 2018.
7. *More people, more problems? Governance in family business* by Maria I. Marshall, 2018.
8. *All family businesses need some type of governance* by Maria I. Marshall, 2019
9. *Does insurance aid in small business recovery following a natural disaster?* by Renee Wiatt and Maria I. Marshall, 2019.
10. *In a family business, is profit an input or an output?* by Maria I. Marshall, 2019
11. *SBA help for small (and family) businesses* by Renee Wiatt and Maria I. Marshall, 2020.
12. *Small Business Cash Flow problems and strategies during the COVID-19 pandemic* by Maria I. Marshall, 2020.
13. *Conflict management and resolution in the family business* by Linda Curley, Renee Wiatt, and Maria I. Marshall, 2021.
14. *Contingency planning for your farm business* by Renee Wiatt and Maria I. Marshall, 2021.
15. *To post or not to post: The need and use of social media policies* by Maria I. Marshall, 2021.

16. *Alternative funding sources* by Joan Fulton and Maria I. Marshall, 2021.
17. *Determining the value proposition for your product* by Joan Fulton and Maria I. Marshall, 2021.
18. *Maintaining family bonds: Different approaches to conflict* by Maria I. Marshall and Renee Wiatt, 2021.
19. *Retirement or Training the Next Generation? Framing Succession in the Family Business* by Renee Wiatt and Maria I. Marshall, 2022.
20. *First Steps in Succession Planning* by Krista Pullen, Renee Wiatt, and Maria Marshall, 2022.
21. *Succession Planning Expectations among Women-Owned Small Businesses* by Yoon G. Lee, Heather H. Kelley^G, Renee Wiatt, and Maria Marshall, 2022.
22. *Social Media Use and Business Profitability among Small Businesses* by Yoon G. Lee, Heather H. Kelley^G, Renee Wiatt, and Maria Marshall, 2022.
23. *If Your Family Is Close, Does that Mean that You Have a Functional Family and Family Business?* by Maria I. Marshall, 2022.
24. *Pros and Cons of Being a Workaholic* by Renee Wiatt, Maria I. Marshall, and Yoon Lee, 2022.
25. *Income Differences: Goals, Family-Business Balance, and Comparison between Family and Non-Family Businesses* by William Walls^G, Renee Wiatt, Maria I. Marshall, 2022
26. *Exploring small business income variation: What age of owner and business reveal* by William Walls^G, Renee Wiatt, and Maria I. Marshall, 2023.
27. *Socioemotional wealth among copreneur and business owning couples* by Maria I. Marshall, 2023.

RESEARCH ABSTRACTS (LAST FIVE YEARS)

^Gdenotes graduate student author during manuscript process

1. Marshall, M.I. 2021. REI Revisited: Socioemotional Wealth Among Small Family and Non-Family Businesses. Small Business Institute Conference, February 25-26, Virtual Meeting.
2. Sydnor, S. and M.I. Marshall. Mindfulness, Socioemotional Wealth, and Family Firm Performance. Small Business Institute Conference, February 2020, New Orleans, LA.
3. Marshall, M.I., R.D. Wiatt, and Y. Lee. SEW and Exit Intentions. Small Business Institute Conference, February 2022, Charleston, SC.
4. Wiatt, R.D., M.I. Marshall, Y. Lee. Love of Work or Love and Work? Predicting Workaholism among Small Business Owners in the United States. Work Family Researchers Network Conference, June 2022. New York, NY.
5. Bednarik, Z., M.I. Marshall., I. Kumar. Rural Small Business Loan Access And Their Adaptive Capacity In Times Of Crisis, AAEEA, July 2023, Washington, DC.
6. Martinez-Palomares, J.^G, C. Valdivia, and M.I. Marshall. 2023. Who Got It Worse? The Implications Of Decreasing Income On Mental Health By Gender And Race During The Covid-19 Pandemic. Cambio de Colores Conference, June 18, Columbia, MO.
7. Marshall, M.I., R. Wiatt, M. Fitzgerald, and Y. Lee. 2024. Socioemotional Wealth Among Business Owning Couples. USASBE Conference, January 2024, Birmingham, AL.
8. Armesto, A.^G, M.I. Marshall. Power Dynamics in Couples Working Together: Impact on Company Profitability and Perceived Performance. SBI Conference, April 2024, Orlando, FL.
9. Walls, W.^G, M.I. Marshall, R. Wiatt. Are Farm Heir Preferences Considered in Succession? SBI Conference, April 2024, Orlando, FL.

10. Fitzgerald, Y. Lee, M.I. Marshall, R. Wiatt. Copreneurs And Family Business Adjustment Strategies. Work Family Researchers Network Conference, June 2024, Montreal, Canada.
11. Maria I. Marshall et al. 2024. Socioemotional wealth and income among business owning couples. Work Family Researchers Network Conference, June 2024, Montreal, Canada.
12. Adhikari, L.D.^g, B. Katare, and M.I. Marshall. Do Workplace Wellness Programs Help in Improving Employee Health and Well-Being: Evidence from a Workplace Wellness Training for Small Rural Businesses in Indiana. AAEA Annual Meeting, July 2024, New Orleans, LA.

TEACHING AND MENTORING

Dr. Marshall has mentored 49 graduate students and 10 undergraduate students through research process. She has graduated 26 graduate students as major professor. She has also served and mentor to over 15 junior faculty informally and formally through the Susan Bulkeley Butler Center.

Participation In the Undergraduate Program

Dr. Marshall has taught *Advanced Agribusiness Marketing* (AGEC 427), which is a three-hour senior level capstone course and *Family Business Management* (AGEC 498), a new junior/senior level course.

Participation In Graduate Program

	Master's Degree		Doctoral Degree	
	Completed	In Progress	Completed	In Progress
Major Professor	23	1	5	2
Committee Member	18	0	3	3

Graduate and Undergraduate Student Awards

1. Carlos Mayen – 2005 Outstanding Departmental MS Thesis Award with thesis titled *Consumer Preferences of a Fresh-Cut Melon Product—A Potential Value-Added Product for Indiana Melon Growers*. Department of Agricultural Economics, Purdue University.
2. Whitney O. Peake (co-authored paper) – Best Doctoral Student Paper Award from Small Business Association, USASBE Conference, Orlando, FL, 2007
3. Anna Flaig – Graduate Student Extension Competition at the 2009 AAEA/ACCE Joint Annual Meeting.
4. Tia McDonald (co-authored paper) – Honorable Mention, Best Paper in Family Business, USASBE Conference, San Francisco, CA, 2013.
5. Tia McDonald – 2014 Outstanding Departmental Doctoral Dissertation Award with dissertation titled *Succession and Resilience: Three Essays Analyzing Small Business Behavior Using Multivariate Estimation Techniques*. Department of Agricultural Economics, Purdue University.
6. Hillary Vrba—2020 Deb Brown Award for Outstanding Undergraduate Honors Thesis.
7. Mackinley Cooksey—2023 Deb Brown Award for Outstanding Undergraduate Honors Thesis.
8. Clara Shoopman—2025 Winner of AAEA Undergraduate Paper Competition.

EXTENSION PROGRAMMING

The common thread throughout Dr. Marshall's Extension programs is supplying knowledge and tools that enable entrepreneurs, family business owners, and small business owners to make informed business decisions. Toward that end, Dr. Marshall has coordinated and delivered workshops throughout the US and

abroad, provided business management assistance, and developed a wealth of research-based instructional materials and publications.

Key and Current Extension Programs in Business Development and Risk Management

Risk Management in Small Businesses (2003-present). Risk is inherent in any business. Dr. Marshall has focused specifically on the human resource and marketing risks faced by small businesses. The objective of the risk management program is to provide educational programming and decision aids to farm and non-farm small business owners through the business development process. Her program began by helping specialty crop producers decrease risk through planning and subsequently expanded to include both farm and non-farm small businesses. She was part of a collaborative effort to develop and deliver risk management education programs to specialty crop producers in Indiana supported by U.S. Department of Agriculture and the North Central Risk Management Education Center. The program was enhanced and expanded by a \$1 million grant that funded the Agricultural Innovation and Commercialization Center (AICC) for which Dr. Marshall was a co-principle investigator and led the curriculum development for *INventure*. *INventure*, one of the main outputs of AICC, is a business planning software that was available on-line and is now being revised to be relaunched in January 2016. In 2017, the business planner was translated into Spanish and is available for Spanish speaking entrepreneurs. The software helps entrepreneurs think through the business planning process in the course of six interactive stages. As a result of the decision aids and publications from this program, Dr. Marshall has been asked to present at various workshops statewide, regionally, and nationally. She continues to provide educational programming in business planning and marketing across the state to farm and non-farm small businesses. *Audience*: Farm and non-farm business owners nationwide. *Outcomes and Impact*: Major outputs of this program are various highly used Extension publications. Dr. Marshall has also published seven frequently used publications in the area of small business risk and planning. For example, her co-authored article "The Risk Matrix: Illustrating the Importance of Risk Management Strategies" in the *Journal of Extension* was one of the journal's Top 50 Most Read Articles for six years. *INventure* was used by the Michigan State Product Center (this includes Extension educators in Michigan, Ohio, and Wisconsin), and Extension professionals from Washington State, Tennessee, Illinois and Kentucky. *INventure* was also being used in a Purdue courses. *INventure* won the 2006 *Outstanding Agricultural Economics Extension Website Award* from the AAEA Extension Section. The business planner has over 1000 registered users as of January 2022.

Family Business (2009-present). Director, Purdue Institute for Family Business. Most small businesses are family businesses. Family business and entrepreneurship research has shown that the family and the business are interconnected not only in terms of financial and human resources, but also in terms of emotional support. Succession planning is important for the continuity of any business and is an important component of a business's risk management strategy. Dr. Marshall is especially interested in human resource risk in family businesses related to farm succession and transition. This led to an integrated Extension and research grant funded by USDA-AFRI in 2009 focused on succession planning in Illinois, Indiana, Michigan, and Ohio and another USDA-AFRI grant in 2015 focused on decision-making in small and medium-sized farms. She has made presentations focused on small business risks, business planning, family business conflict, family policies, and family management plans to various producer organizations around the state and internationally. In 2016, the Purdue Institute for Family Business (purdue.ag/fambiz) was launched providing important resources for family business owners,

Extension educators, and family business advisors. *Audience:* Family business owners and managers, Extension educators, and family business advisors. *Outcomes and Impact:* This program has created awareness of successful family business management practices for family business owners. Family business consultants increased their knowledge of conflict among family business owners around the topic of succession planning. The website has over 200 subscribers from across the country.

Rural Development (2020-present). Director, North Central Regional Center for Rural Development. The mission of the North Central Regional Center for Rural Development (NCRCRD) is to use a systems approach to build thriving rural communities through cutting-edge research and Extension programs and innovative partnerships. The NCRCRD dedicated to three themes: creating resilient communities and economies, developing leadership and civic engagement, and promoting community health and wellness. The NCRCRD is focused on working on these three themes within three interconnected systems: communities, businesses, and households. The NCRCRD is committed to building a more resilient North Central Region (NCR) by improving the adaptive capacity of households, businesses, and communities through impactful research and outreach. Resilience requires many and complex interconnecting decisions made by individuals, households, businesses, and communities. The resilience of these interconnected systems relies on their ability to bounce back better after major shocks to their various capitals such as human, built, financial, social, political, natural, and cultural.

Dr. Marshall proposed and led the NCR-Stat database project. The data collected by the Center is available open access and oversamples rural households. The purpose of the [NCR-Stat database](#) is to decrease the barriers for institutions to study regional changes and conduct comparative research, as well as increase regional collaboration for both research and Extension. NCRCRD facilitates regional collaboration for: survey development, data collection methods, data analysis that leads to publications, and educational curricula. The regional database aims to enhance collaboration between high- and low-resource institutions across the region. Institutions could choose to oversample their states and researchers could provide funds to include focused topics to the survey. The initial Baseline dataset was collected in 2022. Currently the NCR-Stat Database includes the 2022 Baseline dataset, the Caregiving dataset, and the Small Business dataset. NCRCRD is now conducting surveys in collaboration with our sister centers – the Northeast Regional Center for Rural Development (NERCRD) and the Southern Rural Development Center (SRDC). The surveys conducted replicate the surveys used in the North Central Region to expand research between regions. Currently NER-Stat: Caregiving is now available. In 2025 the Baseline survey will be a national survey with all four regions represented.

ADMINISTRATIVE SERVICE (*since 2014*)

<i>Departmental Service</i>	Tenure
Department Head Review: Chair	2015
Agribusiness Marketing Faculty Search Committee: Chair	2015
Department Strategic Planning Committee: Chair	2016-2017
Marketing Clinical Faculty Search Committee	2018
Purdue/McKinney Ag Law Program: Chair	2018-2020
Department Extension Coordinator	2017-2025
<i>College and University Committees</i>	Tenure
College of Agriculture: Leadership Development Certificate Program	2015-2018
College of Agriculture: Dean Search Committee	2017-2018
ADVANCE Steering Committee	2017-2020
College of Agriculture Area Committee	2019-2025
Extension Task Force	2024
<i>Regional and National Organizations</i>	Tenure

AAEA, Chair, Extension Section Graduate Student Extension Competition	2012-2017
NC1030 Multistate Research Committee, Chair	2018-2021
AAEA, Extension Section, Chair	2018-2019
AAEA, Extension Section, Past Chair	2019-2020
AAEA, Board of Directors	2025-2028
