

# UMUC Faculty Profile

## Dr. Carol M .Motley, Adjunct Professor

Business & Executive Programs

### Position(s) Held

Visiting Associate Professor, Florida A & M University  
Associate Professor, Howard University  
Visiting Assistant Professor, University of Southern California  
Assistant Professor, University of Illinois

### Education/Degrees Held

PhD: University of Georgia  
MBA: Washington University in St. Louis  
BS: Southern Illinois University at Edwardsville

### Courses Instructed

Marketing of Innovations  
Marketing Research  
Consumer Behavior  
Advertising  
Marketing Strategy  
Principles of Retailing

### Brief Statement About Instructor

Carol M. Motley an Adjunct Professor at UMUC. Her current research interests include studies of groups; collecting & other behaviors of Blacks in the marketplace; & the retail environment. Recent publications include “Epithet or Endearment? Examining Reactions Among Those of the African Diaspora to an Ethnic Epithet (forthcoming in the *Journal of Black Studies*), “From Despicable to Collectible: The Evolution of Collective Memories for the Social Value of Black Advertising Memorabilia. (*Journal of Advertising*), and “Exploring Collective Memories Associated with Black Advertising Memorabilia: The Good, the Bad, and the Ugly” (*Journal of Advertising*). Carol teaches the marketing of innovation marketing research, consumer behavior, promotion management and marketing strategy. She enjoys traveling, collecting art and artifacts, and reading.

**Publications**

Motley, Carol M. and Kellina M. Craig-Henderson, "Epithet or Endearment? An Examination of Cross-Cultural Reactions," forthcoming, *Journal of Black Studies*.

Laczniak, Russell N., Thomas E. DeCarlo, Carol M. Motley and Sridhar N. Ramaswami, (2007), "Influence of Image and Familiarity on Consumer Responses to Negative Word-of-Mouth Communication about Retail Entities," in press *Journal of Marketing Theory and Practice*, 15 (Winter), 41 – 51.

Carter, Franklin, Carol M. Motley, Alphonso O. Ogbuehi and Jacqueline A. Williams (2006), "An Application of a Repeat Purchase Diffusion Model to the Pharmaceutical Industry," *Advances in Business and Management Forecasting*, Kenneth D. Lawrence and Michael D. Geurts (eds.), 4 (March), 145 – 174.

Baker, Stacey M., Carol M. Motley and Geraldine R. Henderson (2004), "From Despicable to Collectible: The Evolution of Collective Memories for the Social Value of Black Advertising Memorabilia," *Journal of Advertising*, 34 (Fall), 37 – 50.

Motley, Carol M., Geraldine R. Henderson and Stacey Menzel Baker (2003), "Exploring Collective Memories Associated with Black Advertising Memorabilia: The Good, the Bad, and the Ugly," *Journal of Advertising*, 32 (Spring), 47 – 58.

Ainscough, Thomas and Carol M. Motley (2000), "Will You Help Me, Please? The Effects of Race, Gender and Manner of Dress on Retail Service," *Marketing Letters*, 11 (May), 129 – 135.

Reddy, Srinivas K., Vanitha Swaminathan and Carol M. Motley (1998), "Exploring the Determinants of Broadway Show Success," *Journal of Marketing Research*, 35 (August), 370 – 383.

Laczniak, Russell N., Thomas E. DeCarlo and Carol M. Motley (1996), "Retail Equity Perceptions and Consumers' Processing of Negative Word-of-Mouth Communication," *Journal of Marketing Theory and Practice*, 4 (Fall), 37 – 48.

**Honors/Awards**

*Honorary membership in the Golden Key International Honour Society, Howard University: November 2002.*

*Fund for Academic Excellence Grant from Howard University: 2002.*

*Best Paper in Marketing Research and Data Analysis, "Forecasting Sales and Allocating Marketing Resources in a Detail-Intensive Industry: An Application of a Repeat Purchase Diffusion Model," 2001 AMA Winter Marketing Educators' Conference: February 2001.*

*Excellence in Teaching Award from the National Fraternity of Delta Sigma Pi, University of Illinois at Urbana-Champaign: Fall 1996.*