

# UMUC Faculty Profile

## **Dr. Rosemary Hartigan, Collegiate Professor and Director**

Business & Executive Programs

### **Position(s) Held**

Professor and Director, Masters in Management Program, Antioch University  
Product and Marketing Manager, LEXIS-NEXIS  
Practicing Attorney  
Adjunct Professor of Business Law, Babson College  
Adjunct Professor of Business Communication, Rochester Institute of Technology

### **Education/Degrees Held**

**Juris Doctorate**, University of Wisconsin  
**Master's in Management**, Antioch University  
**Master's in English**, SUNY Stony Brook  
**Bachelor's in English**, SUNY Stony Brook

### **Courses Instructed**

At UMUC: Graduate School: AMBA 601: The Role of Managers in Organizations and Society; AMBA 603: The Marketing of New Ideas and AMBA 607: Strategy; EMBA 603: Marketing Strategy

At other institutions: Business Law, Business Ethics, Group Dynamics, Professional Development; Strategic Marketing, Business Communications.

### **Brief Statement About Instructor**

Professor Hartigan has been a full-time professor and university administrator for the past 12 years. Her "real world" experience includes law practice, product development and marketing management, and writing publications for lawyers on labor and employment law. She led product development and marketing teams for high and low tech products, including search systems and electronic content for LEXIS-NEXIS, a pioneering information technology company, and numerous print publications for legal and business markets. She also is a certified Birkman Method consultant and has provided team building and professional development coaching to organizations and individuals across the country.

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Professor Hartigan serves on the editorial board for the peer-reviewed publication *Journal of Legal Studies in Business*. She is a member of the Wisconsin and Massachusetts Bar Associations, the American Association of University Women, and the Academy of Legal Studies in Business.

## **Publications**

### **Recent Presentations:**

April, 2007: IACBE Annual Conference: Assessing critical thinking.

November, 2006: Sloan-C Annual conference: "Fostering Critical Thinking Online."

August, 2005: Academy of Legal Studies in Business Conference: Paper on critical thinking in the legal environment of business.

May, 2005: Bentley College's Business Ethics Teaching Workshop: UMUC's unique approach to integrating ethics in the MBA curriculum.

### **Recent Publications:**

Hartigan, R. (2003). *Great Expectations Derailed: A Case Study*. University of Maryland University College.

Nissley, N. & Hartigan, R. (2002, February). The ethics of HRD (human resource detention): When golden handcuffs become more than a retention strategy. *Advances in Developing Human Resources*, 3, 1. Sage Publications.

Hartigan, R. (1999, September). Creativity runs amok -- Lessons from the Just For Feet Lawsuit. *Marketing Xchange*, American Marketing Association.

Hartigan, R. (1996). Systems Computer Technology Corporation. Case study presented at the Case Study Workshop of the 1996 Conference of the International Association for Business and Society in Santa Fe, New Mexico.(Abstract published in conference proceedings).