

SUSAN CADWALLADER

Department of Marketing
College of Business and Economics
California State University, Fullerton
scadwallader@fullerton.edu
Fullerton, CA 92834

Office Phone: (714) 278-7565
Office Fax: (714) 278-7117
E-mail:

Education

- Ph.D. Business Administration, Emphasis: Marketing, W. P. Carey School of Business, Arizona State University, 2003.
- M.S. Marketing, J. Mack Robinson College of Business Administration, Georgia State University, 1988.
- B.B.A. Management, Terry College of Business, University of Georgia, 1983.

Employment History

Associate Professor, College of Business and Economics, California State University, Fullerton (2006-present)

Assistant Professor, Mays Business School, Texas A&M University (2003-2006)

Visiting Assistant Professor, Texas A&M University (2002-2003)

Research/Teaching Assistant and Instructor Arizona State University (1998-2002)

Research Assistant, Center for Services Leadership at ASU (1999-2001)

Conducted focus groups and competitive analysis to support research project sponsored by leading pharmacy fulfillment benefits firm.

Director of Marketing, AvData Systems, an ITC^Deltacom Company (1994-1998)

Led product development, public relations, promotions, sales training and market research activities of a rapidly growing data network management service organization. Managed product management and marketing communications staff, vendors, and budget.

Other Marketing Positions held 1983-1994:

Director of Marketing, VoiceCom Systems and Async, an MCI Company

Led two departments for VoiceCom Systems managing research, product management, promotions, sales support, and client support. Managed marketing and product strategies for Async including public relations, promotions and sales training.

Manager of New Product Marketing, BellSouth Intelligent Messaging Services, Inc.
Developed new services including attainment of financial and market penetration goals.
Created and integrated product marketing plans into overall business unit strategy.

Manager of Marketing Research, Information America, a West Publishing Co.
Designed, executed and presented comprehensive research results and recommendations to senior management using statistical analysis methodologies for Atlanta Fast Tech 50 and *Inc. Magazine* Top 500 on-line database company.

Sales Representative, Solvay Pharmaceuticals (formerly Reid-Rowell)
Promoted products of a leading ethical pharmaceutical company to the medical community using clinical papers and sales presentations.

Awards and Grants

CSUF, Intramural Faculty Research Grant, 2006
AMA-Sheth Foundation Doctoral Consortium Fellow, University of Miami, 2001
ASU Graduate Scholars Fellow, Arizona State University, 1998-2001
ASU Center for Services Leadership Research Award, 2001
ASU Marketing Doctoral Student Teaching Excellence Award, 2001
ASU Center for Services Leadership Research Award, 2000

Research Interests and Publications

Research Interests

Services Marketing and Management Strategy: designing, implementing and utilizing innovative service delivery alternatives, selling the value proposition of service and service-technology solutions in business-business and business-consumer contexts.

Adoption of Technological Innovation: cognitive and behavioral explanations of learning as related to consumer and organization adoption of technological innovations; the impact of social and work contexts on initial and lasting behavior change.

Publications

Berry, Leonard L., Venkatesh Shankar, Janet Turner Parish, Susan Cadwallader and Thomas Dotzel (2006), "Creating New Marketing Through Service Innovation," *MIT Sloan Management Review*, Winter, 47 (2), 56-63.

Under Review

Parish, Janet Turner, Susan Cadwallader and Paul Busch (2006), "Want to, Need to, Ought to: Employee Commitment to Organizational Change," Submitted: December 2006 to *Journal of Organizational Change Management*.

Conference Proceedings, Presentations and Other

Bridges, Claudia and Susan Cadwallader (2007), "Consumer Risk Perceptions and the Successful Delivery of Services with Credence Qualities OR Dealing with the Unknown: How Am I Going to Perform in the Class?," *Marketing Educators' Association Conference Abstracts*, forthcoming April.

Bridges, Claudia, Susan Cadwallader and Sujana Dan (2004), "Marketing Credence Goods: An Assessment of Risk," *AMA 13th Annual Frontiers in Services Conference Abstracts*, 60-61.

Cadwallader, Susan and Janet Turner Parish (2004), "Learning from Innovation Implementation and the Impact on Market Value Creation," Special Session Presentation, *AMA 2004 Winter Educators' Conference Proceedings*, Volume 15.

Cadwallader, Susan and Amy Ostrom (2004), "Employee Motivation to Recommend Consumer Self-Service Technologies," Special Session Presentation, *AMA 2004 Winter Educators' Conference Proceedings*, Volume 15.

Parish, Janet Turner and Susan Cadwallader (2004), "Frontline Employee Perceptions of Strategic Implementation: The Multiple Roles of Employee Relationship Quality," *AMA 12th Annual Frontiers in Services Conference Abstracts*, 106-107.

DeFanti, Mark and Susan Cadwallader (2003), "The Effect of Customers' Perceptions of a Change to a Dual-Purpose Name Change on a Firm's Stock Price," *AMA 2003 Summer Educators' Conference Proceedings*, Volume 14, 272-273.

Cadwallader, Susan (2003), "100 Years of Ford—Setting the Benchmark for Customer Service," *The Edge--a Publication of the Business Student Council at Texas A&M*, Fall, 10-12.

Cadwallader, Susan, Alina Sorescu and Jelena Spanjol (2003), "Is the Extra Mint Always Worth It? Selective Investment in Customer Satisfaction Rewards Your Customers and Your Company," invited commentary, *Retailing Summit Proceedings*, Center for Retailing Studies, Texas A&M University.

Bridges, Claudia and Susan Cadwallader (2001), "Marketing Distance Education: Classification of Risks Perceived by Administrators, Faculty and Students," *AMA Summer Educators' Conference Proceedings*, Volume 13, 410-411.

Cadwallader, Susan (2001), "Customer Adoption of Internet Self-Service Technologies: The Effect of Motivation and Incentive Timing on Service Trial and Persistence," Special Session Presentation, *AMA Winter Educators' Conference Proceedings*, Volume 12, 71-72.

Cadwallader, Susan and Mary Jo Bitner (2000), "Customer Adoption of Internet Self-Service Technologies: The Effect of Incentive Timing on Trial, Performance and Persistence, *AMA-INFORMS 9th Annual Frontiers in Services Conference Abstracts*.

Working Manuscripts

Cadwallader, Susan, Mary Jo Bitner, Amy Ostrom and Cheryl Jarvis, "The Role of Frontline Employees in the Consumer Adoption of Self-Service Technologies," Target Submission: Spring/Summer 2006. Target Journal: *Journal of Marketing*.

Cadwallader, Susan, Mary Jo Bitner, Robert Roundtree and Carol Kulik, "Effect of Incentive Timing and Intrinsic Motivation on Trial and Future Usage of Internet-Based Services," Target Submission: Summer 2006. Target Journal: *Journal of Service Research*.

Rosenbaum, Mark and Susan Cadwallader, "The Influence of SERVQUAL in Emerging Economies: Does Country of Origin Eclipse Quality Assessment?," Target Submission: Summer 2007. Target Journal: *Journal of Service Marketing*.

Teaching Interests

Services Marketing, Marketing Strategy, Internet/E-Commerce Marketing, Personal Selling and Sales Management.

Service Activities

Ad Hoc Reviewer, *Journal of Retailing*, 2005-2006

Reviewer, Academy of Marketing Science Conference, Coral Gables, FL, 2007

Reviewer, AMA Frontiers in Services Conference, Tempe, AZ, 2005

Reviewer, AMA Winter Educators' Conference, San Antonio, 2005

Reviewer, AMA Frontiers in Services Conference, Miami, FL, 2004

Reviewer, AMA Summer Educators' Conference, Boston, MA, 2004

Reviewer, AMA Winter Educators' Conference, Scottsdale, AZ, 2004

Reviewer, AMA Frontiers in Services Conference, Washington, DC, 2003

Reviewer, AMA Summer Educators' Conference, Chicago, IL, 2003

Reviewer, AMA Summer Educators' Conference, Washington, DC, 2001

Reviewer, AMA SERVSIG Conference, Sydney, Australia, 2001

Judge, Wells Fargo Finance Student Case Competition, Texas A&M, 2005

Session Chair, AMA Sheth-Foundation Doctoral Consortium, Texas A&M, 2004

Professional Affiliations

Member, American Marketing Association, 1988-present

Member, Alpha Kappa Psi Professional Business Fraternity, 1980-present