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## MATTHEW L. MEUTER

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### EDUCATION AND ACADEMIC EXPERIENCE

Full Professor, Dept. of Finance & Marketing, CSU Chico, Chico, CA (08/04-present)  
Director of Graduate Programs, CSU, Chico (08/2014-12/2020)  
Associate Professor, Dept. of Finance & Marketing, CSU Chico, Chico, CA (08/00-7/04)  
Assistant Professor, Marketing Department, Villanova University, Villanova, PA (08/99-08/00)  
Ph.D. in Marketing, Arizona State University (August 1999)  
MBA, California State University Chico  
BS in Accounting (Magna Cum Laude), California State University Chico

### RESEARCH PROGRAM

#### Research Interests

My primary research interests revolve around the technology-marketing nexus: implications of electronic commerce and Internet marketing, customer use and acceptance of electronic commerce applications, consumer satisfaction with use of self-service technologies, waiting time and download delays relating to self-service technologies, electronic loyalty, electronic service quality and the implementation, utilization and management of technology within firms. In addition, the use of social media by customers and its impact on firm operations. My secondary research interests include traditional service marketing issues (satisfaction, service quality, loyalty) as well as pedagogical research issues such as the incorporation of technology into the classroom and effective teaching methods, particularly with first generation college students.

#### Dissertation

*“Consumer Adoption of Innovative Self-Service Technologies: A Multi-Method Investigation”*

Dissertation Defense: July 15, 1999

Committee Members: Dr. Mary Jo Bitner, Chair  
Dr. Stephen W. Brown

Dr. Amy L. Ostrom  
Dr. Rajiv K. Sinha

#### Peer-Reviewed, Double Blind Refereed Journal Articles

Aiken, K. Damon, Matthew L. Meuter and Ajay Sukhdial (forthcoming March 2023), “An exploration of comfort brands and the theory of brand comfort,” *Journal of Brand Strategy*.

Shin, Shynthia and Matthew L. Meuter (forthcoming), “Untrustworthiness in Student Teams: A Cross-Cultural Comparison Between Different Thinking Cultures of the U.S. and South Korea,” *Marketing Education Review*, forthcoming.

Meuter, Matthew L. (2022), “Viewpoint: Internet Revolution Lessons Applied to Post-Pandemic Service Delivery (A North American Perspective),” *Journal of Services Marketing*, vol. 36, (4), 476-481.

Aiken, Damon, Tim Heinze, Matthew L. Meuter and Ken Chapman (2017), “The Impact of Collaboration, Empowerment, and Choice: An Empirical Examination of the Collaborative Course Development Method,” *Marketing Education Review*, volume 27 (1), 39-50.

**Peer-Reviewed, Double Blind Refereed Journal Articles, continued**

- Marinova, Detelina, Ko de Ruyter, Ming-Hui Huang, Matthew L. Meuter and Goutam Challagalla (2017) "Getting Smart: Learning from Technology-Empowered Frontline Interactions," *Journal of Service Research*, vol 20, (1) 29-42
- Aiken, Damon, Tim Heinze, Matthew L Meuter and Ken Chapman (2016), "Innovation through Collaborative Course Development: Theory and Practice," *Marketing Education Review*, vol 26 (1), 57-62.
- Meuter, Matthew L., Deborah Brown McCabe and James M. Curran (2013), "Electronic Word-of-Mouth Versus Interpersonal Word-of-Mouth: Are all Forms of Word-of-Mouth Equally Influential?" *Services Marketing Quarterly*, vol. 34(3), 240-256.
- McCabe, Deborah Brown and Matthew L. Meuter (2011), "A Student View of Technology in the Classroom: Does it Enhance the Seven Principles of Good Practice in Undergraduate Education?" *Journal of Marketing Education* vol 33(2)149-159.
- Lee, Oliva and Matthew L. Meuter (2010), "The Adoption of Technology Orientation in Healthcare Delivery: Case Study of a Large Scale Hospital and Healthcare System's Electronic Health Record," *International Journal of Pharmaceutical and Healthcare Marketing* vol 4 (4), 355-374.
- Chapman, Kenneth J., Matthew L. Meuter, Daniel Toy and Lauren K. Wright (2010), "Are Student Groups Dysfunctional? Perspectives from Both Sides of the Classroom," *Journal of Marketing Education* vol 32 (1) 39-49.
- Meuter, Matthew L., Kenneth J. Chapman, Daniel Toy, Lauren K. Wright and William McGowan (2009), "Reducing Content Variance and Improving Student Learning Outcomes: The Value of Standardization in a Multisection Course," *Journal of Marketing Education* vol 31 (2) 109-119.
- Michel, Stefan and Matthew L. Meuter (2008), "The Service Recovery Paradox: True But Overrated?" *International Journal of Service Industry Management* Vol 19 (4).  
**\*\*\*Award Winning Article\*\*\* Received the Emerald Literati Network 2009 "Outstanding Paper Award Winner" for the *International Journal of Service Industry Management*.**
- Curran, James and Matthew L. Meuter (2007), "Encouraging Existing Customers to Switch to Self-Service Technologies: Put a Little Fun in Their Lives," *Journal of Marketing Theory and Practice* vol 15 (4) 283-298.  
**\*\*\* 2015 Award-Winning Article\*\*\* Taylor & Francis Group identified this article as the 9<sup>th</sup> most cited article in JMTP over the past 10 years.**
- Chapman, Kenneth J, Matthew L. Meuter, Dan Toy and Lauren Wright (2006), "Can't We Pick Our Own Groups? The Influence of Group Selection Method on Group Dynamics and Outcomes," *Journal of Management Education* vol 30 (4) 557-569.
- Meuter, Matthew L., Mary Jo Bitner, Amy L. Ostrom and Stephen W. Brown (2005), "Choosing Among Alternative Service Delivery Modes: An Investigation of Customer Trial of Self-Service Technologies," *Journal of Marketing* vol 69 (2), 61-83.
- Rose, Gregory M., Matthew L. Meuter and James M. Curran (2005), "Online Waiting: The Role of Download Time and Other Important Predictors on Attitude Toward e-retailers," *Psychology & Marketing*, vol 22 (2), 127-151.

**Peer-Reviewed, Double Blind Refereed Journal Articles, continued**

- Curran, James M. and Matthew L. Meuter (2005), "Self-Service Technology Adoption: Comparing Three Technologies," *Journal of Services Marketing* vol 19 (2), 103-113.
- Meuter, Matthew L, Amy Ostrom, Mary Jo Bitner and Robert Roundtree (2003), "The Influence of Technology Anxiety on Consumer Use and Experiences With Self-Service Technologies," *Journal of Business Research* 56 (11), 899-906.
- Curran, James M., Matthew L. Meuter and Carol F. Surprenant (2003), "Intentions to Use Self-Service Technologies: A Confluence of Multiple Attitudes," *Journal of Service Research* 5 (3): 209-224.
- Bitner, Mary Jo, Amy L. Ostrom and Matthew L. Meuter (2002), "Implementing Successful Self-Service Technologies," *Academy of Management Executive*, 16 (4): 96-109.
- Rose, Gregory M., John Lees and Matthew L. Meuter (2001), "A Refined View of Download Time Impacts on E-Consumer Attitudes and Patronage Intentions Toward E-Retailers," *International Journal of Media Management*, 3 (11): 104-110.
- Bettencourt, Lance A., Kevin P. Gwinner and Matthew L. Meuter (2001), "A Comparison of Attitude, Personality, and Knowledge Predictors of Service-oriented Organizational Citizenship Behaviors," *Journal of Applied Psychology*, 86 (1): 29-41.
- Cotton, Chester C., John F. McKenna, Stuart Van Auken and Matthew L. Meuter (2001), "Action and Reaction in the Evolution of Business School Missions," *Management Decision*, 39 (3): 227-232.
- Meuter, Matthew L., Amy Ostrom, Robert Roundtree and Mary Jo Bitner (2000), "Self-Service Technologies: Understanding Customer Satisfaction With Technology-Based Service Encounters," *Journal of Marketing*, 64 (July): 50-64.
- Bitner, Mary Jo, Stephen W. Brown and Matthew L. Meuter (2000), "Technology Infusion in Service Encounters," *Journal of the Academy of Marketing Science*, 28 (Winter): 138-149.

**Work in Progress**

"Influence of Bad Apples in Student Group Activities" with Ken Chapman  
Currently under review: *Journal Education in Business* (September 2022)

"Social Media Addiction, Service Employees, and the Impact on Firm Performance" with Suzanne Zivnuska and Arash Negahban

Theoretical model and hypotheses developed. Data collection TBD.

Manuscript #1 (Management) Journal target TBD

Manuscript #2 (Marketing) Target is the *Journal of Service Research*

Manuscript #3 (BSIS) Journal target TBD

**Book Chapters**

Olivia F. Lee, Usay Can and Matthew L. Meuter (2013), "Antecedents and Consequences of Technology Orientation (TECHOR) for Small Firms," in Enterprise Development in SMEs and Entrepreneurial Firms: Dynamic Processes, eds. Nelson Nbudisi and Sonny Nwankwo, IGI Global, pg. 214-238

Ostrom, Amy L., Mary Jo Bitner and Matthew L. Meuter (2002), "Self-Service Technologies," in E-Service, eds. Roland T. Rust and P.K. Kannan, M.E. Sharpe, Inc.

**Conference Presentations**

Aiken, Kirk Damon, Ajay Sukhdial and Matthew L. Meuter (2020), "A Foundational Investigation of the Theory of Brand Comfort," Association of Marketing Theory & Practice Conference, March 2020 (Sandestin, Florida).

**\*\* Top Paper in Track Award \*\***

Aiken, Kirk Damon, Matthew L. Meuter, Ajay Sukhdial and Phoebe Jones, (2019), "An Investigation of Comfort Foods, Comfort Brands, and Brand Comfort," ACR Conference, October 2019 (Atlanta Georgia).

Marinova, Detelina, Ko de Ruyter, Ming-Hui Huang, Matthew L. Meuter and Goutam Challagalla (2016), "Getting Smart: Learning From Technology Empowered Frontline Interactions," AMA Winter Conference, February 2016 (Austin, TX).

Marinova, Detelina, Ko de Ruyter, Ming-Hui Huang, Matthew L. Meuter and Goutam Challagalla (2016), "Getting Smart: Learning From Technology Empowered Frontline Interactions," Frontiers Conference, June 2016 (Bergen, Norway).

Aiken, K. Damon, Timothy C. Heinze, Matthew L. Meuter and Kenneth J. Chapman (2015), "Collaborative Course Development: A New Model for Improved Student Outcomes," AMS Conference, May 2015 (Denver, CO).

Chapman, Kenneth J. and Matthew L. Meuter (2014), "From Bad Apples to Sour Grapes: The Influence of Bad Apples on Group Dynamics and Outcomes," 2014 Marketing Educators' Association Conference, San Jose, CA.

McCabe, Deborah Brown and Matthew L. Meuter (2010), "A Student View of Technology in the Classroom: Does it Enhance the Seven Principles of Good Practice in Undergraduate Education?," 2010 Marketing Educators' Association Conference, Seattle, WA.

Lee, Olivia F., Matthew L. Meuter and Wenzhi Wang (2010), "The Adoption of Technology Orientation in Healthcare Industry," 2010 AMA Winter Educators' Conference Presentation, New Orleans, LA.

Bond, Edward, Michael Hutt, Beth Walker and Matthew L. Meuter (2009), "Diagnosing Marketing Managers' Effective and Ineffective Cross-Functional Interactions," 2009 AMA Summer Educator's Conference Presentation, Chicago, IL.

Meuter, Matthew L. and Stefan Michel (2008), "Comparing Customer Recovery with Process Recovery: A Bayesian Network Analysis," in 37th Annual Conference of the European Marketing Association EMAC. Brighton, UK: EMAC.

Lee, Olivia and Matthew L. Meuter (2008), "A Conceptual Framework of Technology Orientation: Resource-Based Perspective," 2008 AMA Winter Educators' Conference Presentation, Austin, TX.

**Conference Presentations, continued**

- Meuter, Matthew L., Kenneth Chapman, Dan Toy, Lauren K. Wright and William McGowan (2007), "All for One.....And One for All: The Value of a Standardized Introductory Marketing Experience," *Marketing Educators' Association Conference*, San Antonio, TX.
- Meuter, Matthew L. (2005), "How the Internet Changes Service," Plenary Session Panel Discussion presentation, *Frontiers in Services Conference*, American Marketing Association, Arizona State University, Tempe, AZ.
- Michel, Stefan and Matthew L. Meuter (2005), "Evaluating the Relevance of Service Recovery Performance: A Bayesian Network Assessment and Simulation," *Frontiers in Services Conference*, American Marketing Association, Arizona State University, Tempe, AZ
- Meuter, Matthew L. (2005), "Self-Service Technologies (SSTs) as a Means of Co-Creation of Value: Effective Use of SSTs to Create a 'Win/Win' Situation," *2005 AMA Summer Educators' Conference Presentation*, Special Session on "Customer Co-Creation of Value," San Francisco, CA.
- Chapman, Kenneth J., Matthew L. Meuter, Daniel Toy and Lauren Wright (2005), "The Great Divide: Student Versus Faculty Perceptions of Group Dynamics," *2005 Marketing Educators' Association Conference*, La Jolla, CA.
- Curran, James M. and Matthew L. Meuter, (2004), "An Examination of the Influence of Attitudes and Anticipated Outcomes in Consumer Intentions to Adopt Self-Service Technologies," *Frontiers in Services Conference*, American Marketing Association, University of Miami, Miami, FL.
- Chapman, Kenneth J., Matthew L. Meuter, Dan Toy and Lauren Wright (2004), "Can't We Pick Our Own Groups? The Influence of Group Selection Method on Group Dynamics and Outcomes," *Marketing Educators' Association Conference*, Las Vegas, Nevada.
- Meuter, Matthew L., Mary Jo Bitner and Amy L. Ostrom (2001), "Consumer Adoption of Self-Service Technologies: Model Development and Assessment," *Frontiers in Services Conference*, American Marketing Association, University of Maryland, Washington, DC.
- Meuter, Matthew L. (2001), "Consumer Adoption of Self-Service Technologies," *2001 AMA Winter Educators' Conference Presentation*, Special Session on "Consumer Adoption, Evaluation, and Commitment to Self-Service Technologies," Phoenix, AZ.
- Meuter, Matthew L. and James M. Curran (2000), "An Investigation of Waiting Time Acceptability: A Comparison Between Interpersonal and Technological Based Service Contexts," *Frontiers in Services Conference*, American Marketing Association, Vanderbilt University, Nashville, TN.
- Bitner, Mary Jo, Stephen W. Brown and Matthew L. (1999), "Technology Infusion in Service Encounters," *Frontiers in Service Conference*, American Marketing Association, Vanderbilt U, Nashville, TN.
- Meuter, Matthew L. (1998), "Customer Usage, Perceived Benefits, and Satisfaction with Self-Service Technologies," *1998 AMA Winter Educators' Conference Presentation*, Special Session on "Customer Participation in Technology-Delivered Services." Austin, TX.
- Cotton, Chester, John F. McKenna, Stuart Van Auken and Matthew L. Meuter (1998), "Action and Reaction in the Evolution of Business School Missions: A Double Null Solution," *1998 Academy of Management National Summer Conference*, San Diego, CA.

**Conference Presentations, continued**

Meuter, Matthew L. and Mary Jo Bitner (1997), "The New Service Encounter: Customer Usage and Satisfaction with Self-Service Technologies," *Frontiers in Services Conference*, American Marketing Association, Vanderbilt University, Nashville, TN.

**Conference Presentations With Publication in Proceedings**

Meuter, Matthew L. and Mary Jo Bitner (1998), "Self-Service Technologies: Extending Service Frameworks and Identifying Issues for Research," *1998 AMA Winter Educators' Conference Proceedings*, Dhru Grewal and Connie Pechmann, eds., Vol. 9, Chicago, IL: American Marketing Association, 12-19.

DeBerg, Curtis L., Richard Davis and Matthew L. Meuter (1997), "Service Learning for Business Students: A Collaboration Among Higher Education, K-12, and Business," *National Conference of the Allied Academies Proceedings*, JoAnn Carland and Jim Carland, eds., Vol. 1, Cullowhee, NC: Allied Academies, 1-5.

**Dissertation & Thesis Supervision**

Ricky Delgado-Martinez, "Leadership in Athletic Administration," (2021), CSU Chico Interdisciplinary Studies Graduate Student. Thesis Supervision

Eline Hottat, "Toward a Consumer-based Strategy for Balancing Human Employees and Technologies in Service Interactions." (2019), University of Hasselt. Ph.D. Dissertation.

Anne Merken, "The Road to Co-Production success: Empirical studies from a customer perspective." (2016), University of Hasselt. Ph.D. Dissertation.

Vera Blazevic, "The Fascination of Knowledge Creation: Studies on Knowledge Interfaces in High Tech Services." 2004, Maastricht University. Ph.D. Dissertation.

**Other Intellectual Contributions**

Meuter, Matthew L. (2014), "Service Innovation through Technology-Delivered Service," Panel Discussion Moderator, ASU Services Leadership Institute Plenary Session, 2014

Meuter, Matthew L. (2006), "Doing Business on the Internet," Invited Presentation for SCORE, Chico, CA

Meuter, Matthew L. (2005), "The First Years," Invited Presentation at the Services Marketing Consortium, Phoenix, AZ.

**Other Intellectual Contributions, cont.**

Meuter, Matthew L. (2005), "Self-Service Technologies: A Research Odyssey," Invited Presentation at the University of Maastricht Winter Research Colloquium.

Meuter, Matthew L. (2001), "Surviving the Transition from Doctoral Candidate to Assistant Professor," Invited presentation at the Services Marketing Consortium, Washington DC.

Meuter, Matthew L. (2000), "Utilizing Self-Service Technologies in Business," Invited article in *Link 2000*, 10-11.

## RESEARCH GRANTS

- COB Summer Research Grant, Summer 2006, 2012, 2014, 2015, 2019
- Summer Scholar Research Grant, CSUC Research Foundation, Summer: 2003, 2004, 2006, 2008
- International E-Business Development, Education, Training and Outreach Project, International Education Bureau, \$500,000 Award (with Nitish Singh and Shekhar Misra) 2006-2008
- Large Grant Award, CELT, “MKT 170 Course Redesign Project,” 2005

## TEACHING PROGRAM

### Teaching Experience & Evaluations (CSUC)

Course	Term	Number of Students Responding	Number of Sections	Overall quality of instruction (5 = very good; 1 = very poor)
Marketing Research	Fall 2022	10	2	4.6
Mktg Strategy (online)	Fall 2022	10	1	4.4
MBA Mktg Strat.	Fall 2022	7	1	3.86
Mktg Strategy (online)	Fall 2020-Spring 2022	71	4	4.24
MBA Mktg Strat.	Fall 2020-Spring 2022	37	3	4.41
Marketing Strategy	Fall 2019- Fall 2021	48	4	4.67
Cons. Behav. (online)	Sum. 2018-2022	22	7	4.18
MKTG Internship	Fall 2017-Spring 2019	N/A	5	N/A
Marketing Research	Fall 2012-2018	324	18	4.59
Sports Marketing	Spring 2012-2013	24	2	4.79
Web Localization	Fall 2007-2008	60	2	4.47
E-Marketing	Fall 2001-Int 2018	612	26	4.51
Services Marketing	Fall 2000–Spring 2022	336	15	4.64
Consumer Behavior	Spring 2001-2012	410	20	4.56
Survey of Marketing	Fall 2000–Spring 2010	274	12	4.45

### Teaching Experience & Evaluations (Non-CSUC)

Course	University	Term	Number of students responding	Number of Sections	Overall quality of instruction * (5 = very good; 1 = very poor)
Services Marketing	Villanova	Spring 2000	51	1	4.63
Services Marketing (MBA)	Villanova	Spring 2000	8	1	4.50
Marketing Strategy (MBA)	Villanova	Fall 1999	22	1	4.18
Survey of Marketing	Villanova	Fall 1999	56	2	4.66
Marketing Management	Arizona State	Sum 97, Fall 98	53	2	4.79
Survey of Marketing	Arizona State	Sum. 1996-97	60	2	4.85

### Teaching Awards

- Outstanding Educator, CSUC College of Business, Chico Rotary Award 2007
- Sigma Kappa Teacher of the Week Award, CSUC Fall 2006
- Outstanding Teacher Award Nomination, CSUC, Fall 2005
- Outstanding Teaching Assistant Award, Arizona State University Graduate College, 1998
- Doctoral Student Teaching Excellence Award, Arizona State University Marketing Department, 1998

**Special Courses Taught**

- Internship Class (MKT 389) Supervision: Fall 2017, Spring 2018, Summer 2018, Fall 2018, Spring 2019
- AMA Leadership (MKTG 390) Spring 2010, Fall 2009, Spring 2009, Fall 2008, Fall 2007, Spring 2006
- Marketing Honors Course (MKTG 499H), Fall 2005, Spring 2006
- SIFE Service Learning Course (MKTG 199A), Fall 2004, Spring 2005
- CATS Campaign COB Fundraising Project Course (MKTG 298C), Fall 2004, Fall 2005, Spring 2006

**Executive Education**

- UNC online MBA MKT 751 (Services Marketing) Summer 2019-present
- Online Education Course Lead: ASU WP Carey & Honeywell partnership, May 2011-August 2018
- Online “How to Blueprint Excellent Customer Experiences” through ASU WP Carey CSL November 2013 – January 2014
- “Getting Beyond Technology as a Cost Savings Tool: Using Technology to Enhance the Customer Experience.” Services Leadership Institute at Arizona State University. Spring 2006
- “Utilizing Technology as a Driver to Enhance the Customer Experience.” Services Leadership Institute at Arizona State University. Spring 2005

**HONORS AND AWARDS**

- Center for Services Leadership Fellow, Arizona State University Spring 2004-present
- Association of Marketing Theory & Practice “Top Paper in Track” award 2020 Conference
- *Journal of Marketing Theory & Practice* Award (2015)-Winning Article as one of the “Top 10 most cited articles” over the previous 10 years.
- Chevron IT Faculty Fellow, CSU Chico Fall 2006-2009
- Outstanding Paper Award Winner, Emerald Literati Network 2009 for the *International Journal of Service Industry Management*.
- CSUC College of Business Research Excellence Award Spring 2007
- CSUC College of Business Service Excellence Award Spring 2006
- Chico Rotary Educator of the Year, 2007
- College of Business Outstanding Faculty Member, 2002/2003
- American Marketing Association Doctoral Consortium Fellow, University of Georgia, 1998
- PCS Health Systems Doctoral Research Scholar, Arizona State University, 1999
- Doctoral Research Fellowship, Arizona State University, 1998
- Gene Gallup Graduate Fellow in Services Marketing, Arizona State University, 1996

**PROFESSIONAL AFFILIATIONS**

- American Marketing Association
- Marketing Educators’ Association
- Academy of Marketing Science
- Association for Psychological Sciences

**HONOR SOCIETIES**

- Delta Sigma Pi (Initiated Fall 2010)
- Phi Kappa Phi (Elected Fall 1992)
- Beta Gamma Sigma - National Business Honor Society (Elected Fall 1992)
- Golden Key National Honor Society (Elected Spring 1992)