



The PhD Project Hall of Fame

2018 Honoree

Mary C. Gilly

Senior Associate Dean and Professor of Marketing

University of California, Irvine

-- Dr. Mary C. Gilly is a strong supporter of the PhD Project. Her contributions have had significant impact on the organization and students. This includes research collaborations with her student project members, as well as other mentees. Over the years, she has assisted and encouraged the recruitment of new doctoral students from the annual November conference, ensuring that current doctoral students were present to recruit at the PhD Project conference. Dr. Gilly has contributed generously to the PhD Project, including serving as a keynote speaker, panelist, and invited expert at the Marketing Doctoral Students Association (MDSA) conference. Dr. Gilly's contributions and commitment to the PhD Project and her advocacy in fostering an environment for growth and advancement of underrepresented faculty and students, sets her apart, and is nothing short of outstanding.

Mary C. Gilly is Senior Associate Dean and Professor of Marketing at the Paul Merage School of Business, University of California, Irvine. She received her BA from Trinity University in San Antonio, TX, her MBA from Southern Methodist University and her PhD from University of Houston. Dr. Gilly's research addresses consumer behavior issues using a multi-method approach. Most of her research is within the area of services and technology, with an equally strong interest in cultural issues. Throughout her career, she has been interested in underserved and at-risk consumers, as well as unintended consequences of marketing actions. Her research appears in premier journals, including the Journal of Consumer Research, the Journal of Marketing, the Journal of Service Research, the Journal of Business Research and the Journal of Retailing. She is the recipient of the 2011 Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence from the American Marketing Association Foundation for her work with doctoral students.

Professor Gilly has served in a number of capacities in the Irvine Division of the Academic Senate, including member and Chair of Graduate Council, Vice Chair and Chair of the Council on Academic Personnel, and Vice Chair and Chair of the Irvine Division. She was elected Vice Chair and Chair of the Academic Assembly, representing all ten campuses at the UC Office of the President in Oakland, CA, and serving as Faculty Representative to the UC Regents in 2013-15.