

Dr. Mary Schoonmaker
Assistant Professor
Marketing Department
Date of Hire: 2014

Faculty Qualification Status: SA
Participating or Supporting Faculty Status: Participating

EDUCATION:

Ph.D. George Washington University, Washington, D.C., Marketing, 2013

M.B.A. University of Maryland, 2006

B.S. University of Connecticut, Storrs, CT, Business Education, 1977

FACULTY ENGAGEMENT ACTIVITIES TO SUSTAIN QUALIFICATION STATUS
(July 201-June 2018):

REFEREED JOURNAL ARTICLES

Schoonmaker, M., G. Solomon, G. and Rau, P. (2017) Early-stage of innovations: **Selection system criteria for funding U.S.** biotech SMEs. *Journal of Small Business Management*, 55 (S1), 60-75.

Schoonmaker, Mary G. and Rau, Pradeep A. (2014). Small- to medium-size biotech firms' marketing efforts during the fuzzy front end of Innovation, *Journal of Medical Marketing: Device, Diagnostic and Pharmaceutical Marketing*, 14, 49-56.

Other Academic Engagement

Patent application published (March 1, 2018; US 2018006232A1) Flexible Electric Power Strip

MacNeil, H. and Schoonmaker, M. Breaking the Entrepreneurial Glass Ceiling: A study of Gender Differences in the Early-Stage Accelerator Environment. USASBE, 2017.

Schoonmaker, M. and Spotts, H. Marketing with the Sharks. Marketing Management Educators Conference, 2016.

R. Gettens, H. Spotts, and M.Schoonmaker, M. An Intensive Experiential Entrepreneurship Program (3 Day Startup). ASEE 2016.

Schoonmaker, M. and Carayannis, E. (2013). The role of marketing activities in the fuzzy front end of innovation: A study of the biotech industry (phase 1). Technology Transfer Society Annual Meeting.

Schoonmaker, M. (2013). The role of marketing activities in the fuzzy front end of innovation: A study of small- to medium-sized enterprises in the biotech industry. Mid-Atlantic Doctoral Symposium.

