Matthew M. Mars
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Tucson, AZ 85721
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EDUCATION

The University of Arizona
Center for the Study of Higher Education
Doctor of Philosophy, May 2006
Dissertation: "The Emerging Domains of Entrepreneurship Education: Students, Faculty, and the Capitalist Academy"
Chair: Sheila Slaughter

Northern Arizona University
Master of Education, December 1998
Major: Counseling/Human Relations

Utica College of Syracuse University
Bachelor of Arts, May 1995
Major: Sociology/Anthropology

PROFESSIONAL EXPERIENCE

Associate Professor (with Tenure), Leadership and Innovation (July 2019 – present)
Assistant Professor, Leadership and Innovation (Aug 2014 – June 2019)
Director of Graduate Studies (Aug 2014 – present)
Department of Agricultural Education, Technology, and Innovation, College of Agriculture and Life Sciences

Associate Professor (by courtesy) (July 2019 – present)
Assistant Professor (by courtesy) (Jan 2019 – June 2019)
Center for the Study of Higher Education, College of Education
The University of Arizona, Tucson, AZ

Assistant Vice President for Program Development, Office of Global Initiatives (Jan 2014 – Aug 2014)
The University of Arizona, Tucson, AZ

Associate Dean, Outreach College (Aug 2012 – Jan 2013)
The University of Arizona, Tucson, AZ

Lecturer (July 2010 – Aug 2012)
McGuire Center for Entrepreneurship, Eller College of Management
The University of Arizona, Tucson, AZ

Assistant Professor of Higher Education (Sept 2009 – July 2010)

Division of Applied and Advanced Studies in Education, Charter College of Education
California State University - Los Angeles, Los Angeles, CA

Entrepreneurship and Knowledge Transfer Specialist (Clinical Post-Doc) (Feb 2007 –Aug 2009)
McGuire Center for Entrepreneurship, Eller College of Management/Office of Technology Transfer
The University of Arizona, Tucson, AZ

HONORS and AWARDS

- Association of Public & Land Grant Universities Innovative Teaching Award, 2018
- Dorrance Scholarship Program Professor of Excellence in Teaching, Dorrance Scholarship Program, 2017 - present
- Bart Cardon Early Career Teaching Award, University of Arizona College of Agriculture and Life Sciences, 2016
- Fellow, Bart Cardon Academy for Teaching Excellence, University of Arizona College of Agriculture and Life Sciences, 2016 - present
- North American Colleges and Teachers of Agriculture Teaching Award of Merit, Spring 2015
- Faculty Honoree, Beta Gamma Sigma International Business Honor Society, Eller College of Management Chapter, 2012
- Dissertation Recognition: Recognized as one of three dissertations considered for the 2006 Association for the Study of Higher Education Bobby Wright Dissertation of the Year
- Eller College Student Council Advisor of the Year as voted by the Eller College Undergraduate student body, 2000-2001

PUBLICATIONS AND RESEARCH ACTIVITIES

Refereed Journal Articles
(*indicates publications with graduate students)

Mars, M.M., & Schau, H.J. (2019). The jazziness of local food work: Organization level ingenuity and the entrepreneurial formation and evolution of local food systems. *Rural Sociology, 84*(2), 257-283. doi: 10.1111/ruso.12244

*Jeffers-Sample, A., **Mars, M.M.**, Rice, A.M., & Torres, R.M. (2018). Examining the entrepreneurial leadership propensities of Extension educator. *Journal of Extension, 56*(6) Article 6FEA4. Available online: https://www.joe.org/joe/2018october/a4.php

Mars, M.M., & Torres, R.M. (2018). Developing collegiate student proclivities to entrepreneurial leadership. *The Journal of Leadership Education,* 17(4), 110-129. doi: 10.12806/V17/I4/R7

Mars, M.M., & Schau, H.J. (2018). What is local food entrepreneurship? Variations in the commercially and socially oriented features of entrepreneurship in the Southeastern Arizona local food system. *Rural Sociology,* 83(3), 568-597. doi: 10.1111/ruso.12197

Mars, M.M., & Bronstein, J. (2018). The promise of the organizational ecosystem metaphor: An argument for biological rigor. *Journal of Management Inquiry,* 27(4), 382-391. doi: 10.1177/1056492617706546

*DeKoker, T., **Mars, M.M.**, Torres, R.M., & Quist, T.M. (2018). Wild greens knowledge and consumption: A qualitative exploration of human agency in the Southern Arizona food system. *Food, Culture & Society, 21*(3), 331-349. doi: 10.1080/15528014.2018.1451040

Mars, M.M., & Hart, J. (2017). Graduate STEM-based agriculture education and women agriculturalists: An agency perspective. *Journal of Agricultural Education, 58*(3), 256-274. doi: 10.5032/jae.2017.03256

Mars, M.M., & Schau, H.J. (2017). Institutional entrepreneurship and the negotiation and blending of the Southern Arizona local food system. *Agriculture and Human Values, 34*(2), 407-422. doi: 10.1007/s10460-016-9722-3

*Cubillas, S., **Mars, M.M.**, Torres, R.M., & Sias, P.M. (2017). Touristic authenticity and value co-creation: An exploration of two local wineries in Southeastern Arizona, USA. *Journal of Rural and Community Development, 12*(1), 34-54.

Mars, M.M. (2017). Entrepreneurial science and the training and aspirations of STEM-focused agriculture graduate students: An exploration. *NACTA Journal, 61*(1), 33-40.

Mars, M.M. (2016). The meaning and relevancy of entrepreneurship and innovation: An exploration of agriculture teacher preparation and perspectives. *Journal of Agricultural Education, 57*(3), 55-69. doi: 10.5032/jae.2016.03055

Szelényi, K., Bresonis, K., & **Mars, M.M.** (2016). Who am I versus who can I become? Exploring women's science identities in STEM Ph.D. programs. *Review of Higher Education, 40*(1), 1-31. doi: 10.1353/rhe.2016.0036

Mars, M.M., & Ball, A.L. (2016). Ways of knowing, sharing, and translating agricultural knowledge and perspectives: Alternative epistemologies across non-formal and informal settings. *Journal of Agricultural Education, 57*(1), 56-72. doi: 10.5032/jae.2016.01056

*Zamudio, J., **Mars, M.M.**, & Torres, R.M. (2016). A qualitative exploration of entrepreneurial learning among Southern Arizona small-scale farmers and ranchers. *Journal of Extension, 54*(2) Article 2FEA4. Available online: http://www.joe.org/joe/2016april/a4.php

Mars, M.M. (2015). Interdisciplinary entrepreneurial leadership and the development of agricultural innovators. *Journal of Agricultural Education, 56*(3), 178-194. doi: 10.5032/jae.2015.03178

Mars, M.M., Bronstein, J.L., & Sullivan, P.L. (2015). The ecosystem of dark networks: A biological perspective. *Combatting Terrorism Exchange, 5*(3), 31-36.

Mars, M. M. (2015). From bread we build community: Entrepreneurial leadership and the co-creation of local food businesses and systems. *Journal of Agriculture, Food Systems, and Community Development*, *5*(3), 63-77. doi: 10.5304/jafscd.2015.053.005

Mars, M.M., & Torres, R.M. (2014). Enhancing agricultural leadership education through the inclusion of entrepreneurial principles and practices. *NACTA Journal, 58*(4), 284-289.

Mars, M.M., Bresonis, K., & Szelényi, K. (2014). Science and engineering doctoral student socialization, logics, and the national economic agenda: Alignment or disconnect? *Minerva, 52* (3), 351-379.

Mars, M.M., & Burd, R. (2013). Impact over revenue: Toward a social entrepreneurship model for university technology transfer. *Journal of Entrepreneurship and Organization Management, 2* (1), 1-7.

Panayi, N.D., **Mars, M.M.**, & Burd, R. (2013) The promise of digital (mobile) health in cancer prevention and treatment. *Future Oncology/Future Medicine, 9* (5), 613-617.

Mars, M.M., Bronstein, J.L., & Lusch, R.F. (2012). The value of a metaphor: Organizations and ecosystems. *Organizational Dynamics, 41* (4), 271-280.

Mars, M.M., & Rhoades, G. (2012). Socially-oriented student entrepreneurship: A study of student change agency in the academic capitalism context. *The Journal of Higher Education. 83* (3), 435-459.

Mars, M.M., & Ginter, M. (2012). Academic innovation and autonomy: An exploration of entrepreneurship education within American community colleges and the academic capitalist context. *Community College Review, 40* (1), 75-95.

Rios-Aguilar, C., & **Mars, M.M.** (2011). Integration or fragmentation? College student citizenship in the global society. *Education, Knowledge and Economy, 5* (1-2), 29-44.

Mars, M.M. (2010). What's behind the name? The intensification of academic branding in elite U.S. graduate colleges of business and education. *Education, Knowledge and Economy, 4* (1), 33-56.

Mars, M.M., & Rios-Aguilar, C. (2010). Academic entrepreneurship (re)defined: Significance and implications for the scholarship of higher education. *Higher Education*, *59* (4), 441-460.

Mars, M.M. (2009). Conceptual Boundaries and Pathways: Exploring the Institutional Logics of Higher Education Scholarship on College Student Social Movements and Activism, 1967-2008. *Education, Knowledge and Economy, 3* (2), 121-140.

Mars, M.M. (2009). Student entrepreneurs as agents of organizational change and social transformation: A grassroots leadership perspective. *Journal of Change Management, 9* (3), 339-357.

Mars, M.M., & Garrison, S. (2009). Socially-oriented ventures and traditional entrepreneurship education models: A case review. *Journal of Education for Business, 84* (5), 290-296.

Mars, M.M., & Lounsbury, M. (2009). Raging against or with the private marketplace? Logic hybridity and eco-entrepreneurship. *Journal of Management Inquiry, 18* (1), 4-13.

Hart, J. & **Mars, M.M.** (2009). Science educators: Two houses, but no home? *Innovative Higher Education, 34* (1). 19-32.

Mars, M.M., Slaughter, S., & Rhoades, G. (2008). The state-sponsored student entrepreneur. *The Journal of Higher Education, 79* (6), 638-670.

Mars, M.M. (2007). The diverse agendas of faculty within an institutionalized model of entrepreneurship education. *Journal of Entrepreneurship Education, 10*, 43-62.

Mars, M.M., & Ginter, M.B. (2007). Connecting organizational environments with the instructional technology practices of community college faculty. *Community College Review, 34* (4), 324-343.

<u>Book Chapters, Book Reviews, and Monographs</u>

Mars, M.M. (2016). A story of urban farming and the cultivation of community and the human spirit [Book review]. *Journal of Agriculture, Food Systems, and Community Development, 7*(1), 135-135. http://dx.doi.org/10.5304/jafscd.2016.071.004

Mars, M. M. (2015). The framing and celebration of the American local grain movement [Book review]. *Journal of Agriculture, Food Systems, and Community Development, 6*(1), 209–211. doi: http://dx.doi.org/10.5304/jafscd.2015.061.002

Mars, M.M. (2014). Extending the legacy of the land grant institution as a social innovation: A new version for university technology transfer and entrepreneurship. In Sherry Hoskinson and Donald F. Kuratko (Eds). *Volume 24: Advances in the Study of Entrepreneurship, Innovation and Economic Growth: Innovative Pathways for University Entrepreneurship in the 21st Century.* London: JAI/Elsevier Press, pp. 209-226.

Mars, M.M., & Hoskinson, S. (Eds.) (2013). *A cross-disciplinary primer on the meaning and principles of innovation*. London: JAI/Elsevier Press.

Mars, M.M., & Burd, R. (2013). Entrepreneurial strategies for public higher education creating value for Arizona. In Gary Rhoades and Jenny J. Lee (Eds.). *Is Higher Education Ready for Arizona's Future?: 102nd Arizona Town Hall Report.* pp. 136-155.

Mars, M.M. (2013). Community college economic and workforce development in the neoliberal and academic capitalist context. In John S. Levin & Susan Kater (Eds.). *Understanding Community Colleges.* New York: Routledge, Taylor and Francis, pp. 217-230.

Mars, M.M. (2012). An innovative vision for economic development in higher education: An essay on balancing community growth and global competitiveness. In Gary D. Libecap and Sherry Hoskinson (Eds). *Volume 22: Advances in the Study of Entrepreneurship, Innovation and Economic Growth: Entrepreneurship and Global Competitiveness in Regional Economies: Determinants and Policy Implications.* London: JAI/Elsevier Press, pp. 219-233.

Mars, M.M., & Hoskinson, S. (2010). The organizational workshop: A conceptual exploration of the boundary spanning role of university entrepreneurship and innovation centers. In Gary D. Libecap, Marie Thursby, and Sherry Hoskinson (Eds). *Volume 21: Advances in the Study of Entrepreneurship, Innovation and Economic Growth: Spanning Boundaries and Disciplines: University Commercialization in the Idea Age.* London: JAI/Elsevier Press, pp. 119-138.

Mars, M. M. (2009). College student eco-entrepreneurship: A social movement perspective. In Gary D. Libecap (Ed.). *Volume 20: Advances in the Study of Entrepreneurship, Innovation and Economic Growth: Frontiers in Eco-Entrepreneurship Research.* London: JAI/Elsevier Press, pp. 153-172.

Mars, M.M. (2009). Exploring the privatized dimension of entrepreneurship education and its link to the emergence of the college student entrepreneur. In Jennifer A. Sandlin and Peter McLaren (Eds.). *Living and Learning in the Shadow of the "Shopocalypse": Towards a Critical Pedagogy of Consumption.* New York: Routledge, Taylor and Francis:, pp. 97-107.

Mars, M.M., & Hoskinson, S. (2009). Intersecting entrepreneurship and law: An experiential learning exchange. In Elizabeth J. Gatewood, Kelly G. Shaver, & Page G. West (Eds.). *Handbook of University-Wide Entrepreneurship Education.* Northampton, MA: Edward Elgar Publishing, Inc., pp. 191-202.

Mars, M. M., Bercovitz, J., & James, B.E. (2009). Toward measuring the social value of university innovations: A review of the literature. In Gary D. Libecap (Ed.). *Volume 19 Advances in the Study of Entrepreneurship, Innovation and Economic Growth: Measuring the Social Value of Innovation: A Link in the University Technology Transfer and Entrepreneurship Equation*. London: JAI/Elsevier Press, pp. 1-28.

Mars, M.M., & Metcalfe, A.S. (2009). The entrepreneurial domains of US higher education. *ASHE –Higher Education Report Series, 34* (5). San Francisco: Jossey-Bass.

Popular Press and Media Activity

Featured and quoted in Badzinski, J. (2019, May 8). "UA students help non-profits evaluate performance." *UA News.* https://uanews.arizona.edu/story/ua-students-help-nonprofits-evaluate-performance

Quoted in Mace, M. (2018, March 12). "Next UA TEDx talks will focus on 'aberrant' ideas." *Arizona Daily Star*. pp. C1, C6.

M.M. Mars (2017, September/October). Adult agricultural literacy education: Beyond the conventional boundaries. *The Agricultural Education Magazine, 90*(2), 5-6.

M.M. Mars (May 26, 2015). Ecosystems and human networks. *Top of the Mind with Julie Rose.* BYU Radio. http://www.byuradio.org/episode/e551b91d-caaf-4325-807d-da9c8ef1e2fe/top-of-mind-with-julie-rose-ecosystems-and-human-networks-obesity-history

Quoted in Kimble, M. (2015, March/April). It's not about the bread. *Edible Baja Arizona.* pp. 132-144.

McGinley, S. (April 9, 2015). Ecosystem metaphor may apply to humans. *UA News* story featuring the research of **M.M. Mars** and J. Bronstein. http://uanews.org/story/ecosystem-metaphor-may-apply-to-humans

Mars, M.M., Bronstein, J., & Lusch, R. (Winter, 2014). Organizations as ecosystems: Probing the value of a metaphor. *University of Toronto Rotman Magazine,* 72-77.

Funded Projects

University of Arizona Multicultural Scholars Program in Culinary Medicine. (Co-Principal Investigator with Melanie Hingle, Assistant Professor of Nutritional Sciences, The University of Arizona, Funded in 2019 by the USDA Multicultural Scholars Program – $164,000)

Precision Nutrition: Emerging Solutions for Chronic Disease. (Co-Principal Investigator with Kirsten Limesand, Professor of Nutritional Sciences, The University of Arizona, Funded in 2018 by the USDA National Needs Fellow Program – Award# 00773853, $262,500)

Developing and Diffusing a Cross-Disciplinary, Multi-Institutional University Entrepreneurial Leadership Graduate Course. (Principal Investigator, with Jeni Hart, Professor, Educational Leadership and Policy Analysis, University of Missouri – Columbia; Innovative Teaching Award funded in 2018 by the Association of Public and Land Grant Universities, $1,750)

The Innovation Collaboratory. (Single Recipient, Faculty Development Grant funded in 2017 awarded by Dorrance Scholarship Programs, $45,000).

The Biological Ecosystem Analysis of the Arizona Charter School Sector. (Principal Investigator, with Judith L. Bronstein, University Distinguished Professor, Ecology and Evolutionary Biology, The University of Arizona, & Amber H. Rice, Assistant Professor, Agricultural Education, The University of Arizona; Start for Success Grant funded in 2017 by The University of Arizona Office for Research & Discovery $22,500).

Ag Discovery Summer Enrichment Program. (Co-Principal Director, with Tanya Hodges, Regional Coordinator, University of Arizona – Yuma Campus; Funding in 2017 by the USDA, $24,143).

Ag Discovery Summer Enrichment Program. (Co-Principal Director, with Tanya Hodges, Regional Coordinator, University of Arizona – Yuma Campus; Funding in 2016 by the USDA, $24,300).

Entrepreneurial Leadership Proclivities and Capacities of Arizona Cooperative Extension Educators. (Principal Investigator, Faculty Seed Grant funded in 2016 by The University of Arizona Office for Research & Discovery, $5,441.00)

Nanotechnology 2020: Preparing students to use nanotechnologies to solve contemporary problems in agriculture and human sciences. (Principal Investigator, 2018-2019; Co-Principal Investigator with Randy Burd, Professor of Nutritional Sciences, The University of Arizona, 2014-2018, Funded in 2014 by the USDA NIFA Program – Award# 2014-70003-22358, $720,978.00)

Ecological analysis of an education ecosystem: The Arizona charter school sector. (Co-Principal Investigator with Judie Bronstein, University Distinguished Professor of Ecology and Evolutionary Biology, The University of Arizona, Funded in 2013 by the Center for Insect Studies, College of Science, The University of Arizona, Research Seed Grant, $12,000.00)

STEM Graduate Student Socialization for Innovation and Entrepreneurship: Training the Next Generation of Scientists and Engineers for Social and Economic Development (Co-Principal Investigator, with Katalin Szelenyi, Assistant Professor of Higher Education, University of Massachusetts – Boston, Funded in 2011 by University of Massachusetts - Boston Proposal Development Grant, $9,986.00)

PRESENTATIONS

Juried Presentations

(*indicates publications with graduate students)

Mars, M.M., & Schau, H.J. (2019, August). *The rise of peasant marketing: Questing for authenticity through idiosyncrasy and chaos in an age of fetishized perfection.* Presentation at the Annual Conference of the Rural Sociological Society, Richmond, VA.

Mars, M.M. (2019, June). *The ecology of local entrepreneurship systems: An analysis of the Southern Arizona craft brewery sector.* Presentation at the Annual Meeting and Conference of the Agriculture, Food, and Human Values Society, Anchorage, AK.

Mars, M.M., & Wentzel-Fisher, S. (2019, June). *In the shadows of innovation: Local food entrepreneurship and everyday ingenuity.* Presentation at the Annual Meeting and Conference of the Agriculture, Food, and Human Values Society, Anchorage, AK.

*Thorp, T., **Mars, M.M.**, Nelson, B., Black, A., & Burd, R. (2019, June). *Nanotechnology 2020: Preparing students for nanotechnology applications in agriculture and the life sciences.* Poster Presentation at the North American College and Teachers of Agriculture Annual Conference, Twin Falls, ID.

Schau, H.J., & **Mars, M.M.** (2018, July). *Negotiating marketplace logics to facilitate legitimacy.* Special Paper Session at the Consumer Culture Theory Annual Conference, Odense, Denmark.

Mars, M.M., & Schau, H.J. (2018, June). *Organization level ingenuity and the entrepreneurial formation and evolution of local food systems*. Presentation at the Annual Meeting and Conference of the Agriculture, Food, and Human Values Society, Madison, WI.

*Thorp, T., & **Mars, M.M.** (2018, June). *Visual representation of local food in conventional and unconventional marketplaces.* Poster Presentation at the Annual Meeting and Conference of the Agriculture, Food, and Human Values Society, Madison, WI.

*Phillips, C.K., **Mars, M.M.**, Rice, A.H., & Torres, R.M. (2017, September). *How do college students learn about food systems?* Proceedings at the Western Region of the American Association of Agricultural Education, Ft. Collins, CO.

Schau, H.J., **Mars, M.M.**, & Sias, P. (2017, July). *Edible Magazine: A primer on local food systems and regional cuisine.* Presentation at the Consumer Culture Theory Annual Conference, Irvine, CA.

Mars, M.M., Schau, H., & Sias, P. (2017, June). *The localization of local food systems: Public narratives and taste regimes across the Western United States.* Presentation at the Annual Meeting and Conference of the Agriculture, Food, and Human Values Society, Los Angeles, CA.

Mars, M.M. (2017, June). *What is local food entrepreneurship? An exploration of the commercial and social variations of entrepreneurial strategies in the Southern Arizona local food system.* Presentation at the Annual Meeting and Conference of the Agriculture, Food, and Human Values Society, Los Angeles, CA.

*Phillips, C.K., **Mars, M.M.**, Rice, A.H., & Torres, R.M. (2017, May). *How do college students learn about food systems?* Poster Presentation at the National Conference of the American Association of Agricultural Education, San Luis Obispo, CA.

*Colville, C., Torres, R.T., & **Mars, M.M.** (2016, September). *Professional development needs of [state] agricultural education teachers.* Poster presentation at the Western Region Meeting of the American Association of Agricultural Education, Tucson, AZ.

Mars, M.M., & Schau, H.J. (2015, June). *Uncovering the local-global market logic dynamic: A critical analysis of the Southern Arizona food movement*. Presentation at the Annual Consumer Culture Theory Conference, Little Rock, AR.

Schau, H.J., & **Mars, M.M.** (2015, February). *Crops to crafts: Negotiating authenticity in farmers' markets.* Presentation at the American Marketing Association Marketing Educators' Meeting, San Antonio, TX.

Cantwell, B., Rhoades, G., Torres-Olave, B., **Mars, M.M.**, & Szelényi, K. (2014). *The mis-specified STEM crisis.* Symposium to be presented at the Annual Meeting of the Association for the Study of Higher Education. Washington, D.C, November, 2014.

Mars, M.M., Bresonis, K., & Szelényi, K. (2012). *STEM doctoral student socialization, logics, and the national economic agenda: Alignment or disconnect between science and entrepreneurship*. Paper presented at the Annual Meeting of the Association for the Study of Higher Education. Las Vegas NV, November 15, 2012.

Bresonis, K., Szelényi, K., & **Mars, M.M.** (2012). *Women and science and engineering identities in STEM Ph.D. programs*. Paper presented at the Annual Meeting of the Association for the Study of Higher Education. Las Vegas NV, November 15, 2012.

Mars, M.M. (2012, April). *Community college economic and workforce development in the neoliberal and academic capitalist context*. Symposium paper at The Council for the Study of Community Colleges 2012 Annual Conference, Orlando, FL.

Mars, M.M., & Hoskinson, S. (2010, November). *Assessing non-commercial value ropositions: A socially-oriented tool for entrepreneurship students and educators*. Paper selected for presentation at the Satter Conference on Social Entrepreneurship, Berkley Center for Entrepreneurial Studies, Leonard N. Stern School of Business, New York University, New York, NY.

Mars, M.M. (2010, April). *Empathy or strategy? Student citizenship, social movements, and the market*. Paper selected for presentation at the American Educational Research Association Annual Meeting, Denver, CO.

Ulanoff, S., Andre-Bechely, L., Weinberg, L., & **Mars, M.M.** (2010, April). *Conceptualizing the role of the professional practice doctorate in promoting leadership in public service institutions*. Presidential session to be presented at the American Educational Research Association Annual Meeting, Denver, CO.

Mars, M.M. (2008, November). *The socially-oriented student entrepreneur.* Presented at the Annual Meeting of the Association of the Study of Higher Education, Jacksonville, FL.

Rios-Aguilar, C., & **Mars, M.M.** (2008, November). *Entrepreneurship: Theoretical rigor or practical convenience.* Roundtable presented at the Annual Meeting of the Association of the Study of Higher Education, Jacksonville, FL.

Mars, M.M. (2007, November). *Intersecting entrepreneurship and law education: A learning exchange model for the knowledge economy.* Handbook of University-Wide Entrepreneurship Education and Invited Conference at Wake Forest University. Winston-Salem, NC.

Mars, M.M., Ward, K., Moore, T., Mendoza, P., Toma, J.D., & Slaughter, S. (2007, November). *The role and relevance of faculty work: Beyond the boundaries of the academy.* Symposium presented at the Annual Meeting of the Association of the Study of Higher Education (ASHE). Louisville, KY.

Hart, J., & **Mars, M.M.** (2007, November). *Science educators: Two houses but no home?* Paper presented at the Annual Meeting of the Association of the Study of Higher Education. Louisville, KY.

Mars, M.M. (2006, November). *Conceptualizing the entrepreneurial cultures of faculty within the capitalist academy.* Paper at the Annual Meeting of the Association of the Study of Higher Education, Anaheim, CA.

Slaughter, S., **Mars, M.M.**, Metcalfe, A.S, & Smith, V.(2005, November). *Academic capitalism: Beyond the book – entrepreneurialism, curriculum, and instruction.* Symposium presented at the Annual Meeting of the Association of the Study of Higher Education (ASHE), Philadelphia, PA.

Mars, M.M., & Ginter, M.B. (2005, October). *Digital entanglement: Coping with technology in instruction.* Forum presented at the Annual Conference on Information Technology of the League for Innovation in the Community College, Dallas, TX.

Mars, M.M., & Lippert, S. (2003, October). *Large classes, a lot of teamwork, and 5000 students! The challenge to building a cohesive learning community.* Presentation at the Annual National Conference of the National Association of Academic Advisors, Dallas, TX.

<u>Invited Presentations and Papers</u>

Mars, M.M. (2019, May 3). *Lessons from the field: Ingenious approaches to policy realities.* UA McGuire Center for Entrepreneurship Heritage Food Start-Up Lab Workshop, Tucson, AZ.

Mars, M.M. (2019, March 15). *Why is innovation overrated?* Tucson, AZ: TEDxUA.

Mars, M.M. (2018, November 30). *Entrepreneurs & innovation: The CALS recipe.* The University of Arizona CALS AG 100 Annual Meeting, Chandler, AZ.

Mars, M.M. (2018, January 17). *Community wellness, economic vitality, and entrepreneurial strategies for food system re-localization*. Bullion Plaza Museum and Cultural Center's Hardscrabble Presentation Series, Globe, AZ.

Mars, M.M. (2017, February). *Applying innovation principles and practices to community-based and experiential learning.* Arizona Science Teachers Association Statewide Unconference, Tucson, AZ.

Mars, M.M., & Guerra, D. (2015, August). *Community-supported agriculture and baking: Lessons from the United States.* Taiwan Thinktank, Taipei, Taiwan.

Mars, M.M., & Bronstein, J. (2015, January). *Counter-terrorism and the organizational ecosystem.* Green Counterterrorism Net Assessment Workshop, Alexandria, VA.

Mars, M.M. (2008, June). *Social entrepreneurship: Logics and strategies.* University of Illinois – Urbana/Champaign Social Entrepreneurship Summer Institute.

Mars, M.M., Slaughter, S., & Rhoades, G. (2007). *The state-subsidized student entrepreneur.* Technology, Innovation and Institutions Working Paper Series: University of Alberta Technology Commercialization Centre.

Slaughter, S., & **Mars, M.M.** (2005, October). *Graduate education: Permeable public-private boundaries and shifting definitions of the public good and private interest.* Paper presented at Canadian Association of Graduate Studies, International Conference, Challenges to Innovation in Graduate Education, Toronto, Ontario, Canada.

INSTRUCTIONAL ACTIVITIES

University of Arizona

- AED 301: Youth Leadership Development (Undergraduate)
- AED 410/510: Entrepreneurial Leadership in Agriculture and the Life Sciences (Undergraduate/Graduate)
- AED 411/511: Principles and Applications of Organizational Innovation (Undergraduate/Graduate)
- AGTM 422/522: Communicating Knowledge in Agriculture and the Life Sciences (Undergraduate/Graduate)
- AED 621: Program Evaluation (Graduate)
- H ED 602: Research Design (with Dr. Jenny Lee, Associate Professor of Higher Education)
- H ED 609: Organizations and Administration in Higher Education (Graduate)
- ENTR 696C: Systems of Innovation and University Managerial Networks (Doctorate) (with Dr. Robert Lusch, Muzzy Chair in Entrepreneurship and Professor of Marketing, McGuire Center for Entrepreneurship, Dr. Sheila Slaughter, McBee Professor of Higher Education, Institute of Higher Education, University of Georgia, Dr. Erik Ness, Assistant Professor of Higher Education, University of Georgia)

- ENTR 410: Creativity and the Innovation Process (Undergraduate Honors) (with Dr. Victor Shamas, Lecturer, UA Department of Psychology)
- ENTR 406/506: Principles of Entrepreneurship (Undergraduate/Graduate)
- ENTR 420R: Innovation Principles and Environments (Undergraduate)
- ENTR 340: Innovation and Transformation (Undergraduate)
- B AD 201: Special Topics in Research Design for Business Administration (Undergraduate)
- B AD 103: Introduction to Business Competency and Success (Undergraduate)
- B AD 100: Career Preparation in the Management Fields (Undergraduate)

California State University, Los Angeles

- EDHI 603: Introduction to Doctoral Studies (Fall 2009, Spring 2010) (Graduate-Doctoral)
- EDHI 605F: Laboratories of Practice (Spring 2010) (Graduate-Doctoral)
- EDFN 500: Evaluation of Educational Research (Winter 2010) (Graduate)
- EDFN 552: Policy Studies in Urban Education (Spring 2010) (Graduate)
- EDFN 452: Educational Statistics (Spring 2010) (Undergraduate)

GRADUATE STUDENT RESEARCH COMMITTEE PARTICIPATION

Doctoral Dissertation Chair

- Angela Kaczowka, The University of Arizona, Higher Education Administration, Status: Active (2017 – present)
- Tyler Thorp, The University of Arizona, Higher Education Administration, Status: Active (2018 – present)

Doctoral Dissertation Committee Service

- Maureen Flores, Northern Arizona University, Educational Leadership, External Committee Member, (Chair: Dr. Mary Dereshiwsky), Status: Completed 2011
- Vasco Polyzoev, The University of Arizona, Aerospace and Mechanical Engineering, Entrepreneurship Minor Representative, (Chair: Dr. Eniko Enicov), Status: Completed 2012
- Rahul Jain, The University of Arizona, Chemical and Environmental Engineering, Entrepreneurship Minor Representative, (Chair: Dr. Anthony Muscat), Status: Completed 2013
- Bernal Granados-Alpizar, The University of Arizona, Chemical and Environmental Engineering, Entrepreneurship Minor Representative, (Chair: Dr. Anthony Muscat), Status: Completed 2013
- Jennifer Watson, The University of Arizona, Biomedical Engineering, Entrepreneurship Minor Representative, (Chair: Dr. Jennifer Barton), Status: Completed 2013
- Ning Zhu, The University of Arizona, Electrical and Computer Engineering, Entrepreneurship Minor Representative, (Chair: Dr. Hao Xin), Status: Completed 2013

- Reza Riahi, The University of Arizona, Aerospace and Mechanical Engineering, Entrepreneurship Minor Representative, (Chair: Dr. Pak Wong), Status: Completed 2014
- Benjamin Packer, The University of Arizona, Higher Education Administration, Committee Member, (Chair: Dr. Ozan Jaquette), Status: Completed 2015
- Adrian Arroyo, The University of Arizona, Higher Education Administration, Committee Member, (Chair: Dr. Jenny J. Lee), Status: Completed 2017
- Martin Hensley, The University of Arizona, Higher Education Administration, Committee Member, (Chair: Dr. Ozan Jaquette), Status: Active
- Santiago Castiello, The University of Arizona, Higher Education Administration, Committee Member, (Chair: Dr. Jenny J. Lee), Status: Active
- Jacob Wilson, The University of Arizona, Higher Education Administration, Committee Member, (Chair: Dr. Gary Rhoades), Status: Active

Master Thesis Committee Chair

- Neil Champion, The University of Arizona, Agricultural Education (Leadership and Innovation emphasis), Status: Completed 2015
- Joshua Moore, The University of Arizona, Agricultural Education (Leadership and Innovation emphasis), Status: Completed 2015
- Jessica Zamudio, The University of Arizona, Agricultural Education (Leadership and Innovation emphasis), Status: Completed 2015
- Sonora Cubillas, The University of Arizona, Agricultural Education (Leadership and Innovation emphasis), Status: Completed, 2016
- Teresa DeKoker, The University of Arizona, Agricultural Education (Leadership and Innovation emphasis), Status: Completed 2016
- Cassandra Phillips, The University of Arizona (Leadership and Innovation emphasis), Agricultural Education, Status: Completed 2017
- Ashley Jeffers-Sample, The University of Arizona (Leadership and Innovation emphasis), Agricultural Education, Status: Completed 2017
- Tyler Thorp, The University of Arizona, Agricultural Education (Leadership and Innovation emphasis), Status: Completed 2018
- Elizabeth Nguyen, The University of Arizona, Agricultural Education (Leadership and Innovation emphasis), Status: Active
- Kaycie Waters, The University of Arizona, Agricultural Education (Leadership and Innovation emphasis), Status: Active

Master's Thesis Committee Service

- Ashley Haller, The University of Arizona, Agricultural Education, Status: Completed 2014
- Cheyanne Keith, The University of Arizona, Agricultural Education, Status: Completed 2015
- Hugo Rodriguez, The University of Arizona, Agricultural Education, Status: Completed 2015
- McKinley Reid, The University of Arizona, Agricultural Education, Status: Completed 2016

- Lindsey Rizer, The University of Arizona, Agricultural Education, Status: Completed 2017
- Sean Stone, The University of Arizona, Agricultural Education, Status: Completed 2017
- Arthur Argueta, The University of Arizona, Agricultural Education, Status: Completed 2018
- Veronica Simon, The University of Arizona, Agricultural Education, Status: Active
- Ericka Encinas, The University of Arizona, Agricultural Education (Leadership and Innovation emphasis), Status: Active
- Austin Derma, The University of Arizona, Agricultural Education, Status: Active
- Katie Bernal, The University of Arizona, Agricultural Education (Leadership and Innovation emphasis), Status: Active

GUEST LECTURES

UA Center for Regional Food Studies: *Spring Semester 2018 Brown Bag Series* (March 14, 2018), Guest Lecture Topic: Organizational Level Ingenuity and the Entrepreneurial Formation and Evolution of Local Food Systems, Series Organizer: Megan Carney, UA Assistant Professor, Anthropology and Director, UA Center for Regional Food Studies

AED 617: *Research, Methods, and Project Design* (Fall 2014, Fall 2015, Fall 2016, Fall 2017), Guest Lecture Topic: Introduction to Qualitative Methods, Professor: Robert M. Torres, Ph.D., UA Professor of Agricultural Education

AED 697A: *College Teaching Workshop* (Spring 2016, Spring 2017), Guest Lecture Topic: Instruction and Mentoring Faculty Panel, Professor: Amber Rice, Ph.D., UA Assistant Professor of Agricultural Education

CALS 496S/596S: *Frontiers in Life Sciences Research,* Guest Lecture Topic: Institutional Entrepreneurship and the Negotiation and Blending of the Southern Arizona Local Food System (Fall 2017), Professor: Sangita Pawar, Ph.D., Assistant Dean of Research, UA College of Agriculture and Life Sciences

ENTR 485: *Innovating: Creating the Future* (Spring 2016, Spring 2017), Guest Lecture Topic: Fundamental Features of Innovation, Professor: Randy Burd, Ph.D., UA Professor of Nutritional Sciences and Faculty Affiliate, UA McGuire Center for Entrepreneurship (Summer 2017)

UA Department of Marketing Global Summer Program: *Entrepreneurship, Marketing, and Innovation* (Summer 2017), Guest Lecture Topic: Local Systems and the Negotiation of Contested Spaces and Markets, Professor: Hope J. Schau, UA Eller Professor of Marketing

UNIVERSITY and LOCAL SERVICE

- Fellow, UA College of Agriculture and Life Sciences Bart Cardon Academy for Teaching Excellence, (2016 – present)
    - Chair, 2019-20

    - Vice Chair, 2018-19
    - Communications Chair, 2017-18
- Department of Agricultural Education Representative, UA College of Agriculture and Life Sciences Dean's Research Advisory Committee (August 2017 – present)
- Moderator, "Entrepreneurship in Healthcare Capacity Development," 2018 Social Impact Summit, TENWEST Festival, Tucson, AZ, October 18, 2018
- College of Agriculture and Life Sciences Dean's Representative, UA College of Education Dean Search (2017)
- Facilitator, University of Arizona Retailing and Consumer Science Program Strategic Planning Sessions (Aug. 2016, Dec. 2017)
- Department of Agricultural Education Representative, UA College of Agriculture and Life Sciences Faculty Council (January 2016 – May 2017)
- Moderator, "Exploring Funding Innovations for Healthcare Capacity Development: The Nexus of Social Entrepreneurship & Healthcare Development in East Africa," 2017 Social Impact Summit, TENWEST Festival, Tucson, AZ, October 16, 2017
- Co-Moderator (w/ Dr. Jenny J. Lee, Professor, Center for the Study of Higher Education, The University of Arizona), "Global Roundtable Discussion on Best Practices for Entrepreneurship," 2017 Social Impact Summit, TENWEST Festival, Tucson, AZ, October 16, 2017
- Member, Search Committee for Assistant Professor of Food Studies position in the UA College of Social and Behavioral Sciences (2016, 2017)
- Member, Search Committee for Lecturer – Classics position (Dorrance Study Abroad Program) in the UA College of Humanities (Spring 2018)
- Program Director and Lead Faculty, Dorrance Scholarship Program Entrepreneurship and Innovation Experience, (July 2008-present)
- Program Faculty, Dorrance Scholarship Program Study Abroad Experience (2009-2011)
- Chair, FFA Job Interview Career Development Experiences (2015, 2016)
- Chair, FFA Agriscience Fair (2015),
- Adjunct Assistant Professor, Department of Agricultural Education, College of Agriculture and Life Sciences, The University of Arizona, Tucson, AZ (Aug 2013 – May 2014)
- Affiliated Faculty, McGuire Center for Entrepreneurship, Eller College of Management, The University of Arizona, Tucson, AZ (Aug 2012 – present)
- Affiliate Assistant Professor, Center for the Study of Higher Education, College of Education, The University of Arizona, Tucson, AZ (Jan 2011- May 2011)
- Co-Founder and Associate Director, Arizona Innovation Research Collaboratory (July 2010 – 2016)
- Alternate Value Mentor, McGuire Entrepreneurship Program, McGuire Center for Entrepreneurship (July 2008 – 2012)
- Program Director, Applied Doctoral Minor in Entrepreneurship and Innovation, McGuire Center for Entrepreneurship (July 2010- 2012).
- Program Director, Honors Program, McGuire Center for Entrepreneurship (July 2010 – 2012)

EXTRAMURAL SERVICE

- *Member*, Advisory Board, The Gregory School Fab Lab, 2017 - present
- *Western Agricultural Leadership Representative*, Social Sciences Subcommittee of the Association for Public and Land Grant Universities Experiment Station Committee on Organization and Policy, 2018 – present
- *Member*, W2006 Multistate Research Project: *Agricultural Literacy*, 2017 – present
- *Reviewer*, National Institute of Food and Agriculture National Needs Fellowship Panel, 2016
- Research Associate*,* California Community College Collaborative (C4), University of California, Riverside (2009-2012)
- Member*,* 2010 Association for the Study of Higher Education Program Planning Committee: Teaching, Learning and Assessment sub-committee co-chair
- Member, Editorial Board*, The International Journal of Entrepreneurial Behaviour & Research* (2009 – 2014)
- Member, Editorial Board, *Journal of Entrepreneurship Education* (2007 –2010)
- Ad-hoc Reviewer: *Food, Culture &* Society; *Food Policy*; *Higher Education*; *Journal of Agricultural Education*; *Journal of Agriculture, Food Systems, and Community Development*; *International Journal of Sociology and Anthropology*; *Journal of Change Management*; *Journal of Engineering Education*; *Management Research Review*; *Minerva*; *Research in Higher Education*; *Sociological Forum; Social Science Information*; *Social Science Research*; *Studies in Higher Education*; *Teachers College Record*; *The Journal of Agricultural Education and Extension*; and *The Journal of Higher Education*
- Reviewer*,* American Educational Research Association Annual Conference, Division J, Section 4: Faculty, Curriculum, and Teaching, Vancouver, British Columbia, Canada (2012, April)
- Reviewer*,* Association for the Study of Higher Education Annual Conference, Student, Faculty, and Organization and Administration Sections, Vancouver, BC, Canada (2009, November)
- Reviewer, Association for the Study of Higher Education Annual Conference, Organization and Administration Section, Jacksonville, FL (2008, November)
- Reviewer, Association for the Study of Higher Education Annual Conference, Organization and Administration and Faculty Sections, Louisville, KY (2007, November)
- Reviewer, Association for the Study of Higher Education Annual Conference, Organization and Administration, Faculty, and Student Sections. Anaheim, CA (2006, November)
- Reviewer, American Educational Research Association Annual Conference, Division J, San Francisco, CA (2006, April)
- Ad-hoc Reviewer*,* Annual Conference of the Council for the Study of Community Colleges
- Selected Participant*,* Association for the Study of Higher Education Graduate Student Seminar on Higher Education Policy, Portland, OR (2003, November)
- Member*,* Allied Academies, Academy of Entrepreneurship (2007 – 2009)
- Member, Association for the Study of Higher Education (2005 – 2016)

- Member, American Association of Agricultural Education (2014 – present)
- Member, North American Colleges and Teachers of Agriculture (2014 – present)
- Member, The Agriculture, Food, and Human Values Society (2016 – present)
- Member, Rural Sociological Society (2017 – present)
- Member, International Visual Sociology Society (2018 – present)

CONSULTING and EXTRAMURAL ACTIVITIES

- Facilitator, University of Arizona Department of Retailing and Consumer Sciences Strategic Planning Session (2017, December)
- Facilitator, University of Arizona Department of Retailing and Consumer Sciences Curriculum Retreat (2015, June)
- Facilitator, Arizona Department of Education Statewide Planning Sessions: Agriculture Education (2014, 2015, 2016), Building and Construction (2016), and Welding (2016)
- Guest Presenter, Arizona Society for Training and Development, Tucson, AZ (2011, September)
- Facilitator, United Cerebral Palsy of Southern Arizona Administrative Leadership Development Retreat (2002, 2006, 2007, 2009, 2011, 2012, 2014, 2015, 2016)

PROFESSIONAL DEVELOPMENT and CERTIFICATION

- Participant, Dean's Battlefield Leadership Program, UA College of Agriculture and Life Science, September 2017
- Leadership Fellow, University of Arizona Academic Leadership Institute, 2013-14
- Council for the Advancement of Higher Education Programs – Early Career Faculty Teaching Workshop, Vancouver, BC, Canada, November 2009
- Certified to use Phi Theta Kappa Humanities-based Leadership Curriculum
- Arizona Community College Lifetime Teaching Certificate, #032
  Teaching Field: *Psychology/Counseling, Leadership Development*
  Issued: May 24, 2001
- Certified to administer and interpret the Myers-Briggs Type Indicator (MBTI)
- Certified to administer and interpret the Strong Interest Inventory