



## Focus on Faculty

**DR. KAREN BLOTNICKY**

**B.A. (Hons), M.B.A, Ph.D.**

Karen joined the Dept. of Business and Tourism in September 1988 following a three-year stint teaching in the Marketing Department at Saint Mary's. She holds an honours BA and an MBA. She also recently completed her Ph.D.

Her journey into the business field was convoluted. Her undergraduate degree was in Sociology (honours) with an English minor. However, as she graduated with her BA she realized that many of the jobs relevant to her sociology degree, which had focused on criminology, no longer appealed to her. So she decided to try an MBA. The rest is history.

One of Karen's greatest challenges in life has been trying to decide what she wanted to be when she grew up. This is an issue that still puzzles her despite the fact that she is now middle aged and a grandmother. Perhaps that is why, until recently, she wore many different hats. One of her favourite sayings is, "Never say never, because you don't know what opportunities will come your way, or what you might end up doing tomorrow."

Karen and her husband, Michael, started a full-service marketing research and consulting company in October 1993. That company, The Marketing Clinic, is still serving customers, including government, for-profit, and not-for-profit organizations, graduate students and faculty. It has also led to many other opportunities, and helped Karen to keep her skills fresh in the "real world" to benefit her teaching and her students. Karen designs surveys for TMC, completes research designs, conducts sophisticated market analysis, and is responsible for report preparation. She has also designed, moderated, and analyzed more than 100 focus groups across Atlantic Canada. She has more than 20 years of experience in marketing research and consulting.

The consulting company led Karen down roads she would never have considered taking in life. She was the Eastern Canada business columnist for CBC Radio One from 2005 through 2007. She was on-air delivering business news and advice in cities across Canada, including: St. John's, Halifax, Charlottetown, Moncton, Fredericton, Saint John, Montreal, Thunder Bay, Saskatoon, Regina, and Edmonton. She also wrote the weekly Small Business column for The Sunday Herald newspaper from its launch date in 1998 through December 2009. She has delivered numerous keynote and luncheon presentations for a variety of organizations.

Karen has had the experience of doing some really interesting consulting jobs over the years. Highlights include doing sales training for the Team Atlantic Trade Mission companies, conducting sales and marketing training for professional accountants, and working on behalf of small businesses and entrepreneurs who face challenges due to economic circumstances or government policy issues. She is a past member of the Centre for Women in Business and the university Senate, and she sits on the Board of Governors for Mount Saint Vincent University.

Karen teaches marketing principles, marketing research, sales force management, and direct marketing. She also supervises honours theses and directed studies. Her research interests involve tourism management, the impact of marketing orientation on business success, the impacts of the marketing of gambling on youth, workplace stress, and gender in advertising. Karen, along with colleague Candace Blayney, recently won an Outstanding Research Award for their research on leadership and profitability in the Canadian hotel industry. Also, she and co-author Stephen Grant of UNB-Fredericton wrote the Canadian edition of Houghton-Mifflin's Marketing textbook, which is in use in a number of university and community college programs.

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