

CELEBRATE PURDUE WOMEN

# MARIA MARSHALL



## HOW DO YOU DEFINE SUCCESS AND HOW HAS YOUR DEFINITION OF SUCCESS CHANGED OVER TIME?

I define success as doing something that is impactful, that is interesting and relevant and will help stakeholders, whether it's here in Indiana, nationwide or internationally. That's why I got into agricultural economics, why I do what I do. When I first started as an assistant professor, I wanted to do things that were relevant and impactful. That has not changed, but the outputs or how I define success in terms of metrics has changed. As an assistant professor and an associate professor, it would have been by publications, grants brought in, things that were relevant to promotion and tenure. As time has gone by, I realized that the things that I think are important and relevant will lead to those outputs. I've also always wanted to help students, but think I would define success now as the great students that are out there doing great work and that, in the long term when I'm long gone, it's these students that are really the definition of success and the impact that I may have had on the world around me, not necessarily any publication I've done, but the impact on farm families as I've worked with them through the succession process, my students that are out there doing good work. They are mentoring students and they're impacting people's lives and I think that is the the best definition of success that I could ever think of - they're out there doing great work, and that I've had an impact on their lives.

Dr. Maria Marshall is the James and Lois Ackerman Professor of Agricultural Economics. She conducts an applied research, teaching, and Extension program in small and family business management, disaster recovery, and entrepreneurship. Dr. Marshall is the Director of the North Central Regional Center for Rural Development (NCRCD). She is also the director and founder of the Purdue Institute for Family Business (PIFB).

Her research and Extension programs focuses on small business development and family business management. Her small and family business research is focused on areas such as the resource exchange between the household and the business, family business management, and disaster recovery. She is particularly focused on the resource exchange between household and business when each system experiences a normative and non-normative shock. Dr. Marshall's outreach and teaching programs seek to increase economic development through entrepreneurship and firm growth. She received her M.A. from the University of Missouri, Kansas City and her Ph.D. in agricultural economics from Kansas State University.

## YouTube



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