

Marianne McGarry Wolf

EDUCATION

GRADUATE STUDIES: The Johns Hopkins University

Ph.D. Economics, M.A. Economics

UNDERGRADUATE STUDIES: The Johns Hopkins University

B.A. Economics

Departmental Honors, General Honors, Dean's List

ACADEMIC EXPERIENCE

Sept. 2015- Present ***PROFESSOR: California Polytechnic State University***
Wine and Viticulture Department, San Luis Obispo, California

Responsibilities include:

Teaching undergraduate courses in Wine Business Marketing
Research, Wine Business Strategies, Branded Wine Marketing;
Advising students;
Supervising senior projects and Serving on MS Committees.

July 2014 – Sept. 2015 ***INTERIM DEPARTMENT HEAD: California Polytechnic State***
University Wine and Viticulture Department, San Luis Obispo, CA

Responsibilities include:

Managing faculty schedules and resources;
Managing pilot winery resources;
Managing vineyard resources;
Development of funds to support new wine and viticulture center and vineyard.

2013- June 2014 ***PROFESSOR: California Polytechnic State University***
Wine and Viticulture Department, San Luis Obispo, California

Responsibilities include:

Teaching undergraduate courses in Wine Business Marketing
Research, Wine Business Strategies, Branded Wine Marketing;
Advising students;
Supervising senior projects and Serving on MS Committees.

2000 - 2013 ***PROFESSOR: California Polytechnic State University***
Agribusiness Department, San Luis Obispo, California.

Responsibilities include:

Teaching undergraduate courses in Agribusiness Marketing
Research, Agribusiness Marketing Planning, International
Agribusiness Marketing, and Agricultural Economics;

Advising students;
Supervising senior projects and Serving on MS Committees.
Recipient: Senior Project Advisor Award, Sunkist College of
Agriculture Faculty Award March 2004

1995-2000 **ASSOCIATE PROFESSOR: California Polytechnic State University, Agribusiness Department**, San Luis Obispo, California. Recipient: Western Agricultural Services Outstanding Agribusiness Faculty Member 1996 – 1997
Sunkist College of Agriculture Faculty Award January 2000

1994 - 1995 **LECTURER: California Polytechnic State University, Agribusiness Department**, San Luis Obispo, California.

RELATED PROFESSIONAL EXPERIENCE

2011 -2015 **CO-FOUNDER: VALUEPULSE, LLC**, Shell Beach, California.
Responsibilities: Creating and testing social content and discussion network for higher education
Managing Alpha Test

1996 - 2001 **CONSULTANT: Yankelovich Partners**, Shell Beach, California.
Responsibilities included:
Generating and reviewing new product sales forecasts and marketing plans for the launch of new products;
Consulting on domestic and international marketing research study designs and questionnaires;
Making presentations to clients explaining the Litmus new product sales forecasting model.

1992 - 1994 **ASSOCIATE DIRECTOR: Yankelovich Partners**, Shell Beach, California.
Responsibilities included:
Managing all custom marketing research needs of key Western accounts such as the foods division of the Clorox Company;
Managing new product forecasting research for US and international clients;
Managing consumer attitude and lifestyle research.

1986 - 1989 **CONSULTANT/SENIOR PROJECT DIRECTOR: Yankelovich Partners**, Westport, Connecticut.
Responsibilities included:
Consulting with Fortune 500 clients to forecast sales of new products;
Providing research and development for the new products sales forecasting model.

SUMMARY OF SCHOLARLY ACTIVITY

Authored/co-authored	1994 – 1999	2000- 2005	2006- 2010	2011- 2015	2016 - 2016	Total
Books (Co-authored)	1	0	1			2
Books with Chapter Contributions	1	4	0	1	1	7
Chapters in Books	1	8	0	1	1	11
Refereed Journal Articles Published	1	3	2	4	3	13
Refereed Proceedings	3	15	11	8	1	38
Papers Presented	3	26	15	8		52
Journal Articles Reviewed		4	8	7	1	20
External University Promotion Reviews		1	1	1		3
Technical Reports	1	1				2
Popular Press				2		2
Panel Discussions				5		5
Webinars				2		2
Google Scholar Citations						786

BOOKS

- 2016 Chapter in **Successful Social Media & Ecommerce Strategies in the Wine Industry**, Edited by Gergely Szolnoki, Liz Thach and Dani Kolb.
Marianne McGarry Wolf, Lindsey M. Higgins and Mitchell J. Wolf, “Wine on Facebook: A look at Millennial’s Wine Information Search;” Chapter 2, January 2016. Book winner, The International Organization of Vine and Wine OIV Special Mention Award in the Economics Category.
<http://www.palgrave.com/de/book/9781137602978>
- 2007 Chapter in **Elgar Mini Series, Political Economy of Genetically Modified Foods**, Edited by Robert E. Evanson and Terri Raney.
Marianne McGarry Wolf, Paola Bertolini, and Jacob Parker-Garcia, “A comparison of consumer attitudes toward genetically modified food in Italy and in the United States;” Chapter 12, 131 - 141, Wallingford, UK: CAB International Publishing. April 2007.

- 2006 Kevin J. Clancy, Peter Kreig, and Marianne M. Wolf, **Market New Products Successfully**, New York, New York, Lexington Books Rowman & Littlefield Pub Inc, ISBN 0739111795, January 2006.
- 2004 Chapters in **Consumer Acceptance of Biotechnology Foods**, Edited by R.E. Evenson, and V. Santaniello. CABI Publishing, Oxon, United Kingdom, ISBN 0 85199 747 3, June 2004.
Marianne McGarry Wolf, Paola Bertolini, and Jacob Parker-Garcia, "A comparison of consumer attitudes toward genetically modified food in Italy and in the United States;" pp. 53-59.

Douglas Pachico, Marianne McGarry Wolf," Consumer attitudes toward genetically modified foods in Colombia;" pp. 155-161.

Marianne McGarry Wolf, Heidi Yount, Juliana Mc Donnell, Christine Domegan, "Consumer Attitudes Toward Genetically Modified Food in Ireland and the United States;" pp. 143-154.

Marianne McGarry Wolf, Angela Stephens, Nicci Pederazzi, "Using Simulated Test Marketing to Examine Purchase Interest in Food Products that are Positioned as GMO Free;" pp. 131-141.
- 2003 Christine Domegan and Declan Fleming, **Marketing Research in Ireland, Theory and Practice Second Edition**, Gill and Macmillan, Dublin, 2003. Chapter 8 Case Study: Marianne McGarry Wolf, "Introduction of Organic Grapes, A New Product Introduction."
- 2001 Marianne McGarry Wolf and Christine Domegan, "A Comparison of Consumer Attitudes toward Genetically Modified Food in Europe and the United States," chapter in **Market Development for Genetically Modified Foods**, Edited by V. Santaniello, R.E. Evenson, and D. Zilberman. CABI Publishing, Oxon, United Kingdom, 2001.
- 2000 W.J. Florkowski, S.E. Prussia, and R.L. Shewfelt Editors, **Integrated View of Fruit and Vegetable Quality**, M. M. Wolf, K. Cochran and L. Hamilton, "Using Simulated Test Marketing to Evaluate Consumer Purchase Interest in Environmentally Labeled Lettuce," Technomic Publishing Company, Inc. Lancaster, PA., pp. 179 – 188, May 2000.
- 2000 W.J. Florkowski, S.E. Prussia, and R.L. Shewfelt Editors, **Integrated View of Fruit and Vegetable Quality**, J. Ahern, and M. M. Wolf, "A Case Study Comparing the Price of Fresh Produce Sold at Farmers' Markets and Chain Supermarkets," Technomic Publishing Company, Inc. Lancaster, PA., pp. 315 – 324, May 2000.

- 1999 Christine Domegan and Declan Fleming, **Marketing Research in Ireland, Theory and Practice**, Gill and Macmillan, Dublin, 1999. Chapter 8 Case Study: Marianne McGarry Wolf, “Broccoli Quick, A New Product Introduction.”
- 1994 Kevin J. Clancy, Robert S. Shulman, and Marianne M. Wolf, **Simulated Test Marketing: Technology for Launching Successful New Products**, New York, New York, Lexington Books, 1994.

REFEREED JOURNALS

- 2016 Lindsey M. Higgins and Marianne McGarry Wolf. “Are There Differing Strategies for Social Media Use by Winery Size in California?” *International Journal of Entrepreneurship and Small Business*, Forthcoming 2016
- 2016 Lynn Hamilton, R Richard Warren Grant, Marianne McGarry Wolf, Leah Greden Mathews. “The Value of Undergraduate Research: A Study of Agribusiness Alumni Perceptions 1,” *NACTA Journal*, Volume 60, Issue 2, 2016. <https://www.nactateachers.org/index.php/volume-60-number-2-june-2016?start=10>
- 2016 Lindsey M. Higgins and Marianne McGarry Wolf. “Millennials as Luxury Wine Buyers in the United States?” *International Journal of Wine Business Research*, Volume 28 Issue 3. <http://www.emeraldinsight.com/doi/pdfplus/10.1108/IJWBR-08-2015-0029>
- 2015 Lindsey M. Higgins, Marianne McGarry Wolf, Rachel Bitter, and William Amspacher. “Winery Distribution Choices and the Online Wine Buyer,” *The Journal of the Food Distribution Research Society*, Volume 46 Issue 3, November 2015 <https://www.fdrsinc.org/wp-content/uploads/2015/11/3-104.pdf>
- 2015 Xiaowei Cai, Lindsey Higgins, and Marianne McGarry Wolf. “Millennials Leaning In: Can Women in Agribusiness Benefit from Technology and Social Collaboration in Higher Education,” *International Food and Agribusiness Management Review*, Volume 18 Issue 2, 2015 <http://www.ifama.org/files/IFAMR/Volume%2018/Issue%202/201401136.pdf>
- 2014 Lindsey M. Higgins, Marianne McGarry, Mitchell J. Wolf, “Technological Change in the Wine Market? The Role of QR Codes and Wine Apps in Consumer Wine Purchases,” *Wine Economics and Policy*, June 2014, <http://dx.doi.org/10.1016/j.wep.2014.01.002>
- 2013 Lindsey M. Higgins, Marianne McGarry Wolf, and Ann Torres. "Opening the Doors to a Global Classroom: An International Social Media Collaboration," *NACTA Journal* 57.3a (2013): 40-44. <http://www.nactateachers.org/index.php/vol-57-num-3a-special-sept-issue->

2013/2120-opening-the-doors-to-a-global-classroom-an-international-social-media-collaboration

- 2010 Leslie J. Butler and Marianne McGarry Wolf, "Economic Analysis of the Impact of Cloning on Improving Dairy Herd Composition," *AgBioForum*, 13(2): 194-207, 2010 <http://www.agbioforum.org/v13n2/v13n2a10-butler.pdf>
- 2007 Eivis Qenani-Petrela and Marianne McGarry Wolf, "Differential Earnings of Agricultural Graduates New Evidence from the Agribusiness Industry," *International Food and Agribusiness Management Review*, Volume 10, Issue 2, 2007. <http://purl.umn.edu/8182>
- 2005 Ulrich Orth, Marianne McGarry Wolf, and Tim Dodd, "Dimensions of Wine Region Equity and their Impact on Consumer Preferences," *Journal of Product and Brand Management*. Vol. 14 No. 2, 2005, pp. 88 – 97
http://www.depts.ttu.edu/hs/texaswine/docs/Dimensions_of_wine_region_equity.pdf
- 2002 Marianne McGarry Wolf , Michelle Lindo, John Gelke, Philip Doub, Brian Lohse, "Production and Marketing Characteristics of Adopters and Nonadopters of Transgenic Cotton Varieties in California," *AgBioForum*, Volume 5, Number 2
(2002) <http://www.agbioforum.org/v5n2/v5n2a05-wolf.htm>
- 2000 Marianne McGarry Wolf and David J. Schaffner, "Curriculum Development: Starting with the Marketplace," *National Association of Colleges and Teachers of Agriculture Journal*. Volume 44, Number 3, September 2000.
- 1998 Marianne McGarry Wolf, "A Target Consumer Profile and Positioning for Promotion of the Direct Marketing of Fresh Produce: A Case Study," *Journal of Food Distribution Research*. Volume 28, Number 3, October 1997.
<http://ageconsearch.umn.edu/handle/2>

REFEREED PROCEEDINGS

- 2016 Jean-Éric Pelet, Benoît Lecat, Jashim Khan, Linda W. Lee , Debbie Vigar-Ellis, Marianne McGarry Wolf, Sharyn Rundle-Thiele, Androniki Kavoura, Vicky Katsoni, Anne Lena Wegmann. "Wine and website loyalty: A model of sales promotion and service attributes," 9th Academy of Wine Business Research International Conference, February, 2016, Adelaide Australia. Pp. 251 – 262. Conference Proceedings <http://academyofwinebusiness.com/wp-content/uploads/2016/03/27.-Wine-and-website-loyalty-A-model-of-sales-promotion-and-service-attributes.pdf>

- 2014 Pelet J.-É., Lecat B., Khan J., Lee L.W., Vigar-Ellis D., Mc Garry Wolf M., Rundle-Thiele S., Kavoura N.Katsoni V., Wegmann A.-L. "Influences of M-commerce and Social Media on Wine Purchases: A Multi-Cultural Study," 8th Academy of Wine Business Research International Conference, June 28th-30th, 2014, Geisenheim, Germany. AWBR 2014 conference proceedings, ISBN 978-3-00-047628-0
http://academyofwinebusiness.com/wp-content/uploads/2014/07/SMon05_Pelet_Jean_Eric.pdf
- 2013 Xiaowei Cai, Lindsey Higgins, and Marianne McGarry Wolf, "Using a Social News and Discussion Forum to Engage Students in Agricultural Economics and Marketing," Selected Poster prepared for presentation at the Agricultural & Applied Economics Association's 2013 AAEA & CAES Joint Annual Meeting, Washington, DC, August 4-6, 2013
<http://ageconsearch.umn.edu/bitstream/149987/2/AAEA%20poster%202192.pdf>
- 2013 Marianne McGarry Wolf, Lindsey Higgins, and Megan Pope, "Social Content and Discussion Platform Engages Students and Enhances Learning," California Academic Technology Services CATS2013 16th Annual Conference, April 5, 2013, Long Beach, http://cats.cdl.edu/cats_conferences/cats2013/archives
- 2013 Marianne McGarry Wolf, Mitch Wolf, Lindsey Higgins, "Using Technology, News and Discussions to Engage Students and Enhance Learning," California State University 16th Teaching Symposium, February 23, 2013
http://www.csum.edu/c/document_library/get_file?uuid=b234c705-a9b9-41b3-936e-895cd2030b30&groupId=72269
- 2013 Marianne McGarry Wolf, Ann Torres, Mitch Wolf, Lindsey Higgins "International Collaboration Using Social Media Enhances Learning: A Case Study and Demonstration," California State University 16th Teaching Symposium, February 23, 2013
https://www.researchgate.net/publication/259293222_International_Collaboration_Using_Social_Media_Enhances_Learning_A_Case_Study_and_Demonstration_Presented_at_16_th_Annual_CSU_Teaching_Symposium_February_23_2013
- 2012 Marianne McGarry Wolf, Mitch Wolf, Tom Frawley, Ann Torres, Shane Wolf, "Using Social Media to Enhance Learning through Collaboration in Higher Education: A Case Study", AAEA Annual Conference, August 2012, Seattle WA <http://purl.umn.edu/124597>
- 2012 Marianne McGarry Wolf, Allison Dana, Mitchell J. Wolf and Eivis Qenani Petrela, "A Case Study Examination of Social Norms Marketing Campaign to Improve Responsible Drinking," Journal of Food Distribution Research:

Proceedings Issue, Volume 43, Number 1, 2012.

http://ageconsearch.umn.edu/bitstream/139461/2/Wolf_43_1.pdf

- 2012 Marianne McGarry Wolf, Paola Bertolini, Izumi Shikama and Alain Berger; “A Comparison of Attitudes Toward Food and Biotechnology in the US, Japan and Italy ,” *Journal of Food Distribution Research: Proceedings Issue*, Volume 43, Number 1, 2012. <http://ageconsearch.umn.edu/handle/139462>
- 2010 Katy Westgaard and Marianne McGarry Wolf, “The Use of Social Networking Websites to Develop a Marketing Plan for Direct to Consumer Wine Distribution Targeted to the Millennial Wine Consumer: A Case Study,” AARES Pre-Conference Workshop on The World's Wine Markets by 2030, Adelaide, Australia, February 7, 2010. http://www.adelaide.edu.au/cies/research/wine/pubs/Westgaard_WC0210.pdf2
- 2010 Marianne McGarry Wolf and Mollie Thompson, “The Importance of the Information on the Back Label of a Wine Bottle on the Purchase Decision,” AARES Pre-conference Workshop on The World's Wine Markets by 2030, Adelaide, Australia, February 7, 2010 <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.536.7475&rep=rep1&type=pdf>
- 2010 Mitch Wolf and Marianne McGarry Wolf, “Consumer Interest in a New Wine Bar to Capture Off-Premise Sales Growth in Finland,” AARES Pre-conference Workshop on The World's Wine Markets by 2030, Adelaide, Australia, February 7, 2010. http://www.adelaide.edu.au/cies/research/wine/Papers_conf.html
- 2010 Marianne McGarry Wolf and Carissa Leigh Romberger, “Consumer Attitudes Toward Fair Trade Coffee,” Australian Agricultural & Resource Economics Society National Conference 2010, Adelaide, Australia February 9, 2010 <http://purl.umn.edu/59264>
- 2009 Bernadette Marie Walker, Marianne McGarry Wolf, and Christiane Schroeter, “An Examination of the Produce Consumption and Purchasing Behavior of College Students: A Case Study in California,” *Journal of Food Distribution Research: Proceedings Issue*, Volume 40, Number 1, 2009. Pp. 180-186. <http://ageconsearch.umn.edu/bitstream/162138/2/WalkerWolf.pdf>
- 2009 Marianne McGarry Wolf, Leslie J. Butler, Adam J. Martin, Jeremy D. Foltz, “Factors Influencing the Purchase Decision for Milk Labelled rBST-free and Organic,” *Journal of Food Distribution Research: Proceedings Issue*, Volume 40, Number 1, 2009, pp. 187191. <http://ageconsearch.umn.edu/bitstream/162139/2/WolfButler.pdf>
- 2008 Marianne McGarry Wolf, Paola Bertolini, Traci A. Matheson, Kylie Pringle,

- “An Examination of Behaviors and Attitudes toward Food Based on the Self-reported Desire to Lose Weight: A Comparison of Two Groups in the United States and Italy,” *Journal of Food Distribution Research: Proceedings Issue*, Volume 39, Number 1, 2008. <http://purl.umn.edu/55624>
- 2008 Leslie J. Butler, Marianne McGarry Wolf, Stacey Bandoni, “Consumer Attitudes toward Milk Products Produced from Cloned Cows,” *Journal of Food Distribution Research: Proceedings Issue*, Volume 39, Number 1, 2008. <http://purl.umn.edu/55588>
- 2008 Marianne McGarry Wolf, “Wine Label Attractiveness Perceptions by US and Australian Wine Consumers: A Case Study,” *The International Journal of Wine Business Research, Proceedings Issue*, July 2008. http://academyofwinebusiness.com/wp-content/uploads/2010/04/Wine-Label-Attractiveness-Perceptions_paper.pdf
- 2007 Marianne McGarry Wolf and Samantha M. Thomas, “A Comparison of How Millennial, Generation X and Baby Boomer Wine Consumers Evaluate Wine Labels,” *Journal of Food Distribution Research. Volume XXXVIII, Number 1, March 2007, pp. 170 – 181* <http://ageconsearch.umn.edu/handle/162281>
- 2007 Eivis Qenani-Petrela Marianne Wolf, Brian Zuckerman, Cal Poly State University “Generational Differences of Wine Consumption”, *Journal of Food Distribution Research. Volume XXXVIII, Number 1, March 2007, pp. 119 – 127*
Greta
- 2006 Marianne McGarry Wolf, Richard Esparza, Blythe Foster, “Acceptance of a Tasting Room in a Downtown Location as a Marketing Vehicle for a Local Wine Region,” *Journal of Food Distribution Research*, Volume 37, Number 01, March 2006, Pages 175-181
- 2005 Marianne McGarry Wolf, Scott Carpenter, and Eivis Qenani-Petrela, “A Comparison of the Y, X, and Boomer Generation Wine Consumers in California,” *Journal of Food Distribution Research. Volume XXXVI, Number 1, March 2005, pp. 186 – 191* <http://purl.umn.edu/26724>
- 2005 Marianne McGarry Wolf, Arianne Spittler, and James Ahern, “A Profile of Farmers’ Market Consumers and the Perceived Advantages of Produce Sold at Farmer’ Markets,” *Journal of Food Distribution Research. Volume XXXVI, Number 1, March 2005, pp. 192 – 201* <http://ageconsearch.umn.edu/bitstream/26768/1/36010192.pdf>
- 2004 Eivis Qenani – Petrela and Marianne McGarry Wolf “An Examination of Gender Wage Differences Among Graduates of the Agribusiness Department, California Polytechnic State University”, *Proceedings American Agricultural*

Economics Association Annual Meeting, Denver, Colorado, August 2004
<http://purl.umn.edu/20412>

- 2003 Marianne McGarry Wolf and Eric Berrenson, "A Comparison of Purchasing Behaviors and Consumer Profiles at San Luis Obispo's Thursday Night Farmers' Market: a Case Study," Journal of Food Distribution Research, Volume 34, Number 1, Volume 34, Number 01, March 2003 pages 107-122
<http://ageconsearch.umn.edu/bitstream/27936/1/34010107.pdf>
- 2003 Marianne McGarry Wolf, Adam J. Martin, and Tina Cagianut "An Analysis of the Importance of Ripeness to Consumers in the United States When Making a Purchase Decision for Peaches, Plums, and Nectarines" published in L.M.M. Tijssens and H.M. Vollebregt, Editors, Proceedings of the International Conference on Quality in Chains, An Integrated View on Fruit and Vegetable Quality, ACTA Horticulture Number 604, Pages 61-67.
http://www.actahort.org/books/604/604_4.htm
- 2003 Marianne McGarry Wolf "A Comparison of Consumer Purchase Interest in Organically Grown Fresh Corn with Fresh Corn that is Grown through the use of Biotechnology." The International Consortium on Agricultural Biotechnology, Ravello, Italy, June, 2003.
- 2003 Marianne McGarry Wolf, Paola Bertolini, Izumi Shikama, and Alain Berger, "Attitudes toward Food and Biotechnology in the U.S., Japan, and Italy." The International Consortium on Agricultural Biotechnology, Ravello, Italy, June 2003.
- 2003 Darl Baumgardner and Marianne McGarry Wolf, "Consumer Response to a Branded GMO Free Product: Awareness of Label and Impact of Price on Purchase Interest." The International Consortium on Agricultural Biotechnology, Ravello, Italy, June 2003.
- 2002 Marianne McGarry Wolf, "An Analysis of the Impact of Price on Consumer Purchase Interest in Organic Grapes and a Profile of Organic Purchasers," American Agricultural Economics Association Annual Meeting, Long Beach, California, July 29, 2002.
<http://ageconsearch.umn.edu/bitstream/19663/1/sp02wo02.pdf>
- 2002 Marianne McGarry Wolf, Brady Johnston, Kerry Cochran, Lynn Hamilton, "Consumer Attitudes Toward Organically Grown Lettuce," Journal of Food Distribution Research. Volume 33, Number 1, pp.155-160, March 2002
<http://ageconsearch.umn.edu/bitstream/27628/1/33010155.pdf>
- 2000 Jim Ahern and Marianne McGarry Wolf, "California Farmers' Markets Seller Price Perceptions: The Normative and the Positive," Journal of Food Distribution Research, Volume 33, Number 1, pp.20-24, March 2002

<http://ageconsearch.umn.edu/bitstream/27640/1/33010020.pdf>

- 2001 Marianne McGarry Wolf, LeRoy Davis, Natalie Wassum, "Gender Difference in Careers and Salary for Agribusiness Graduates, A Case Study," American Agricultural Economics Association, Annual Meeting, August 5-8, 2001, Chicago, Illinois <http://purl.umn.edu/20749>
- 2001 Marianne McGarry Wolf and Colin McVey, "A Profile of the Generation X Wine Consumer in California," *Journal of Food Distribution Research*. Volume 31, Number 1, March 2001. <http://ageconsearch.umn.edu/bitstream/26502/1/32010168.pdf>
- 1999 Marianne McGarry Wolf, "A Profile of the Wine Consumer in California," *Journal of Food Distribution Research*. Volume 30, Number 1, March 2000. <http://ageconsearch.umn.edu/bitstream/26502/1/32010168.pdf>
- 2000 Marianne McGarry Wolf and Andy Thulin, "A Target Consumer Profile and Positioning for Promotion of a New Locally Branded Beef Product," *Journal of the Food Distributions Research Society*, Volume 30, Number 1, March 2000. <http://purl.umn.edu/27417>
- 1999 Marianne McGarry Wolf, "A Target Consumer Profile and Positioning for Promotion of Value Added Salad Products: A Case Study," *Journal of Food Distribution Research*. Volume 30, Number 1, March 1999.
- 1999 Marianne McGarry Wolf, "Retail Buyers' Expectations Concerning the Growth of Value Added Produce," *Journal of Food Distribution Research*. Volume 30, Number 1, March 1999. <http://purl.umn.edu/26786>
- 1999 Jim Ahern and Marianne McGarry Wolf, "Price and Distribution Variations for Value Added Products in California," *Journal of Food Distribution Research*. Volume 30, Number 1, March 1999. <http://ageconsearch.umn.edu/handle/26796>

WEBINARS

- 2015 Marianne McGarry Wolf, "When Choosing a Wine Label, Women are from Hollywood and Men are from Boston," The French Wine Society, June 24, 2015 <http://www.vinetalk.com/researchers-profile-the-online-wine-buyer/>
- 2013 Marianne McGarry Wolf and Lindsey Higgins, "Using a Social Content Forum to Engage Students with Relevant Current Course Content, Conversations, and Collaboration," New Solutions to Old Problems : Innovations in Online Education, Sloan-C Webinar - August 1, 2013 - 2:00pm 3:30pm <http://sloanconsortium.org/institute/webinars/2013/8/new-solutions-old-problems-innovations-online-education-free>

POPULAR PRESS

2014 Marianne McGarry Wolf, “Lost in the Wine Aisle? So Many Wine Labels! What Labels Attract Wine Drinkers?” The Conversation, December 29, 2014
<https://theconversation.com/lost-in-the-wine-aisle-winemakers-want-to-know-which-labels-will-catch-your-eye-35084>

2014 Lindsey M. Higgins, Marianne McGarry Wolf, “Researchers Profile the Online Wine Buyer,” Vine Talk, October 29, 2014
<http://www.vinetalk.com/researchers-profile-the-online-wine-buyer/>

TECHNICAL REPORTS

2000 Bill Amspacher, Bob Noyes, and Marianne McGarry Wolf, “A Marketing Research Study of San Luis Obispo/ Five Cites Area Residents’ Attitudes Regarding the Local Viticulture and Wine Industry,” presented to The Edna Valley Arroyo Grande Vintners and Growers Association, May 22, 2000.
<http://www.docstoc.com/docs/42640281/A-Marketing-Research-Study-of-San-Luis-Obispo-Five>

1999T. R. Plumb, M. M. Wolf, and J. Shelly, “California Urban Woody Green Waste Utilization,” Urban Forest Ecosystems Institute for the California Department of Forestry and Fire Protection, Technical Report Number 8, February 1999, 264 pages.
http://www.fs.fed.us/ccrc/topics/urbanforests/docs/CA_Urban_Wood_Waste_Rpt.pdf

REFEREED PRESENTATIONS

2015 Marianne M. Wolf and Mitchell J. Wolf, “Is There a Target Consumer for Fair Trade Wine in the United States?” Selected paper prepared for the 2015 AAWE conference in Mendoza, Argentina May 27, 2015 <http://www.wine-economics.org/aawe/wp-content/uploads/2015/05/Mendoza-program-McGarry-Wolf-.pdf>

2015 Marianne McGarry Wolf and Anna Heacock, “The Importance of the American Viticultural Area to Wineries, Trade and Consumers.” Selected paper prepared for the 2015 AAWE conference in Mendoza, Argentina May 27, 2015
<http://www.wine-economics.org/aawe/wp-content/uploads/2015/05/Mendoza-program-McGarry-Wolf-Heacock-.pdf>

- 2014 Pelet J.-É., Lecat B., Khan J., Lee L.W., Vigar-Ellis D., Mc Garry Wolf M., Rundle-Thiele S., Kavoura N.Katsoni V., Wegmann A.-L. (2014). "Influences of M-commerce and Social Media on Wine Purchases: A Multi-Cultural Study," 8th Academy of Wine Business Research International Conference, June 28th-30th, 2014, Geisenheim, Germany. AWRB 2014 conference proceedings, ISBN 978-3-00-047628-0
http://academyofwinebusiness.com/wp-content/uploads/2014/07/SMon05_Pelet_Jean_Eric.pdf
- 2014 Marianne McGarry Wolf, Mitch Wolf, Eivis Qenani, "Skills Desired by Recruiters for Graduates from Food, Agriculture and Wine Fields of Study," 8th Academy of Wine Business Research International Conference, June 28th-30th, 2014, Geisenheim, Germany.
http://academyofwinebusiness.com/wp-content/uploads/2014/07/EDU01_McGarry-Wolf_Marianne1.pdf
- 2014 Lindsey M. Higgins, Marianne McGarry Wolf, Rachel Bitter, William Amspacher, "Click, Ship, Sip: Who is the Online Wine Buyer?" 8th Academy of Wine Business Research International Conference, June 28th-30th, 2014, Geisenheim, Germany. http://academyofwinebusiness.com/wp-content/uploads/2014/07/SMon04_Higgins_Lindsey.pdf
- 2014 Marianne McGarry Wolf, Mitch Wolf "U.S. Wineries Use Social Media to Engage Consumers, Improve Brand Image and Increase Revenue," 8th Academy of Wine Business Research International Conference, June 28th-30th, 2014, Geisenheim, Germany. http://academyofwinebusiness.com/wp-content/uploads/2014/07/SMon01_McGarry-Wolf_Marianne.pdf
- 2013 June Higgins, Lindsey. Mitch Wolf, Marianne McGarry Wolf, "Purchasing Wine in the Information Age: The Role of Quick Response (QR) Codes," Selected paper prepared for the 2013 AAWE conference in Stellenbosch, South Africa.
<http://www.slideshare.net/CalPolyAgBusiness/qr-codes-and-data-on>
- 2013 Marianne McGarry Wolf, Mitch Wolf, Lindsey Higgins, "Examining Purchase Interest for a New South African Wine in the United States," Selected paper prepared for the 2013 AAWE conference in Stellenbosch, South Africa.
http://www.embassyconferences.co.za/media/file_icons/South%20African%20Wine%20AAWE%20WolfHW.pdf
- 2013 Marianne McGarry Wolf, Wil Dasovich, Mitch Wolf and Lindsey Higgins, "When Choosing a Wine Label, Women are from Hollywood and Men are from Boston," Selected paper prepared for the 2013 AAWE conference in Stellenbosch, South Africa.
<http://www.embassyconferences.co.za/media/Presentation%20Gender%20and%20Wine%20Labels.pdf>

- 2013 Marianne McGarry Wolf, Lindsey Higgins, and Megan Pope, “Social Content and Discussion Platform Engages Students and Enhances Learning,” California Academic Technology Services CATS2013 16th Annual Conference, April 5, 2013, Long Beach, http://cats.cdl.edu/cats_conferences/cats2013/archives
- 2013 Lindsey Higgins, Megan Pope, Marianne McGarry Wolf, Mitchell Wolf, “International Collaboration, Grad Student and GE Class Experiences with Social News and Discussion Forum,” California Academic Technology Services CATS2013 16th Annual Conference, March 29, 2013 CATS Regional Meeting San Luis Obispo, <http://cats.cdl.edu/uploads/F1/rf/F1rfLBRPVQgdz5wvdiEpng/CATS-SLO-social-content-discussion-international-collaboration-GE-and-grad-.pdf>
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- 2003 Marianne McGarry Wolf and Nicolas Giacalone, “A Comparison of Consumer Purchase Interest in Organically Grown Fresh Corn with Fresh Corn that is Grown through the use of Biotechnology” the International Consortium on Agricultural Biotechnology, Ravello, Italy, July 2003
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- 2002 Marianne McGarry Wolf and Eric Berrenson, “A Comparison of Purchasing Behaviors and Consumer Profiles at San Luis Obispo’s Thursday Night Farmers’ Market: A Case Study,” 2002 Annual Conference of the Food Distribution Research Society, Miami, Florida, October 30, 2002.
- 2002 “California Farmers’ Markets Seller Price Perceptions and Product Quality”,

by James Ahern, co-author Marianne McGarry Wolf,” 2002 Annual Conference of the Food Distribution Research Society, Miami, Florida, October 30, 2002.

- 2001 “Consumer Attitudes towards the Wine and Grape Growing Industries on the Central Coast of California,” by William Amspacher, co-authors, Marianne McGarry Wolf, Sarah Lynn Martin, Drew Barsoom, O. Robert Noyes, California Polytechnic State University. Food Distribution Research Society Annual Conference. Phoenix Arizona, October 2001. (Presented by William Amspacher)
- 2001 “Consumer Attitudes Toward Organically Grown Lettuce,” by Marianne McGarry Wolf, co-authors Brady Johnston, Kerry Cochran, Lynn Hamilton, Agribusiness, California Polytechnic State University, San Luis Obispo, California. Food Distribution Research Society Annual Conference. Phoenix Arizona, October 2001.
- 2001 “A Comparison of Male and Female Consumer Attitudes toward Genetically Modified Food in the United States” by Marianne McGarry Wolf, co-author Jamie Bassmann, Agribusiness, California Polytechnic State University. Food Distribution Research Society Annual Conference. Phoenix Arizona, October 2001.
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- 2001 Marianne McGarry Wolf, Brian Kari. “A Comparison of Consumer Attitudes toward Genetically Modified Food in the United States Over Four Time Periods.” 5th International Conference on the Economics of Biotechnology, Science and Modern Agriculture. Ravello, Italy. The International Consortium on Agricultural Biotechnology Research (ICABR). June 16, 2001.
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- 2001 Marianne McGarry Wolf, Angela Stephens, Nicci Pedrazzi. "Using Simulated Test Marketing to Examine Purchase Interest in Food Products that are Positioned as *GMO Free*." 5th International Conference on " Biotechnology, Science and Modern Agriculture. Ravello, Italy. The International Consortium on Agricultural Biotechnology Research (ICABR). June 17, 2001.
- 2001 Marianne McGarry Wolf, "Simulated Test Marketing: New Product Sales Forecasting Methodology." Workshop, Reaching New Heights: 2001 NAMA Agri-Marketing Conference & Trade Show, Denver, Colorado. April 12, 2001.
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- 1999 Marianne McGarry Wolf, "Using Simulated Test Marketing for Launching New Products," Graduate Business Seminar, National University of Ireland at Galway, Ireland, June 25, 1999.
- 1999 Marianne McGarry Wolf and Christine Baskin, Yankelovich Partners, "Using Simulated Test Marketing to Examine the Impact of a Change in Credit Card Loyalty Programs on Credit Card Usage," presented to Canadian Tire Company in Los Angeles on February 19, 1999.
- 1998 Kerry Cochran, Stacey Gomes and Marianne Wolf, "Impact of Student Club Sponsored Career Fair on Industry Relations," presented at the National Association of Colleges and Teachers of Agriculture Annual Conference in Wenatchee, WA on June 24, 1998 by Kerry Cochran.

Cal Poly CTL Workshops and Innovation Showcase

- 2013 Lindsey Higgins, Marianne McGarry Wolf, and Megan Pope, "Using Technology to Leverage Course Content with Current Information, Conversations and Collaboration," Cal Poly Center for Teaching and Learning Instructional Innovation Workshop, May 14
- 2012 Lindsey Higgins, Marianne McGarry Wolf, Mitch Wolf, (Presented by Lindsey Higgins), "Students Want a More Efficient Way to Communicate about Relevant Information Concerning Their Course Materials," Cal Poly CTL Social Media Workshop, April 20, 2012

2012 Marianne McGarry Wolf, Mitch Wolf, Lindsey Higgins, Tom Frawley,
(Presented by Marianne McGarry Wolf), “Improved Critical Thinking and
Written Communication Skills Among Students Using Social Media in Higher
Education,” Cal Poly CTL Social Media Workshop, April 20, 2012

PANEL DISCUSSIONS ORGANIZED

WERA 72 Purdue University June 2012

Panel Session:: “Using Social Media to Provide More Efficient Collaboration
Between Professors, Students, and Industry About Relevant Information, ” Marianne
McGarry Wolf, Organizer

Paper 1

Students Want a More Efficient Way to Communicate about Relevant Information
Concerning Their Course Materials Authors: Marianne McGarry Wolf, Mitch Wolf,
Lindsey Higgins, California Polytechnic State University, San Luis Obispo, Shane
Wolf, ValuePulse LLC Presenting Author: Lindsey Higgins, Assistant Professor,
California Polytechnic State University

Paper 2

Improved Critical Thinking and Written Communication Skills Among Students Using
Social Media in Higher Education Authors: Marianne McGarry Wolf, Mitch Wolf,
Lindsey Higgins, Tom Frawley, Eivis Qenani, Christiane Schroeter, California
Polytechnic State University, San Luis Obispo
Presenting Author: Mitch Wolf, California Polytechnic State University, San Luis
Obispo

Paper 3

Social Media Use in Agribusiness and Wine Business for Industry Information
Authors: Marianne McGarry Wolf, Erica Johnson, Jeff Fraschetti
Presenting Author: Marianne McGarry Wolf, California Polytechnic State University,
San Luis Obispo