

Elise "Pookie" Truly Sautter, Ph.D.

Professor of Marketing
New Mexico State University
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EDUCATION

Ph.D., Florida State University, April 1990
Major: Marketing, Minor: Psychology
Dissertation: A Range Frequency Approach to the Modeling of Consumer Satisfaction

B.S., Florida State University, April 1985
Major: Marketing, Magna Cum Laude

B.S., Florida State University, April 1985
Major: Psychology, Magna Cum Laude
Minor: English

ACADEMIC EMPLOYMENT

Professor, College of Business Administration and Economics
New Mexico State University, 8/03-present

Associate Professor, College of Business Administration and Economics
New Mexico State University, 3/95 - 8/03

Assistant Dean, College of Business Administration and Economics
New Mexico State University, 2/96 - 1/97

Assistant Professor, College of Business Administration and Economics
New Mexico State University, 8/89-3/95

TEACHING INTERESTS

Undergraduate

Business in a Global Society
Ecommerce and Marketing Relationships
Principles of Marketing (traditional classroom, WebCT based, and interactive video)
Promotion Management
Consumer Decision Processes
Services Marketing
Customer Service and the Supply Chain
Marketing Research
Marketing Strategy

Graduate

Consumer Behavior
Target Marketing
Research Design and Measurement
Integrated Business Concepts (cross-disciplinary, team taught course for Engineering students)

SPECIAL TEACHING ACTIVITIES AND INNOVATIONS

- Training and implementation of class performance system for tracking student comprehension in real-time using remote control response systems in the classroom (funded and scheduled for May 2004)
- Team taught experimental course using student created cases and electronic learning portfolios for assessing cumulative business curriculum knowledge and performance at senior level
- Coordinated college wide collection and compilation of teaching evaluations using web based course management system (WebCT)
- Developed online discussion exercises to shape critical thinking skills in undergraduate education
- Created web-based distance education course in Consumer Behavior
- Created digitized video supplements for an online Principles of Marketing course
- Created video mini-vignettes to use for final exam delivery. The vignettes were scripted, filmed and edited using digital technology. I then distributed the materials via CD-Rom for my online consumer behavior course.
- Used WebCT bulletin boards for essay preparation in MKTG 303 class. Also used quiz tools to assist in ADA compliance for students with learning disabilities.
- Created Ecommerce course with class participation conducted half in traditional physical classroom and half online; required students to build an online learning portfolio presentation to document final learning outcomes
- Served as Subject Matter Expert for creation of online Consumer Behavior course materials for Harcourt publishers (2000)
- Selected as Course Showcase Presenter for Summer 2000 WebCT International Conference in Athens, Georgia (Ecommerce course was selected for presentation)
- Provided content and design input for creation of special Ecommerce training workshops for small businesses in New Mexico; co-presenter in on-site workshops
- Formed ad hoc committee for incorporation of Ecommerce initiatives in CBAE curriculum and programs (1999-present)
- Developed BUSA 211 course content in conjunction with Professor Liz Ellis; heavily supported on WebCT
- Support all courses using WebCT
- Selected to serve as one of eight persons selected to serve on Editorial Board for new connected learning material (i.e., Internet based educational materials); book is Perspectives: Marketing Tactics by Coursewise Publishing / Houghton Mifflin (1997)
- Participated in team teaching activities with professors in accounting and logistics and production operations management (1995-1998); effort included distance education offering to managers at three Boeing plant facilities (Fall 1997)
- Developed and implemented requirement for WebQuest learning assignment in Principles of Marketing course
- Taught first College of Business Administration and Economics distance education course using two-way interactive technologies in the Fall 1996
- Developed and taught a course entitled "Integrated Business Concepts" with a team of three business faculty; joint student teams of Engineering students and MBA students located at NMSU and Boeing Corporation distance site facilities in 1996 and 1997; course made extensive use of online learning and satellite learning technologies to deliver course material and facilitate cross-site, cross-functional team projects

PUBLICATIONS

Journals

Sautter, Pookie, Michael Hyman and Vaidatos Lukosius (2004), "E-tail Atmospherics: A critique of the Literature and Model Extension." *Journal of Electronic Commerce Research*, 5(1): 14-24.

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

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

Peterson, Robin T. and Elise Truly Sautter (2003), "A Review of the Depiction of Senior Citizen Instrumental and Congenial Behavior in Television Commercials," *Journal of Hospitality and Leisure Marketing*, 10 (1/2), 101-121.

Sautter, Elise Truly, Anthony V. Popp, Eric R. Pratt, and Sherry K. Mills (2000), "A "New and Improved" Curriculum: Process and Outcomes," *Marketing Education Review* 10 (3) (Fall); 19-28.

Sautter, Elise Truly, Eric R. Pratt and Kevin Shanahan (2000), "The Marketing WebQuest: An Internet Based Experiential Learning Tool," *Marketing Education Review* 10 (1) (Spring): 47-56.

Scribner, Ed, Eric Pratt and Elise Sautter (1999), "Roadmap for your career: Your Personal Marketing Plan," *The New Accountant* (December): 18-22.

Sautter, Elise Truly, Arnold Maltz, and Kevin Boberg (1999), "A Customer Service Course: Bringing Marketing and Logistics Together," *Journal of Marketing Education* 21 (2): 138-145.

Sautter, Elise Truly and Birgit Leisen (1999), "Managing Stakeholders: A Tourism Planning Model," *Annals of Tourism Research* 26 (2): 312-328.

Sautter, Elise Truly and Nancy Oretskin (1997), "Tobacco Targeting: The Ethical Complexity of Marketing to Minorities," *Journal of Business Ethics* 16 (10): 1011-1017.

Sautter, Elise Truly and Joe Hanna (1995), "Instructional Development Using the Critical Incident Technique," *Marketing Education Review* 5 (1):

Maltz, Arnold and Elise Truly Sautter (1995), "Services Outsourcing: Marketing Strategy and the Internal Competitor," *Journal of Strategic Marketing* 3: 233-244.

Sautter, Elise Truly and Joe Hanna (1994), "Using the Critical Incident Technique as a Learning Tool in Services Marketing Courses," *Journal of Marketing Education* 16 (3): 94-100.

Oretskin, Nancy and Elise Truly Sautter (1994), "The Cutting "Edge" of Commercial Speech: A 1993 Update," *Southern Law Journal* 4 (1): 83-95.

Sautter, Elise Truly and Stephen C. Brokaw (1993), "Country of Origin Effects in Vendor Selection Processes: Implications for the Integration of the North American Market," *Journal of Global Business* 4 (1): 21-29.

Fodness, Dale, Barry E. Pitigoff and Elise Truly Sautter (1993), "From Customer to Competitor: Consumer Cooption in the Service Sector," *Journal of Services Marketing* 7 (3): 18-25.

White, J. Dennis and Elise L. Truly (1989), "Price-Quality Integration in Warranty Evaluations: Preliminary Test of Alternative Models of Risk Assessment," *Journal of Business Research* 19: 109-125.

Proceedings

Sautter, Pookie (2003) "Evidence and Advice for Using Online Discussion to Promote Critical Thinking Skills," in *MEA Diamond Attractions: Ideas for Innovation*, John Schibrowsky and Beverlee B. Anderson, eds., Scottsdale, AZ: Proceedings of the Marketing Educators' Association Meeting, 36.

Sautter, Pookie, Shaun McQuitty, Michael Hyman and Eric Pratt (2002) "The Influence of Perceived Instructional Variability on Student Evaluations of Teaching," in *Enabling Technologies and Marketing Education*, Regina Schlee and John Schibrowsky, eds. San Diego, CA: Proceedings of the Marketing Educators' Association Meeting, 66.

Lukosius, Vaidatos and Pookie Sautter (2001) "Cybermarketscapes: Consumer Behavior in Virtual Retail Environments," *Experiential Ecommerce: 3-D Visualizations, Product Simulations, Embodied Agents and Virtual Environments* (CD-ROM), East Lansing, MI: Experiential Ecommerce Meeting.

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.

Sautter, Elise Truly (2000), "When Currency Counts: Using WebCT for Ecommerce Instruction," online at http://student:student@webct.uga.edu/UGAWEB2K/student_pres/Group53/index.html Atlanta, GA: WebCT Conference.

Truly, David and Elise Truly Sautter (1999), "US Retirement Migration and Latin American: Opportunities and Threats," in *Latin America's New Millennium: Reaching "El Dorado"*, Lyn S. Amine and Joseph Ganitsky, eds. New Orleans, LA: Business Association of Latin American Studies, 131-138.

Sautter, Elise Truly (1998), "SMA Great teacher Comments: A Grab Bag of Teaching Tricks and Tools," in *Marketing Advances in Theory, Practice, and Education*, Duncan Herrington and Ronald D. Taylor, eds. New Orleans, LA: Society for Marketing Advances, 7.

Sautter, Elise Truly and Sherry Mills (1998), "Developing Student Technology Skills Using WebQuests," in *In the Footsteps of Web Pioneers* (CD-Rom) Flagstaff, AZ: NAU Web Conference.

Maltz, Arnold and Elise Truly Sautter (1997), "Teaching Customer Service Across the Supply Chain: Putting Marketing and Logistics Together," in *Proceedings of the 1997 Transportation and Logistics Educators Conference: Removing the Barriers*.

Kapoor, Harish and Elise Truly Sautter (1995), "Self-Service: A Cross-Cultural Perspective," in *Marketing Theory and Applications*, David S. Stewart and Naufel J. Vilcassim, eds., Chicago, IL: American Marketing Association, 394-399.

Hanna, Joe and Elise Truly Sautter (1994), "An Analysis of the Critical Incident Technique (CIT) as an Effective Method for Instructor Evaluations," in *Relationship Marketing in a Time of Change*, Gary L. Karns and Debra A. Haley, eds., Scottsdale, AZ: Western Marketing Educator's Association, 14-18.

Weber, James and Elise Truly Sautter (1993), "Country-of-Origin Effects: A Review and Propositions," in *Marketing: Satisfying a Diverse Customerplace*, Tom K. Massey, Jr., ed., New Orleans, LA: Southern Marketing Association, 104-106.

Ash, Steven R. and Elise Truly Sautter (1993), "Consumer Perceptions of Risk in the Face of Organizational Crisis," in *Marketing: Satisfying a Diverse Customerplace*, Tom K. Massey, Jr., ed., New Orleans, LA: Southern Marketing Association, 1-4.

Young, Margaret and Elise Truly Sautter (1993), "Critical Theory and Environmental Management: Understanding and Resolution of Conflict," in *Association of Marketing Theory and Practice Proceedings*, 315-319.

Truly, Elise and Steve Walker (1992), "Service Quality, Satisfaction and Value: A Research Summary," in *Marketing: Perspectives for the 1990s*, Robert L. King, ed., Atlanta, GA: Southern Marketing Association, 377-380.

Walker, Steve and Elise L. Truly (1992), "The Critical Incident Technique: Philosophical and Methodological Contributions to Marketing Research," in *Proceedings of the American Marketing Association's Winter Educator's Conference*, Chris T. Allen et al., eds., Chicago, IL: American Marketing Association, 270-275.

Truly, Elise L. and Dana Wallace (1991), "The Experiential Processing Perspective Index: A Measurement Proposal," in *Marketing: Toward the Twenty-First Century*, ed. Robert L. King, Richmond: Southern Marketing Association, 22-25.

Fodness, Dale and Elise L. Truly (1989), "Consumer Cooption in Services," in *Marketing: Positioning for the 1990s*, Robert L. King, ed., New Orleans, LA: Southern Marketing Association, 412-415.

Truly, Elise L. (1988), "Consumer Satisfaction/Dissatisfaction: A Review and Extension," in *Strategic Issues in a Dynamic Marketing Environment*, John H. Summey and Paul J. Hensel, eds., Atlanta, GA: Southern Marketing Association, 244-247.

White, J. Dennis and Elise L. Truly (1988), "Warranty Effects on Consumer Risk Perceptions: An Analysis of a Two-Stage Price-Quality Tradeoff," in *Marketing: Meeting the Challenges of the 1990s*, Joseph Cronin and Melvin Stith, eds., New Orleans, LA: Southern Marketing Association, 241-245.

Presentations at Professional Conferences (not listed elsewhere)

Sautter, Pookie (2003) "Navigating Two Hot Topics in Teaching: The Scholarship of Teaching and Distance Education," Invited Presentation at the Society for Marketing Advances Doctoral Consortium, New Orleans, LA.

Sautter, Elise Truly Sautter (2001) "Online Course Management Software: The Good, The Bad and The Ugly," special session panelist at Society for Marketing Advances Conference, New Orleans, LA.

Sautter, Elise Truly (2001) "Teaching Internet Marketing", one of three panel participants at special session for Teaching SIG at the American Marketing Association Summer Marketing Educators' Conference, Washington, DC.

Matta, Benjamin N., Ricardo B. Jacquez, Laura G. Gutierrez Spencer and Elise Sautter (2001) "Retention of Minority Students: Evidence from focus groups at New Mexico State University," New Mexico Higher Education Assessment and Retention Conference, February.

Sautter, Elise Truly Sautter (1999) "Use of Interactive Video and WWW/Internet Technologies in Distance Learning," presented at the Fifth Annual Faculty Consortium, Academy of Marketing Science Conference, Coral Gables, FL.

Sautter, Elise Truly (1999) "Consumer Complaint Behavior in Sports and Entertainment," presented at the SERVSIG Services Research Conference, New Orleans, LA.

Sautter, Elise Truly (1998) "Using Technology in the Classroom," presented to faculty advisors at the International American Marketing Association Collegiate Conference, New Orleans, LA

Maltz, Arnold and Elise Truly Sautter (1996) "The Role of Perceived Quality in Marketing Supply Chain Support Services," presented at the Marketing Intangibles: Business-to-Business Services and Service Businesses Conference, Atlanta, GA.

Oretskin, Nancy and Elise Truly Sautter (1993), "Minority Segmentation and the Tobacco Industry," presented at the 1993 Annual Public Policy and Marketing Conference, Lansing, MI.

Grant Activities

Content provider for US West grant - "Teleliteracy Assistance for Businesses and Communities: development of educational programs in Ebusiness for small businesses", \$250,000 total funding.

Awarded \$1000 in Faculty Mini-grant Research monies for study of German channel relationships in building materials market, 1998.

A Proposal for Manufacturing Engineering Education: Engineering Education in Manufacturing Across the Curriculum," submitted as part of a team from the College of Engineering and the College of Business Administration and Economics. Approximately two million dollars funded by ARPA, 1993.

"Problem-Based Learning: A Case Analysis in the Context of Team Teaching," submitted to the Center for Teaching Excellence for an Effective University Instruction Research Grant (Eastern New Mexico University). Funded for \$1031.00, 1994.

"Risk Perceptions of Contracts with International Suppliers," submitted to NMSU College of Business Administration and Economics. Funded for \$825, 1991.

"Perform-or-Purchase Decision: Implications for Services," submitted to NMSU College of Business Administration and Economics. Funded for \$575, 1993.

"Effective Communication in International Service Delivery," submitted to NMSU College of Business Administration and Economics. Funded for \$250, 1994.

SERVICE

Professional

Officer/Board Positions

Educational Testing Services, CLEP Marketing Exam Development Committee, (Chairperson, 2002-present; member 1998-2002)

American Marketing Association Ethics Committee, member (2000-present)

VP of member Services, Society for Marketing Advances (2001-2002)

Secretary, Society for Marketing Advances (2000-2001)

Western Regional Representative, American Marketing Association's Collegiate Chapters Council (1999)

Vice-President, American Marketing Association's Collegiate Chapters Council (1998)

Vice-President Elect, American Marketing Association's Collegiate Activities Division (1997)

Conference Chairperson, American Marketing Association's International Collegiate Conference (1996)

Western Regional Representative, American Marketing Association Collegiate Activities Council (1994-1995)

Board of Directors for the Western Marketing Educator's Association (1994-1996)

Editor/ Reviewer/Discussant/Session Chair

Editor, Marketing Education Review, 2004-2007

Journal of Marketing Education, Editorial Review Board (1999-present)

Marketing Education Review, Editorial Review Board (2001-present)

Journal of Retailing, ad hoc reviewer (2001-present)

Annals of Tourism Research, ad hoc reviewer (2001)

Journal for the Advancement of Marketing Educators (2000)

Journal of Advertising, Special Service's Issue (1996)

Review work for various national and regional academic conferences

Textbook Review for Houghton Mifflin Company; John Wiley & Sons, Inc.; Irwin, McGraw-Hill

Track Chair

Society for Marketing Advances: Marketing Education Track co-chair (2000)

Southwestern Federation of Administrative Disciplines: Buyer Behavior Track in Southwestern Marketing Conference (1994-95)

American Marketing International Collegiate Conference: Leadership Track (1994)

Member

American Marketing Association

Academy of Marketing Science

Southern Marketing Association

Western Marketing Educator's Association

Alpha Mu Alpha

Phi Beta Kappa

Delta Sigma Pi

University

- Teaching Academy Advisory Board, (2002-present)
- Distance Education Advisory Board, (2001 - present)
- Westhafer Award Selection Committee (2002-present)
- Faculty Roles and Rewards Task Force (2002-present)
- Selection Committee for University Marketing RFPs (1997)
- Co-Chair, Image Subcommittee for University Strategic planning (1997)
- University Plan-for- (Strategic) Planning Committee, one of two faculty appointees (1996)
- University Enrollment Task Force (1996)
- Faculty Senator (1992 - 1995; 2002-present)
- Faculty Affairs Committee, member (1992-1994)
- Long Range Planning Committee (1994-1995; 2002-2003)
- Intellectual Rights and Property Committee, member (2002-2003)
- Age and Gender Salary Equity Special Committee (1994-1995)
- ASNMSU Publications and Communications Board (1994-1995)
- Homecoming Committee, Faculty Senate Representative (1993)
- Faculty Advisor to ASNMSU Student Senate (1993-1994)
- Graduate Faculty (1990-present)

College/Department

- Search Committee for the Dean of the College of Business Administration and Economics, member (2003)
- Teaching Excellence Committee (member, 2001-2002; Chairperson 2002 - present)
- Ad hoc Eteam, grass roots group for development of ecommerce initiatives in the college (1999-present)
- College Undergraduate Curriculum Committee (1995-1999)
- College Student Recruiting Committee, Chairperson (1994-1995; 1999 to present)
- Faculty Advisor / Instructor, American Marketing Association Case Team, (1991-present)
- Faculty Advisor, American Marketing Association (1990 - present)
- Faculty Advisor, Delta Sigma Pi (1990)
- College Faculty Council (1989-1992)
- Faculty Advisor, Professional Golf Management Student Association (1991-1993)
- Advise approximately 20 undergraduate students per semester
- Committee for development of statewide competency exam for marketing (1990)
Doctoral Committee Service (member: Datha Damron, Birgit Leisen, Kent Byus, Venus Rauecgai, Margaret Young, Darrel Goudge, Pranee Kajoorpaisan, Chairperson: Steve Walker, Catherine Curran, Vaidotas Lukosius)

Community

- Marketing / ecommerce consultant for Maize Blossom Program; offers 30 teen mothers the opportunity to create a viable retail marketing business, learn about personal nutrition and develop greater awareness of well baby care)
- Delivery of Ecommerce workshops to various community groups in Farmington, Las Cruces, and Ruidoso
- Dona Ana County Special Sheriff's Deputy Commission, Communications Chair (2001-2002)
- Ad hoc member, Las Cruces Sesquicentennial Marketing Committee (1999)
- Member, Communications Planning Board, Memorial Medical Center (1997)
- Sponsored research projects in clubs and classes. Clients include: NMSU Computer Research Laboratory, NMSU Center for Minority Recruitment, Accounting and Computer Consultants, Inc.
- Guest lectures for Casa de Pelegrinos (1994), Summer Prebusiness Introduction for Navajo Students Program (1991), Small Business Seminar at Western New Mexico University (1991)
- Conducted focus groups at Las Cruces High School for development of College of Business Administration and Economics promotional brochure (1993-94).

HONORS

- New Mexico State University Nominee for 2004 Carnegie Professor the Year
- Recipient, 2001 Western Decision Sciences Institute Best Paper Award in the Consumer Behavior and Marketing Mix Track (co-author on paper)
- Recipient, 2000 Best Article in Marketing Education Review, awarded at Society for Marketing Advances
- Recipient, 1999-2000 College of Business Administration and Economics Annual Outstanding Undergraduate Teaching Award
- Citation of Excellence, Emerald Management Reviews (formerly ANBAR), Highest Quality Rating given to article entitled, "Managing Stakeholders: A Tourism Planning Model" (1999)
- Recipient, 1998 Society of Marketing Advances Great Teacher in Marketing Award
- Recipient, 1998 Outstanding Business Professor, Hispanic Students' Association
- Recipient, 1997 Westhafer Award for Teaching Excellence; highest honor awarded at New Mexico State University
- Recipient, 1995 College of Business Administration and Economics Outstanding Performance in Service Award
- Recipient, 1994 Patricia Christmore Excellence in Teaching Award (annual award to two junior faculty at New Mexico State University)
- Recipient, 1993 College of Business Administration and Economics Annual Outstanding Teacher Award
- Recipient, 1992 New Mexico State University Roush Teaching Excellence Award (annual award to one instructor from each college)
- Faculty Coordinator and advisor to the NMSU American Marketing Association Student Chapter: Top International Collegiate Chapter 1998, Outstanding Regional Chapter 1996; Case Team Awards - awarded Finalist and Runner-up in 1997; Finalist and Runner-up in 1996; Finalist and Honorable Mention in the 1995; Overall Winner, Best Layout and Design and Best Oral Presentation in 1993; Runner-up and Best Marketing Research in 1992; and Overall Winner in 1991.
- Recipient, 1991 Alpha Kappa Psi Doctoral Dissertation Award for the Academy of Marketing Science
- Recipient, 1989 Rookie of the Year Teaching Award, College of Business Administration and Economics
- Recipient, 1989 Allied Southern Business Outstanding Dissertation Proposal Award
- Fellow, 1988 American Marketing Association Doctoral Consortium
- Recipient, 1987 Outstanding Paper Award - Consumer Behavior Track, Southern Marketing Association
- Recipient, 1987 Allied Southern Business Distinguished Paper Award, Southern Marketing Association