

Kay Palan, Ph.D.

Western Michigan University is pleased to welcome Dr. Kay Palan as dean of the Haworth College of Business.

Palan comes to WMU from Iowa State University, where she was associate dean for undergraduate programs in the college of business.

A business educator with an extensive background in marketing, the health care industry and managing collegiate entrepreneurial programs, Palan's appointment includes tenure as professor of marketing.

Palan, an associate professor of marketing at ISU, has been associate business dean there since 2006, and she began serving in that role on an interim basis in 2004. A faculty member at ISU since 1994, she came to that university from Texas Tech University, where she completed her doctoral degree. Palan also has an extensive consulting background with a variety of business firms and other organizations, including many in the health care industry.

During her tenure at ISU, Palan managed and coordinated both an undergraduate minor in entrepreneurial studies and a graduate certificate program in the same field. She also undertook a

number of marketing-related consulting projects with civic, nonprofit and corporate entities throughout the state. Those projects dealt with marketing strategy, market opportunity analysis, feasibility studies, communication branding strategies, marketing plan development and customer satisfaction and loyalty.

Her professional research and presentations reflect many of those same topics as well as her expertise in the areas of gender and youth-based marketing issues. She is a member of the Editorial Review Board for *Case Research Journal* and serves as an ad hoc reviewer for a number of additional journals, including the *Journal of Advertising*, *Journal of Consumer Research*, *Journal of Economic Psychology* and the *Journal of the Academy of Marketing Science*.

Palan's most recent research focuses on examining teenage girls' autonomy and competence as shoppers. A related focus area is consumer socialization--how children learn to be consumers and make consumption decisions. Her doctoral research was on decision-making in families, especially on the types of influence

strategies children and parents use when making decisions together.

She earned a bachelor's degree in nursing at Winona State University in 1976, a Master of Business Administration degree from Moorhead State University in 1990 and a doctoral degree in business from Texas Tech in 1994.

Palan will lead the Haworth College of Business, which is WMU's second largest college and the academic home to nearly 5,000 students studying in six departments. The college is accredited by the Association to Advance Collegiate Schools of Business and is among just 25 percent of U.S. business schools that are accredited at both the undergraduate and graduate levels. It also is among a select 10 percent of U.S. business schools that have additional specialized accreditation in accounting.