

SHAUN McQUITTY
Curriculum Vitae (08/12/04)

Department of Marketing, MSC 5280
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EDUCATION

- Ph.D. Business Administration, University of Alberta,* 1996
Major: Marketing; Minors: Microeconomics, Research Methods/Statistics
Dissertation: "Systematic Variations in Consumer Satisfaction and Their Effect on Product Choice" (Committee Chair: Dr. Adam Finn, Ronald K. Banister Professor)
*The University of Alberta is AACSB accredited.
- B.A. Psychology, University of Alberta, 1986

PROFESSIONAL EXPERIENCE

- 2002- Associate Professor - New Mexico State University (awarded tenure in 2003)
- 1998-02 Assistant Professor - New Mexico State University
- 1996-98 Assistant Professor - University of Northern British Columbia.
- 1995-96 Visiting Professor - University of Northern British Columbia.
- 1990-95 Graduate Assistant - University of Alberta
- 1981-90 Worked either part-time or full-time as a Partsman for various auto dealerships and wholesalers. In the period 1987-89 I worked as Parts and Service Manager for a large independent auto repair facility, which gave me valuable management experience in a service setting.

RESEARCH

Research Interests:

Consumer satisfaction, service quality, consumer behavior, applied statistical analysis, and measurement issues.

Refereed Journal Articles:

Sierra, Jeremy J. and Shaun McQuitty, "Service Providers and Customers: Social Exchange Theory and Service Loyalty." Forthcoming in the Journal of Services Marketing.

McQuitty, Shaun, Michael R. Hyman, Eric R. Pratt, and Pookie Sautter, "Recency Effects and Students' Course Evaluations." Forthcoming in Marketing Educator Quarterly.

McQuitty, Shaun (2004), "Statistical Power and Structural Equation Models in Business Research," Journal of Business Research, 57 (2), 175-183.

Peterson, Robin T. and Shaun McQuitty (2003), "Utilization of Life History Analysis in Small Business and Entrepreneurship Courses: An Appraisal," Journal of Entrepreneurship Education, 6, 11-23.

Sautter, Pookie, Shaun McQuitty, and Michael R. Hyman (2003), "The Influence of Perceived Instructional Variability on Student Evaluations of Teaching," Academy of Educational Leadership Journal, 7 (2), 67-74.

Hyman, Michael R., Gopala Ganesh, and Shaun McQuitty (2002), "Augmenting the Household Affluence Construct," Journal of Marketing Theory and Practice, 10 (3), 13-32.

McQuitty, Shaun and Denise Young (2002), "Holding Stock in Canadian Copper Mines: An Exploration of Factors Affecting Returns," Journal of Business & Entrepreneurship, 14 (October), 107-122.

Peterson, Robin T. and Shaun McQuitty (2001), "The Depiction of Seniors in Hotel and Motel Television Commercials," Journal of Hospitality and Leisure Marketing, 8 (3/4), 37-49.

Peterson, Robin T. and Shaun McQuitty (2001), "An Assessment of the Effectiveness of Life History Analysis in the MBA Marketing Management Class," Marketing Education Review, 11 (Summer), 53-61.

Jacobs, Richard S., Michael R. Hyman, and Shaun McQuitty (2001), "Exchange-Specific Self-Disclosure, Social Self-Disclosure, and Personal Selling," Journal of Marketing Theory and Practice, 9 (1), 48-62.

McQuitty, Shaun, Adam Finn, and James B. Wiley (2000), "Systematically Varying Consumer Satisfaction and its Implications for Product Choice," Academy of Marketing Science Review, 10-00. Online at <http://www.amsreview.org/amsrev/theory/mcquitty10-00.html>.

Hacker, Kenneth L., Walter R. Zakahi, Maury J. Giles, and Shaun McQuitty (2000), "Components of Candidate Images: Statistical Analysis of the Issue-Persona Dichotomy in the Presidential Campaign of 1996," Communication Monographs, 67 (3), 227-238.

Hampton, Gerald M., Shaun McQuitty, and Dorothee L. Hampton (2000), "Market Orientation and Professionalism: The Case of Nurse-Midwives," Health Marketing Quarterly, 17 (4), 77-93.

McQuitty, Shaun and Robin T. Peterson (2000), "Selling Home Entertainment on the Internet: An Overview of a Dynamic Marketplace," Journal of Consumer Marketing, 17 (2/3), 233-248.

McQuitty, Shaun, Kevin Shanahan, and Eric Pratt (2000), "Customer Response to Retail Environments," Journal of Business & Entrepreneurship, 12 (March), 49-66.

McQuitty, Shaun (1997), "Effects of Employing Ridge Regression in Structural Equation Models," Structural Equation Modeling: A Multidisciplinary Journal, 4 (3), 244-252.

Finn, Adam and Shaun McQuitty (1994), "Empirical Research in Macromarketing," Journal of Macromarketing, 14 (Fall), 63-68.

Finn, Adam, Shaun McQuitty, and John Rigby (1994), "Area Resident Acceptance and Use of Mega-Multi-Malls: West Edmonton Mall Evidence," International Journal of Research in Marketing, 11 (March), 127-144.

Refereed Book Chapters:

McQuitty, Shaun, "Recent Issues in Scale Testing and Development Using Structural Equation Models," forthcoming in Social Indicators and Quality of Life Research Methods: Methodological Developments and Issues, Yearbook 200?. Bruno D. Zumbo, ed., Dordrecht, Netherlands: Kluwer Academic Publishers.

Refereed Proceedings:

Stratemeyer, Andreas W., Shaun McQuitty, Rawiporn Koojaroenpaisan, and Gerald M. Hampton (2004), "Exploring Cultural Differences in Service Quality in Higher Education: The Case of U.S. and Thai Students." Development in Marketing Science: Proceedings of

the Academy of Marketing Science Conference. Harlan E. Spotts, ed., Vol. 27, 47 (abstract only).

Sautter, Pookie, Shaun McQuitty, Michael R. Hyman, and Eric R. Pratt (2002), "Status Quo or Innovation: The Influence of Instructional Variability On Student Evaluations." Enabling Technologies and Marketing Education: Proceedings of the 2002 Marketing Educators' Conference. Regina P. Schlee and John A. Shibrowsky, eds., 66 (abstract only).

Hyman, Michael, Gopala Ganesh, and Shaun McQuitty (2002), "Augmenting the Measurement of Household Affluence." Marketing Theory and Applications: Proceedings of the American Marketing Association's Winter Educators' Conference. Kenneth R. Evans and Lisa K. Scheer, eds., Vol. 13, 274-275 (abstract only).

McQuitty, Shaun, Pookie Sautter, Michael R. Hyman, Eric Pratt, and Richard Oliver (2001), "Service Variability and its Consequence for Pricing." Western Decision Sciences Institute's (WDSI) Thirtieth Annual Meeting Proceedings (CD-ROM). Rosemary H. Wild and Eldon Y. Li, eds., 202 (abstract only).

Jacobs, Richard S., Michael R. Hyman, and Shaun McQuitty (2000), "Exchange-Specific Self-Disclosure, Social Self-Disclosure, and Personal Selling." Enhancing Knowledge Development in Marketing: 2000 AMA Educators' Proceedings. Gregory T. Gundlach and Patrick E. Murphy, eds., Vol. 11, 261-262 (abstract only).

Chinen, Kenichiro, Shaun McQuitty, and Gerald Hampton (1999), "How Open are the Japanese?: An Examination of Attitudes Toward Foreign Direct Investment." Association of Japanese Business Studies Conference: 1999 Best Papers Proceedings. Christopher B. Meek and Shane J. Schvaneveldt, eds., 333 (abstract only).

McQuitty, Shaun (1999), "Recent Issues in Marketing Scale Testing and Development Using Structural Equation Models", Marketing Theory and Applications: Proceedings of the American Marketing Association's Winter Educators' Conference. Anil Menon and Arun Sharma, eds., Vol. 10, 199-200 (abstract only).

McQuitty, Shaun (1993), "The Marketing Implications of Media-Specific Information Processing Differences: Is Gender a Factor?" Business Practice and Research: Scaling the Great Divide. Proceedings of the 1993 ASAC Conference, Marketing Division. Auleen Carson, ed., Vol. 14, No. 3, 181-194.

McQuitty, Shaun (1992), "An Examination of Chaos Theory and Its Relation to Marketing," Marketing Theory and Applications: Proceedings of the American Marketing Association's Winter Educators' Conference. Chris T. Allen et al., eds., Vol. 3, 474-483.

Book Reviews:

Zumbo, Bruno D. and Shaun McQuitty (1999), review of Byrne, Barbara M. (1998), "Structural Equation Modeling with LISREL, PRELIS, and SIMPLIS: Basic Concepts, Applications, and Programming," Applied Psychological Measurement, 23, 179-182.

Other Publications:

McQuitty, Shaun and Jeremy Sierra (2004) "Creating Customer Loyalty: Using Social Exchange Theory in Service Industries," New Mexico Business Outlook, January. Online at <http://bbrs.nmsu.edu/nmbizoutlook/showarticle.php?articleID=873214>.

Conference Presentations:

Stratemeyer, Andreas W., Shaun McQuitty, Rawiporn Koojaroenpaisan, and Gerald M. Hampton, "Exploring Cultural Differences in Service Quality in Higher Education: The Case of U.S. and Thai Students." Presented at the AMS Annual Conference in Vancouver, May 2004.

Sautter, Pookie, Shaun McQuitty, Michael R. Hyman, and Eric R. Pratt, "Status Quo or Innovation: The Influence of Instructional Variability On Student Evaluations." Presented at the MEA Conference, San Diego, April 2002.

Hyman, Michael, Gopala Ganesh, and Shaun McQuitty. "Augmenting the Measurement of Household Affluence." Presented at the AMA's Winter Educators' Conference, Austin, February 2002.

McQuitty, Shaun, Pookie Sautter, Michael R. Hyman, Eric Pratt, and Richard Oliver "Service Variability and its Consequence for Pricing." Presented at the Western Decision Sciences Institute (WDSI) Thirtieth Annual Meeting, Vancouver, April 2001.

Jacobs, Richard S., Michael R. Hyman, and Shaun McQuitty, "Exchange-Specific Self-Disclosure, Social Self-Disclosure, and Personal Selling." Presented at the AMA's Summer Educators' Conference, Chicago, August 2000.

Chinen, Kenichiro, Shaun McQuitty, and Gerald Hampton. "How Open are the Japanese?: An Examination of Attitudes Toward Foreign Direct Investment." Presented at the Association of Japanese Business Studies Conference, Salt Lake City, June 1999.

McQuitty, Shaun, "Recent Issues in Marketing Scale Testing and Development Using Structural Equation Models." Presented at the AMA Winter Educator's Conference, St. Petersburg, February 1999.

McQuitty, Shaun, "Implications of Systematic Changes in Consumer Satisfaction for Life Satisfaction." Presented at the Quality of Life Conference, Prince George, August 1996.

McQuitty, Shaun, "Implications of a Dynamic Approach to Consumer Satisfaction." Presented at the ASAC Conference, Marketing Division, Windsor, June 1995.

McQuitty, Shaun, "Satisfaction Based Brand Loyalty: A Theoretical Framework From a Dynamic Perspective." Presented at the CIRASS Conference, Lake Louise, May 1994.

McQuitty, Shaun, "The Marketing Implications of Media-Specific Information Processing Differences: Is Gender a Factor?" Presented at the ASAC Conference, Marketing Division, Lake Louise, May 1993.

McQuitty, Shaun, "An Examination of Chaos Theory and Its Relation to Marketing." Presented at the AMA's Winter Educators' Conference, San Antonio, February 1992.

Articles Under Review:

McQuitty, Shaun, and James W. Bishop, "Issues in Multi-Item Scale Testing and Development Using Structural Equation Models." Under second review at the Journal of Applied Measurement.

Taute, Harry and Shaun McQuitty, "Feeling Good! Doing Good! An Exploratory Look at the Impulsive Purchase of the Social Good." Under second review at the Journal of Marketing Theory and Practice.

Peterson, Robin T. and Shaun McQuitty, "Forecasting Practices in the Consumer E-Commerce Industry." Under review at the Journal of Internet Commerce.

McQuitty, Shaun, Michael R. Hyman, Richard Oliver, Pookie Sautter, and Andy W. Stratemeyer, "Service Variability and Consumer Perceptions of Value and Quality." Under second review at the International Journal of Services Industry Management.

Heiser, Robert S., Shaun McQuitty, and Andreas W. Stratemeyer, "Competition Revisited: Broadening the Competitive Environment." Under review at the Academy of Marketing Science Review.

Work In Progress:

Oliver, Richard L., Kerry Alt, and Shaun McQuitty, "Precision DHTML Page Delivery in a Stateless Environment." Revision nearly completed.

Reminiscing and Nostalgia: Understanding Why Consumers Yearn for the Past. With Jeremy Sierra. First draft completed.

Testing the Systematically Varying Consumer Satisfaction Hypothesis. With Adam Finn.

Understanding the implications for marketing: the case of the deregulation of electricity utility firms. With Doug Gegax, Michael Hyman, and Bob Heiser.

Research Grants:

2002 College of Business Administration and Economics Research Mini-Grant, New Mexico State University, \$750.00.

2002 College of Business Administration and Economics Research Mini-Grant, New Mexico State University, \$1,020.00.

2000 College of Business Administration and Economics Research Mini-Grant, New Mexico State University, \$700.00.

1999-2000 College of Business Administration and Economics Research Grant, New Mexico State University, \$4,000.00.

Other Grant Writing Activities:

2004 “Terrorism and Political Polarization and Depolarization Through Message Sequences,” proposal for a National Science Foundation grant with Principle Investigator Dr. Kenneth Hacker (Department of Communications, NMSU). I am to serve as a statistician. (proposal submitted March 25, 2004).

2003 “The Chihuahuan Desert Rangeland Research Center Field Station,” proposal for a National Science Foundation grant with Principle Investigator Dr. Laura Huenneke (Department of Biology, NMSU). I was to write a business plan. (not funded)

2002 “Sexual Identity Development and Drug Use in Young Adults,” a proposal for funded research with Principle Investigator Dr. Lisa Dalton (School of Social Work, College of Health and Social Services, NMSU). I was the project’s statistician. (not funded)

TEACHING

Teaching Interests:

Services Marketing, Marketing Research, International Marketing, Consumer Behavior, and Applied Statistics.

Teaching Experience:

1998-04 Taught/teaching Services Marketing and International Marketing at the undergraduate level, and Ph.D. seminars in Applied Multivariate Analysis and Measurement & Structural Equation Modeling, at New Mexico State University.

- 1995-98 Taught International Marketing, Marketing Research, Services Marketing, Marketing Strategy, Marketing Channels, and Introduction to Business, at the University of Northern British Columbia.
- 1993-94 Taught two sections of Introduction to Marketing, at the University of Alberta.

SERVICE

Service to New Mexico State University (NMSU, 1998-):

- Chair of the CBAE Faculty Council Committee (2002-2004).
- Member of CBAE Academic Appeal Board (Spring 2004).
- Member of the CBAE Assessment Committee (2001-2004).
- Former member of the University Research Council (2000-2002).
- Former member of the University Research Council's Award for Exceptional Achievements in Creative Scholarly Activity Subcommittee (2001).
- Former member of the CBAE Undergraduate Curriculum and Planning Committee (1999-2001).
- Former member of the University Research Council's Research Themes Subcommittee (2001).
- Former member of the CBAE Student Recruitment and Placement Committee (1998-99).
- Developed and gave seminar in Services Marketing for Professor David Boje's MGT 490 course (Physical Sciences Laboratory (PSL), NMSU), Spring 2001.
- Serve/d as Graduate Program Chair for NMSU doctoral students (Vaidotas Lukosius, Kevin Shanahan, Bob Heiser).
- Serve as Graduate Program Member for NMSU doctoral students (Ken Henrie, Beth Mott-Stenerson, Jing Hu).
- Served as Dissertation Committee Chair for NMSU doctoral student (Andreas Stratemeyer).
- Serve as Dissertation Committee Chair for NMSU doctoral student (Bob Heiser).
- Serve as Dissertation Committee Member for NMSU doctoral students (Jeremy Sierra, Harry Taute, Beth Mott-Stenerson).
- Served as Dissertation Committee Member for NMSU CBAE doctoral students (Vaidotas Lukosius, Lori Paris, Zhilin Yang, Kevin Shanahan).
- Served as Graduate Committee Member for master's students (Tina Boucher, Communications; Michelle Zeisset, E-Stat; Ken Brown, E-Stat).
- Served as Graduate Dean's Representative for Master's Thesis defenses (Josh Robertson, Economics; Marka Shaw, Economics; Jean Ramsey, Counselling and Guidance; ?, Agricultural Economics).
- Served as faculty advisor for the NMSU Sports Marketing Club (2000-01).
- Serve as undergraduate advisor.
- Judged at the 1999 NMSU Graduate Research and Arts Symposium.
- Organize CBAE Golf Scramble events (with Bill Gould)

Service to University of Northern British Columbia (UNBC, 1995-98):

- Former member of the Steering Committee for the Institute of Social Research and Evaluation, UNBC (1997-98).
- Former member of a committee to create a new university course evaluation form (1997).
- Former member of the Faculty Promotion and Tenure Committee, UNBC (1996).
- Served as Graduate Committee Member for three UNBC Master's students (Jana Hay, Greg Pope, and Johnny Story).
- Served as undergraduate advisor to roughly 200 students.

Professional Service:

- Member of the editorial review board for the *Journal of Business & Entrepreneurship* (1998-2004).
- Session Chair, Western Decision Sciences Institute's Thirtieth Annual Meeting, Vancouver BC, April 2001.
- Reviewed proposal for the 4th edition of John C. Loehlin's *Latent Variable Models: An Introduction to Factor, Path, and Structural Analysis*, Lawrence Erlbaum Associates (2003).
- Reviewed a chapter for a new Global Marketing textbook by Gillespie et al. (2003).
- Reviewer for the 2002 AMA Summer Educator's Conference.
- Reviewer for the 1999 and 2000 AMA Winter Educator's Conferences.
- Ad Hoc reviewer for *Communication Reports*, *European Journal of Operations Research*, *Social Indicators Research*, *Journal of Business Ethics*, *Journal of Business & Entrepreneurship*, and a volume entitled *Statistical Strategies for Small Sample Research*, edited by Rick Hoyle.
- Organized Marketing Department research seminar series (1998, 1999).
- Keynote speaker for the Prince George & District Life Underwriter's Association Meeting, April 1996.

Service to Community:

- Firefighter with the Las Alturas Volunteer Fire Department (since Feb, 2001), Dona Ana County, New Mexico.
- Former volunteer for the SPCA and the Arthritis Support Group, Prince George, BC.

AWARDS

Received the College of Business Administration and Economics' nominations for the University Research Council's "Early Career" Award for Exceptional Achievements in Creative Scholarly Activity for 2003 and 2004.

Best Paper Award: *Consumer Behavior and Advertising Track*. Hyman, Michael R., Gopala Ganesh, and Shaun McQuitty, "Augmenting the Measurement of Household Affluence." Presented at the AMA's Winter Educators' Conference, Austin, February 2002.

Recipient of the College of Business Administration and Economics' 2000-2001 "Junior Faculty Research" Award.

Best Paper Award: *Consumer Behavior and Marketing Mix Track*. McQuitty, Shaun, Pookie Sautter, Michael R. Hyman, Eric Pratt, and Richard Oliver, "Service Variability and its Consequence for Pricing." Presented at the Western Decision Sciences Institute (WDSI) Thirtieth Annual Meeting, Vancouver, April 2001.

Recipient of the Business Administration and Economics Student Council's 1999-2000 "Rookie of the Year" Award.

REFERENCES

References available upon request.