

Dr. Regina (Gina) C. McNally

Graham School of Management
Saint Xavier University
3825 West 103rd Street
Chicago, IL 60655
Phone: (773) 298-3630
Email: mcnally@sxu.edu
November 2024

EMPLOYMENT

August 2014 – Present:

Saint Xavier University (Chicago, Illinois)
Graham School of Management
Professor (2020-Present, Promoted July 2020)
Management and Marketing Department Chairperson (June 2017-December 2020)
Associate Professor (August 2014-June 2020, Tenured July 2017)

May 2010 – July 2014:

University of Limerick (Limerick, Ireland)
Kemmy Business School
Department of Management & Marketing
Senior Lecturer (Promoted July 2011)
Lecturer (May 2010-July 2011)

August 2002 – May 2010:

Michigan State University (East Lansing, Michigan)
Eli Broad College of Business
Department of Marketing
Assistant Professor

EDUCATION

2002: University of Illinois, Urbana-Champaign; Ph.D. in Business Administration
(Marketing) Advisor: Abbie Griffin

1996: Illinois Institute of Technology, Chicago; Masters of Business Administration
(Marketing)

1984: Bradley University, Peoria, Illinois; B.S. Mechanical Engineering; B.A. Spanish

RESEARCH INTERESTS

- Innovation Management
- New Product Development
- Business-to-Business Marketing

Regina (Gina) C. McNally

GRANTS, AWARDS, and HONORS

- 2021: Certificate of College Teaching and Learning in Hispanic-Serving Institutions from Escala Educational Services
Certifying the completion of a 27-hour course in culturally responsive college teaching to support the completion and retention of Latinx students
- 2019: Graham School of Management Excellence in Teaching Award
- 2017: Journal of Business-to-Business Marketing 2017 Outstanding Articles: Runner Up for "New Product Development Process Implementation in a Business-To-Business Firm: The Driving and Moderating Factors for Improved Program Performance and Time-to-Market," *Journal of Business-to-Business Marketing*, 24, 1, 25-56.
- 2015: Summer Research Grant, Graham School of Management (\$1,750)
- 2014: Excellence in Teaching Award Shortlist, University of Limerick
The award is for those who achieve a student evaluation score of 4.95 or above (out of 5) and a minimum response rate of 30%.
- 2010: Outstanding Faculty & Staff Award, Michigan State University Resource Center for Persons with Disabilities
This award acknowledges outstanding contributions to equal opportunities for achievement and providing an environment that encourages excellence. Faculty and staff receiving this award are generally nominated by students with disabilities who have identified that person as someone who maximizes opportunities for academic or extracurricular achievement.
- 2008: Emerging-Scholar Award, John D. and Dortha J. Withrow Endowment (\$10,000)
This award acknowledges outstanding contributions in institutional and scholarly activities by an Eli Broad College of Business faculty member early in his or her career.
Best Paper Award, Product Development Management Association Research Forum (\$250)
Research Grant, Eli Broad College of Business (\$14,000)
- 2007: Research Grant, Eli Broad College of Business (\$10,000)
- 2004: Research Grant, Teradata Center for Customer Relationship Management at Duke University (\$7500)
- 2003: Research Scholarship, Institute for Supply Management (\$750)
- 2002: Best Student Paper Award, 6th Research Conference on Relationship Marketing and Customer Relationship Management
- 2001: Award Finalist, Business Marketing Doctoral Support Competition, Institute for the Study of Business Markets (ISBM), Pennsylvania State University
Presenter, Albert H. Haring Symposium, University of Illinois Representative
Research Grant, Sheth Foundation Dissertation Funds
Teaching Excellence Award, Seymour Sudman Endowment
Research Grant, On-Campus Dissertation Research Funds, University of Illinois
Scholarship/Fellowship, John M. Jones Endowment
- 2000: Scholarship/Fellowship, John M. Jones Endowment
Fellowship, Walter H. Stellner Endowment
- 1999: Excellent Teachers List Nominee, University of Illinois
Fellowship, Walter H. Stellner Endowment
- 1998: Fellowship, Walter H. Stellner Endowment
- 1984: Second Place, Regional Student Research Competition, American Society of Mechanical Engineers

Regina (Gina) C. McNally

JOURNAL PUBLICATIONS

24. Durmusoglu, Serdar S., **Regina C. McNally**, and Junsong Chen (2022), "Emerging Research Questions for New Journey Development in Industrial Markets," *Industrial Marketing Management*, 106, 351-362. <https://doi.org/10.1016/j.indmarman.2022.08.014>
23. Somsong, P., **McNally, R.C.** and Hsieh, C.-M. (2019), "Consumers' Perceptions towards Thai Rice: A Cross-Cultural Comparison between Easterners and Westerners," *British Food Journal*, 122, 1, 151-169. <https://doi.org/10.1108/BFJ-01-2019-0040>
22. Wang, Zhan, Regina C. McNally and Helena Lenihan (2019), "The Role of Social Capital and Culture on Social Decision-Making Constraints: A Multilevel Investigation," *European Management Journal*, 37, 2, 222-232.
21. Durmusoglu, Serdar S., Tanawat Hirunyawipada and **Regina C. McNally** (2017), "New Product Development Process Implementation in a Business-To-Business Firm: The Driving and Moderating Factors for Improved Program Performance and Time-to-Market," *Journal of Business-to-Business Marketing*, 24, 1, 25-56. **Outstanding Articles: Runner Up, Journal of Business-to-Business Marketing 2017**
20. Hsieh, Chi-Ming, Sung Hee Park, and **Regina McNally** (2016), "Application of the Extended Theory of Planned Behavior to Intention to Travel to Japan Among Taiwanese Youth: Investigating the Moderating Effect of Past Visit Experience," *Journal of Travel & Tourism Marketing*, 33, 5, 717-729.
19. Michele O'Dwyer, Lisa O'Malley, Stephen Murphy, and **Regina C. McNally** (2015), "Insights into the Creation of a Successful MNE Innovation Cluster," *Competitiveness Review*, 25, 3, 288-309.
18. Lisa O'Malley, Michele O'Dwyer, **Regina C. McNally**, and Stephen Murphy (2014), "Identity, Collaboration and Radical Innovation: The Role of Dual Organisation Identification," *Industrial Marketing Management*, 43, 8, 1335-1342. **Special issue on barriers and consequences of radical innovations.**
17. Raffele Filieri, **Regina C. McNally**, Michele O'Dwyer, and Lisa O'Malley (2014), "Structural Social Capital and Knowledge Transfer: Evidence from an Irish Pharmaceutical Cluster," *Industrial Marketing Management*, 43, 3, 429-440. **Special issue on innovation in business networks.**
16. Serdar S. Durmusoglu, Roger J. Calantone, and **Regina C. McNally** (2013), "Ordered to Innovate: A Longitudinal Examination of the Early Periods of a New Product Development Process Implementation in a Manufacturing Firm," *Journal of Product Innovation Management*, 30, 4, 712-731.
15. **Regina C. McNally**, Serdar S. Durmusoglu and Roger J. Calantone (2013), "New Product Portfolio Management Decisions: Antecedents and Consequences," *Journal of Product Innovation Management*, 30, 2, 245-261.
14. **Regina C. McNally**, Billur Akdeniz, and Roger J. Calantone (2011), "New Product Development Processes and New Product Profitability: The Mediating Role of Speed to Market and Product Quality," *Journal of Product Innovation Management*, 28, S1, 63-77.

Regina (Gina) C. McNally

JOURNAL PUBLICATIONS (Continued)

13. **Regina C. McNally**, Erin Cavusgil, and Roger J. Calantone (2010), "Product Innovativeness Dimensions and their Relationships with Product Advantage, Product Financial Performance, and Project Protocol," *Journal of Product Innovation Management*, 27, 7, 991-1006.
12. Sung Hee Park, Chi-Ming Hsieh, and **Regina C. McNally** (2010), "Motivations and Marketing Drivers of Taiwanese Island Tourists: Comparing Across Penghu, Taiwan and Phuket, Thailand," *Asia Pacific Journal of Tourism Research*, 15, 3, 305-317.
11. **Regina C. McNally** and Abbie Griffin (2010), "Mandatory Adoption of Customer Relationship Management Information Technology: The Role of Customer Support in an Attitude-Intention Model," *International Journal of Business Innovation and Research*, 4, 1/2, 30-47. **Special Issue on Customer Relationship Management and Information Technology Applications. Supported by funds from the Teradata Center for CRM at Duke University.**
10. **Regina C. McNally**, Serdar S. Durmusoglu, Roger J. Calantone, and Nukhet Harmancioglu (2009), "Exploring New Product Portfolio Management Decisions: The Role of Managers' Dispositional Traits," *Industrial Marketing Management*, 38, 1, 127-143.
9. Serdar S. Durmusoglu, **Regina C. McNally**, Roger J. Calantone, and Nukhet Harmancioglu (2008), "How Elephants Learn the New Dance when Headquarters Changes the Music: Three Case Studies on Innovation Strategy Change," *Journal of Product Innovation Management*, 25, 4, 386-403.
8. **Regina C. McNally** and Abbie Griffin (2007), "A Measure and Initial Test of Managers' Perceptions of Relationship Marketing in Inter-Organizational Exchanges," *Journal of the Academy of Marketing Science*, 35, 3, 382-397.
7. George A. Zsidisin, Michael E. Smith, **Regina C. McNally**, and Thomas J. Kull (2007), "Journal Evaluation Criteria Development and Assessment of Purchasing and Supply Management Journals," *Journal of Operations Management*, 25, 1, 165-183.
6. **Regina C. McNally** (2007), "An Exploration of Call Centre Agents' CRM Software Use, Customer Orientation and Job Performance in the Customer Relationship Maintenance Phase," *Journal of Financial Services Marketing*, 12, 2, 169-185 (Special Issue on Customer Relationship Management in the Banking Industry; funded by Duke's Teradata Center for CRM).
5. Nukhet Harmancioglu, **Regina C. McNally**, Roger J. Calantone, and Serdar S. Durmusoglu (2007), "Your New Product Development (NPD) Is Only as Good as Your Process: An Exploratory Analysis of New NPD Process Design and Implementation," *R&D Management*, 37, 5, 399-424. **Identified as Exemplary Study and "Must-Read" Article: Goffin et al (2019), "State-of-the-Art: The Quality of Case Study Research in Innovation Management," *Journal of Product Innovation Management*, DOI: 10.1111/jpim.12492**
4. **Regina C. McNally** and Abbie Griffin (2005), "An Exploratory Study of the Effect of Relationship Marketing Institutionalization and Professional and Organizational Commitment in Business-to-Business Exchanges," *Journal of Business-to-Business Marketing*, 12, 4, 1-39 (lead article).

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JOURNAL PUBLICATIONS (Continued)

3. Linda H. Shi, Shaoming Zou, J. Chris White, **Regina C. McNally**, and S. Tamer Cavusgil (2005), "Global Account Management Capabilities: Insights from Leading Suppliers," *Journal of International Marketing*, 13, 2, 93-113.
2. **Regina C. McNally** and Abbie Griffin (2004), "Firm and Individual Choice Drivers in Make-or-Buy Decisions: A Diminishing Role for Transaction Cost Economics?," *Journal of Supply Chain Management*, 40, 1, 4-17 (lead article).
1. **Regina McNally** (2002), "Simulating Buying Center Decision Processes: Propositions and Methodology," *Journal of Business and Industrial Marketing*, 17, 2, 167-180.

INVITED PUBLICATIONS

- Regina C. McNally** and Abbie Griffin (2003), "Relationship Marketing Institutionalization and Its Effects in Inter-Organizational Exchanges," Working Paper Collection, Teradata Center for Customer Relationship Management at Duke University (www.teradataduke.org).

BUSINESS PRESS PUBLICATIONS

- Regina C. McNally**, "The Experts' Advice: Hourly Analytics Case Study," *The Irish Times – Innovation*, April 29, 2011.

CONFERENCE PROCEEDINGS

34. Zhan Wang, **Regina C. McNally**, and Helena Lenihan (2018), "The Mediating Role of Social Decision-Making Constraints and Moderating Role of High-Low Context in the Social Capital-Product Innovation Relationship," *25th Innovation & Product Development Management Conference Proceedings*.
33. Zhan Wang, **Regina C. McNally**, and Helena Lenihan (2017), "A Multi-Level Investigation of the Mediating Role of Social Decision-Making Constraints in the Relational Social Capital – Product Innovativeness Relationship," *24th Innovation & Product Development Management Conference Proceedings*.
32. Zhan Wang, **Regina C. McNally**, and Helena Lenihan (2016), "How Does Social Capital Impede Innovation? The Mediating Role of Social Decision-Making Constraints in a Multilevel Model," *23rd Innovation & Product Development Management Conference Proceedings*.
31. Ann Ledwith, Kenneth B. Kahn, **Regina C. McNally**, and Padhraic Ludden (2016), "Virtual Teaming Considerations for Innovation Projects," *23rd Innovation & Product Development Management Conference Proceedings*.
30. **Regina C. McNally**, Jelena Spanjol, and Abbie Griffin (2015), "Team Context and Climate Effects on Risk Strategies: Temporal and Team Mechanisms of Reduced Risk Propensities," *22nd Innovation & Product Development Management Conference Proceedings*.
29. **Regina C. McNally**, Jelena Spanjol, and Abbie Griffin (2014), "Motivations for Risk in Innovation Strategies: A Comparison of Individual Dispositional, Team contextual, and Team Climate Effects," *PDMA's 2014 Research Forum Proceedings*, Eds. Wim Biemans and Fred Langerak.
28. **Regina C. McNally**, Jelena Spanjol, and Abbie Griffin (2014), "From "I Will Take on Risk" to "We Took on Too Much Risk": A Longitudinal Exploration of Individual and Team Motivations in Strategy Risk Levels," *2014 Winter Marketing Educators' Conference Proceedings*, Eds. Gary Hunter and Tom Steenburgh, 25, G4-G5.

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CONFERENCE PROCEEDINGS (Continued)

27. **Regina C. McNally**, Jelena Spanjol, and Abbie Griffin (2013), "Formation and Assessment of Innovation Strategy Risk Levels: The Roles of Managers' Motivational Profiles and Observed Stock Price Performance," *PDMA's 2013 Research Forum Proceedings*.
26. Jelena Spanjol, **Regina C. McNally**, and Abbie Griffin (2012), "Putting Learning Orientation under the Microscope: Insights into Individual and Team Learning Orientations," *PDMA's 2012 Research Forum Proceedings*.
25. **Regina C. McNally**, Raffaele Filieri, Michele O'Dwyer, Lisa O'Malley, Brian Healy, and Stephen Murphy (2012), "What Makes a Cluster Work? A Narrative Analysis;" *19th International Product Development Management Conference Proceedings*, 163.
24. **Regina C. McNally**, Serdar S. Durmusoglu and Stephen J. Carson (2011), "New Product Portfolio Management Decisions: Time Varying Impact of Firm Performance;" *18th International Product Development Management Conference: Innovate Through Design*, 163.
23. Jelena Spanjol and **Regina McNally** (2010), "Time Will Tell: A Longitudinal, Repeated Measures Exploration of Diversity in Teams and Effects on New Product Decisions and Outcomes," *PDMA's 2010 Research Forum*.
22. Jelena Spanjol and **Regina C. McNally** (2010), "Too Much or Not Enough? Trade-offs between Team Diversity and Innovation Decision-Making Effectiveness," *32nd Annual INFORMS Marketing Science Conference*, 64.
21. **Regina C. McNally** and Serdar S. Durmusoglu (2010), "The Moderating Role of Collaborative Conflict Handling Behaviors in New Product Portfolio Management;" *17th International Product Development Management Conference (IPDMC)*.
20. **Regina C. McNally**, Abbie Griffin, and G. Tomas M. Hult (2010), "The Impact of Customer Service Knowledge and CRM Software Knowledge on Call Center Agent Performance," *39th EMAC Conference*, Eds. Suzanne C. Beckmann and Torsten Ringberg, 39, 248-249.
19. **Regina McNally** and Abbie Griffin (2009), "Mandatory Adoption of Customer Relationship Management Software: Impact in Attitude – Intention Models," *31st Annual INFORMS Marketing Science Conference*, 31, 86.
18. **Regina C. McNally**, Abbie Griffin, and G. Tomas M. Hult, "CRM Software Use and Customer Service: Antecedents and Consequences," *2009 AMA Winter Educators' Conference*, Eds. Kristy Reynolds and Chris White, 20, 160-161.
17. **Regina C. McNally**, Serdar S. Durmusoglu, and Roger J. Calantone, "New Product Portfolio Management Decisions: Antecedents and Consequences," *PDMA's 2008 Research Forum*, ed. Abbie Griffin, 2008. **Best Paper Award**.
16. Serdar S. Durmusoglu and **Regina C. McNally**, "The Effect of New Product Portfolio Management on Firm Performance: The Moderating Role of Managers' Ambiguity Intolerance and Cognitive Style," *2008 AMA Winter Educators' Conference*, Eds. Tom Brown and Zeynep Gurhan-Canli, 19, 144-145.
15. **Regina C. McNally** and Serdar S. Durmusoglu, "A Measure and Initial Test of a Scale for New Product Portfolio Management Decision Criteria," *PDMA's 2007 Research Forum*, ed. Joseph Cherian, Albert Page and Cheryl Nakata, 2007, 319-322.

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CONFERENCE PROCEEDINGS (Continued)

14. **Regina C. McNally**, Serdar S. Durmusoglu, Roger J. Calantone, and Nukhet Harmancioglu, "Exploring the Role of Managers' Dispositions in New Product Portfolio Management," *2007 AMA Winter Educators' Conference*, Eds. Andrea L. Dixon and Karen A. Machleit, 18, 387-388.
13. Serdar S. Durmusoglu, **Regina C. McNally**, and Roger J. Calantone, "New Product Development Process Change for Product-Driven Growth: A Longitudinal Study in a Manufacturing Firm," *PDMA's 2006 Research Forum*, ed. Kwaku Atuaheme-Gima, 2006, 69-70.
12. **Regina C. McNally** and Abbie Griffin, "The Role of Customer Relationship Management Software in Customer Satisfaction: Examining Service Employee-Customer-Technology Relationships," *2006 AMA Winter Educators' Conference*, 17, 232-233.
11. Erin Cavusgil, **Regina C. McNally**, and Roger J. Calantone, "The Benefits of an Expert Systems Approach to New Product Screening Decisions," *PDMA's 2005 Research Forum: "Managing Innovation in the Global Context"*, October 22-23, 2005, 180-184.
10. George A. Zsidisin, **Regina C. McNally**, Thomas J. Kull, and Michael E. Smith (2005), "An Examination of Institutional and Respondent Characteristics in Evaluating Purchasing and Supply Management Journals," *36th Annual Decision Sciences Institute Meeting Proceedings*, 13481-13486.
9. Thomas J. Kull, George A. Zsidisin, Roger Calantone, **Regina C. McNally**, and Michael E. Smith (2005), "Multiple Group Factor Structure Differences: Statistical Inference Issues for Users of Confirmatory Factor Analysis," *36th Annual Decision Sciences Institute Meeting Proceedings*, 13261-13266.
8. George A. Zsidisin, Michael E. Smith, **Regina C. McNally**, and Thomas J. Kull (2005), "An Empirical Examination of Purchasing and Supply Management Journals," *16th Annual North American Research Symposium on Purchasing and Supply Management Proceedings*, 764-775.
7. George A. Zsidisin, Michael E. Smith, and **Regina C. McNally** (2004), "A Framework for Evaluating the Relevance and Quality of Purchasing and Supply Management Journals," *15th Annual North American Research Symposium on Purchasing and Supply Management Proceedings*, 623-668.
6. **Regina C. McNally** and Abbie Griffin (2003), "The Effects of the Institutionalization of Relationship Marketing in Inter-Organizational (Business to Business) Exchanges," *25th Annual INFORMS Marketing Science Conference Proceedings*.
5. **Regina C. McNally** and Abbie Griffin (2003), "Transaction Cost Analysis in Make-or-Buy Decisions: A Diminishing Role?" *14th Annual North American Research Symposium on Purchasing and Supply Management Proceedings*, 278-299.
4. **Regina McNally** (2002), "A Measure of Relationship Marketing," *6th Research Conference on Relationship Marketing and Customer Relationship Management Proceedings*. **Best Student Paper Award.**
3. **Regina McNally**, "The Institutionalization of Relationship Marketing," *2002 AMA Winter Educators' Conference*, 13, 179-184.
2. **Regina C. McNally** (2000), "A New Methodology to Identify Social Influence in Organizational Buying Centers," *23rd Annual INFORMS Marketing Science Conference Proceedings*.

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CONFERENCE PROCEEDINGS (Continued)

1. Regina McNally (2000), "Social Influence in Industrial Purchasing Decision Processes: The Effect of Decision Task Type," *CBIM/ISBM Conference Proceedings*.

CONFERENCE PRESENTATIONS

- "A Multi-Level Investigation of the Mediating Role of Social Decision-Making Constraints in the Relational Social Capital – Product Innovativeness Relationship," *24th Innovation & Product Development Management Conference*, Reykjavik, Iceland, June 2017.
- "Team Context and Climate Effects on Risk Strategies: Temporal and Team Mechanisms of Reduced Risk Propensities," *22nd Innovation & Product Development Management Conference*, Copenhagen, Denmark, June 2015.
- "Motivations for Risk in Innovation Strategies: A Comparison of Individual Dispositional, Team Contextual, and Team Climate Effects," *PDMA's 2014 Research Forum*, Denver, CO, October 2014.
- "From "I Will Take on Risk" to "We Took on Too Much Risk": A Longitudinal Exploration of Individual and Team Motivations in Strategy Risk Levels," *2014 Winter Marketing Educators' Conference*, Orlando, FL, February 2014.
- "Social Capital and the Evolution of Successful Inter-Organizational Networks," *34th Annual INFORMS Marketing Science Conference*, Boston, MA, June 2012.
- "New Product Portfolio Management Decisions: Time Varying Impact on Firm Performance," *32nd Annual INFORMS Marketing Science Conference*, Cologne, Germany, June 2010.
- "The Moderating Role of Collaborative Conflict Handling Behaviors in New Product Portfolio Management;" *International Product Development Management Conference (IPDMC)*, Murcia, Spain, June 2010.
- "The Impact of Customer Service Knowledge and CRM Software Knowledge on Call Center Agent Performance," *39th EMAC Conference*, Copenhagen, Denmark, June 2010.
- "Mandatory Adoption of Customer Relationship Management Software: Impact in Attitude – Intention Models," *2009 INFORMS Marketing Science Conference*, Ann Arbor, MI, June 2009.
- "CRM Software Use and Customer Service: Antecedents and Consequences," *2009 AMA Winter Educators' Conference*, Tampa, FL, February 2009.
- "New Product Portfolio Management Decisions: Antecedents and Consequences," *2008 PDMA Research Forum*, Orlando, FL, September 2008. **Best Paper Award.**
- "The Effect Of New Product Portfolio Management On Firm Performance: The Moderating Role of Managers' Ambiguity Intolerance and Cognitive Style," *2008 AMA Winter Educators' Conference*, Austin, TX, February 2008.
- "A Measure and Initial Test of a Scale for New Product Portfolio Management Decision Criteria," *2007 PDMA Research Conference*, Orlando, FL, September 2007.
- "Exploring the Role of Managers' Dispositions in New Product Portfolio Management," *2007 AMA Winter Educators' Conference*, San Diego, CA, February 2007.
- "The Role of Customer Relationship Management Software in Customer Satisfaction: Examining Service Employee-Customer-Technology Relationships," *2006 AMA Winter Marketing Educators' Conference*, Tampa, FL, February 2006.

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CONFERENCE PRESENTATIONS (Continued)

- "The Benefits of an Expert Systems Approach to New Product Screening Decisions," 2005 PDMA Research Conference, San Diego, CA, October 2005.
- "Customer Relationship Management Information Technology Implementation Issues: Preliminary Managerial Perceptions," 2005 AMA Winter Marketing Educators' Conference, San Antonio, TX, February 2005.
- "A Conceptualization and Empirical Validation of Strategic Agility," 10th Annual Midwest Marketing Camp, East Lansing, MI, June 2004.
- "The Effects of the Institutionalization of Relationship Marketing in Inter-Organizational (Business to Business) Exchanges," 25th INFORMS Marketing Science Conference, College Park, MD, June 2003.
- "Transaction Cost Analysis in Make-or-Buy Decisions: A Diminishing Role?" 14th Annual North American Research and Teaching Symposium on Purchasing and Supply Chain Management, Tempe, AZ, March 2003.
- "A Measure of Relationship Marketing," 6th Research Conference on Relationship Marketing and Customer Relationship Management, Atlanta, GA, June 2002. **Best Student Paper Award.**
- "The Institutionalization of Relationship Marketing," 2002 AMA Winter Marketing Educators' Conference, Austin, TX, February 2002.
- "Institutional Theory Effects in Make-or-Buy Decisions," Albert H. Haring Symposium, Indiana University, March 2001.
- "Integrating Institutional Theory and Transaction Cost Analysis in Make-or-Buy Decisions," Institutions, Conflict, and Change Research Workshop, Northwestern University, December 2000.
- "A New Methodology to Identify Social Influence in Organizational Buying Centers," Marketing Science Conference, Los Angeles, June 2000.
- "Social Influence in Industrial Purchasing Decision Processes: The Effect of Decision Task Type," Center for Business and Industrial Marketing/ Institute for the Study of Business Markets Conference, Atlanta, January 2000.

Regina (Gina) C. McNally

TEACHING EXPERIENCE

Saint Xavier University

Student teaching evaluations (Effective Instructor) rated on a 4-point scale

Timeframe	Course	Course Title	Size	Students	Average
2014-2024	MGMT390	Business Strategy Capstone (In-person and online)	7-39	Core BBA	3.85
2022	BANA130	Business Mathematics (In-person)	22- 34	Core BBA	3.76
2020-Present	BANA251	Software for Business Analytics (In-person)	20- 29	Core BBA	3.70
2021	MGMT365	Professional Sales Management (In-person)	22	Management elective	4.00
2014-2017	MGMT540	Global Environment of Business (In-person, Online)	7-22	Core MBA	3.63

University of Limerick

Student teaching evaluations rated on a 5-point scale (n/a means not available)

Timeframe	Course	Course Title	Size	Students	Average
2012-2013	MN6921	Strategic Management and Programmes (2 sections)	19- 22	Masters (online)	4.31
2014	MG6022	International Business Study Trip (1 section)	21	Masters	n/a
2012-2014	MN6022	Strategy Formulation and Implementation (2 sections)	19- 29	Masters	5.00
2010-2013	MG5101	International Tourism Management (4 sections)	10- 17	Masters	4.65
2011-2012	MG4037	Strategic Management (2 sections)	471- 479	Business, seniors	n/a
2010	MG4031	Principles of Management (1 section)	454	Business, freshmen	n/a

Michigan State University

Teaching Evaluation Scale: 1 = far above average and 5 = far below average

Timeframe	Course	Course Title	Size	Students	Average
2009-2010	MKT460	Marketing Strategy Capstone (2 sections per semester)	39- 48	Marketing seniors	1.20
	MKT420	Design and Management of Biomechanical Products	100- 150	Marketing, Engineering seniors	2.23
2002-2009	MSC805	Marketing Management	25- 51	Non-MBA graduate	1.53
2002-2008	PIM862	Customer and Competitor Analysis	92- 122	Weekend MBA	1.83
	PIM863	Marketing Systems	92- 122	Weekend MBA	1.90

University of Illinois at Urbana-Champaign

2000-2002	Office of Instructional Resources (OIR) Incoming Teaching Assistant Trainer
2000-2001	Teaching Assistant: Principles of Marketing
1998-1999	Teaching Assistant: Principles of Marketing Acknowledged as Excellent Teacher (as Rated by Students) on the university-wide List of Excellent Teachers

Regina (Gina) C. McNally

ACADEMIC SERVICE

EXTERNAL SERVICE

Conference Chair:

Regina C. McNally and Janell Townsend, Product Development Management Association Research Forum: Developing and Sharing Innovation Knowledge in a Collaborative Economy, at Swissotel Chicago, Chicago, IL, November 11-12, 2017.

Ann Ledwith and Regina C. McNally, 21st International Product Development Management Conference: Innovation through Engineering, Business & Design, at Kemmy Business School, University of Limerick, Limerick, Ireland, 15-17 June 2014.

Conference Board of Directors:

30th Innovation & Product Development Management Conference, at Politecnico di Milano University, Lecco, Italy, June 7-9, 2023.

29th Innovation & Product Development Management Conference, at Hamburg University of Technology, Hamburg, Germany, July 17-19, 2022.

28th Innovation & Product Development Management Conference, Online, hosted by Politecnico di Milano, Milan, Italy, June 6-8, 2021.

27th Innovation & Product Development Management Conference, Online, hosted by University of Twente, Enschede, The Netherlands, June 8-9, 2020.

26th Innovation & Product Development Management Conference, at University of Leicester, Leicester, United Kingdom, June 10-14, 2019.

25th Innovation & Product Development Management Conference, at University of Porto, Porto, Portugal, June 10-14, 2018.

24th Innovation & Product Development Management Conference, at Reykjavik University, Reykjavik, Iceland, June 11-13, 2017.

23rd Innovation & Product Development Management Conference, at Strathclyde Business School, Glasgow, Scotland, 13-15 June 2016.

22nd Innovation & Product Development Management Conference, at Copenhagen Business School, Copenhagen, Denmark, 14-16 June 2015.

21st International Product Development Management Conference, at Kemmy Business School, University of Limerick, Limerick, Ireland, 15-17 June 2014.

PhD Seminars and Workshops

Faculty Member of the PhD Workshop for the 29th Innovation & Product Development Management Conference, at Hamburg University of Technology, Hamburg, Germany, July 15-17, 2022.

Faculty Member of the PhD Workshop for the 28th Innovation & Product Development Management Conference, Online, hosted by Politecnico di Milano, Milan, Italy, June 4-6, 2021.

Faculty Member of the PhD Workshop for the 27th Innovation & Product Development Management Conference, Online, hosted by University of Twente, Enschede, The Netherlands, June 6-8, 2020.

JPIM Reviewer Development Program Mentor (2022-2023)

At the request of the *Journal of Product Innovation Management* co-editors, served as a mentor in the inaugural implementation of the journal's Reviewer Development Program. Mentored five junior faculty and advanced Ph.D. students to develop their journal reviewing abilities.

Regina (Gina) C. McNally

Journal Special Issue Editor

Regina C. McNally and Jeffrey B. Schmidt, (2011) "From the Special Issue Editors: An Introduction the Special Issue on Decision Making in New Product Development and Innovation," *Journal of Product Innovation Management*, 28, 5, 619-622.

Conference Special Session Chair:

32nd Annual INFORMS Marketing Science Conference; 2010; Decision-Making Perspectives on Product Innovation Management; with Jelena Spanjol
American Marketing Association Winter Educators' Conference; 2011; New Product Portfolio Management: Theory-Driven Empirical Examinations of Processes, Antecedents, and Outcomes; with Jelena Spanjol

Conference Track Chair:

2020 Product Development Management Association (PDMA) Research Forum, Responsible, Ethical Innovation & Social Innovation Track, with Cheryl Nakata
2015 American Marketing Association (AMA) Summer Marketing Educators Conference, Innovation and New Products Track, with Jelena Spanjol
2009 Academy of Marketing Science Conference, Product Development Track, with Jeffrey B. Schmidt

Editorial Review Board:

Journal of Product Innovation Management (2012-present)
Industrial Marketing Management (2011-present)
Journal of Supply Chain Management (2007-present)

Association Committee Member:

Product Development Management Association (PDMA) Publication Committee (2016-Present)

Rank and Tenure External Evaluator for Faculty Member at:

- York University, Toronto, ON, Canada (2021)

PhD External Examiner for Student at:

- Lincoln University, Christchurch, New Zealand (2014)

PhD Scholarship External Evaluator for:

- Waterford Institute of Technology, Waterford, Ireland (2014-2016, 2021-2023)

STUDENT RESEARCH SUPERVISION

Ph.D. Dissertation Co-Supervisor:

Department of Management & Marketing, University of Limerick

- Zhan Wang (2016)

Ph.D. Dissertation Committees:

Department of Marketing, Michigan State University

- Serdar Durmusoglu (2007)

Department of Marketing and Supply Chain Management, Michigan State University

- Gilbert Nyaga (2006)
- Linda Shi (2005)
- Zeynep Emden (2005)

College of Agriculture and Natural Resources, Michigan State University

Regina (Gina) C. McNally

- Chi-Ming Shieh (2010)
- Sung Hee Park (2009)

Post-grad Thesis Supervisor (University of Limerick)

- Maarten Bosma, MSc Marketing, Consumption and Society (2014)
- Finnian Chesser, MSc in Project Management (2014)
- Marie Hammermen, MSc International Management and Global Business (2014)
- Michaela Lynch, MSc International Management and Global Business (2014)
- Charlotte O'Sullivan, MSc International Management and Global Business (2014)
- Qing Su, MA in Business Management (2014)
- Jakub Szymczak, Masters in Business Administration (2014)
- Zhinin Zhang, MA in Business Management (2014)
- Gavan McNamara, MA in Business Management (2013)
- Marija Sinutkina, MSc International Management and Global Business (2013)
- Mike O'Bryne, MA in Business Management (2011)
- Olive Quinlan, MSc International Management and Global Business (2011)
- Rowan Ring, MSc International Management and Global Business (2011)
- Shane Grennan, MSc International Management and Global Business (2010)

Master's Thesis Committees:

Department of Packaging

- Mamud Dako (2010)

Master's Portfolio Defense Committees:

Department of Industrial Mathematics

- Kelsee Krull (2009)

Regina (Gina) C. McNally

INTERNAL SERVICE

University

Saint Xavier University

- UIEC University Institutional Effectiveness Committee (2022-Present)
- Provost TaskForce for Faculty Bylaws Evaluation (2022, 2023)
 - Co-presented bylaw modification recommendations to SXU Faculty
- Faculty Senate (2016-2020)
 - Co-Chair, Anti-Racism Task Force (2020-2021)
 - New Program Development Process Taskforce (2016)
- Strategic Plan, Pillar 1&3 Co-Chair (2020-2021) and Pillar 3 Member (2019)
- Co-Chair, Integrated Planning and Budgeting Committee (IPBC) Value Proposition Sub-Group (2017-2019)
- General Education Taskforce Member (2019-2020)
- Cougar LEAD Student Leadership Certificate Taskforce Member (2017)
- Elections Committee Co-Chairperson (2015-2016)
- Saint Xavier University Award Selection Committee Chair (2016-2017) and Member (2015)
- Course Evaluation Committee (2014-2016)
- Library Departmental Liaison Council member for the Graham School of Management (2015-2021)
- Mission Integration Committee (2015)

University of Limerick

- Kemmy Business School representative to Academic Programme Review Committee (2011-2012)
- Co-chair of successful proposal to host International Product Development Management Conference in June 2014 (2010-2011)
- Academic Leadership Development Programme Research Project Team (2011)
- Conversation in the Consortium Presentation: "The Introduction of Clickers in Large Group Teaching," sponsored by Centre for Teaching and Learning, March 2011

Business School

Graham School of Management, Saint Xavier University

- AACSB Re-Accreditation Committee Member (2018-Present)
- Women Entering Business Student Organization Faculty Advisor (2015-Present)
- GSM Curriculum Committee (2022-Present)
- AACSB Continuous Improvement Review 2021 Co-Author
- Graham School of Management Executive Committee Member (2017-2019)
- Strategic Planning Committee Chairperson (2017) and Member (2016)
- MBA Student Entrance Survey Chairperson (2015-2019)
- Assurance of Learning Committee (2014-2020)
- FOCUS Presenter (2015-2019)
- BBA Student Exit Survey Chairperson (2018-2019)

Kemmy Business School, University of Limerick

- Course Director, MSc in International Management and Global Business (2010-2014)
- Co-Leader, Entrepreneurship, Innovation and Marketing Research Theme (2011-2013); Research Scholars hosted:
 - Professor Abbie Griffin, University of Utah, October 2013
 - Professor Dr. Jan Jonker, Radboud University Nijmegen, Netherlands, May 2013

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- Professor Carolin Plewa, University of Adelaide, Australia, May 2013
- Professor Jaana Tahtinen, Oulu Business School, Finland, February 2013
- Professor Luis Araujo, Lancaster University Management School, November 2012
- Professor Ingrid Fulmer, Rutgers University, October 2012
- Professor Gerry McNamara, Michigan State University, April 2012
- Professor Gloria Barczak, Northeastern University, March 2012
- Professor Leon Zurawicki, University of Massachusetts-Boston, Nov. 2011
- Professor Thomas Hustad, Indiana University, Nov. 2010
- Inaugurator and Director, Kemmy Business School Business Breakfast Series (2012-2014)
 - Tony Smurfit of SmurfitKappa, “Adventures in Paper”, January 2014
 - Pat Phelan of Trustev, “Reinvention and Starting Over”, June 2013
 - Ian Quinn of Creganna, “Managing Uncertainty in Challenging Times”, December 2012
- Chairperson (2013-2014) and Member (2012-2013), AACSB Accreditation Committee
 - Developed Curriculum Maps for 27 programs
 - Led team in development of recommended Assurance of Learning process
 - Developed and implemented survey to collect Assurance of Learning data
 - Hosted visit of mentor, Dr. Susan Harte of Strathclyde University, Scotland, March 2014
 - Contributed to successful Eligibility Application
 - Hosted visit of Dr. Paul Prabhaker of Northern Illinois University for consultation on AACSB Accreditation process, November 2012

Department

Saint Xavier University

- Chair, Division of Management and Marketing (2017-2020)
- Chair, Search Committee
 - Assistant Professors of Management (2017)
- Careers in Management and Marketing Panel Moderator and Organizer (2014-2019)

University of Limerick

- Department Quality Review Committee (2011-2012)
 - Responsible for ‘Design and Content of Curriculum’ section of the final report
- Programme Review Committee Member for the MBS in International Entrepreneurship Management (2011)

Michigan State University

- Department Advisory Committee (2007-2009)
- Recruiting (2005-2008)

Regina (Gina) C. McNally

ASSOCIATION MEMBERSHIPS

Product Development and Management Association
Academy of Management

EXECUTIVE EDUCATION

2004 - 2010

Topic: New Product Development Influence on Supply Chain Management
Audience: West Michigan Supply Chain Management (SCM) Certificate
Location: Steelcase, Grand Rapids, MI

2004 - 2009

Topic: New Product Development
Audience: Kellogg's Integrated Operations Management Program
Location: MSU Henry Center, Lansing, MI

2007

Topic: Innovation
Audience: Broad Executive Forum of Metro Chicago
Location: Chicago, IL
Topic: Innovation Keynote Speaker
Audience: Product Development Management Association - American Marketing
Association Joint Chapter Meeting
Location: Grand Rapids, MI
Topic: Innovation
Audience: Broad Business Briefing: Leading Strategic Change
Location: Troy, MI

2006

Topic: Innovation/NPD
Audience: Masco Leadership Program in Operations Management
Location: Hunter's Creek, MI

Regina (Gina) C. McNally

PROFESSIONAL EXPERIENCE

1992-1998:

Marketing Manager, Tellabs Operations, Inc., Illinois and Ireland

- Developed business in Latin America and managed marketing communications for a new-to-the-world product (telephone service via cable television network) to cable television companies. Required extensive and ongoing interface with R&D and product managers to ensure customer requirements were included in product design.
- Based in Shannon, Ireland for two years with sole responsibility for product management of an international product (digital cross-connects) to telephone companies, including extensive cross-functional work in developing new products within the product line.

1984-1991:

Manufacturing Engineer, Tellabs Operations, Inc., Sargent-Welch Scientific Co., and Packard Electric, Illinois and Ohio

- Extensive work with R&D and product managers on the implementation of new products.
- Supervised team of manufacturing engineers and technicians.
- Identified and implemented manufacturing process improvements.