

Maria I. Marshall, Ph.D.  
Professor, Department of Agricultural Economics  
Purdue University

### **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

### **ACADEMIC APPOINTMENTS**

8/2014-present Professor, Department of Agricultural Economics, Purdue University  
08/2009-8/2014 Associate Professor, Department of Agricultural Economics, Purdue University  
01/2003-8/2009 Assistant Professor, Department of Agricultural Economics, Purdue University

### **HONORS AND AWARDS**

Gamma Sigma Delta Outstanding Graduate Student Teaching Award, College of Agriculture, Kansas State University, 2003  
Coleman Scholarship Winner for Entrepreneurship Educators, USASBE, 2006, 2007, and 2008  
Outstanding Agricultural Economics Extension Website, Extension Section, AAEA, 2006  
PUCESA Team Award, Purdue University Cooperative Extension Specialist Association, 2006  
Purdue University School of Agriculture Dean's Team Award, Purdue University, 2007.  
Small Business Administration Best Doctoral Paper, USASBE Conference, Orlando, FL won by Whitney Peake on co-authored paper 2007  
Purdue Agriculture Team Award, College of Agriculture, Purdue University, 2007  
Selected for Entrepreneurship Leadership Academy, Discovery Park's Burton D. Morgan Center for Entrepreneurship, Purdue University, 2007  
PUCESA Early Career Award, PUCESA, Purdue University, 2008  
Sustainable Agriculture Outreach Award, Hoosier Environmental Council, 2008  
Distinguished Extension/Outreach Program Award: Group, AAEA, 2009  
Distinguished Extension/Outreach Program Award: Individual under 10 Years, AAEA, 2010  
Partnership Award-Multistate Efforts, USDA-NIFA, 2010  
Honorable Mention, Best Paper in Family Business, USASBE Conference, San Francisco, CA 2013.

### **MEMBERSHIP IN ACADEMIC, PROFESSIONAL, AND SCHOLARLY SOCIETIES:**

American Agricultural Economics Association (AAEA)  
AAEA, Committee on Women in Agricultural Economics Section  
AAEA, Extension Section  
United States Association for Small Business and Entrepreneurship (USASBE)  
NC1030 Family Firms and Policy in Times of Disruption

**REFEREED JOURNAL ARTICLES** (*published and accepted*)

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., 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., 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. 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.
11. Peake, W. and M.I. Marshall. 2009. Uncovering what Helps Entrepreneurs Start Businesses: Lessons from Indiana. *Journal of Extension*, 47(2).
12. Hofmann, C., J.H. Dennis, and M.I. Marshall. 2009. Factors Influencing the Growth of Farmers Markets in Indiana. *HortScience* 44(3): 712-716.
13. Hall, T.J., 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.
14. 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.
15. Hall, T., R. Lopez, M.I. Marshall, and J. Dennis. 2010. Barriers to Sustainable Floriculture Certification. *HortScience*, 45(5): 778-783.
16. 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.
17. Lee, Y.G., Robb, D. 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.

18. Navarro, J.I., 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).
19. Peake, W.O. and M.I. Marshall. 2011. Experience and Entrepreneurship in Industrialized Countries: a Meta-Analysis. *American Journal of Entrepreneurship*, 4(1): 49-70.
20. 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](http://www.choicesmagazine.org/magazine/pdf/cmsarticle_220.pdf).
21. 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.
22. Lee, Y. and M.I. Marshall. 2013. Goal Orientation and Performance of Family Businesses. *Journal of Family and Economic Issues*, 34(3): 265-274.
23. Schrank, H.L., M.I. Marshall, A. Hall-Phillips, R. Wiatt, and N.E. Jones. 2013. Small Business Demise and Recovery after Katrina: Rate of Survival and Demise. *Natural Hazards*, 65(3): 2353-2374.
24. Marshall, M.I. and A. Flaig. 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.
25. Veldstra, M., 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.
26. Remble, A.A., 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.
27. Marshall, M.I. and H. Schrank. 2014. Small Business Disaster Recovery-A Research Framework. *Natural Hazards*, 72(2): 597-616.
28. Croft, M.M., 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.
29. 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.
30. McFadden, D.T. and M.I. Marshall. 2014. Local Food Systems and Interactions with Entrepreneurship. *Journal of Food Distribution Research*, 45(3): 1-3.
31. 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.
32. Josephson, A., 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
33. Torres, A.B, M.I. Marshall, C.E. Alexander, & M.S. Delgado. 2016. Are Local Market Relationships Undermining Organic Fruit and Vegetable Certification? A Bivariate Probit Analysis. *Agricultural Economics*, 48: 1-9.

34. Croft, M., 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. Croft, M., S.G. Hallett, and M I. Marshall. *Accepted* 2016. Hydroponic Production of African Leafy Vegetables for Improving Nutritional Security and Economic Viability in Kenya. *Renewable Agriculture and Food Systems*.
36. 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.

### **PUBLISHED PROCEEDINGS**

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, 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, 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, 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, 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. 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, 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, 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.

### **BOOK CHAPTERS**

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.

## BOOK REVIEWS

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.

## PEER REVIEWED EXTENSION PUBLICATIONS

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, 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. 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, 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, M., and M.I. Marshall. 2011. *Padgetts' Dairy Goat Farm: Teaching Notes*. Department of Agricultural Economics, Purdue University, *Online*: 4 pages.
15. Remble, 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, 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](https://ag.purdue.edu/agecon/Documents/PAER_April%202014.pdf).
18. Josephson, 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>.

## RESEARCH ABSTRACTS

1. Marshall, M.I. and T.L. Marsh. "The Effects of Mexican Import Permits on U.S. White Corn Exports." Selected poster presented at the American Agricultural Economics Association, Chicago, Illinois, July 2001.
2. Marshall, M.I. "Political Market Impacts on Mexican Import Permits for White Corn." *AgEcon Search: Research in Agricultural and Applied Economics*. <http://agecon.lib.umn.edu>. Selected paper presented at the Western Agricultural Economics Association Meeting, Long Beach, California, July 2002.
3. Marshall, M.I. and T.L. Marsh. "Endogenous Protection in the Mexican Corn and Sorghum Market." *AgEcon Search: Research in Agricultural and Applied Economics*. <http://agecon.lib.umn.edu>. Selected paper presented at the American Agricultural Economics Association Meeting, Montreal, Canada, July, 2003.
4. Mayen C. and M.I. Marshall. "Consumer Preferences for a Fresh-Cut Melon Product – A Potential Value Added Product for Melon Growers." Selected paper presented at the International Food and Agribusiness Management Association Conference, Chicago, IL, June, 2005.
5. El Wafa, M.A., J. Vansickle, M. Samy, M.I. Marshall, H. Gow, and B. Swanson. "Developing Public Private Teams to Conduct Market Research and Develop Business Plans to Supply Selected EU Markets." Selected paper presented at the International Food and Agribusiness Management Association Conference, Chicago, IL, June, 2005.
6. Marshall, M.I. and W. Oliver. "The Effects of Human, Financial, and Social Capital on the Entrepreneurial Process for Entrepreneurs in Indiana." [http://www.aeaweb.org/annual\\_mtg\\_papers/2005papers.html](http://www.aeaweb.org/annual_mtg_papers/2005papers.html). Selected paper presented at American Economic Association Annual Conference, ASSA, Philadelphia, PA, January 2005.
7. Marshall, M.I. and W.O. Peake. "The Effect of Human, Financial, and Social Capital on the Entrepreneurial Process for Rural Entrepreneurs in Indiana." National Association of Community Development Extension Professionals Conference, Las Vegas, Nevada, February 2005.
8. Marshall, M.I. and W.O. Peake. "Human Capital and Its Affect on Entrepreneurship: A Key Component or Much Ado About Nothing?" *AgEcon Search: Research in Agricultural and Applied Economics*. <http://agecon.lib.umn.edu>. Selected paper presented at the American Agricultural Economics Association Conference, Providence, RI, July, 2005.

9. Marshall, M.I. and A. Samal. "The Effect of Human and Financial Capital on the Entrepreneurial Process: An Urban-Rural Comparison of Entrepreneurs in Indiana." *AgEcon Search: Research in Agricultural and Applied Economics*. <http://agecon.lib.umn.edu>. Selected paper presented at the American Agricultural Economics Association Conference, Long Beach, CA, July, 2006.
10. Peake, W.O. and M.I. Marshall. "Is Degree of Rurality More Crucial to Small Firm Births than Access to Incubators? An Analysis of States' Relative Efficiencies in Promoting the Birth of Small Firms." *AgEcon Search: Research in Agricultural and Applied Economics* found at <http://agecon.lib.umn.edu>. Selected paper presented at the American Agricultural Economics Association Conference, Portland, OR, July, 2007.
11. Marshall, M.I. and H. Pushkarskaya. "What did they do with the money? An Analysis of Tobacco Farmers' Expenditure Choices." *AgEcon Search: Research in Agricultural and Applied Economics* found at <http://agecon.lib.umn.edu>. Selected paper presented at the American Agricultural Economics Association Conference, Portland, OR, July, 2007.
12. B.D. Lee, M.I. Marshall and D.D. Jones. "Environmental Health Specialists' Perspective about Soils." Selected poster at the Indiana Association of Professional Soil Classifiers Winter Conference, Indianapolis, IN, January, 2008.
13. Hofmann, C., J. Dennis, and M.I. Marshall. "An Evaluation of Market Characteristics for Indiana Farmers' Markets." <http://purl.umn.edu/6790>. Selected paper presented at the Southern Agricultural Economics Association Conference, Dallas, TX, February, 2008.
14. Deveau, V and M.I. Marshall. "How Beneficial is Tourism: An Analysis of Tourism in Il N'gwesi, Kenya." <http://purl.umn.edu/6350>. Selected paper presented at the American Agricultural Economics Association Conference, Orlando, FL, July, 2008.
15. Baldwin, K., V. Deveau, K. Foster, and M.I. Marshall. "Traits Affecting Household Marketing Decisions in Rural Kenya." <http://purl.umn.edu/6445>. Selected paper presented at the American Agricultural Economics Association Conference, Orlando, FL, July, 2008.
16. Peake, W.O. and M.I. Marshall. "Has the "Farm Problem" Disappeared? A Comparison of Household and Self-Employment Income Levels of the Farm and Nonfarm Self-Employed." <http://purl.umn.edu/46304>. Selected paper presented at the Southern Agricultural Economics Association Conference, Atlanta, GA, January-February, 2009.
17. Hofmann, C., J. Dennis, and M.I. Marshall. "Identifying Farmers' Market Organizational Structure: An Indiana Case Study." Selected paper to be presented at the International Society of Horticultural Science (ISHS) International Conference, Chiang Mai, Thailand, June, 2009.
18. Peake, W.O. and M.I. Marshall. "Does Experience Determine Performance? A Meta-Analysis on the Experience-Performance Relationship." <http://purl.umn.edu/49275>. Selected poster presented at the Agricultural and Applied Economics Association Conference, Milwaukee, WI, July, 2009.
19. Remble, A., R. Keeney, and M.I. Marshall. "Multiple-Generation Farm Households: What Determines Primacy in Management?" Selected paper presented at the Southern Agricultural Economics Association Conference, Orlando, FL, February 2010.

20. Remble, A., R. Keeney, and M.I. Marshall. "A Competing Values Approach to Small Family Business Succession." <http://purl.umn.edu/61685>. Selected poster presented at the Agricultural and Applied Economics Association Conference, Denver, CO, July 2010.
21. Foltz, R. and M.I. Marshall. "Choosing a Successor: Factors and Influences on Farm and Agribusinesses." <http://purl.umn.edu/124272>. Selected paper presented at the Agricultural and Applied Economics Association Conference, Seattle, WA, August, 2012.
22. Jones, N. and M.I. Marshall "Role Satisfaction and Conflict: An Exploratory Study of Intergenerational Businesses." <http://purl.umn.edu/124697>. Selected poster presented at the Agricultural and Applied Economics Association Conference, Seattle, WA, August, 2012.
23. Torres, A. and M.I. Marshall "Determining the Marketing Barriers to Organic Production and Certification." <http://purl.umn.edu/124432>. Selected poster presented at the Agricultural and Applied Economics Association Conference, Seattle, WA, August, 2012.
24. Marshall, M.I., N. Jones, and T. McDonald. "The Impact of Role Satisfaction and Conflict on Succession Planning." Selected presentation at Family Firm Institute Annual Conference, Research and Education Symposium, Brussels, Belgium, October, 2012.
25. Torres, A., M.I., Marshall, and C.E. Alexander. "Does Proximity to Consumers Determine Organic Certification?" Selected paper presented at the Agricultural and Applied Economics Association Conference, Washington, DC, August, 2013.
26. McDonald, T.M., and M.I. Marshall. "Estimating the relationship between disaster severity and impacts using a continuous treatment model." Selected presentation at Rural Sociological Society Meeting. New York, NY. August 2013.
27. Marshall, M.I. and W.O. Peake. "Women's Management Strategies and Growth in Rural Female-Owned Family Business." Selected paper as part of the session *Micro Foundations of the Glass Ceiling: Gender and Finance in Rural Settings* at the AAEA-ASSA Conference, Philadelphia, PA, January, 2014.
28. Josephson, A. and M.I. Marshall. "The Effectiveness of Post-Katrina Disaster Aid: SBA Loans and Small Businesses in Mississippi." Selected paper presented at the Agricultural and Applied Economics Association Conference, Minneapolis, MN, July, 2014.
29. McDonald, T., M.I. Marshall, and R. Florax. "Small Business Disaster Resilience: The Importance of Informal Insurance." Selected paper presented at the Agricultural and Applied Economics Association Conference, Minneapolis, MN, July, 2014.
30. Torres, A.P. and M.I. Marshall. "Does Social Capital Explain Small Business Resilience? A Panel Data Analysis Post-Katrina." Selected poster presented at the Agricultural and Applied Economics Association Conference, San Francisco, July, 2015.
31. Carriere, D. M.I. Marshall, and J. Binkley. Response to Economic Shock: Impacts of Rurality and Economic Recession on County-Level Suicide in the United States. Selected poster presented at the Agricultural and Applied Economics Association Conference, San Francisco, July, 2015.
32. Li, W. and M.I. Marshall. 2017. Gender and Its Impact on Business Owner Satisfaction in Family Farms. SAEA annual meeting, February 4-7, Mobile, AL.



33. Hiramatsu, T. and M.I. Marshall. 2017. The Effect of Small Business Administration Disaster Loans on Revenues and Customer Base of Small Businesses in Mississippi after Hurricane Katrina. SAEA annual meeting, February 4-7, Mobile, AL.

### **ORGANIZED SYMPOSIA AND RESEARCH PRESENTATIONS**

1. "The Entrepreneurship Process: Key Success Factors." Symposium organized by Dr. Marshall and Dr. Aaron Johnson from Oregon State University as part of the AEM track. American Agricultural Economics Association, Providence, RI, July 2005
2. "Success and Management: A Family Business Perspective." Symposium organized by Dr. Marshall and Dr. George Haynes from Montana State University as part of the AEM track. Presented "Farm and NonFarm Family Business Management Strategies." American Agricultural Economics Association, Orlando, FL, July, 2008.
3. "Integrating the Family into the Business." Symposium organized by Dr. Marshall and Dr. George Haynes from Montana State University as part of the ACCI sessions. Presented "Gender Gaps in Goal Orientation in Family Businesses." AAEA/ACCI Joint Annual Meeting, Milwaukee, WI, July, 2009.
4. "Women in Agricultural Economics: A Centennial Celebration." Symposium organized by Dr. Marshall. AAEA/CAES/WAEA Joint Annual Meeting, Denver, CO, July 2010.
5. "Teaching on a Tight Budget: What Do We Do With More Students and Less Resources?" Symposium organized by Dr. Marshall, Dr. Paul Wilson from the University of Arizona, and Dr. James Sterns from the University of Florida. AAEA/CAES/WAEA Joint Annual Meeting, Denver, CO, July 2010.
6. "Where Do Agricultural Economists Fit in the Local Food Movement?" Presented "Opportunities in Local Food Systems." AAEA/CAES/WAEA Joint Annual Meeting, Denver, CO, July 2010.
7. "How Behavioral Economics Can Inform Policymakers." Presented "How Biases toward the Default Option Affect Estimation of the Personal Discount Rate. AAEA/CAES/WAEA Joint Annual Meeting, Denver, CO, July 2010.
8. "Developing an Integrated Research and Extension Program." Seminar, University of Kentucky, October, 2010.
9. "Roundtable on Social Science on Policy Applications to Networks." Network Resilience Conference. Purdue University. April 7, 2011.
10. "Local Food Systems as a Catalyst for Innovation." Symposium organized by Dawn Thilmany McFadden, Colorado State University and Maria Marshall, Purdue University, AAEA Annual Meeting, Minneapolis, MN, July 2014.
11. "Survival and Demise of Small Family-Owned Businesses Following a Natural Disaster." Roundtable organized by Linda Niehm, Iowa State University, Maria Marshall, Purdue University, and Sandra Sydnor Purdue University, USASBE Conference January 2015, Tampa, FL.

### **GRANT ACTIVITY**

Integrated Research and Extension Grants: \$7,881,613 of which Dr. Marshall is responsible for \$2,057,392.

#### **Current Grants:**

1. Kinley Trust/ *Understanding Formal and Informal Food Systems: Seed Sources, Grower Strategies and Consumer Choices for Green Leafy Vegetables in Western Kenya*, 1/2105-1/2016, \$19,992, Co-PI.

2. USDA-AFRI/ *Integrating Family and Business Objectives for Stronger Family Farm Sustainability*, 1/2015-1/2019, \$471,455, PI and Project Director.

### **PARTICIPATION IN GRADUATE PROGRAM**

	Master's Degree		Doctoral Degree	
	Completed	In Progress	Completed	In Progress
Major Professor	12	2	4	0
Committee Member	13	1	2	0

#### *Graduate Students Awards while Major Professor:*

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.
1. Whitney O. Peake (co-authored paper) – Best Doctoral Student Paper Award from Small Business Association, USASBE Conference, Orlando, FL, 2007
2. Anna Flaig – Graduate Student Extension Competition at the 2009 AAEA/ACCE Joint Annual Meeting.
3. Tia McDonald (co-authored paper) – Honorable Mention, Best Paper in Family Business, USASBE Conference, San Francisco, CA, 2013.
4. 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.

### **PARTICIPATION IN THE UNDERGRADUATE PROGRAM**

Dr. Marshall teaches *Marketing Management of Agricultural Businesses* (AGEC 327, formally 426). AGEC 327 is a three-hour sophomore level course. Dr. Marshall currently teaches *Advanced Agribusiness Marketing* (AGEC 427), which is a three-hour senior level capstone course. Student ratings are as follows: 5=Excellent, 4=Good, 3=Fair, 2=Poor, 1=Very Poor.

<u>Year</u>	<u>Semester</u>	<u>Course Title</u>	<u>Students</u>	<u>Course Rating</u>	<u>Instructor</u>
2008	Fall	AGEC 426	70	4.2	4.2
2009	Fall	AGEC 426	78	4.2	4.2
2010	Fall	AGEC 426	70	4.5	4.6
2011	Fall	AGEC 327	69	4.1	4.2
2013	Fall	AGEC 427	48	3.9	3.9
2014	Fall	AGEC 427	49	4.2	4.3
2015	Fall	AGEC 427	45	4.2	4.6
2016	Fall	AGEC 427	56	4.9	4.8

### **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.

Dr. Marshall has conducted over 100 presentations to a total audience over 4000 individuals. The topics of the presentations were focused on business development (average rating 4.6), marketing (average rating 4.7), and family business management (average rating 4.7). She presented to groups from Women in Agriculture and Annie's Project to Horticulture Congress and other grower conferences in Indiana and around the country. Dr. Marshall presented and hosted farms at the Indiana Farm Management Tour (2003-2005, 2012). She has also presented 12 presentations to an audience of 425 regarding the entrepreneurship assistance programs available through Purdue Cooperative Extension to various groups around the state.

### ***Key and Current Extension Programs in Local Foods:***

1. Food Entrepreneurship Program (2003-present). In collaboration with the Food Science Department, Dr. Marshall developed a program that helps potential food entrepreneurs make informed business decisions on the viability of their ventures. Dr. Marshall and others conducted a food industry needs assessment for Indiana that was used as a foundation for the Food Entrepreneur Assistance Response Program (formerly, Food Entrepreneurship Program), which was published in the *Journal of Extension* in 2005. The FEAR program provides educational materials and technical assistance to food entrepreneurs, with Dr. Marshall being responsible for the business management component. At its inception, the FEAR program received \$120,000 in grant funds from the Indiana Department of Agriculture. Today, the program has become self-sustaining. A core output of FEAR is a one-day workshop titled, "Introduction to Starting a Specialty Food Business in Indiana." It brings together experts from different state agencies and university departments to discuss important topics related to starting a food business. The workshop has been conducted 18 times since April 2003 in collaboration with the Indiana Board of Health.

*Audience:* Entrepreneurs in Indiana and Illinois, Extension Educators, Board of Health personnel.

*Outcomes and Impact:* Approximately 20-25% of workshop attendees have continued to pursue product development and start-up assistance from FEAR and an estimated 4-5 new businesses enter the economy per year. Approximately 25% of those attending the workshop decided not to pursue their initial business venture after learning the details of starting a business. This means that more viable firms are being established and individuals who might otherwise start a business saved, on average, \$200,000 in startup costs. Notably, in Indiana the number of food manufacturing non-employer (businesses with no hired employees) firms grew by 220 firms between 2004 and 2010. In particular, the specialty food sector grew by 163 firms and all were individual proprietorships. Research on nascent entrepreneurs conducted at these workshops led to a second publication in the *Journal of Extension*.

2. Indiana MarketMaker (2007-2015). Dr. Marshall coordinated the launch of *Indiana MarketMaker*, [www.inmarketmaker.com](http://www.inmarketmaker.com), which is part of the National Food Industry MarketMaker partnership. *Indiana MarketMaker* is an interactive mapping system that locates businesses and markets of agricultural food products in Indiana, providing an important link between producers and consumers. It is a powerful directory of state, regional, and national food producers and buyers. National Food Industry MarketMaker is an excellent example of multistate collaboration and won the 2010 Partnership Award for Multistate Efforts given by USDA-NIFA. The producer list, compiled by Dr. Marshall, and the partnership with other states have allowed for more detailed micro level research on producer decision-making and enabled Dr. Marshall to leverage MarketMaker with two integrated Extension and research grants funded by USDA totaling \$1.3 million. The producer lists have been used to enable primary data collection for research on organic certification and production (across 16 states) and succession planning (regionally). Both research projects have led to Extension and research outputs. Dr. Marshall also strives to bring real world examples from her Extension program into the classroom. She uses *Indiana MarketMaker* in her teaching so that students can help Indiana businesses enhance their marketing strategies and gain valuable real life experience.

*Audience:* Consumers, producers, food processors, and food entrepreneurs.

*Outcomes and Impact:* The site links consumers and food retailers interested in purchasing local food from producers on farm and at farmers markets. It has about 50,000 hits and about 5,000 users per month.

### ***Key and Current Extension Programs in Business Development and Risk Management***

1. 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 \$506,070 in funding from the 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. 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 in 2007 (49<sup>th</sup>), 2008 (20<sup>th</sup>), 2009 (13<sup>th</sup>), 2010 (11<sup>th</sup>), 2011 (7<sup>th</sup>), and 2012 (16<sup>th</sup>). *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 course, ENTR200, as part of the Burton D. Morgan Center for Entrepreneurship's Entrepreneurship Certificate Program. *INventure* won the 2006 *Outstanding Agricultural Economics Extension Website Award* from the AAEA Extension Section.

2. Family Business (2009-present). 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.

*Audience:* Family business owners and managers and family business consultants.

*Outcomes and Impact:* This program has created awareness of successful family business management practices for 332 family business owners. Over 200 family business consultants increased their knowledge of conflict among family business owners around the topic of succession planning.

#### **ADMINISTRATIVE SERVICE** (*since 2013*)

<b><i>Departmental Service</i></b>	<b>Tenure</b>
Department Head Review: Chair	2015
Department Strategic Planning Committee: Chair	2016-present
Agribusiness Marketing Faculty Search Committee: Chair	
College of Agriculture: Leadership Development Certificate Program	2015-Present

<b><i>College and University Committees</i></b>	<b>Tenure</b>
College of Agriculture: Agenda and Policy Committee	2010-2013
College of Agriculture: Graduate Mentoring Task Force	2013
College of Agriculture: Diversity Action Team in Agriculture	2013-2015
College of Agriculture: Leadership Development Certificate Program	2015-Present

<b><i>Regional and National Organizations</i></b>	<b>Tenure</b>
AAEA, Extension Awards Committee	2011-2013
NC1030 Multistate Research Committee, Chair	2011-2013
AAEA, Chair, Extension Awards Committee	2012-2013
AAEA, Chair, Extension Section Graduate Student Extension Competition	2012-Present