

September 19-20, 2012

**ITEM 156-2005-R0912**

**Authorization to Confer the Title of Professor Emeritus of Marketing upon Michael Reilly; Montana State University-Bozeman**

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**THAT**

Upon the occasion of the retirement of Michael Reilly from Montana State University, the Board of Regents wishes to express its appreciation for his service to the University, the Montana University System and the people of the State of Montana.

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**EXPLANATION**

Dr. Reilly has made substantial and sustained contributions to his discipline and the University. He has published 20 refereed journal articles, several books, and has made 29 presentations in his fields of consumer behavior and the marketing of small and entrepreneurial firms. In 2005, two of his articles were recognized as part of the "Marketing Canon" of most influential marketing articles, based on citation data. Dr. Reilly has received 10 grants and regularly serves as a consultant to a variety of small- and medium-sized businesses and government agencies, primarily for marketing analysis and strategy. In addition, he has served as chief marketing officer for several ventures, both commercial and noncommercial.

Dr. Reilly has also made significant and sustained contributions to MSU. In his 28 years of service he has taught 14 different courses and received 10 teaching or research awards, including two Alumni Association/Chamber of Commerce Excellence Awards. He has served in a large variety of service positions, including as the Executive Director of the College's Center for Entrepreneurship for the New West in 2001-02 and as the Director of New Venture Analysis and Creation at the Center from 2002-2006.

Dr. Reilly is very highly regarded by students in the College of Business for the rigor and relevance of his courses. He is also valued by his colleagues for his ability to define a problem clearly and offer creative and effective solutions, as well as for his humor and collegiality.

For these and other contributions, the Board of Regents of Higher Education is pleased to confer upon Michael Reilly the rank of Professor Emeritus of Marketing at Montana State University and wishes him well for many years in the future.

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**ATTACHMENTS**

No Attachments