

January 8, 2025

ITEM 216-1001-R0125

**Request for Authorization to Confer the Title of Professor Emerita of Marketing on Dr. Jakki Mohr;
University of Montana**

THAT

Upon the occasion of the retirement of Dr. Jakki Mohr from the faculty of The University of Montana, the faculty wishes to express its appreciation for her dedicated and valued service to the University and the State of Montana by recommending that the rank of Professor Emeritus be conferred upon her by the Board of Regents of the Montana University System.

EXPLANATION

Dr. Mohr served the University of Montana with great distinction for 25 years, including 14 years with the title of Regents Professor. Her career at UM is characterized by scholarly excellence, curricular innovation, cross-campus collaboration, mentorship of junior faculty, and community engagement. She is truly deserving of Emeritus status.

Professor Mohr focused her teaching on relevance to industry. This focus led to authoring a textbook “Marketing high-technology products and innovation” and teaching courses in this area. Dr. Mohr was an early adopter of the use of data and analytics in marketing. She led the creation of the Masters of Science in Business Analytics (MSBA) degree in the College of Business. Our MSBA degree was one of the first of its kind in the country. Professor Mohr has partnered with Montana businesses and global companies (e.g., Nike and Microsoft) to incorporate real-world experiential learning into her courses, and this has created countless career opportunities for our graduates. She has won over a dozen teaching award at UM.

By any measure, Dr. Mohr has been an enormously productive scholar. What is more striking is the manner in which she achieved success. While her record within her discipline of marketing is excellent, she also engaged in significant research collaboration with other colleges at UM. Specifically, her interest in the intersection of business and the environment has led to significant work with faculty in the Franke College of Forestry and Conservation. This includes scholarly publications and externally funded research, culminating in a \$ 20 million NSF-funded project. Throughout her scholarly activities, Dr. Mohr has been an outstanding mentor and guide to junior faculty, helping them not just with research, but also with the larger challenge of building a successful and productive academic career.

Professor Mohr has made meaningful service contributions to the University and the community. In addition to extensive service to UM, Dr. Mohr has supported and promoted business development and entrepreneurial efforts in the region. She has been particularly active in supporting women entrepreneurs and business owners. Over the past two decades, she has regularly volunteered in Missoula County Public Schools. Finally, Professor Mohr has served on the Montana Science & Technology Committee, and has contributed to the state as an expert witness in significant healthcare litigation.

The Department of Management and Marketing is pleased to nominate Professor Mohr for Emeritus status.

ATTACHMENTS

None

