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Interest in teaching, research, and extension related to agribusiness, management, strategy, finance, marketing, quantitative analysis, and risk.

EDUCATION

- Ph.D. in Agricultural Economics, Purdue University** **August 2010**
- Dissertation: “How do Companies Manage their Innovation Portfolio in the Food and Agricultural Sectors?”
 - Dissertation Advisors: Drs. Michael D. Boehlje and Allan W. Gray (co-chair), Dr. Jay T. Akridge, Dr. Ben Gramig, and Dr. Svenja Sommer
 - Specialty: Agribusiness and Finance
 - Cumulative GPA: 3.74/4
- Applied Management Principles Program, Purdue University** **May 2004**
- Concepts and principles covered: Accounting, Human Resources Management, Financial Management, Marketing Management, Strategic Management and Entrepreneurship
- M.S. in Agricultural Economics, Purdue University** **May 2004**
- Dissertation: “Efficient Consumer Response in the Retail Industry”
 - Dissertation Advisors: Dr. Frank J. Dooley (chair), Dr. James S. Eales, and Dr. Robert P. King
 - Specialty: Agribusiness
 - Cumulative GPA: 3.88/4

M.S. in Agriculture, ESAP (Ecole Supérieure d'Agriculture de Purpan) – now EIP (Ecole d'Ingénieurs de Purpan), France

May 2004

- Dissertation: “Efficient Consumer Response in the Retail Industry”
- Dissertation Advisors: Dr. Marie Lummerzheim (chair), Dr. Jean Daydé, Michel Roux
- Specialty: Agriculture, Environment, Animal Science and Food Science
- Rank: 9/120

B.S. in Agriculture, ESAP (Ecole Supérieure d'Agriculture de Purpan) – now EIP (Ecole d'Ingénieurs de Purpan), France

December 2002

RESEARCH EXPERIENCE

Assistant Professor – Sam Houston State University, Huntsville, TX, USA

July 2010-now

Research Assistant –Purdue University, West Lafayette, Indiana, USA

January 2010 –August 2010

- Research and Dissertation studying the decision-making process of agribusiness companies in the selection of innovation projects using a case study and a choice experiment methodologies

Research Associate – Center for Food and Agricultural Business, Purdue University, West Lafayette, Indiana, USA

October 2004 – December 2009

- Led research projects related to the seed industry, policy, innovation, risk, and attitudes and behaviors of producers – details available at https://www.agecon.purdue.edu/cab/research_articles/
- Developed questionnaires, work on financial statements and feasibility studies
- Communicated findings through presentations, reports, extension and academic articles

Research Analyst Intern - ABG, Inc, Indianapolis, Indiana, USA

June 2004 – September 2004

- Assisted the strategic alignment consulting team and market research teams through the development of surveys/questionnaires, conducting of phone interviews, involvement in multi-client studies, creation of reports and presentations, writing of industry and company profiles

Research Assistant –Purdue University, West Lafayette, Indiana, USA

May 2003 –May 2004

- Research and Dissertation on the subject of Efficient Consumer Response (ECR) in the retail industry

TEACHING EXPERIENCE

Visiting Professor – INP Purpan, Toulouse France **January 2012-now**
Assistant Professor – Sam Houston State University, Huntsville, TX, USA

July 2010-now

- Taught AGRI 5369 “Food and Ag Entrepreneurship” to 6 graduate students over the fall semester 2012
- Taught AGR 461/AGRI 4361 “Agribusiness Organization and Management” to 11 students over the summer semester 2010, to 26 students over the fall semester 2010, to 14 students over the spring semester 2011, to 22 students over the fall semester 2011, to 33 students over the spring 2012, to 21 students over the summer 2012, 33 students over the spring semester 2012, 21 students over the summer semester 2012, 26 students over the fall semester 2012.
- Taught AGR 474/AGRI 4374 “Agricultural Market Analysis and Prices” to 12 students over the fall semester 2010, to 30 students over the spring semester 2011, to 17 students over the summer semester 2011, to 22 students over the fall semester 2011, to 28 students over the spring 2012, to 16 students over the summer 2012, 17 students over the fall 2012.
- Taught AGR 486/AGRI 4386 “Agriculture and Government Programs” to 31 students over the fall semester 2010, to 10 students over the summer semester 2011, to 24 students over the fall semester 2011, 28 students over the spring semester 2012.
- Taught AGR 469 “Entrepreneurship” to 26 students in the spring semester 2011
- Continuously develop and improve the educational materials for AGRI 4361, AGRI 4369, AGRI 4374, AGRI 4386

Adjunct Professor – Ivy Tech, Lafayette, Indiana, USA **January 2010-May 2010**

- Teach one class of 22 students titled “Introductory Microeconomics for Food and Agribusiness”
- Develop the educational materials

Research Associate – Center for Food and Agricultural Business, Purdue University, West Lafayette, Indiana, USA **October 2004 – December 2009**

- Collaborated with faculty members and staff to develop educational materials for agribusiness executives
- Involved in three educational programs delivered to potato growers, one program taught to tomato growers, two programs for emerging CGB leaders, two programs for Royster-Clark employees, six programs given to John Deere territory managers, and two open-enrollment programs focusing on risk and with agribusiness decision-makers as audience
- Mentored two interns and three students in their completion of research, and/or understanding of statistical software and datasets

French Instructor–International Center, West Lafayette, Indiana, USA

September 2006 –December 2007

- Developed teaching materials for three adult classes (French Beginner, Intermediate French, Conversational French) meeting once a week for an hour. 30 students.

- Taught the three classes (French Beginner, Intermediate French, Conversational French)

Teaching Assistant –Purdue University, West Lafayette, Indiana, USA

January 2004 –May 2010

- AGECE 524 – Agricultural Finance, Department of Agricultural Economics, Purdue University. Graduate class for seniors and master students. 19 students. Instructor: Dr. Michael Boehlje. Spring semester 2010
- AGECE 524 – Agricultural Finance, Department of Agricultural Economics, Purdue University. Graduate class for seniors and master students. 20 students. Instructor: Dr. Michael Boehlje. Spring semester 2008
- AGECE 596A – Statistics for Decision Making, Department of Agricultural Economics, Purdue University. Graduate class for master students. 21 students. Instructor: Dr. Allan Gray. Fall semester 2007
- AGECE 684– Applied Quantitative Methods for Decision Making, Purdue University [Department of Agricultural Economics](#) and the Indiana University Kelley School of Business. Online and Residency graduate class for MS-MBA students. 20 students. Instructor: Dr. Allan Gray. Fall semester 2007
- AGECE 430 - Agricultural and Food Business Strategy, Department of Agricultural Economics, Purdue University. Undergraduate class for seniors. 35 students. Instructor: Dr. Jay Akridge Spring semester 2004

EXTENSION EXPERIENCE

Fellow for the Center of Rural Studies

July 2012-now

Research Associate – Center for Food and Agricultural Business, Purdue University, West Lafayette, Indiana, USA

October 2004 – December 2009

- Collaborated with faculty members and staff to develop educational materials for agribusiness executives
- Involved in three educational programs delivered to potato growers, one program taught to tomato growers, two programs for emerging CGB leaders, two programs for Royster-Clark employees, seven programs given to John Deere territory managers, and two open-enrollment programs focusing on risk and with agribusiness decision-makers as audience
- Developed questionnaires, work on financial statements and feasibility studies.
- Communicated findings through presentations, reports, extension and academic articles.
- Managed the INventure/AICC Business Planner, an online tool used by entrepreneurs to write business plan.

SERVICE

- Part of the committee of two master students at Sam Houston State University (2012-now)
- Part of the committee of one master student at Purdue University (2010-2011). Thesis title: “Comparing and Contrasting Large US and Argentinean Farmers”.

- Member of the advisory committee for the Student Money Management Center at SHSU (September 2010-now), of the advisory committee for the SHSU Elite program with the SAM center, (October 2011-now), coordinator for the farm management state CDE and FFA contest and volunteer for the ag sales area and state FFA contests, advisor for MANRRS (Minorities in Agriculture, Natural Resources and Related Sciences), coordinator for the 2013 Ag and Industrial Science Department career fair, member of the ag and industrial science department internship committee, part of the hiring committee.
- Coordinate with Career services and web site designer internship and job offers.
- Refereed many articles for IFAMR, the African Journal of Agricultural Research, Texas Journal of Agriculture and Natural Resources, Journal of Extension, Graduate Research Journal. Reviewed 1 SARE grant proposal, several IFAMR conference proposals.
- Moderator at conferences (Clute, Intellectbase, IFAMA).
- Volunteer for French classes and others at a Montessori school

PUBLICATIONS

Book Chapter

Roucan-Kane, M. "Une viande de qualité dans le respect de la nature" in Chapter 6 of the book A Table! The Gourmet Culture of France. Focus Publishing, Newburyport, MA, 2010.

Akridge, J., **M. Roucan-Kane**, A. Gray, M. Boehlje, C. Bitsanis. International Agribusiness Strategy Cases: A Book in Honor of Professor Ray Goldberg. M.A. Boland and E. Gallo. "Excel Cooperative: Strategic Response to the Boom in Ethanol." K-State Printing Services, Manhattan, Kansas, 2009.

Refereed Articles

Roucan-Kane, M., F. Mills, and A. Wolfskill (2012). "Giving Panache to Your Classes: The Use of Documentaries, Videos and Video-Clips", *Journal of Information Systems Technology & Planning (JISTP)*, 5 (13).

Borchers, B., **M. Roucan-Kane**, C. Alexander, M. D. Boehlje, W. S. Downey, and A. W. Gray. (2012) "How Large Commercial Producers Choose Input Suppliers: Expendable Products from Seed to Animal Health." *International Food and Agribusiness Management Review*, 15(2): 1-30. Available at https://www.ifama.org/publications/journal/vol15/cmsdocs/20110056_Formatted.pdf

Roucan-Kane, M., C. Alexander, M. D. Boehlje, S. W. Downey, and A. W. Gray (2011). "Large Commercial Producer Market Segments for Agricultural Capital Equipment." *International Food and Agribusiness Management Review*, Symposium Special Edition: 12 (4): 127-144

https://www.ifama.org/publications/journal/vol14/cmsdocs/20110046_Formatted.pdf

Roucan-Kane, M., A. Gray, M. Boehlje (2011). "Approaches for Selecting Product Innovation Projects in U.S. Food and Agribusiness Companies." *International Food and Agribusiness Management Review*, Symposium Special Edition: 12 (4): 51-68.

https://www.ifama.org/publications/journal/vol14/cmsdocs/20110006_Formatted.pdf.

Boehlje, M., **M. Roucan-Kane**, S. Broring (2011). "Future Agribusiness Challenges: Strategic Uncertainty, Innovation and Structural Change." *International Food and Agribusiness Management Review*, Special Issue on the pluralism of agribusiness: 14 (5): 53-82.

Roucan-Kane, M., C. Alexander, M. Boehlje, S. Downey, and A. Gray (2010). "Agricultural Financial Market Segments." *Agricultural Finance Review*, 70(2): 231-244.

Boehlje, M. and **M. Roucan-Kane** (2009). "Strategic Decision Making under Uncertainty: Innovation and New Product Introduction during Volatile Times." *International Food and Agribusiness Management Review*, 12 (4).

Roucan-Kane, M. (2008) "Key Facts and Key Resources for Program Evaluation". *Journal of Extension, Tools of the Trade*. 46.1, January 2008. Available at <http://www.joe.org/joe/2008february/tt2.shtml>

Gunderson, Michael A., **M. Roucan**, M. D. Boehlje, and A. W. Gray (2006). "Analyzing Risk and Uncertainty of New Product Marketing: The Case of eMerge Interactive and VerifEYE." *International Food and Agribusiness Management Review*, 9(3):38-48.
<https://www.agecon.purdue.edu/cab/research/articles/Emerge%20published.pdf>

Lusk, J.L., M. Jamal, L. Kurlander, **M. Roucan**, L. Taulman (2005). "A Meta Analysis of Genetically Modified Food Valuation Studies." *Journal of Agricultural and Resource Economics*, Vol. 20 (1).

Peer Reviewed Non Published Paper Proceedings

Roucan-Kane, M., & Wolfskill, L. A. (2012). "Using debates in the classroom: three different perspectives." Online proceedings of the 2012 Clute conference in Rome, Italy, June 6-8, 2012. Received Best Paper in Session Award.

Non-peer Reviewed Publications

Roucan-Kane, M. (2011). *Livestock Marketing*. Web page developed for the Advanced Animal Science Professional Development Project contract, (D. Ullrich). Sam Houston State University, Huntsville, TX.

Case Studies (a total of 6)

Jones, B., **M. Roucan**, J. Akridge. "West Coast Seeds: A Vegetable Seed Retailer". March 2007. CAB CS 07.3

Jones, B., **M. Roucan**, J. Akridge. "Oliver Seed Company: A Midwest Hybrid Corn Company". March 2007. CAB CS 07.1

Roucan, M., A. Gray, M. Boehlje." Hageman's Tomato Farm". Dept. of Ag Econ. Purdue University. January 2006. CAB CS 06.1.

Ehmke, C., A. Gray, M. Boehlje, **M. Roucan**. "Bonne Brothers' Farms, LLC". Dept. of Ag Econ. Purdue University. October 2005. CAB CS 05.1.

Roucan, M., A. Gray, M. Boehlje. "Messmer's and Son, Inc". Dept. of Ag Econ. Purdue University. December 2004. CAB CS 04.1.

Nilsson, T., K. Foster, **M. Roucan**. "Indiana Certified Pork." Dept. of Ag Econ. Purdue University. <https://www.agecon.purdue.edu/planner/examples.asp> or <http://www.agmrc.org/agmrc/business/startingbusiness/businessplans.htm>

Purdue Extension Publications (a total of 5)

- **Roucan-Kane, M.**, M. Marshall, J. Akridge (2011). "Padgetts' Dairy Goat Farm". Case study. Purdue University Extension Publication. Accessible at <https://www.agecon.purdue.edu/newventures/publications.html>
- **Roucan-Kane, M.**, M. Marshall (2011). "Padgetts' Dairy Goat Farm: Teaching Notes". Purdue University Extension Publication. Accessible at <https://www.agecon.purdue.edu/newventures/publications.html>
- **Roucan-Kane, M.** and M. Boehlje (2009). "Today's Demographics and Farm Characteristics of Large Producers". PAER paper. Available at <http://www.agecon.purdue.edu/extension/pubs/paer/2009/may/boehlje.asp>.
- **Roucan M.** (2006) "FAQ #23: Where Do I Find Midwestern and National Enterprise Budgets?" Farm Business Management and Marketing Frequently Asked Questions (FAQ). December 2006. Available at http://www.agecon.purdue.edu/extension/pubs/faq/FAQ_23.pdf
- **Roucan M.** (2006) "How to Find and Use Demographic Information Using the U.S. Census Bureau Web Site." CES#360-W. April 2006. Available at <http://www.agecon.purdue.edu/extension/pubs/census/> or <http://www.ces.purdue.edu/extbusiness/tools.htm> . The paper is being used in AGEC 691W at Purdue University.

Staff Papers (a total of 12)

- **Roucan-Kane, M.**, M. Boehlje, A. Gray, and J. Akridge. "Making Decisions in Turbulent Times: An Analytical Framework and Decision Tools." Purdue University, Working Paper 10-09. Available at <http://ageconsearch.umn.edu/>.
- Boehlje, M., S. Broring, and **M. Roucan-Kane**. "Innovation in the Food Agricultural

Industries: A Complex Adaptive System”. Purdue University, Working Paper 09-19. Available at <http://ageconsearch.umn.edu/>.

- **Roucan-Kane, M.** ”Improving Evaluation Forms”. Purdue University, Working Paper 09-18. Available at <http://ageconsearch.umn.edu/>.
- **Roucan-Kane, M.** and M. Boehlje. ”Teaching Note for Case Study: Strategic Decision-making under Uncertainty: Innovation and New Product Introduction during Volatile Times”. Purdue University, Working Paper 09-14. Available at <http://ageconsearch.umn.edu/>.
- **Roucan-Kane, M.** and A. Gray. ”The U.S. Seed Industry: An Exploration of Statistics Highlighting the Economic Activity of the U.S. Row Crop Industry.” Purdue University, Working Paper 09-08. Available at <http://ageconsearch.umn.edu/>.
- **Roucan-Kane, M.**, M. Boehlje, A. Gray, and J. Akridge. ”Excel Cooperative: Strategic Response to the Boom in Biofuels. Teaching Note.” Purdue University, Working Paper 09-07. Available at <http://ageconsearch.umn.edu/>.
- **Roucan-Kane, M.** and J.. Suttles. ”Guide for Program Evaluation.” Purdue University, Working Paper 09-05. Available at <http://ageconsearch.umn.edu/>.
- **Roucan-Kane M.**, I. Pena, M. Boehlje, J. Akridge. ”Factors Influencing Organizational Structure in the Food Manufacturing, Chemical, Agricultural Wholesaling, and Biotechnology Industries”. Purdue University, Working Paper 09-01. Available at <http://ageconsearch.umn.edu/>.
- **Roucan-Kane, M.**, R. Keeney. ”Farm Household Labor Allocation and Hired Labor Demand in the Midwest U.S.: the Impact of Government Payments”. Purdue University, Working Paper 07-11. Available at <http://agecon.lib.umn.edu/cgi-bin/index.pl>
- **Roucan-Kane, M.**, B. Martens, P. Preckel. ”Estimating the Importance of Shelf Space Configuration on Retailer’s Profit.” Purdue University, Working Paper 07-06. Available at <http://agecon.lib.umn.edu/cgi-bin/index.pl>
- **Roucan-Kane, M.**, W. Peake. ”Milking the Most from Your Promotional Dollar: An Analysis of Agribusiness Firms Serving US Agricultural Producers”. Purdue University, Working Paper 07-05. Available at <http://agecon.lib.umn.edu/cgi-bin/index.pl>
- **Roucan-Kane, M.**, D. Ubilava, P. Xu. ”Effect of Firm-specific Factors on R&D Expenditures of Agribusiness Companies.” Purdue University, Working Paper 07-04. Available at <http://agecon.lib.umn.edu/cgi-bin/index.pl>

Presented Papers

Wolfskill, L. A., & **Roucan-Kane, M.** (2012, June). ”Learning about futures markets through a classroom experiment.” Presentation at the Association of North American Colleges and Teachers of Agriculture Annual Conference, River Falls, WI, June 26-30, 2012.

Roucan-Kane, M. & Wolfskill, L. A. (2012, June). ”Trying something new: flexible grading.” Presentation at the Clute Conference in Rome, Italy, June 6-8, 2012.

Roucan-Kane, M. & Wolfskill, L. A. (2012, June). ”Using debates in three agricultural policy classes.” Presentation at the Clute Conference in Rome, Italy, June 6-8, 2012. Received Best Paper in Session Award.

- Roucan-Kane, M.,** Wolfskill, L. A., & Mills, F.D. (2012, June). "Shadowing a manager: a project in a food and agribusiness management class." Presentation at the Clute Conference in Rome, Italy, June 6-8, 2012.
- Roucan-Kane, M.,** Mills, F.D. & Wolfskill, L. A. (2012, April). "Giving Panache to your Classes: The Use of Documentaries, Videos and Video-clips". Presentation at the Intellectbase Conference in San Antonio, TX.
- Roucan-Kane, M.,** Wolfskill, L. A., & Santiago, M. (2012, April). "Making the Leap with Millennial Students: Flexible Grading". Presentation at the Intellectbase Conference in San Antonio, TX.
- Roucan-Kane, M. &** Wolfskill, L. A. (2012, April). "Differences of Perception in Barriers to Adoption of Organic Production between Producers Types". Presentation at the Intellectbase Conference in San Antonio, TX, April 12-14, 2012.
- Wolfskill, L. A., **Roucan-Kane, M.,** & Santiago, M. L. (2012, March). "Funding models for distance education in Texas public institutions." Presentation at the Academic and Business Research Institute Conference, San Antonio, TX, April 12-14, 2012.
- Wolfskill, L. A., & **Roucan-Kane, M.** (2012, March). "Evaluating corporate management training: DuPont profitability analysis." Presentation at the Academic and Business Research Institute Conference, San Antonio, TX, April 12-14, 2012.
- Roucan-Kane, M.,** A. Gray, and M. Boehlje. "Approaches for Selecting Product Innovation Projects in U.S. Food and Agribusiness Companies." Presented at the IFAMR conference in Frankfurt, Germany, June 20th, 2011.
- Roucan-Kane, M.,** M. Lau, M. Mullins-Santiago, and L. A. Wolfskill." Consumer Preferences for Locally Grown Grass-Fed Beef". Presented at the IFAMR conference in Frankfurt, Germany, June 20th, 2011.
- Roucan-Kane, M.,** M. Boehlje, A. Gray, and J. Akridge. "Making Decisions in Turbulent Times: An Analytical Framework and Decision Tools." Presented at the IFAMR conference in Frankfurt, Germany, June 20th, 2011.
- Roucan-Kane, M.** "Selling Meat Directly to Consumers." Presented at Michigan State University, East Lansing, MI, March 31st, 2011.
- Roucan-Kane, M.** "How do Agribusiness Companies Select Their Product Innovation Projects?: A Choice Experiment Conducted with Agribusiness Executives." Presented at Michigan State University, East Lansing, MI, March 31st, 2011.
- Roucan-Kane, M.,** M. Lau, C. Alexander, M. Mullins, L. A. Wolfskill, A. Gray.

- ”Offering Value in Multiple Market Segments: from Expendable to Capital Products.” Presented at the Clute Conference in New Orleans, LA, March 15th, 2011. Received Best Paper in Session Award.
- Roucan-Kane, M.** “The Innovation Process: Practices in Food and Agribusiness Companies.” Presented in the department of Agricultural Economics at Kansas State University, Manhattan, KS, November 4th, 2010 and at the Ohio State University, Columbus, OH, February 9th, 2011.
- Roucan-Kane, M., M. Lau, A. Gray, M. Mullins. L. A. Wolfskill.** ”Evaluation of an Educational Program Teaching the Dupont Profitability Analysis Model.” Presented at the Intellectbase Internation Consortium Academic Conference in Las Vegas, NV, January 4th, 2011.
- Roucan-Kane, M..** YRS 2010/GCARD Conference. ”How Do Agribusiness Companies Select Their Innovation Projects.” March 25th, 2010.
- Boehlje, M. S. Broring, and **M. Roucan-Kane.** ”Innovation in the Food and Agricultural Industries: A Complex Adaptive System.” Presented at the AAEA meeting in Milwaukee, U.S. in July 2009.
- Boehlje, M. and **M. Roucan-Kane.** ”Strategic Decision Making Under Uncertainty: Innovation and New Technology Introduction during Volatile Times.” Presented at the IAMA Conference in Budapest, Hungary in June 2009.
- Roucan-Kane, M.** and M. Boehlje. ”Factors Determining the Choice of Governance Structure for Product Innovations.” Presented at the IAMA Conference in Budapest, Hungary in June 2009.
- Roucan-Kane M., M. Boehlje, A. Gray.** “A Conceptual Framework to Select and Commercialize New Products/Services.” Presented at the IAMA Conference in Monterey, CA in June 2008. Available at http://dev.ifama.org/library.asp?collection=2008_monterey&volume=symposium_presentation_files/1065_paper.pdf.
- Gray, A. and **M. Roucan-Kane.** “The Role of Price in Producers’ Input Purchase Decisions.” Presented at the IAMA Conference in Monterey, CA in June 2008.
- Dooley F., **M. Roucan,** and R. King. “ECR and the Importance of Collaboration for Supermarkets.” Presented at the American Agricultural Economics Association Annual Meeting, Denver, CO in August 2004. Available at <http://ideas.repec.org/p/ags/aaea04/20368.html>.

Abstracts

- Roucan-Kane, M. & Wolfskill, L. A.** (2012, June). *Learning about futures markets through a classroom experiment* [Abstract]. *NACTA Journal*, 56(Suppl. 1), 36.

Roucan-Kane, M., Wolfskill, L. A., & Mills, F.D. (2012a, June). "A day in the life of a manager: a project used in a food and agribusiness management class." [Abstract]. Proceedings of the 2012 Clute conference in Rome, Italy, June 6-8, 2012.

Roucan-Kane, M. & Wolfskill, L. A. (2012b, June). "Student-driven Weights in Agribusiness Courses." [Abstract]. Proceedings of the 2012 Clute conference in Rome, Italy, June 6-8, 2012.

Roucan-Kane, M., & Wolfskill, L. A. (2012a, April). Differences of perception in barriers to adoption of organic production between producers types [Abstract]. *International Handbook of Academic Research & Teaching, Proceedings of the 2012 Intellectbase Multi-Disciplinary Academic Conference* in San Antonio, TX, April 12-14, 2012, 22, 198-200.

Roucan-Kane, M., Wolfskill, L. A., & Santiago, M. L. (2012b, April). Making the leap with millennial students: Flexible grading [Abstract]. *International Handbook of Academic Research & Teaching, Proceedings of the 2012 Intellectbase Multi-Disciplinary Academic Conference* in San Antonio, TX, April 12-14, 2012, 22, 362-364.

Roucan-Kane, M., Mills, F.D. & Wolfskill, L. A. (2012c, April). Giving panache to your classes: the use of documentaries, videos and video-clips [Abstract]. *International Handbook of Academic Research & Teaching, Proceedings of the 2012 Intellectbase Multi-Disciplinary Academic Conference* in San Antonio, TX, April 12-14, 2012.

Wolfskill, L. A., **Roucan-Kane, M.,** & Santiago, M. L. (2012a, February). "Funding models for distance education in Texas public institutions." [Abstract]. Proceedings of the 2012 Academic and Business Research Institute Conference. Retrieved from www.aabri.com/SA12Manuscripts/SA12114.pdf

Roucan-Kane, M., & Wolfskill, L. A. (2012b, February). Evaluating corporate management training: DuPont profitability analysis [Abstract]. Proceedings of the 2012 Academic and Business Research Institute Conference. Retrieved from www.aabri.com/SA12Manuscripts/SA12084.pdf

Roucan-Kane, M., M. Lau, C. Alexander, M. Mullins, A. Wolfskill, A. Gray. (2011, March). "Segmenting Large Agricultural Producers Based on Buyer Behaviors." Abstract of the 2011 New Orleans International Academic Conference, New Orleans, LA, March 14-16, 2011. 965-966.

Mullins Santiago, M. L., Lau, M. H., Wolfskill, L. A., & **Roucan-Kane, M.** (2011, February). "Leveraging Web 2.0 programs to increase academic retention" [Abstract]. Proceedings of the 61st Conference of the Southern Region of the

American Association for Agricultural Education, Corpus Christi, TX, February 5-8, 2011. 203-206.

Trade Publications (a total of 17)

- Kapetanovic, K. and **M. Roucan-Kane**. "Innovation in Food and Agribusiness." Agrimarketing. June 2010.
- Fulton, J., **M. Roucan-Kane**, C. Alexander and J. Foltz. "Manager's Notebook: Exploring the Needs and Desires of Your Customers." Feed and Grain, January, 2010.
- **Roucan-Kane, M.**, M. Boehlje, C. Alexander. "Part 2. What Do Farmers Want from Their Lender?" AgLender, November 2009, 14(09): p. 1, 8-9.
- **Roucan-Kane, M.** and A. Rankin. "Be Green and Make Money Doing it." AgriMarketing. Trade Press Article. September 2009.
- **Roucan-Kane, M.**, M. Boehlje, C. Alexander. "What Do Farmers Want from Their Lender?" AgLender, September 2009, 13(09): p. 1, 8-9.
- **Roucan-Kane, M.** and M. Sheridan. "Build-A-Salesperson. Coming Soon to a Mall Near You." Agrimarketing. Trade Press Article. June 2009.
- **Roucan-Kane, M.** "A Cutting Crisis". AgriMarketing. May 2009. Available at https://www.agecon.purdue.edu/cab/research_articles/articles/17%20Purdue%20Advertisorial.pdf.
- Alexander, C., **M. Roucan-Kane**, A. Gray, M. Boehlje. "Survey Indicates Producer's Feed Buying Behavior". Feedstuffs. 2008.
- **Roucan-Kane, M.**, M. Boehlje, and A. Gray. "A Sketch of Today's Seed Buyers". Seed World. December 2008. Available at https://www.agecon.purdue.edu/cab/research_articles/articles/Seed%20World%20December%202008.pdf.
- Gray A., M. Boehlje, and **M. Roucan-Kane**. "What Big Growers Want?" CropLife. October 2008. Available at https://www.agecon.purdue.edu/cab/research_articles/articles/croplife%20oct%202008.pdf.
- Boehlje, M., **M. Roucan-Kane**, and A. Gray. "Lenders to Benefit from Commercial Producer Survey". Ag Lender. 12 (10): 7-9. October 2008. Available at https://www.agecon.purdue.edu/cab/research_articles/articles/08NC%20aglenderarticle.pdf.
- **Roucan-Kane M.** and M. Boehlje. "Will the Good Times Last? Part 2" AgriMarketing. June 2008. Available at https://www.agecon.purdue.edu/cab/research_articles/articles/48%20Purdue%20Advertisorial%20PageFINAL.pdf.
- **Roucan-Kane M.** and M. Boehlje. "Will the Good Times Last?" AgriMarketing. April 2008. Available at https://www.agecon.purdue.edu/cab/research_articles/articles/18%20Purdue%20Advertisorial%20Page%20%282%29.pdf.
- Harbor, A. and **M. Roucan-Kane**. "Brand Loyalty Among Ag Producers". AgriMarketing. January/February 2008. Available at https://www.agecon.purdue.edu/cab/research_articles/articles/jan%20feb%202008.pdf.
- **Roucan-Kane M.** and M. Boehlje. "Always Inneovating." AgriMarketing.

November/December 2007. Available at

https://www.agecon.purdue.edu/cab/research_articles/articles/nov%20dec%2007.pdf.

- **Roucan M.** and W. Oliver Peake. "Trends in Marketing Spending." AgriMarketing. October 2006. Available at http://agrimarketing.com/show_story.php?id=43346.
- **Roucan M.** and B. Briggeman "Market Opportunities in Today's Farm Households." AgriMarketing. March 2006. Available at http://www.agrimarketing.com/show_story.php?id=39704.

Reports (a total of 18)

- **Roucan-Kane, M.** "How Do Food and Agribusiness Companies Select their Innovation Projects." Ph.D. Dissertation
- **Roucan-Kane, M.** "The Price of Innovation: Decision Making in Agribusiness". September 2009.
- **Roucan-Kane, M.** "Standard Operating Procedures: Some Outlook Tricks". 2009.
- **Roucan-Kane, M.** "Standard Operating Procedures: CAB Graduate Students". 2009.
- Sheridan, M.* and **M. Roucan-Kane*** "Standard Operating Procedures: CAB Updating the Article Database". 2009.
- **Roucan-Kane, M.** "Standard Operating Procedures: CAB Research Associate Duties". 2009.
- **Roucan-Kane, M.** "Standard Operating Procedures: Book Recommendations and Reviews". 2009.
- Sheridan, M.* and **M. Roucan-Kane*** "Standard Operating Procedures: CAB Trade Press Calendar". 2009.
- **Roucan-Kane, M.,** C. Alexander, M. Boehlje, S. Downey, A. Gray. "Serving Producers in Volatile Times. Themes from the 2008 Commercial Producer Project." Client Report. 2009.
- **Roucan-Kane, M.** "Standard Operating Procedures: CAB Large Commercial Producer Survey Project" 2009.
- Alexander, C., M. Boehlje, S. Downey, A. Gray, M. Gunderson, **M. Roucan-Kane.** "Serving Producers in Volatile Times: Themes from the 2008 Large Commercial Producer Survey". Report. 2008.
- **Roucan-Kane, M.** "Dealing with Uncertainty in the Pursuit of Agribusiness Innovations: The Use of Organizational Structure". Ph.D. Prospectus. 2008.
- **Roucan-Kane, M.** and S. Wall. "NOV Project Impact". Client Report. 2008.
- Boehlje, M., **M. Roucan-Kane,** and A. Gray. "Developing a Competitive Advantage in Ag Retailing". Internal Report. 2008.
- **Roucan-Kane, M.,** M. Boehlje, and A. Gray. "Developing a Competitive Advantage in Ag Retailing of Capital Items". Internal Report. 2008.
- **Roucan-Kane, M.,** M. Boehlje, and A. Gray. "Seed Buyers: Who Are They? What do They Want from Their Suppliers?" Internal Report. 2008.
- Boehlje, M., **M. Roucan-Kane,** and A. Gray. "What do Farmers Want from Their Lender?" Internal Report. 2008.
- **Roucan-Kane, M.,** M. Boehlje, and A. Gray. "Livestock Producers: Who Are They? What Do They Want from Their Suppliers?" Internal Report. 2008.
- The Center for Food and Agricultural Business at Purdue University. "Fiscal 2007

Annual Report". Annual Report. 2007

- The Center for Food and Agricultural Business at Purdue University. "Emerge Program: Impact Assessment Results". Client Report. 2006
- **Roucan, M.** "Agribusiness Databases and Datasets from the Library". Internal Report. 2006
- **Roucan, M.** "ECR and the Importance of Collaboration for Supermarkets." M.S. Thesis, Agricultural Economics Department, Purdue University. May 2004.

Presentations

Wolfskill, L. A., & **Roucan-Kane, M.** (2012, June). *Learning about futures markets through a classroom experiment*. Presentation at the Association of North American Colleges and Teachers of Agriculture Annual Conference, River Falls, WI.

Roucan-Kane, M., M. Lau, A. Gray, M. Mullins, L. A. Wolfskill. "Evaluation of an Educational Program Teaching the DuPont Profitability Analysis Model." Presented at the Global Conference on Business and Finance in Las Vegas, NV in January 4, 2010.

Roucan-Kane, M. "Dealing with Uncertainty in the Pursuit of Agribusiness Innovations: The Use of Organizational Structure". PhD Prospectus. October 16, 2008.

Roucan-Kane, M. "Dealing with Uncertainty in the Pursuit of Agribusiness Innovations: The Use of Organizational Structure". Class Presentation for AGEC 613. October 10, 2008.

Roucan-Kane, M., M. Boehlje, A. Gray. "A Conceptual Framework to Select and Commercialize New Products/Services". IAMA Conference, 18th Annual World Forum and Symposium. June 15, 2008.

Roucan-Kane, M. "Net Present Value Analysis, An Application". Lecture for AGEC 524. February 2008.

Roucan-Kane, M. "Sensitivity Analysis and @Risk". Lecture for AGEC 524. February 2008.

Roucan-Kane, M. "Real Options in NPV Analysis". Lecture for AGEC 524. February 2008.

Roucan-Kane, M. "Real Options and Financial Documentation". Lecture for AGEC 524. February 2008.

Roucan-Kane, M. "Moral Hazard". Lecture for AGEC 690E. March 2007.

Roucan-Kane, M. "Transaction Costs". Lecture for AGEC 690E. January 2007.

Roucan-Kane, M. "News and Updates, Have you heard?" INVenture Retreat. August 2006.

Roucan-Kane, M. "Do Cartels Last". Class presentation for AGEC 622. June 2006.

Roucan-Kane, M. "Grocery Market Pricing and the New Competitive Environment". Class presentation for AGEC 622. June 2006.

Roucan-Kane, M. "Sunk Costs and Market Structure". Class presentation for AGEC 622. May 2006.

Roucan-Kane, M. "Writing Skills. Before Writing it Down, Know this!" CAB Staff Meeting. November 22nd, 2005.

Roucan-Kane, M. "The 4 Disciplines of Execution." CAB Staff Meeting. May 13th, 2005.

Posters (a total of 3)

- Mullins Santiago, M. L., Lau, M. H., Wolfskill, L. A., & **Roucan-Kane, M.** "Leveraging Web 2.0 programs to increase academic retention." Poster session presented at the 61st Annual Conference of the Southern Region of the American Association for Agricultural Education, Corpus Christi, TX, February, 2011.
- **Roucan-Kane, M.**, A. Gray, B. Gramig, M. Boehlje. "The Innovation Process: Practices in Food and Agribusiness Companies." Presented at the YRS 2010/GCARD conference. March 2010. Presented at the AAEA conference in July 2010.
- **Roucan-Kane, M.**, M. Boehlje, and C. Alexander. "Factors Influencing Producer's Purchase of Financial Products". Presented at the Snyder Lecture. April 2009.

Videos

- **Roucan-Kane, M.** Video for the paper "Large Commercial Producer Market Segments for Agricultural Capital Equipment." *International Food and Agribusiness Management Review*, Symposium Special Edition: 12 (4): 127-144
https://www.ifama.org/publications/journal/vol14/cmsdocs/20110046_Formatted.pdf
- **Roucan-Kane, M.** (2011). Video for the paper "Approaches for Selecting Product Innovation Projects in U.S. Food and Agribusiness Companies." *International Food and Agribusiness Management Review*, Symposium Special Edition: 12 (4): 51-68.
https://www.ifama.org/publications/journal/vol14/cmsdocs/20110006_Formatted.pdf.
- **M. Roucan-Kane** (2011). Video for the paper "Future Agribusiness Challenges: Strategic Uncertainty, Innovation and Structural Change." *International Food and Agribusiness Management Review*, Special Issue on the pluralism of agribusiness: 14 (5): 53-82.

In Progress

1. **Roucan-Kane, M.**, B. Gramig, N. Olynk, and A. Gray. "How U.S. Food and Agribusiness Companies Select their Product Innovation Projects: A Choice Experiment Conducted with Agribusiness Executives." Submitted to IFAMR on

12/17/2012.

2. **Roucan-Kane, M.**, M. Boehlje, A. Gray, and J. Akridge. "Tools and Analytical Framework to Make Decisions in Turbulent Times". Plan to submit to IFAMR or Choices.
3. **Roucan-Kane, M.**, L. A. Wolfskill, and M. Boehlje. "The DuPont Profitability Model: An Evaluation of a Training Program with Deere and Co. Employees" Reviewed by Journal of Extension, accepted conditional of minor revisions.
4. **Roucan-Kane, M.**, L. A. Wolfskill, and M. Beverly. "Debates as a Pedagogical Tool in Agribusiness and Animal Science Courses: Four Different Perspectives at the Undergraduate and Graduate Levels". Plan to submit to NACTA Journal.
5. Wolfskill, L. A., **Roucan-Kane, M.**, & Santiago, M. L. "Funding models for distance education in Texas public institutions."
6. **Roucan-Kane, M.** and L. A. Wolfskill. "Using Assignments to Increase Students' Participation at Career Fairs". Plan to submit to NACTA Journal.
7. **Roucan-Kane, M.**, F. D. Mills, L. A. Wolfskill, and M. York. "How do Texas Conventional and Organic Producers Differ in their Perceptions of Barriers to Organic Production?" Plan to submit to Texas Journal of Agriculture and Natural Resources.
8. Burgert, G., **M. Roucan-Kane**, A. Gray, and C. Alexander. "Capital Equipment Markets: Argentina versus the US." Plan to submit to IFAMR.
9. **Roucan-Kane, M.**, A. Wolfskill, J. Cooper. "A Day in the Life of a Manager: An Experiential Learning Project Used in two Food and Agribusiness Management Classes." Plan to submit to NACTA Journal or Journal of Agricultural Education.
10. **Roucan-Kane, M.**, M. Santiago, A. Wolfskill, and F. Mills. "Using Flexible Grading with Agribusiness Classes." Plan to submit to NACTA Journal or Journal of Agricultural Education.
11. **Roucan-Kane, M.**, A. Wolfskill, and J. Cooper. "Students' Self-assessment of Performance on Exams." Plan to submit to NACTA Journal or Journal of Agricultural Education.
12. **Roucan-Kane, M.**, A. Wolfskill, and J. Cooper. "The Welcome to Class Speech: The Do's and Don'ts According to University Students." Plan to submit to NACTA Journal.

HONORS, AWARDS, AND GRANTS

- Ullrich, D.R., Yildiz, F., Lane, R., Wolfskill, A., **Roucan-Kane, M.**, and Muller, J.] (2012). Agricultural Sustainable Energy Education Network (ASEEN). United States Department of Agriculture – NIFA – Capacity Building Grant for Non-Land Grant Colleges of Agriculture. \$693,021, August 2012 – August 31, 2015. [\$231,007.00 each year for 3 years]
- Received Best Paper in Session Award for the presentation "Using debates in the classroom: three different perspectives." Presented at the Clute Conference in Rome, Italy, June 6th, 2012.
- Certificate of Appreciation for moderating a session at the Spring 2012 Intellectbase Academic Conference, San Antonio, TX
- Federal State Marketing Improvement Program grant. "Increasing Direct Marketing Potential for Socially Disadvantaged Producers through Business Planning". \$75,284.

- Received Best Paper in Session Award for the presentation “Offering Value in Multiple Market Segments: from Expendable to Capital Products.” Presented at the Clute Conference in New Orleans, LA, March 15th, 2011
- Advanced to rank 4 “Associate” of Purdue Agriculture’s Administrative/Professional staff (effective July 2009)
- 2007 Dean’s Team Award through AICC/ New Ventures Team, awarded by Purdue Agriculture Team Award
- Part of the team that successfully attracted \$200,000 for the Large Commercial Producer project (a survey of large producers) in summer 2008
- Collaboration with my supervisor to obtain a \$20,000 grant from the American Seed Trade Association in 2006

EVIDENCE OF NATIONAL RECOGNITION

Refereed 2 articles for IFAMR, 1 article for the African Journal of Agricultural Research, 4 articles for Texas Journal of Agriculture and Natural Resources, 1 article for Graduate Research Journal. Reviewed 1 SARE grant proposal, 4 IFAMR conference proposals.

LEADERSHIP AND VOLUNTEERING ACTIVITIES

- Delta Tau Alpha assistant advisor at Sam Houston State University in the Ag department.
- Member of the advisory committee for the SHSU (Sam Houston State University) Elite program with the SAM center
- Moderator for several sessions at the IFAMA conference in June 2011.
- French instructor at Montessori elementary school in Huntsville, Texas.
- In charge of the farm business management CDE and state FFA contests.
- Mentored a Purdue student involved in the college of agriculture leadership program in 2009-2010.
- Moderator and leader for an online club of expatriates since 2005.
- Part of the PhD strategic taskforce and chair of the student experience sub-committee for the department of Agricultural Economics at Purdue University in 2008.
- Volunteer for the Taste of Tippecanoe in the summer 2008.
- Volunteer for the Vintage Indiana Wine and Food Festival in the summer 2008.
- Leader of the French table for the International Center Food Bazaar for four consecutive years (2005 to 2008).
- Welcomed and helped fourteen foreign students in their apartment search, class choices, and cultural adjustments.
- Volunteer for the AgEcon department tent with the 2007 Purdue Spring Fest.
- In charge or recruiting help and organizing the logistics for the Purdue Agricultural Economics Staff Recognition Ceremony in 2006 and 2007.
- Volunteer for the Civic Theatre for three consecutive years (2005 to 2007).

LANGUAGE AND COMPUTER SKILLS

- Native French speaker, Fluent in English, Conversational in German, Basic in Spanish.

- Proficient in Microsoft Office, @risk, SPSS, STATA, SAS, and GAMS

OTHER PROFESSIONAL ACTIVITIES

Memberships: Agricultural and Applied Economics Association, International Food and Agribusiness Management Association, North American Colleges and Teachers of Agriculture

OTHER PROFESSIONAL EXPERIENCES

Farm Advisor – Roucan SA (cattle and chicken farm with direct selling), Lacapelle Ségalar, France **September 1999-Present**

- Perform financial analysis
- Do farm work, manufacturing, and sales as needed
- Advise on financial, policy, and sales issues

Social Assistant - A.S.E.I. (Center for Handicapped People), Carmaux, France.

December 2003

- Assisted handicapped people with their daily life and social activities.

Research Analyst Intern - Saveurs SA (Meat Manufacturing Factory), Rodez, France.

September 2002 – October 2002

- Developed a program in Microsoft Access to manage inventory and sales
- Trained the secretary in the use of the program
- Wrote the user manual for the program

Factory Worker Intern – Slaughter House of Rodez and meat manufacturing factory of Saveurs SA, Rodez, France. **August 2002 – September 2002**

Seed Technical Specialist Intern - R.A.G.T., Rodez, France **July 2002 – August 2002**

- Inspected production of seed corn fields
- Advised farmers on their production practices and use of their detasseling crew

Farm Worker and Cheese Maker Intern - Lively Run Goat Dairy, Interlaken, New York, USA **July 2001-September 2001**

- Milked and fed goats. Worked in the fields. Worked in the cheese room
- Performed a financial and operational analysis to improve efficiency and profitability of the farm and the cheese factory
- Marketed and sold cheese to restaurants, wineries, and tourists

Farm Worker Intern - SCEA des Piniers, Courpignac, France

June 2000-October 2000

- Worked in the vineyards and with the crops
- Marketed and sold Pineau and Cognac bottles
- Performed basic accounting.

Farm Worker – Several farms in South of France

Summer of 1998 and 1999

- Detasseled corn fields

Camp Counselor – MRJC (Mouvement Rural de la Jeunesse Chrétienne), France

Summers of 1996, 1997, and 1998

REFERENCES¹

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