

**Donna T. Mayo**  
Mike Cottrell College of Business, University of North Georgia

---

**EDUCATION**

Ph.D. University of Alabama (1993) Marketing  
M.B.A. University of Southern Mississippi (1987)  
B.S. Mississippi College (1978) Sociology

**PROFESSIONAL EXPERIENCE**

**Administrative**

2013-present Dean, Mike Cottrell College of Business  
University of North Georgia  
2012 Dean, Mike Cottrell College of Business  
North Georgia College & State University  
2003-2012 Dean/Division Chair, School of Business  
Dalton State College, Dalton, Georgia  
1996-1998 Director of Research, Office of Research and Public Service,  
Manship School of Mass Communication, Louisiana State University

**Faculty**

2013-present Professor of Marketing  
Mike Cottrell College of Business, University of North Georgia  
2012 Professor of Marketing  
Mike Cottrell College of Business, North Georgia College & State University  
2002-2012 Professor/Associate Professor/Assistant Professor of Marketing  
School of Business, Dalton State College  
1998-2002 Assistant Professor of Marketing  
Jennings A. Jones School of Business, Middle Tennessee State University,  
Murfreesboro, Tennessee  
1996-1998 Assistant Professor of Marketing and Communications  
Manship School of Mass Communication, Louisiana State University,  
Baton Rouge, Louisiana  
1991-1996 Assistant Professor of Marketing, University of Tennessee at Chattanooga,  
Chattanooga, Tennessee  
1987-1991 Graduate Teacher, University of Alabama,  
Tuscaloosa, Alabama

**Research**

1985-1987 Graduate Researcher, University of Southern Mississippi,  
Hattiesburg, Mississippi

**Corporate/Not-for-Profit**

1993-2005 Consultant, DCM Marketing  
Assisted more than 20 companies with marketing strategies and marketing research.

- 1986 Marketing Assistant, Forrest General Hospital  
Wrote copy, designed brochures, and developed marketing plans for FGH.
- 1983-1985 Medical Disability Coordinator, Social Security Administration  
Worked on a medical team to evaluate patients' conditions and determine eligibility for Social Security disability benefits.
- 1978-1983 Social Worker and Program Coordinator, Mississippi State Department of Mental Health  
Performed social evaluations for outpatients and worked on a team to establish healthcare and educational plans for mentally challenged patients.

## PUBLICATIONS

### Refereed Journals

- Mayo, Charles, Donna Mayo, and Marilyn Helms (2009) "Pets in Print Advertising: Are We Really Seeing More of Rover and Fluffy? A Content Analysis of Four Popular Magazines," *Academy of Marketing Studies Journal*, 12(1), 45-66.
- Helms, Marilyn, and Donna Mayo (2008) "Assessing Poor Quality Service: Perceptions of Call Center Customer Service Representatives," *Managing Service Quality*. 18(6), 610-622.
- Coleman, James and Donna Mayo (2007) "Relationship Marketing Strategies for Dominant Brands," *Business Perspectives*, 3(2), 23-32.
- Mayo, Donna, Marilyn Helms, and Scott Inks. (2006) "Consumer Internet Purchasing Patterns: A Congruence of Product Attributes and Technology," *International Journal of Internet Marketing and Advertising*, 3(3), 271-298.
- Jih, Kenny, Marilyn Helms, and Donna Mayo (2005) "Effects of Knowledge Management on Electronic Commerce: An Exploratory Study in Taiwan," *Journal of Global Information Management*, 13(4), October-December, 1-23.
- Mayo, Donna, Charles Mayo and Sharika Mahid (2005) "Skintones in Magazine Advertising: Does Magazine Type Matter?" *Journal of Promotion Management*, 9(2), 45-59.
- Mayo, Donna, Marilyn Helms, and Henry Codjoe (2004) "Reasons to Remain in College: A Comparison of High School and College Students," *International Journal of Educational Management*, 18(6), 360-367.
- Helms, Marilyn, Donna Mayo and Joe Baxter (2003) "Experiential Learning: The Benefits of International Trade Shows for Marketing Students and Faculty," *Marketing Education Review*, 13( 3), 17-25.
- Mayo, Donna, Marilyn Helms, Richard Becherer and Howard Finch (2003) "Gender-Based Differences in Entrepreneurial Characteristics: A Model of Behavior," *Business Journal for Entrepreneurs*, 11(1), 61-80.
- Foote, David, Susan Harmon, and Donna Mayo (2003) "The Impacts of Instructional Style and Gender Role Attitude on Students' Evaluation of Faculty," *Marketing Education Review*, 13(1), 24-37.
- Inks, Scott and Donna Mayo (2002) "Consumer Attitudes and Preferences Concerning Shopping On-Line," *Journal of Internet Commerce*, 1 (4), 89-110.
- Mayo, Donna, Marilyn Helms, Richard Becherer, and Howard Finch (2002) "Influences on Entrepreneurial Awareness: Internal vs. External Motivations," *Academy of Entrepreneurship Journal*, 8(2), 79-93.
- Bobbit, Michelle, Scott Inks, Katie Kemp, and Donna Mayo (2000) "Integrating Marketing Courses to Enhance Team-Based Experiential Learning," *Journal of Marketing Education*, 22(1), 15-24.  
**\*Voted Outstanding JME Article of the Year 2000.**

Mayo, Donna, Richard Becherer, and Marilyn Helms (1998), "Women's Careers and Career Goals: An Intra-group Comparison of Managers, Entrepreneurs, and Women with Entrepreneurial Aspirations," *Journal of Business and Entrepreneurship*, 10(2), 21-35.

Mayo, Donna, James Simpson, and Lynne Richardson (1998), "The Differential Effects of Sources of Power and the Use of Influence Strategies in Channel Relationships," *Journal of Marketing Theory and Practice*, 6(2), 16-25.

Simpson, James and Donna Mayo (1997), "Relationship Management: A Call for Less Communication?" *Journal of Business Research*, 39(2), 209-218.

Mayo, Donna, Roger King, and William Rayburn (1987), "The Commercial Loan and Ratio Analysis: The Use of Financial Ratios and Multiple Discriminant Analysis to Predict Bankruptcy," *The Mississippi Banker*, 9-12.

### **Refereed Proceedings\***

Helms, Marilyn, Donna Mayo, and Kenny Jih (2004), "An Empirical Investigation of the Relationship between KM Practices and EC Implementations: A Case Study of Taiwan," *Southeast Decision Sciences Institute Proceedings*.

Mayo, Donna, and Rhea Ingram (2001), "Do I Know What I Want To Do?: An Application of Marketing Planning," *Society for Marketing Advances Proceedings*.

Foote, David, Susan Harmon, and Donna Mayo (2000), "Gender and Severity: An Examination of Student Perceptions of Toughness and Leniency in Female and Male Professors," *Southern Management Association Proceedings*, 221-225.

Mayo, Charles, Donna Mayo, and Tom Harris (1995) "Fast Food Vendor Relations: Congruency and Franchisee-Franchisor Commitment," *1995 Business Research Yearbook*, Vol. II Abbas F Alkhafaji, ed. University Press of America: Lanham, MD. , 651-655.

Mayo, Charles, Donna Mayo, and Tom Harris (1994), "Communication in a Franchise Relationship: The Role of Frequency, Content, Directionality and Modality and Their Influence on Agreement and Accuracy," *Southern Marketing Association Proceedings*, 35-38.

Mayo, Donna, Robert Robicheaux, and Elizabeth Ferrell (1990) "Franchisee Commitment and Satisfaction: Their Relationship to Contractual Issues," *Southern Marketing Association Proceedings*, 187-191.

\*All papers noted above in **Refereed Proceedings** were also presented at the conference site.

### **Book Chapters and Other Published Work**

Jih, K, Marilyn Helms, and Donna Mayo, (2007) Chapter 13: Knowledge Management and Electronic Commerce Supporting Strategic Decisions – The Case of Taiwan in *Strategic Use of Information Technology for Global Organizations* M. Gordon Hunter and Felix Tan, Editors. Pennsylvania, The Idea Group Publishing (ISBN: 978-1-59904-292-3).

Mayo, Donna and Charles Mayo (2001) "The Basics of Marketing for Home Builders," *Builder/Architect*, 17-18.

Mayo, Donna (2000) "Hypothesis Testing," *Encyclopedia of Management*, 5<sup>th</sup> edition, Gale Research, Inc., 389-392.

Mayo, Donna (2000) "Strategic Planning," *Encyclopedia of Management*, 5<sup>th</sup> edition, Gale Research, Inc., 80-884.

Mayo, Donna, Robert Robicheaux, Charles Mayo (1992) "Measuring Advertising's Effectiveness,"

*Franchising Update*, 21-25.

Robicheaux, Robert, Donna Mayo, and Charles Mayo (2001) "The Aging of America's Markets," *Focus*, Center for Business/Economic Research, University of Alabama, 1-6.

### **Refereed Conference Paper Presentations**

Mayo, Charles, Donna Mayo, and Marilyn Helms (2007) "Pets in Print Advertising – Are We Really Seeing More of Rover and Fluffy? A Content Analysis of Four Popular Magazines," Presented by Charles Mayo at the Advertising Division of the Association for Education in Journalism and Mass Communication, Washington, DC.

Mayo, Charles, David Perlmutter, Donna Mayo (1998) "The Elected and the Electorate: A Study of Media Usage Among Louisiana Legislators and Their Constituents." Paper presented to the Communication Sciences Division of the First Annual International Interdisciplinary Research Conference, University of Maryland, Baltimore, MD.

Mayo, Charles, Donna Mayo, Tom Harris (1997), "Franchising: Toward a Communication Understanding of an Important and Ubiquitous Organizational Format." Paper presented to the National Communication Association, Chicago, Illinois.

Mayo, Charles, Tom Harris, Donna Mayo (1995), "Franchisee/Franchisor Relations: The Influence of Issue Congruence on Commitment." Paper presented to the International Association of Business Disciplines, Redondo Beach, CA.

### **PROFESSIONAL PRESENTATIONS/PROFESSIONAL DEVELOPMENT/SERVICE**

I have made more than 25 professional presentations for state, regional, national, and international organizations. I have participated in a wide variety of professional development activities including the University System of Georgia Executive Leadership Institute (2010-2011). I have been very active in the Association to Advance Collegiate School of Business serving in several leadership positions, as well as on peer review teams. Community service activities include service to Rotary International and United Way. My academic and professional service activities include serving on more than 70 committees, serving as a textbook and manuscript reviewer, and participating in a variety of ways in academic professional organizations.