

Matthew M. Mars
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EDUCATION

The University of Arizona
Center for the Study of Higher Education
Doctor of Philosophy, May 2006
Major: Higher Education Administration

Dissertation Title: *The Emerging Domains of Entrepreneurship Education: Students, Faculty and the Capitalist Academy*
Dissertation Committee: Sheila Slaughter (Chair), Gary Rhoades, Jenny Lee, Amy S. Metcalfe (University of British Columbia)
Dissertation Recognition: Recognized as one of three dissertations considered for the 2006 Association for the Study of Higher Education Bobby Wright Dissertation of the Year

Northern Arizona University
Master of Education, December 1998
Major: Counseling/Human Relations

Utica College of Syracuse University
Bachelor of Arts, May 1995
Major: Sociology/Anthropology

PROFESSIONAL EXPERIENCE

Lecturer

McGuire Center for Entrepreneurship
Eller College of Management
The University of Arizona
July 2010 – Present

Adjunct Lecturer in Higher Education

Center for the Study of Higher Education
College of Education
The University of Arizona
January 2011-Present

Assistant Professor of Higher Education

Division of Applied and Advanced Studies in Education
Charter College of Education
California State University, Los Angeles
Los Angeles, CA
September 2009 – July 2010

Adjunct Lecturer

McGuire Center for Entrepreneurship
Eller College of Management
The University of Arizona

August 2009 – December 2009

Entrepreneurship and Knowledge Transfer Communications Specialist

McGuire Center for Entrepreneurship, Eller College of Management

Office of Technology Transfer

The University of Arizona

Tucson, AZ

February 2007 – September 2009

Educational Support Faculty – Counselor

Pima Community College – West Campus

Tucson, AZ

July 2004-February 2007

Assistant Director of Pre-Professional Programs

Eller College of Management

The University of Arizona

Tucson, AZ

August 2003-July 2001

Coordinator, Pre-Professional Programs

Eller College of Management

The University of Arizona

Tucson, AZ

August 2001-August 2003

Academic Advisor

Eller College of Management

The University of Arizona

Tucson, AZ

December 1999-August 2001

PUBLICATIONS AND RESEARCH ACTIVITIES

Peer-Reviewed Journal Articles

Mars, M.M., & Rhoades, G. (in press). Socially-oriented student entrepreneurship: A study of student change agency in the academic capitalism context. *The Journal of Higher Education*.

Rios-Aguilar, C., & Mars, M.M. (in press). Integration or fragmentation? College student citizenship in the global society. *Education, Knowledge and Economy*.

Mars, M.M. (2010). What's behind the name? The intensification of academic branding in elite U.S. graduate colleges of business and education. *Education, Knowledge and Economy*, 4 (1), 33-56.

Mars, M.M., & Rios-Aguilar, C. (2010). Academic entrepreneurship (re)defined: Significance and implications for the scholarship of higher education. *Higher Education*, 59 (4), 441-460.

Mars, M.M. (2009). Conceptual Boundaries and Pathways: Exploring the Institutional Logics of Higher Education Scholarship on College Student Social Movements and Activism, 1967-2008. *Education, Knowledge and Economy*, 3 (2), 121-140.

Mars, M.M. (2009). Student entrepreneurs as agents of organizational change and social transformation: A grassroots leadership perspective. *Journal of Change Management*, 9 (3), 339-357.

Mars, M.M., & Garrison, S. (2009). Socially-oriented ventures and traditional entrepreneurship education models: A case review. *Journal of Education for Business*, 84 (5), 290-296.

Mars, M.M., & Lounsbury, M. (2009). Raging against or with the private marketplace? Logic hybridity and eco-entrepreneurship, *Journal of Management Inquiry*, 18 (1), 4-13.

Hart, J. & Mars, M.M. (2009). Science educators: Two houses, but no home? *Innovative Higher Education*, 34 (1). 19-32.

Mars, M.M., Slaughter, S., & Rhoades, G. (2008). The state-sponsored student entrepreneur. *The Journal of Higher Education*, 79 (6), 638-670.

Mars, M.M. (2007). The diverse agendas of faculty within an institutionalized model of entrepreneurship education. *Journal of Entrepreneurship Education*, 10, 43-62.

Mars, M.M., & Ginter, M.B. (2007). Connecting organizational environments with the instructional technology practices of community college faculty. *Community College Review*, 34 (4), 324-343.

Book Chapters and Monographs

Mars, M.M. (in press). The organizational workshop: A conceptual exploration of the boundary spanning role of university entrepreneurship and innovation centers. In Gary D. Libecap, Marie Thursby, and Sherry Hoskinson (Eds.). *Volume 21: Advances in the Study of Entrepreneurship, Innovation and Economic Growth: Spanning Boundaries and Disciplines: University Commercialization in the Idea Age*. London: JAI/Elsevier Press, pp. 119-138.

Mars, M. M. (2010). College student eco-entrepreneurship: A social movement perspective. In Gary D. Libecap (Ed.). *Volume 21: Advances in the Study of Entrepreneurship, Innovation and Economic Growth: Frontiers in Eco-Entrepreneurship Research*. London: JAI/Elsevier Press, pp. 153-172.

Mars, M.M. (2009). Exploring the privatized dimension of entrepreneurship education and its link to the emergence of the college student entrepreneur. In Jennifer A. Sandlin and Peter McLaren (Eds.). *Living and Learning in the Shadow of the "Shopocalypse": Towards a Critical Pedagogy of Consumption*. Routledge: New York, pp. 97-107.

Mars, M.M., & Hoskinson, S. (2009). Intersecting entrepreneurship and law: An experiential learning exchange. In Elizabeth J. Gatewood, Kelly G. Shaver, & Page G. West (Eds.). *Handbook of University-Wide Entrepreneurship Education*. Northampton, MA: Edward Elgar Publishing, Inc., pp. 191-202.

Mars, M. M., Bercovitz, J., & James, B.E. (2009). "Toward Measuring the Social Value of University Innovations: A Review of the Literature. In Gary D. Libecap (Ed.). *Volume 19 Advances in the Study of Entrepreneurship, Innovation and Economic Growth: Measuring the Social Value of Innovation: A Link in the University Technology Transfer and Entrepreneurship Equation*. London: JAI/Elsevier Press, pp. 1-28.

Mars, M.M., & Metcalfe, A.S. (2009). The entrepreneurial domains of US higher education. *ASHE –Higher Education Report Series*, 34 (5). San Francisco: Jossey-Bass.

Work in Review/Progress

Mars, M.M., & Ginter, M.B (in progress). Autonomy over dependence: An exploration of entrepreneurship education within American community colleges.

Mars, M.M. (in progress). A review of the literature on career and technical education and workforce development across the community college landscape. Proposal accepted for inclusion in J.S. Levin and S. Kater (Eds.). *Understanding Community College: Core Concepts in Higher Education*. New York: Routledge – Taylor and Francis Group.

PRESENTATIONS

Juried Presentations

Mars, M.M., & Hoskinson, S. (2010, November). Assessing non-commercial value repositions: A socially-oriented tool for entrepreneurship students and educators. Paper selected for presentation at the Satter Conference on Social Entrepreneurship, Berkley Center for Entrepreneurial Studies, Leonard N. Stern School of Business, New York University, New York, NY.

Mars, M.M. (2010, April). Empathy or strategy? Student citizenship, social movements, and the market. Paper selected for presentation at the American Educational Research Association Annual Meeting, Denver, CO.

Ulanoff, S., Andre-Bechely, L., Weinberg, L., & Mars, M.M. (2010, April). Conceptualizing the role of the professional practice doctorate in promoting leadership in public service institutions. Presidential session to be presented at the American Educational Research Association Annual Meeting, Denver, CO.

Mars, M.M. (2008, November). *The socially-oriented student entrepreneur*. Presented at the Annual Meeting of the Association of the Study of Higher Education, Jacksonville, FL.

Rios-Aguilar, C., & Mars, M.M. (2008, November). *Entrepreneurship: Theoretical rigor or practical convenience*. Roundtable presented at the Annual Meeting of the Association of the Study of Higher Education, Jacksonville, FL.

Mars, M.M. (2007, November). *Intersecting entrepreneurship and law education: A learning exchange model for the knowledge economy*. Handbook of University-Wide Entrepreneurship Education and Invited Conference at Wake Forest University. Winston-Salem, NC.

Mars, M.M., Ward, K., Moore, T., Mendoza, P., Toma, J.D., & Slaughter, S. (2007, November). *The role and relevance of faculty work: Beyond the boundaries of the academy*. Symposium presented at the Annual Meeting of the Association of the Study of Higher Education (ASHE). Louisville, KY.

Hart, J., & Mars, M.M. (2007, November). *Science educators: Two houses but no home?*. Paper presented at the Annual Meeting of the Association of the Study of Higher Education. Louisville, KY.

Mars, M.M. (2006, November). *Conceptualizing the entrepreneurial cultures of faculty within the capitalist academy*. Paper at the Annual Meeting of the Association of the Study of Higher Education, Anaheim, CA.

Slaughter, S., Mars, M.M., Metcalfe, A.S., & Smith, V. (2005, November). *Academic capitalism: Beyond the book – entrepreneurialism, curriculum, and instruction*. Symposium presented at the Annual Meeting of the Association of the Study of Higher Education (ASHE), Philadelphia, PA.

Mars, M.M., & Ginter, M.B. (2005, October). *Digital entanglement: Coping with technology in instruction*. Forum presented at the Annual Conference on Information Technology of the League for Innovation in the Community College, Dallas, TX.

Mars, M.M., & Lippert, S. (2003, October). *Large classes, a lot of team work, and 5000 students! The challenge to build a cohesive learning community*. Presentation at the Annual National Conference of the National Association of Academic Advisors, Dallas, TX.

Invited Presentations and Papers

Mars, M.M. (2008, June). *Social entrepreneurship: Logics and strategies*. University of Illinois – Urbana/Champaign Social Entrepreneurship Summer Institute.

Mars, M.M., Slaughter, S., & Rhoades, G. (2007). *The state-subsidized student entrepreneur*. Technology, Innovation and Institutions Working Paper Series: University of Alberta Technology Commercialization Centre,

Slaughter, S., & Mars, M.M. (2005, October). *Graduate education: Permeable public-private boundaries and shifting definitions of the public good and private interest*. Paper presented at Canadian Association of Graduate Studies, International Conference, Challenges to Innovation in Graduate Education, Toronto, Ontario.

PROFESSIONAL INVOLVEMENT AND SERVICE

Research Associate, California Community College Collaborative (C4), University of California, Riverside (2009-present)

Member, 2010 Association for the Study of Higher Education Program Planning Committee: Teaching, Learning and Assessment sub-committee co-chair

Member, Editorial Board, The International Journal of Entrepreneurial Behaviour & Research (2009 – present)

Member, Editorial Board, Journal of Entrepreneurship Education (2007 – present)

Reviewer, Administrative Science Quarterly (2009 – present)

Reviewer, Annual Conference of the Council for the Study of Community Colleges

Ad-hoc Reviewer, Canadian Journal of Higher Education

Ad-hoc Reviewer, Higher Education

Ad-hoc Reviewer, Journal of Change Management

Reviewer, Association for the Study of Higher Education Annual Conference, Student, Faculty, and Organization and Administration Sections, Vancouver, BC, Canada (2009, November)

Reviewer, Association for the Study of Higher Education Annual Conference, Organization and Administration Section, Jacksonville, FL (2008, November)

Reviewer, Association for the Study of Higher Education Annual Conference, Organization and Administration and Faculty Sections, Lexington, KY (2007, November)

Reviewer, Association for the Study of Higher Education Annual Conference, Organization and Administration, Faculty, and Student Sections. Anaheim, CA (2006, November)

Reviewer, American Educational Research Association Annual Conference, Division J, San Francisco, CA (2006, April)

Selected Participant, Association for the Study of Higher Education Graduate Student Seminar on Higher Education Policy, Portland, OR (2003, November)

Member, Allied Academies, Academy of Entrepreneurship (2007 – 2009)

Member, Association for the Study of Higher Education (2004 – present)

COLLEGE AND UNIVERSITY TEACHING

California State University, Los Angeles

- EDHI 603: Introduction to Doctoral Studies (Graduate-Doctoral)
- EDHI 605F: Laboratories of Practice (Graduate-Doctoral)
- EDFN 500: Evaluation of Educational Research (Graduate)
- EDFN 552: Policy Studies in Urban Education (Graduate)
- EDFN 452: Educational Statistics (Undergraduate)

University of Arizona

- H ED 609: Organizations and Administration in Higher Education, Center for the Study of Higher Education, College of Education, University of Arizona (Graduate) (Spring 2011)
- ENTR 406/506: Principles of Entrepreneurship, McGuire Center for Entrepreneurship, Eller College of Management, University of Arizona (Graduate and Undergraduate)

- ENTR 420R: Innovation Principles and Environments, McGuire Center for Entrepreneurship, Eller College of Management, University of Arizona (Undergraduate)
- ENTR 340: Innovation and Entrepreneurship in Society and Organizations (Undergraduate)
- Special Topics in Research Design for Business Administration, Eller College of Management Undergraduate Programs, University of Arizona (Undergraduate)
- B AD 103: Introduction to Business Competency and Success, Eller College of Management Undergraduate Programs, University of Arizona (Undergraduate)
- B AD 100: Career Preparation in the Management Fields, Eller College of Management Undergraduate Programs, University of Arizona (Undergraduate)

CONSULTING

Facilitator, United Cerebral Palsy of Southern Arizona Administrative Leadership Development Retreat: 2002, 2006, 2007, 2009

PROFESSIONAL DEVELOPMENT and CERTIFICATION

- Council for the Advancement of Higher Education Programs – Early Career Faculty Teaching Workshop, Vancouver, BC, Canada, November 2009
- Certified to use Phi Theta Kappa Humanities-based Leadership Curriculum
- Arizona Community College Lifetime Teaching Certificate, #032
Teaching Field: *Psychology/Counseling, Leadership Development*
Issued: May 24, 2001
- Certified to administer and interpret the Myers-Briggs Type Indicator (MBTI)
- Certified to administer and interpret the Strong Interest Inventory

PROFESSIONAL RECOGNITION

- Eller College Student Council Advisor of the Year as voted by the Eller College Undergraduate student body, 2000-2001