



## *Appointment Of Regents Professorship*

**Dr. Jakki J. Mohr**

In recognition of her outstanding service to The University of Montana, the Montana University System, and the State of Montana, and in appreciation for her unique contribution to the field of Business Administration, notably the marketing of high technology products and services, the Board of Regents for the State of Montana appoints Dr. Jakki J. Mohr as a Regents Professor.

Professor Mohr received her bachelor's degree from Boise State University, her Master's from Colorado State University, and her PhD from the University of Wisconsin – Madison. She joined The University of Montana, School of Business Administration, in the fall of 1997 and attained the rank of full professor in 2002. She currently holds the Jeff and Martha Hamilton Distinguished Faculty Fellowship at The University of Montana, School of Business Administration.

Professor Mohr is an exemplary faculty member in all aspects of faculty responsibility. She is an outstanding business teacher and an internationally respected researcher. She also makes time to serve her profession, The University of Montana campus, and the Missoula community.

Professor Mohr has received multiple awards for excellence in teaching. In 2002, she was named the Most Inspirational Teacher of the Year at The University of Montana, an honor from graduating students given by the Silent Sentinel, a senior honorary society. In 2005, she was named the Montana Professor of the Year, an award presented in Washington, DC, for outstanding undergraduate teaching by the Council for the Advancement and Support of Teaching (CASE) and the Carnegie Foundation. Further, she was the 2007 recipient of the Award for Innovative Excellence in Teaching, Learning, and Technology given by the Center for the Advancement of Teaching and Learning.

Professor Mohr is a prolific writer. Her ground-breaking textbook, *Marketing of High-Technology Products and Innovations*, is in its third edition. This sentinel text is the work of choice at colleges and universities nationwide and also is a major tool for private industry training. Its international impact is broad, and the book has been translated into Chinese and Portuguese and specifically edited for professionals in India and Europe.

Since joining the faculty at The University of Montana, Dr. Mohr also has published four book chapters, served as a guest editor on two special issues for marketing journals, written two invited articles for education and trade publications, and published eight refereed articles in respected professional journals. Not surprisingly, Dr. Mohr has received special recognition and awards for the quality of the papers she writes. More important, one of her recent papers has been cited over 800 times, clear evidence of the impact of her work that has led to colleagues describing her work as “incredibly impactful” and “uniquely influential.”

Professor Mohr has an important niche in the area of marketing of high technology products and services and has played a leading role in the opening of that field. She contributes at every level, from abundant on-campus service engagement to leadership roles in national and international professional organizations. She has immense impact nationwide on teaching, and her work is well known nationally and internationally. Dr. Mohr’s accomplishments raise the level of achievement on our campuses, inspire our students and faculty, and encourage excellence in all of us.

The rank of Regents Professorship is the highest honor in the Montana University System. It is our distinct honor and pleasure to bestow this impressive award on Dr. Jakki J. Mohr.

*Approved* this 20<sup>th</sup> day of November, 2008

---

George M. Dennison, President  
The University of Montana

---

Sheila M. Stearns  
Commissioner of Higher Education

---

Stephen M. Barrett, Chairman  
Montana Board of Regents of Higher Education