

Mark J. Kay

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Marketing Department, Montclair State University
kaym@montclair.edu

Education

Ph.D., Marketing, City University of New York (CUNY), 1993.

Dissertation: "A Categorization Model for Innovation Theory: Aesthetic and Technical Factors"

Thesis Advisors: Dr. Leon Schiffman (chair), Dr. Yoshi Tsurumi, Dr. Roger Millsap

M.B.A., International Marketing, Baruch College (CUNY)

Thesis paper: "Audiences and the Consumption of Symbols"

Advisor: Dr. Leon Schiffman

Certificate in Logistics Management, Center for Logistics and Transportation (CUNY),

M.F.A., Art & Design, University of Chicago, School of Humanities.

M.A., Religious Studies, University of Chicago, Divinity School.

Thesis paper: "Aesthetic Value and Ethical Value"

Thesis advisors: Dr. Paul Ricoeur, Dr. James Gustafson

B.F.A., Art and Design, School of the Art Institute of Chicago.

Academic Teaching Experience

2021-present Professor, Marketing Department, Montclair State University

2001-2021 Associate Professor, Marketing Department, Montclair State University

1994-1999 Assistant Professor, Marketing Department, Montclair State University

1990-1994 Assistant Professor, Iona College

1988-1992 Adjunct Instructor, Baruch College

Other selected organizational work experience

1987-Present *Unlikely Marketing*, principal, consultant, researcher. Occasional studies in social and nonprofit marketing, sustainability, logistics, visual arts, design, and media. Associates have included: the New Jersey Department of Environmental Protection, TNS (New York), Ferris Manufacturing (Fort Worth, TX), Rocket USA (Chicago), Precio Foods Inc. (Japan), the Pacific Basin Foundation (NY), The Market Discovery Group (NY), Milton Merl & Associates (NY), Jay Nagdeman Inc. (NY), WSK Productions (Paris and Berlin), Gallery Olym (Japan), and Talmex LTD., (Japan).

2010 Research Advisor and Consultant, TNS, Inc.

1995-2001 Research Associate, "The New York Business District Goods Movement Study", directed by Dr. Anne Morris, Center for Logistics and Transportation, CUNY and funded by the U.S. Department of Transportation, the New York State Department of Transportation, and the New York Metropolitan Planning Commission (NYMTC)

1988-1989 Senior Research Analyst, Howard Marlboro, a division of Saatchi & Saatchi Advertising.

1987-1988 Rapporteur/Reviewer, the Japan Society of New York, Business Speaker Program series.

- 1984-1987 Researcher, telephone interviews for specialized survey research, various companies.
- 1982-1988 Producer for Media Projects, including the New York Center for Visual History and WSK Productions, assisting in the development, production, and promotion of education films including: "The Poets Series" and "A New Deal for Artists," shown on PBS. Also an associate producer of documentary films at Maiden Lane Productions including "Going Up," an award-winning documentary film about the construction of the Financial Plaza building, exhibited on PBS.

PUBLICATIONS

Articles:

- (forthcoming 2026) "The Myth of the Average Consumer: Toward a Neuropluralist Understanding of Consumer Behavior," *The Journal of Public Policy and Marketing*. Research team: Machin, Jane; Mirabito, Ann; Go Jefferies, Josephine; Boesen Mariani, Sabine; Radu, Simona; Luca, Nadina; Murto, Riikka; Ücok Hughes, Mine; Press, Melea; Zaman, Raisa Tasneem; Kay, Mark; Douglas, Patty; Kleinheinz, Vanessa; DOI 10.1177/07439156261482042
- Kay, Mark J., Sophie A. Kay, Fiona Cheetham, and Haiyan Hu (2023), "The Pursuit of the Solitary," *Journal of the Association of Consumer Research*, The Pandemic Transformed Economy Issue, Volume 8, Number 2, 187- 194.
- Kay, Mark J. (2020). *American Marketing Association*, Summer Educators Conference, August 22-23, San Francisco, CA, "Brand Stakeholder Management Meets Assemblage Approaches." Extended Abstract.
- Kay, Mark J. (2020). *American Marketing Association*, Summer Educators Conference, August 22-23, San Francisco, CA, "Socially Engaged Research: Knowledge, Desire, Action." Extended Abstract.
- Sato, S., Ko, Y.J., Chang, Y., & Kay, Mark J., (2019), How Does the Negative Impact of an Athlete's Reputational Crisis Spill Over to Endorsed and Competing Brands? The Moderating Effects of Consumer Knowledge," *Communication & Sport*, 7 (3), 385-409.
- Sato, S., Arai, A., Tsuji, Y., & Kay, Mark J. (2019), "When should endorsed brands cut ties with transgressed endorsers?" *Communication & Sport*.
- Kay, Mark J., Kay, Sophie A., and Tuininga, Amy R. (2018), "Green Teams: A Collaborative Training Model," *Journal of Cleaner Production*. Vol. 176 (March), pp. 909-919.
- Kay, Mark J. (2017), "Book Review: The Unbanking of America: How the New Middle Class Survives by Laura Sevron," *International Journal of Business & Applied Sciences*, Volume 6, No. 2.
- Bublitz, Melissa, Laura Peracchio, Jennifer Escalas, Pia Furchheim, Stacy Landreth Grau, Anne Hamby, Mark J. Kay, Mark Mulder, and Andrea Scott (2016), "Transformative Stories:

- A Framework for Crafting Stories for Social Impact Organizations”, *Journal of Public Policy and Marketing*, August, pp. 237-248. Special Issue on Transformative Consumer Research.
- Peracchio, Laura A., Bublit, Melissa, Jennifer Escalas, Pia Furchheim, Stacy Landreth Grau, Anne Hamby, Mark J. Kay, Mark Mulder, and Andrea Scott (2016), “Transformative Digital Storytelling: A Framework for Crafting Stories for Social Change Organizations,” Association for Consumer Research Conference, Berlin, Germany, October 27-30, Special Session: Narrative Consumption in a Digital World.
 - Limbu, Y. and Mark J. Kay. (2011), “Hybrid Detailing: A Proposed Model for Pharmaceutical Sales, *i-Manager’s Journal on Management*.
 - Kay, Mark J. (2010), “Marketing and the Effects of Recessions” *Phi Kappa Phi Forum*.
 - Kay, Mark J. (2009), *Review of Our Daily Meds by Melody Peterson. International Journal of Pharmaceutical and Health Care Marketing* (5). pp. 243-245.
 - Kay, Mark J. (2007), “Healthcare Marketing: What is Salient?” *International Journal of Pharmaceutical and Healthcare Marketing*, 1(3), pp. 247-263.
NOTE: The most downloaded article in the journal that year.
 - Kay, Mark. (2006), “Strong Brands and Corporate Brands,” *European Journal of Marketing*, Special issue on corporate branding. 40 (7/8), pp. 742-760.
NOTE: The most downloaded 2006 article and rated first in term of immediate impact.
 - Kay, Mark. (2001), New Strategies in B2B Markets. *E-Business Review, International Academy of E-Business*, pp. 100-103.
 - Kay, Mark J. (1999), “Critical Linkage on the Cyber-Frontier,” *Inquiry*, Vol. 18, no. 4. (Summer) Special issue on Critical Thinking and Cyberspace.
 - Kay, Mark J. (1999), Review of “Business to Business Marketing”, by Victor Hunter and David Tietjen, *The Journal of the Academy of Marketing Science*, vol. 27, no. 2 (Spring), pp. 281-283.
 - Morris, Anne, Alain Kornhauser, and Mark J. Kay (1998), “Getting the Goods Delivered in Dense Urban Areas: A Snapshot of the Last Link of the Supply Chain,” *Transportation Research Record: Journal of the Transportation Research Board*, No. 1653, Freight Transportation, National Academy Press, Washington, DC.
 - Kay, Mark J. (1998), “Toys ‘R’ Us and the Global Toy Business,” *The Nanzan Review of American Studies*, Vol. 18, pp. 89-99.
 - Morris, Anne, Alain Kornhauser, and Mark J. Kay (1998), “Urban Freight Mobility: Collecting Data on Time, Costs, and Barriers Related to Moving Product into the Central Business District,” *Transportation Research Record: Journal of the Transportation Research Board*, No. 1613, 27-32. Freight Transportation, National Academy Press, Washington, DC.

- Kay, Mark J. (1995), "Magyar Cum Laude: Hungary Graduates to Executive Training- The Program in Strategic Logistics Management", *The Pacific Basin Quarterly*, 21 (Fall).
- Kay, Mark J. (1993), "After the Velvet Revolution: Prague 1993: The Conference on Marketing and Logistics", *The Pacific Basin Quarterly*.
- Kay, Mark J. (1990), "Tambrands Goes to the Ukraine" *The Pacific Basin Quarterly*, 17 (Summer/Fall).
- Kay, Mark J. (1990), "American Tobacco Giants in Taiwan: A New 'Opium War?' " *The Pacific Basin Quarterly*, 17 (Summer/Fall).
- Kay, Mark J. (1989), "The Development of a Theory of Value," *Chicago Anthropology Exchange*, 12, 2, pp. 44-64.

Books

- Kay, Mark J. (2027, 2024, 2021, 2020) *Better Marketing: A student study guide*. (Regularly revised textbook) North Carolina. Online at Lulu.com.
- Kay, Mark J. (2017, 2015, 2013, 2011) *Enterprise Marketing*. Book Patch Publishing, Scottsdale, AZ. (Undergraduate textbook) Online at Bookpatch.com.

Chapters in books:

- Kay, Mark J. (2016), "Relationship Marketing and the Patient Physician Relationship," *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*, Springer International
- Kay, Mark J. (2015), "Corporate Sustainability Programs and Reporting: Responsibility Commitment and Thought Leadership at Starbucks," in *Empowering Organizations through Corporate Social Responsibility*. In R. Wolf, T. Essa, & M. Thiel (Eds.) pp. 307-323,. Hershey, Pennsylvania: IGI Global.
- Kay, Mark J. (2012), "Strategic Brand Promotions: Prospects for Sustainability Marketing," *Readings and Cases in Sustainability Marketing: A Strategic Approach to Organisational Social Responsibility*, Tilde University Press, edited by Michael J. Polonsky, Clare D'Souza, and Mehdi Taghian.
- Kay, Mark J. (2005), "Retail Strategy: Toys 'R' Us Japan," in *Asian Retailing: Trends, Strategy and Merchandise*, edited by Thomas Tan Tsu Wee, Pearson/ Prentice Hall.
- Kay, Mark J. (2005), "Retail Trends and Retail Innovation in Japan," in *Asian Retailing: Trends, Strategy and Merchandise*, edited by Thomas Tan Tsu Wee, Pearson/ Prentice Hall.
- Kay, Mark J. (2005), "Toys 'R' Us: 2005," in *Retail Management*, the ICFAI University Press, India.

- Kay, Mark J. (1999), "Marketing Structural Change in the Health Care Market: Emerging International Opportunities," in *Contemporary Developments in Marketing*, Paris, France: ESKA.
- Kay, Mark J. (1998), Case Study of "Toys 'R' Us in Japan" in *International Marketing* by Michael Czinkota and Ilka Ronkainen (1998), 5th Edition, Fort Worth, TX: The Dryden Press.
- Kay, Mark J. and N. C. Connolly (1998), "Case Analysis in Marketing and the Law: Differences in Disciplinary Models and Modes of Thinking," Interactive Teaching and the Multimedia Revolution, *Proceedings of WACRA* (World Association for Case Method Research and Application, 15th International Conference at Groupe ESC, Marseilles, Provence, France, July 9-13.

Published Proceedings

- Raisa Zaman, Machin, J., Go Jefferies, J., Mirabito, A, Kay, M., Nadina Luca, Sabine Mariani, Simona Radu, Mine Üçok Hughes, Riikka Murto, Melea Press, Patty Douglas, Vanessa S. Kleinheinz, (2026) "Rethinking Marketing and Public Policy for Neurodiversity: A Neuro-pluralistic Approach," AMA, Marketing and Public Policy Conference, Ottawa, Ontario, May 16-18.
- Kay, Mark J. (2016), "*Sustainability Integration: A Model for Developing Corporate Responsibility Commitment Through Effective Sustainability Programs, Reporting, and Governance*," 14th International Conference of the Society for Global Business & Economic Development, Montclair State University, Montclair, NJ.
- Kay, Mark J. (2014), "*Relationship Marketing and the Patient Physician Relationship*," extended abstract for the Conference of the Academy of Marketing Science, Indianapolis, IN.
- Kay, Mark J. (2012), "*Price-Quality Relationships and the Price Heuristic*," Marketing in the Socially Networked World, Proceedings of the American Marketing Association, Vol. 23, Summer Educators Conference, August 17-19, pp. 307-309.
- Kay, Mark J. and Yam Limbu (2011), "*Pharmaceutical Promotions and the Physicians-Patient Relationship: Patient Orientation or Physician Orientation?*" Proceedings of the 2011 MBAA International Conference, March 23-25th, 2011, the Drake Hotel, Chicago IL.
- Kay, Mark J. (2010), "*Marketing during Recessions: Social Effects and Marketing Opportunities*," Proceedings of the 2010 Northeast Business & Economics Association.
- Chatterjee, P. and Mark J. Kay (2010), "*Green Brand Extensions: The Role of Attribute-Product Schema Incongruity on the Processing of Environmental Claims*," (pp.576-580). Proceedings of the 2010 Northeast Business & Economics Association.
- Kay, Mark J. and Y. Yang (2010), "*Marketing the Staycation: The Salience of the Local in Destination Branding*," (pp.590-592). Proceedings of the 2010 Northeast Business & Economics Association.

- Limbu, Y. and Mark J. Kay (2010), *"The Role of Communication Style in Pharmaceutical Salesperson Job Performance: Relationship and Task Components,"* Proceedings of the 2010 Northeast Business & Economics Association.
- Kay, Mark J. (2007). *"Digital Branding 2.0."*, Proceedings of the 7th International Conference on Global Business and Economic Development, Kyoto, Japan.
- Kay, Mark J. (2004). *"Sustainable Business Models and Promotion Practices,"* The BELL (Business, Environment, Learning, and Leadership) Conference. Building a Sustainable City through Sustainable Enterprise. Chicago, July 22-24, 2004.
- Kay, Mark J. (2003). *"Internet B2B and the New Marketing Paradigm."* Bangkok, Thailand: Seventh International Conference on Global Business and Economic Development. *Refereed.*
- Kay, M. (2003). *"Digital Products: Intellectual Property Rights, Standards, and Common Goods."* Bangkok, Thailand: Seventh International Conference on Global Business and Economic Development.
- Kay, M. (2001). *"Internet B2B Marketing: Evolving Practices."* International Conference in Vietnam, Chi Min City, Vietnam, Management Education for the 21st Century -Managing in the Digital Age.
- Kay, Mark J. (2001), *"New Strategies in B2B Markets: Pricing, Networking, and Supply Chain Management,"* 2001 Conference of the International Academy of E-Business in San Francisco, March 7-12.
- Kay, Mark J. (2000), *"Electronic B to B Markets: Process Drivers and Strategic Linkage,"* Conference Proceedings: *The 5th International Conference on Global Business & Economic Development: Managing Global Business in the Internet Age*, edited by C. Jayachandran, Beijing, China, June 21 - 24, 2000, pp. 228-235.
- Morris, A., A. Kornhauser, and Mark J. Kay (1999), *"Getting the Goods Delivered in Dense Urban Areas: A Snapshot of the Last Link of the Supply Chain,"* Transportation Research Forum.
- Kay, Mark J., R. DiPietro, and P. Scipione (1998), *"Promoting Inter-organizational Connectivity in the Electronics Industry,"* Proceedings of the Academy of Marketing Science Conference, at Norfolk, VA, May 23-25.
- Kay, Mark J. and Norma C. Connolly (1998), *"Case Analysis in Marketing and the Law: Differences in Disciplinary Models and Modes of Thinking,"* Interactive Teaching and the Multimedia Revolution, Proceedings of WACRA (World Association for Case Method Research and Application, 15th International Conference at Groupe ESC, Marseilles, Provence, France, July 9-13. *Refereed.*
- Kay, Mark J. (1998), *"Performance Bicycle Shop A and B Cases: Abstract,"* Interactive Teaching and the Multimedia Revolution, Proceedings of WACRA (World Association for Case Methods Research and Application, 15th International Conference at Groupe ESC, Marseilles, Provence, France, July 8-13.

- Kay, Mark J. (1996), "The Global Strategy of Toys 'R' Us in Japan," *Proceedings of the E.A.E.R.C.D.* (European Association for Education and Research in Commercial Distribution), Conference at the Groupe École Supérieure de Commerce de Paris, The Graduate School of Management, Paris, France, July 3-5.
- Kay, Mark J. (1996), "Globalization in Health Care Industries: Consequences for Strategy and Regulation," *Proceeding of the Conference for International Management Development*, New Orleans, November 6-9.

Manuscripts/Research currently under revision:

- Kay, Mark J. Brand Stakeholders and Assemblage Challengers
- Mark J. Kay "New Directions in Socially Engaged Research in Marketing"
- Kay, Mark J. "Dissolution of (Historic) Brands"

Published Case Studies

- Kay, Mark J. "Hot Marketing at McIlhenny: Tabasco Brand Hot Sauce" (2024, 2016, 2009, 2006, 1999), case used in conjunction with teaching and presentations to industry professionals on brands.
- Kay, Mark. "Performance Bicycle Shop, Inc. (A) and (B) Cases" (2015, 2009, 1997)
Note: Earlier versions of the case were published in 1993 for the Budapest Case Workshop, the Management Development Program for Strategic Logistics in Hungary, and the Management Development Program on Marketing and Logistics in the Czech Republic. Case translations are available in Czech, Hungarian, and Japanese. This case has been used in training for business professionals.
- Kay, Mark. "Teaching Notes for Performance Bicycle Shop, Inc." (2015, 1997), Translation available in Hungarian, used at the Management Development Program for Strategic Logistics and the Budapest Case Workshop.
- Kay, Mark. "Toys 'R' Us in Japan (A)" (2011, 1996), published by the Council of Supply Chain Management (formerly the Council of Logistics Management), 2803 Butterfield Road, Oak Brook, IL 60521. *Grant Awarded*
- Kay, Mark. "Toys 'R' Us in Japan (B)" (1996), published by the Council of Supply Chain Management, 2803 Butterfield Road, Oak Brook, IL 60521. *Grant Awarded*
- Kay, Mark. "Teaching Notes for Toys 'R' Us in Japan (A) and (B) Cases" (1996), faculty aid published by the Council of Supply Chain Management, 2803 Butterfield Road, Oak Brook, IL 60521. *Grant Awarded*
- Kay, Mark. "Kitchen Products" (1995), Translation available in Hungarian, used at the Management Development Program for Strategic Logistics.

- Kay, Mark. "OTR Express" (1995), Translation available in Hungarian, used at the Management Development Program for Strategic Logistics.

Conferences, Panels, and Presentations:

- Kay, Mark J. (2025) Session Track Participant, Transformative Consumer Research Conference, the Association for Consumer Research, (June 2025), American University Washington, DC, Research session and presentation, Beautiful Minds: Marketing in the Age of Neurodiversity.
- Kay, Mark J. (2021) Session Track Leader for the Transformative Consumer Research Conference, the Association for Consumer Research, (June 2021), University of Virginia, "Contrasting Agencies of Solitude and Sociality", Research session and presentation.
- Kay, Mark J., et al. (2019) Transformative Consumer Research Conference, the Association for Consumer Research, Florida State University, Tallahassee, FL (May 18, 2019). Team Panel Member.
- Kay, Mark J., Tuininga, Amy, and Ortiz, A. (2018), "The Green Team Internship Program," Presenter and Panel Member, PRME Conference, Sustainable Development Goals: Pedagogy, Practice and Policy, Rowan University, November 1-2, 2018.
- Kay, Mark J., Costilhos R., DeBerry-Spence, B., Ozanne, L., Fritze, M., Thomas, M., Skandalis, A., & Van Steenburg, E. (2017), "Consuming Space: How to Foster Prosocial Transformation?" Transformative Consumer Research Conference, the Association for Consumer Research, Cornell University, Ithaca, NY (June 18-20, 2017).
- Bublitz, Melissa, Laura Peracchio, Jennifer Escalas, Mark J. Kay, Pia Furchheim, Stacy Landreth Grau, Anne Hamby, Mark Mulder, and Andrea Scott (2016), "Transformative Stories: A Framework for Crafting Stories for Social Impact Organizations" October 27-30, Association for Consumer Research conference in Berlin, Germany.
- Kay, Mark J. and Manveer Mann (2016), "Place and Space Elements of Retailer Sustainability Practice" American Collegiate Retailing Conference (ACRA) Annual Retailing Conference, April 13-16, Secaucus, NJ.
- Smith de Borrero, Melinda, Larry Friedman, & Kay, Mark (2010), "Influence Tracking," Re: Think 2010: The ARF 56th Annual Convention + Expo, the Advertising Research Foundation annual industry conference.
- Kay, Mark J. (2007) "Corporate Brands: Heroes and Villains," Conference sponsored by International Center for Corporate Accountability (ICCA), June 26 - 28, Baruch College.
- Kay, Mark J. (1999), "The Economic Impact of the HIV/ AIDS Problem," paper presented at "Ten Years with AIDS," The Congress of Eastern / Central Europe, June 3, 1999 in Vilnius, Lithuania, organized by the Lithuanian AIDS Center.
- Kay, Mark J. (1999), "The Workshop on HIV / AIDS and Development," given in conjunction with "Ten Years with AIDS," The Congress of Eastern / Central Europe, June 4, 1999 in Vilnius, Lithuania, organized by the Lithuanian AIDS Center.
- Kay, Mark J. (1999), "The Workshop on HIV / AIDS and Development," on June 5, 1999 at the Lorna Medical Center in Klaipeda, Lithuania.
- Kay, Mark J. (1998), "Performance Bicycle Shop A and B Cases," Interactive Teaching and the Multimedia Revolution, WACRA (World Association for Case Methods Research and Application, 15th International Conference at Groupe ESC, Marseilles, Provence, France, July 8-13. *Refereed*

- Kay, Mark J. (1998), "Teaching Cases in Eastern Europe," International Teaching Forum, Interactive Teaching and the Multimedia Revolution, WACRA (World Association for Case Method Research and Application, 15th International Conference at Groupe ESC, Marseilles, Provence, France, July 8-13. *Refereed*
- Morris, Anne, Alain Kornhauser, and Mark J. Kay (1998), "Urban Freight Mobility: Collecting Data on Time, Costs, and Barriers Related to Moving Product into the Central Business District," National Transportation Research Board Meeting, Washington, DC, January 14.
- Kay, Mark J., (1997), "A Strategic Analysis of International Opportunities in Health Care Marketing," International Marketing Conference at the Groupe École Supérieure de Commerce de Montpellier, October. *Refereed*
- Kay, Mark J., (1996), "The Global Strategy of Toys 'R' Us in Japan," The E.A.E.R.C.D. (European Association for Education and Research in Commercial Distribution) Conference at the Groupe École Supérieure de Commerce de Paris, The Graduate School of Management, Paris, France, July 3-5. *Refereed*
- Kay, Mark J. "Toys 'R' Us: Business and Current Antitrust Issues," Montclair State University, Case Roundtable Workshop, International Trade Counseling Center, November 18, 1997.
- Presentation at the New York State Department of Transportation:
Morris, Anne G. Kornhauser, Alain L., and Mark Kay "Impact of Future Freight Transportation Needs on New York City's Transportation Infrastructure" October 8, 1997.

Discussant Sessions and Track Chair

- Doctoral Program discussant, 2016, 14th International Conference of the Society for Global Business & Economic Development, Montclair State University, Montclair, NJ.
- Session track chair, 2016, 14th International Conference of the Society for Global Business & Economic Development, Montclair State University, Montclair, NJ.
- Session track chair and discussant, 2014, "Healthcare Marketing," the Conference of the Academy of Marketing Science, Indianapolis, IN.
- Session track chair and discussant, "Sustainable Social and Human Development," International Conference on Sustainable Development, August, 2012, Montclair State University, New Jersey, jointly presented by the International Centre for Interdisciplinary Research in Law (ICIRL), the Centre for Research in Social Justice and Policy (CRSJP) at Laurentian University and the Ontario International Development Agency (OIDA) in Canada, and PSEG Institute for Sustainability Studies.
- Session track chair, International Symposium, "Sustainability Science: the Emerging Paradigm and the Urban Environment," PSE&G Institute for Sustainability Studies, Sustainability Conference, Montclair State University, October 25-27, 2010.
- Marketing track chair, Northeast Business and Economics Association (NBEA) Meeting, October 1-3, 2010.
- Panel Chair, "Marketing Strategies during Recessions," Northeast Business and Economics Association (NBEA) Meeting, October 3, 2010.
- Panel Chair and discussant, "Brand Management," Northeast Business and Economics Association (NBEA) Meeting, October 2-5, 2003
- Participant and Presenter in the Faculty Critical Thinking Seminar Program, Institute for Critical Thinking, Montclair State University, 1999.

- Participant and Presenter in the Faculty Critical Thinking Seminar Program, Institute for Critical Thinking, Montclair State University, 1998.
- Discussant, Princeton University Symposium on Logistics and Transportation in China, Princeton University, September 20, 1994.

Pedagogical Programs

- Kay, Mark J. (2015) "Teams and Group Work," Presentation to the Mentor Program the Research Academy for University Learning (RAUL) at Montclair State University, September.
- Kay, Mark J. (2014) "Reconsidering the Skill Sets: Addressing the McKinsey Paradox." Presentation at the Teaching and Learning Showcase conference of the Research Academy for University Learning (RAUL) at Montclair State University, May 2.
- Participant and Faculty Mentor, Pedagogy Program at the Research Academy for University Learning (RAUL), Montclair State University, 2013-2014.
- Kay, Mark J. (2013) "Games and Simulations as Learning Tools," Presentation at the Teaching and Learning Showcase conference of the Research Academy for University Learning (RAUL) at Montclair State University, May 3.
- Participant and Faculty Mentor, Pedagogy Program at the Research Academy for University Learning (RAUL), Montclair State University, 2011-2012.
- Participant, "MBA Under Siege: Reimagining Management Education," May 11, 2010, Fordham University
- Participant, Discussion group on Derek Bok's "Our Underachieving Colleges" (Princeton University Press: 2006) during the Fall 2007 term, Research Academy for University Learning, Montclair State University.
- Participant, Discussion group on Ken Bain's "What the Best College Teachers Do" (Harvard University Press: 2004) during the Fall 2009 to Spring 2010 semesters, Research Academy for University Learning, Montclair State University.

Conference and Workshop Organization

The Budapest Case Workshop, Budapest, Hungary, April 1997. Involved in curriculum planning and instruction of an intensive faculty training program on the case study method of teaching for executive management training. One of three US instructors leading workshops for faculty from six Hungarian schools. Marketing program developed with Professor Yoshi Tsurumi, Baruch College. Logistics program developed with Professor Alan Stenger of Pennsylvania State University. The program was organized by Anne Morris, Ph.D., Director of the Center for Logistics and Transportation, CUNY. Funded by the Mellon Foundation.

The Management Development Program for Strategic Logistics, Hungary, June 1995. Involved in the planning and implementation of an intensive management training program on Strategic Logistics for Hungarian academic, government, and business professionals. The program purpose, designed to train the trainers, was to assist former eastern bloc countries in logistical and strategic management development. The program was developed with Dr. Yoshi Tsurumi, Baruch College. Logistics program developed with Dr. Alan Stenger of Pennsylvania State University. The program was organized by Dr. Anne Morris, Director of the Center for Logistics and Transportation, CUNY and fully funded by the Mellon Foundation.

The Management Development Program on Marketing and Logistics, Krystal Conference, Prague, the Czech Republic, June 1993. Involved in curriculum planning and instruction of an intensive management training program on Marketing and Logistics for Czech and Slovak academic, governmental, and business managers. The program is designed to “train the trainers” and assist former eastern-bloc countries with logistical and strategic management development. Marketing program developed with Professor Yoshi Tsurumi, Baruch College. Logistic program developed with Professor Martha Cooper of Ohio State University. Conference organized by Anne Morris, Ph.D. Director, the Center for Logistics and Transportation, CUNY. Funded by the Mellon Foundation.

Developed and directed program for the International Trade Counseling Center, The Fourth Annual International Trade Logistics Conference: “Outsourcing Logistics: The New Strategies for Supply Chain Management,” held at the Montclair State University, November 19, 1996.

Other Miscellaneous Presentations:

- Kay, Mark J., 2016, 2017, 2018, “Triple Bottom Line Thinking for Sustainability,” Green Team training program, Montclair State University.
- Kay, Mark J. “Branding and Corporate Profits or Does it Pay to Lie?” research presentation, 2004, Montclair State University. A featured article on this talk appeared in MSU’s *Insight Online*.
- Kay, Mark J. “Rethinking Assessment: a new politics and a new perspective,” faculty research presentation, March 3, 2004, Montclair State University
- Kay, Mark J. “Pitfalls of Technology,” University Day Program speaker for Carnegie Committee, presentation, October 22, 2003, Montclair State University.
- Kay, Mark J. “On-line Course Assessment: Problems and Prospects” EdTextpo conference: Bringing Technology to Education, Sept. 24, 2003, Montclair State University.

Service to University Committees at Montclair State

- PSEG Institute for Sustainability Studies (PSEG ISS), Internal Advisory Board, 2015-present
 - Participate in meetings on goals, fundraising, & programs.
 - Participate in the selection and interviewing of students for the Green Team internship program.
 - Participate in lecturing and advising of students during the Green Team internship program.
- The Graduate Council, 96-05, 07-17
- The Graduate Council Curriculum Sub-Committee, 96-05, 07-17
- Reading Committee (to choose the Freshman book), 2012-2015
- PSEG Institute for Sustainability Studies, 2010-2012, for programs & conferences
- Arts and Museum Management Committee, 2009-2011
- Carnegie Committee on Teaching, 02-05 Sabbatical Review committee, 01-02
- The University Planning Committee, 98-03

- Child Care Center Committee, 94-99
- The University Library Committee, 97-02
- Committee to Award the “Advertising Women of New York” Scholarship, 98

School of Business Committees and activities

- Graduate committee of the School of Business, 2025-present
 - formerly Graduate MBA committee, 2008-2025, Graduate curriculum.
- Department PAC (Personnel Advisory Committee) 2017-2018
- Ad Hoc committee to revise the MBA, 2010-11
- Committee Chair, Department PAC (Personnel Advisory Committee), 2009-11
- School of Business Curriculum Committee, 00-02
- Chair -School of Business Faculty Development and Renewal Committee, 03-04
- School of Business Faculty Development and Renewal Committee (formerly the Research Committee) 98-00, 01-05
- MBA Advisory Committee, 96-2005
- School of Business Research Docent, 96-00
- School of Business Public Relations Committee, 94-95
- School of Business Student Affairs Committee, 94-95
- School of Business AACSB Committee, 95-00

Courses Taught at Montclair State University

Graduate

MKTG 501	Marketing Management
MKTG 531	Contemporary Marketing*
MKTG 556	Marketing and Communications Practice*
MKTG 563	Sustainability and Corporate Responsibility*
MKTG 572	Strategic Brand Management*
MKTG 575	Independent Study in Marketing
MKTG 589	Internet Marketing * (now Digital & Social Media Marketing)
MKTG 592	International Marketing Management
MKTG 593	New Product Development
MKTG 595	Seminar in Marketing Strategy*
MKTG 515	Marketing Management: Arts and Creative Industries*
INBS 577	International Graduate Travel Course

*** New Courses Developed**

Undergraduate

MKTG 300	Introduction to Marketing (for Business Majors only)
MKTG 240	Introduction to Marketing (for non-Business Majors)
MKTG 489	Internet Marketing * (now Internet and Social Media Marketing)
MKTG 360	Brand Management*

MKTG 341	Promotion Management
MKTG 346	Introduction to International Business
MKTG 339	Creative Process in Marketing *
MKTG 446	Marketing Strategy
GNED 303	Sustainability*

Service to the Academic Discipline

Ad Hoc Reviewer for *The Journal of Cleaner Production*
 Ad Hoc Reviewer for *Sustainability*
 Ad Hoc Reviewer for the *International Journal of Pharmaceutical and Health Care Marketing*
 Ad Hoc Reviewer for the *European Journal of Marketing*
 Ad Hoc Reviewer for *Arts Marketing*
 Ad Hoc Reviewer for the *Asia Pacific Journal of Marketing and Logistics*
 Ad Hoc Reviewer for the *Marketing Theory*
 Ad Hoc Reviewer for *The Handbook of Technology Management*
 Ad Hoc Reviewer for the American Marketing Association Educators Conferences, Summer and Winter sessions
 Ad Hoc Reviewer for the *American Collegiate Retailing Association (ACRA) Conferences*.
 Ad Hoc Reviewer for the *International Management Development Association Conferences*
 Ad Hoc Reviewer for the *Northeast Business and Economics Association (NBEA) conferences*

Thesis Committee Advising

- Ph.D. committee of Oluwaseun T. Adeyinka, Environmental science and management, College of the Sciences, 2025-present.
- Master's thesis advisor, Arts and Museum Management program, School of the Arts, Montclair State University, thesis of Samantha Belzer, 2011.
- Committee member and reviewer, Master Thesis paper, Maurice L. Crescenzi, Jr. "Unbridling the Marlboro Man: The Constitutional Protection of Tobacco Advertising Under the Doctrine of Federal Preemption and the First Amendment," May 2002, Legal Studies, Montclair State University.

Honors and Awards

- Teaching Mentor, Research Academy for University Learning, Montclair State University, 2011-2012, 2013-2014.
- Advisor/Mentor to the 1st Place Winner of the MSU School of Business Prudential Case Competition, May 2011, Montclair State University
- Education and Travel Grant, US AID. (1999)
- Teaching Workshop Grant (with the Council of Logistics Management): the Mellon Foundation, (1997).
- Case Development Grant, Council of Logistics Management. (1996)
- American Marketing Association, Consortium Fellow (1992), Michigan State University.

Other Contributions:

- Nominated Craig Newmark (the creator of Craigslist.org) for Honorary Doctorate, awarded in 2008
- Developed and International Travel Course for MBA students in Italy & France, Summer 1998
- Write questions for the Educational Testing Service, Princeton, NJ, for use in the CLEP Principles of Marketing Examination.
- Participant in the Faculty Critical Thinking Seminar Program, Institute for Critical Thinking, Montclair State University, 1998-1999.
- Participant at the Faculty Development Seminar on International Business With Dr. Paytak, sponsored by the International Trade Counseling Center, Montclair State University, October 30, 1998.
- Participant at the Seminars for Faculty Development in International Business, International Marketing Program, the Wang Center, held at the Fogelman Business Center of the University of Memphis, TN, June 19-23, 1997. Sponsored by the Centers for International Business Education and Research (CIBERs).
- Participant in the Faculty Critical Thinking Seminar Program, Institute for Critical Thinking, Montclair State University, Fall, 1997.
- Participant in the Faculty Critical Thinking Seminar Program, Institute for Critical Thinking, Montclair State University, Spring, 1997.
- Participant in the Faculty Program on Internationalizing the Business School Curriculum, sponsored by the International Trade Counseling Center, Montclair State University, Fall 1996.
- Participant in the New Faculty Mentoring Program, Montclair State University, 1994-95.

Other: CITI program certified

Languages: French (reading ability), Japanese (rudimentary), Lithuanian (rudimentary)

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