

María I. Marshall

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Department of Agricultural Economics
Purdue University
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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

EMPLOYMENT

08/09-present Associate Professor, Department of Agricultural Economics, Purdue University
01/03-8/09 Assistant Professor, Department of Agricultural Economics, Purdue University
08/99-12/02 Graduate Research and Teaching Assistant, Department of Agricultural
Economics, Kansas State University
10/95-08/99 Grain Merchandising Services, The Scoular Company, Overland Park, KS.

HONORS AND AWARDS

Who's Who in Agricultural Higher Education, 2003
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

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RESEARCH AND EXTENSION PROGRAMS

Dr. Marshall's applied research is the foundation of her Extension program. Her research focuses on small business development, family business management, and rural economic development. Her small and family business research is focused on areas such as the firm birth process, business management, and marketing. Her rural economic development research focuses on alternative enterprises, small farms, and disaster recovery.

Dr. Marshall's Extension program seeks to increase economic development through entrepreneurship. Her Extension focus is on small business development via educational programs aimed at increasing the number, viability, and sustainability of small businesses. She has mainly concentrated on micro-enterprise development by providing business management assistance, and developing instructional materials, and publications that can be used with a diverse audience. She has coordinated and delivered workshops in nationally and internationally related to small business development. Dr. Marshall's Extension programs are supported with applied research in the areas of entrepreneurship and small business development.

GRANT ACTIVITY

Extension: Total \$2,691,310 of which Dr. Marshall is responsible for \$603,261.

Research: Total \$3,489,172 of which Dr. Marshall is responsible for \$919,069.

REFEREED JOURNAL ARTICLES (*published or accepted*)

Marshall, Maria I., D. Bush, and K. Hayes. 2005. "Extension Programming for Food Entrepreneurs: An Indiana Needs Assessment." *Journal of Extension*, 23(5).

Alexander, C. and M.I. Marshall. 2006. "The Risk Matrix: Motivating the Importance of Risk Management Strategies." *Journal of Extension* 22(2).

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.

Marshall, M.I. and C. Alexander. 2006. "Using A Contingency Plan to Combat Human Resource Risk." *Journal of Extension* 22(2).

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.

Marshall, M.I. and T.L. Marsh. 2007. "Consumer and Investment Demand for Manufactured Housing Units." *Journal of Housing Economics* 16: 59-71.

Johnson A., J. Fulton, and M.I. Marshall. 2007. "Steps for Developing Effective Grant Writing Workshops." *Journal of Extension* 45(1).

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.

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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.

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.

Peake*, W. and M.I. Marshall. 2009. "Uncovering what Helps Entrepreneurs Start Businesses: Lessons from Indiana." *Journal of Extension*, Volume 47 (2).

Hofmann, C., J.H. Dennis, and M.I. Marshall*. 2009. "Factors Influencing the Growth of Farmers Markets in Indiana." *HortScience* 44(3):712-716.

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.

Hofmann, Christa H., Jennifer H. Dennis, and Maria I. Marshall. 2009. "Identifying Farmers' Market Organizational Structure: An Indiana Case Study," International Society for Horticultural Science, Marketing and Economics Symposium, *Acta Horticulture*.

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.

Hall, T., R. Lopez, M.I. Marshall, and J. Dennis. 2010. "Barriers to Sustainable Floriculture Certification." *HortScience* 45(5): 778-783.

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.

Lee, Y.G., Robb, D. and M.I. Marshall. (accepted) 2010. "Factors Influencing the Likelihood of Holding IRAs and DC Plans among Minority Workers in the U.S." *Journal of Asian Regional Association of Home Economics*.

Peake, W.O. and M.I. Marshall. 2011. "Experience and Entrepreneurship in Industrialized Countries: a Meta-Analysis." *Southern Journal of Entrepreneurship* 4(1): 49-70.

BOOK CHAPTERS

Marshall, M.I., M.A. Boland, D. Conforte, and Deborah Cesar. "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, 2002.

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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

Boland, M.A., K. Dhuyvetter, and M.I. Marshall. *Economic Issues with White Corn*. MF-497, K-State Research and Extension Publication, November 2000: 7 pages.

Marshall, Maria I. "Hoop Land Farms." *Indiana Farm Management Profiles*, Department of Agricultural Economics, Purdue University, CES-356, 2004: 5 pages.

Marshall, Maria I. *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, 2004: 3 pages.

Lusk, C.L. and M.I. Marshall. *Licensing, Regulatory, and Tax Requirements for Indiana Businesses: A Checklist Guide for New Businesses*. Department of Agricultural Economics, Purdue University, EC-733, 2004: 130 pages. *Updated August 2006*

Marshall, M.I. "2003 Small Business Indicators." *Purdue Agricultural Economics Report*. (Pg 5-8), 2004.

Mayen, C. and M.I. Marshall. *Opportunities in the Fresh-Cut Fruit Sector for Indiana Melon Growers*. Department of Agricultural Economics, Purdue University, EC-732, 2005: 8 pages.

Lusk, C.L. and M.I. Marshall. *How to Use Goals to Achieve Business Success: First Steps for New Entrepreneurs*. Department of Agricultural Economics, Purdue University, EC-726, 2005: 10 pages. <http://www.ces.purdue.edu/extmedia/EC/EC-726.pdf>

Marshall, M.I. "Keotter Woodworking, Inc. and The Forest Discovery Center." *2005 Indiana Farm Management Profiles*, Department of Agricultural Economics, Purdue University, CES-358, 2005: pages 9-12.

Marshall, M.I. and C. Alexander. *Planning for the Unexpected: Human Resource Risk and Contingency Planning*. Department of Agricultural Economics, Purdue University, EC-736, 2005: 8 pages.

Marshall, M.I. "Contingency Planning: A Well Kept Secret." *Seed World*. February 2006 Volume 17, Number 2.

Marshall, M.I., A. Johnson, and J. Fulton. *Writing a Successful Grant Proposal*. Department of Agricultural Economics, Purdue University, EC-737, 2006: 12 pages.

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TRADE PRESS

Marshall, M.I. 2006. "Contingency Planning: A Well Kept Secret." *Seed World*. February, Volume 17, Number 2.

Marshall, M.I. 2007. "Evaluating Financing Option for Expansion." *The New Agricultural Network*. May, Volume 4(3).

Lusk, C. and M.I. Marshall. 2007. "How to Use Goals to Achieve Business Success." *Progressive Dairyman*. Accessible at <http://www.progressivedairy.com/phpBB2/viewtopic.php?t=857>.

Akridge*, J. and M.I. Marshall. 2008. "Hanging on to Talent." *CropLife Magazine*.

Marshall, M.I. 2009. "Maximizing Your Advertising Dollars." *OPGMA Today*. Winter Issue.

Hall*, T.J., J.H. Dennis, R. G. Lopez, and M.I. Marshall. 2009. "Factors Affecting the Willingness to Adopt Sustainable Floriculture Practices." *OFA Bulletin*, July/August (916):19-20.

Marshall, M.I. 2010. "What's Decreasing Your Credit Score?" *Pioneer Growing Point Magazine* March 9(5).

SOFTWARE DEVELOPMENT

Marshall, M.I., C. Ehmke, J. Fulton, A. Gray, M. Boehlje, and J. Akridge. *INventure* is a business planning web-tool available at: <http://agecon.purdue.edu/planner>. Agricultural Innovation and Commercialization Center (AICC), Department of Agricultural Economics, Purdue University. Dr. Marshall was responsible for providing the leadership and guidance for the development of the materials for the web-tool. As of August 2007, *INventure* has 2679 registered users. Twenty-five percent of the users spend more than 8 days on it.

RESEARCH ABSTRACTS

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.

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.

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.

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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.

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.

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. Selected paper presented at American Economic Association Annual Conference, ASSA, Philadelphia, PA, January 2005.

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.

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.

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.

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.

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.

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.

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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.

Deveau, V and M.I. Marshall. "How Beneficial is Tourism: An Analysis of Tourism in Il N'gawesi, Kenya." <http://purl.umn.edu/6350>. Selected paper presented at the American Agricultural Economics Association Conference, Orlando, FL, July, 2008.

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.

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.

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.

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.

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.

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.

CONFERENCE PROCEEDINGS OF SELECTED AND PRESENTED PAPERS

Marshall*, M.I., M.A. Boland, and D. Conforte. "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, April 2000.

W.O. Peake and M.I. Marshall. "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., January, 2007.

Marshall, M.I. and H. Pushkarskaya. "Will the Tobacco Buyout Program Lead to More New Businesses?" Presented and published online in *Proceedings of 2008 USASBE Conference*, San Antonio, TX, January, 2008.

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Clark, S. and M.I. Marshall. "Women, Goal Orientation, and Success: A Family Business Perspective." Presented and published online in *Proceedings of 2010 USASBE Conference*, Nashville, TN, January, 2010.

Flaig, A. and M.I. Marshall. "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, June, 2010.

M.I. Marshall and A. Flaig. "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, January, 2011.

STAFF PAPERS

Marshall, M.I., 2006. "Who Chooses to Own a Manufactured Home?" Purdue University, Department of Agricultural Economics, Staff Paper #06-12, December.

http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=25009&ftype=.pdf

Marshall, M.I. and A. Samal, 2006. "The Effect of Human and Financial Capital on the Entrepreneurial Process: An Urban-Rural Comparison of Entrepreneurs in Indiana." Purdue University, Department of Agricultural Economics, Staff Paper #06-13, December.

http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=25008&ftype=.pdf

Peake, W. O and Maria I. Marshall, 2006. "What Do We Really Know About Entrepreneurs? An Analysis of Nascent Entrepreneurs in Indiana." Purdue University, Department of Agricultural Economics, Staff Paper #06-14, December.

http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=25013&ftype=.pdf

Peake, W.O and Maria I. Marshall. 2007. "Getting the Most Bang for the Buck: An Analysis of States' Relative Efficiencies in Promoting the Birth of Small Firms." The Office of Advocacy Small Business Working Papers from U.S. Small Business Administration, Office of Advocacy.

MANUSCRIPTS IN REVIEW

Remble, A.A., R. Keeney, and M.I. Marshall. 2010. "Multiple Generation Farm Households: What Determines Primacy in Management?" *Applied Economic Perspectives and Policy*.

Pushkarskaya, H. and M.I. Marshall. 2011. "Personal Discount Rates: Evidence from the Tobacco Buyout Program." *Journal of Agricultural Economics*.

Marshall, M.I. and A. Flaig. 2011. "The Impact of Gender, Marriage, and Children on Self-Employment Income." *Journal of Family and Economic Issues*.

ORGANIZED SYMPOSIA AND RESEARCH PRESENTATIONS

"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

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“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.

“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.

“Women in Agricultural Economics: A Centennial Celebration.” Symposium organized by Dr. Marshall. AAEA/CAES/WAEA Joint Annual Meeting, Denver, CO, July 2010.

“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.

“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.

“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.

“Developing an Integrated Research and Extension Program. Seminar, University of Kentucky, October, 2010.

“Roundtable on Social Science on Policy Applications to Networks.” Network Resilience Conference. Purdue University. April 7, 2011.

PARTICIPATION IN GRADUATE PROGRAM

	Master’s Degree		Doctoral Degree	
	Completed	In Progress	Completed	In Progress
Major Professor	7	2	1	1
Committee Member	12	2	0	1

Graduate Students Awards while Major Professor:

Carlos Mayen won the Outstanding MS Thesis Award with thesis titled *Consumer Preferences of a Fresh-Cut Melon Product—A Potential Value-Added Product for Indiana Melon Growers*.

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Whitney O. Peake won the Best Doctoral Student Paper Award from SBA for the 2007 USASBE Conference.

Anna Flaig won the Graduate Student Extension Competition at the 2009 AAEA/ACCE Joint Annual Meeting.

COURSES TAUGHT AND EVALUATION OF COURSE AND INSTRUCTOR

Dr. Marshall taught *Principles of Marketing and Management for Horticultural Businesses* (HORT 435). HORT 435 is a four hour course. Dr. Marshall teaches *Marketing Management of Agricultural Businesses* (AGEC 426). AGEC 426 is a three hour 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>
2003	Fall	HORT 435	45	3.7	4.1
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

MEMBERSHIP IN ACADEMIC, PROFESSIONAL, AND SCHOLARLY SOCIETIES:

American Agricultural Economics Association (AAEA)

Western Agricultural Economics Association (WAEA)

Committee on Women in Agricultural Economics, AAEA Section, Vice-Chair
Extension Section, AAEA

American Economics Association (AEA)

United States Association for Small Business and Entrepreneurship (USASBE)