

CURRICULUM VITAE
THOMAS JOSEPH MARONICK

PERSONAL INFORMATION

5911 Charlesmead Avenue
Baltimore, Maryland 21212
(410) 435-8387
FAX (410) 532-2904
e-mail maronick@verizon.net
e-mail tmaronick@towson.edu

EDUCATION

Juris Doctor

University of Baltimore School of Law, Baltimore, Maryland
-Emphasis on Corporate/Business and Consumer Law
-Admitted to the Bar, State of Maryland

Doctor of Business Administration

University of Kentucky, Lexington, Kentucky
-Major in Marketing; Minor in Management and Org. Behavior
-Dissertation: "A Multivariate Analysis of Organizational Climate
in the Channel of Distribution"

Master of Science in Business Administration

University of Denver, Denver, Colorado
-Major in Marketing

Bachelor of Arts

St. Thomas Seminary, Kenmore/Seattle, Washington
-Major in Philosophy

ACADEMIC APPOINTMENTS

Emeritus Professor of Marketing [Present]

Professor of Marketing 1987- 2017

Towson University College of Business and Economics, Towson, MD.
-Responsible for teaching courses in Marketing Management,
Marketing Strategy, Marketing Research, Marketing Seminar, Ethics/Public Policy

Associate Professor of Marketing

University of Baltimore School of Business, Baltimore, MD
-Responsible for teaching undergraduate and graduate courses
in Marketing, Marketing Management, Marketing Research,
Consumer Behavior, Business Policy & Strategy, Small Business Strategy

Instructor of Business Administration

Virginia Commonwealth University, Richmond, VA
-Responsible for teaching undergraduate and graduate course in Management

NON-ACADEMIC EMPLOYMENT

Director--Office of Impact Evaluation, Federal Trade Commission 1980 -- 1997

Bureau of Consumer Protection, 1980 -- 87 [Full-time]; 1987 -- 97 [Part-time]

- Served as the FTC's in-house expert on marketing and survey matters.
- Responsible for design and implementation of over 300 marketing and consumer surveys undertaken by Commission as part of policy-making and litigation activities.
- Provided expert advice/testimony to staff on marketing & consumer behavior issues

Marketing Consultant, 1997 -- present

- Provide expert advice/guidance on marketing strategy and consumer research issues as part of litigation support teams for plaintiff and defendant clients
- Serve as testifying expert witness (deposition, hearing, trial) over 100 times in consumer-related litigation, class-action certification, deceptive advertising, Lanham Act issues, and/or consumer survey research
- Have undertaken over 300 survey research projects for plaintiff and defendant clients in litigation-related matters, including advertising and trademark/trade-dress issues

FIELDS OF SPECIAL INTEREST

Marketing Mgt./Strategic Planning
Marketing/Advertising Research
Expert Witness/Lanham Act Matters

Consumer Protection/Public Policy
Executive Development
Class Action Litigation

EXPERT WITNESS/LITIGATION SUPPORT

AREAS:

Class Action Litigation
Marketing/Marketing Practices
Advertising/Deceptive Advertising
Trademark/Trade Dress/Consumer Confusion
Consumer Behavior
Survey Research/Advertising Research/Copy Testing

MATTERS:

Advertising: Country of Origin
Consumer goods/services
Misleading/Deceptive claims
Target Markets
Retailing: Pricing
Advertising
Warranties
Package Goods:
Deceptive Claims
Deceptive Labeling
Direct Marketing:
Advertising/Promotion
Target Markets
Trademark/Trade Dress:
Consumer Confusion
Genericness
Consumer Surveys:
Design/Implementation
On-line/Internet panel-based
Analysis/Critique
Independent Monitor (Team Member):
Corinthian College/Zenith Education Group
Ferguson Police Department

WEBSITE: adexpert.net

PAPERS AND PUBLICATIONS

(previous 15 years)

“A Review of Direct-to-Consumer (DTC) Advertising and Sales of Prescription Drugs: Does DTC Advertising Increase Sales and Market Share? (with Riva Kahn) Journal of Pharmaceutical Marketing & Management, Vol. 13 (4) (Nov., 2001).

“Extended Warranties: Consumer Misperceptions of Retailer Claims” Proceedings, European Institute of Retailing and Services Studies, Prague, Czech Republic (July, 2004)

“Celebrity v. Company President as Endorsers of High Risk Products for Elderly Consumers” Journal of Promotion Management Vol. 11, (4), (Nov., 2005).

“Impact of a Festival Market on Downtown Shopping Behavior” Proceedings, AMS/Korean AMS CPM Conference, Seoul, Korea (July, 2006)

“Consumer Perceptions of Extended Warranties” Journal of Retail and Consumer Services, Vol. 14 (2) (May 2007).

“Specialty Retail Center’s Impact on Downtown Shopping, Dining, and Entertainment: A Longitudinal Analysis” International Journal of Retail and Distribution Management, Vol. 35 (7) (Nov., 2007).

“The Role of the Internet in Survey Research: Guidelines for Researchers and Experts” Proceedings, Global Business and Technology Association Conference, Madrid, Spain (July, 2008).

“Country of Origin – Does It Matter Anymore?” Proceedings, Academy of Marketing Science 2009 World Marketing Congress, Oslo, Norway (July, 2009)

“The Role of the Internet in Survey Research: Guidelines for Researchers and Experts” Journal of Global Business and Technology, Vol. 5 (1), (Spring, 2009).

“Pitting the Mall and the Internet in Advertising-Research Competition” Journal of Advertising Research. Vol. 51 (1) (March, 2011).

“Do Consumers Read Terms of Service Agreements When Installing Software – An Empirical Analysis” Proceedings, Athens Institute for Educational Research, Athens, Greece (July, 2011)

“Do Consumers Read Terms of Service Agreements When Installing Software – A Two-Study Empirical Analysis” International Journal of Business and Social Research Vol. 4 (4) (June, 2014)

“The Role of Board Certification as a Cue to Competence of Eye Care Providers: An Empirical Analysis.” Global Journal of Management and Business Research Vol. 16 (1) (2016)

“Empirical Analysis of Consumers’ Understanding of ‘All Natural’ and Its Relationship to Genetically Modified Organisms (GMOs). International Journal of Business and Social Research Vol. 7 (6) (2016).