

SARAH A. FISCHBACH

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EDUCATION

- Ph.D.** Marketing, December 2013
New Mexico State University, Las Cruces, NM
Content areas: Marketing Research Techniques, Ethics, Personal Selling, Marketing Principles and Consumer Behavior
Interdisciplinary Specialization in Graphic Novels and Ethics
- M.B.A.** Business Administration, December 2002
St. Ambrose University, Davenport, IA
- B.A.** Business Administration), May 2000
Augustana College, Rock Island, IL

RELEVANT INFORMATION

Research Interests: Ethical Training, Pedagogy, Personal Selling, Sales Training, Social Media and Analytic International Analysis

Course Specialization: Consumer Behavior (undergraduate level), Principles to Marketing (undergraduate level), Marketing Management (undergraduate and graduate level), Personal Sales (undergraduate) and Sales Management (undergraduate and graduate level).

Regular Journal Reviewer: Journal of Selling, Journal of Promotional Management, Journal of Customer Service and Retail Management, Journal of Business Ethics

TEACHING

- Assistant Professor** August 2014 - Present
School of Management
California Lutheran University, *Thousand Oaks, CA*
BUS375 Principles of Marketing; Communications (cross-listed)
BUS342 Consumer Behavior and Marketing Research
BUS575 Marketing Theory
BUS515 Marketing Management
- Adjunct Professor** August 2013 – July 2014
University of Hawaii at Manoa, Honolulu, HI
MKT 391 Marketing Strategies (Capstone)
MKT 311 Consumer Behavior
- Graduate Instructor** July 2009 – June 2013
New Mexico State University, Las Cruces, NM
MKT 303 Principles to Marketing

MKT 311 Consumer Behavior
MKT 313 Retail Management

Marketing Instructor

January 2008 – June 2009

Dona Ana Community College, Las Cruces, NM
BMGT 110 Business in a Global Society
BMGT 126 Retail Management
BMGT 210 Marketing
BMGT 132 Principles of Selling
BMGT 126 Retail Management
BMGT 201 Introduction to Management
BMGT 138 Advertising
BMGT 205 Customer Service in Business

PROFESSIONAL EXPERIENCE

National Account Manager

October 2004 – January 2008

Office Depot Business Services Division
Denver Division

Awarded the Chairman's Circle Award for Office Depot Business Services as the top Business Manager for North America in 2005 and 2006 for growing business by over 22% based on a 2.5 million dollar account base. Analyzed clients' total overall spending, including buying trends and total spending by vendor. While with Office Depot Business Services, I worked in both the Business Develop and Account Management Division successful utilizing skills on 'hunting' and 'farming' sales accounts. Designed marketing campaigns based on analysis of customers' buying trends. Presented forecasts quarterly to senior management within accounts and negotiated contract revisions.

Healthcare Marketing Specialist

March 2002 – October 2004

Western Region SAIC

Military Hospitals at Vandenberg AFB and Air Force Academy AFB. Implemented government regulated healthcare compliance policies (HIPAA), training and medical instruction for the 10th and 30th Medical Groups for the U.S. Air Force, completing government issued privacy and security systems.

International Marketing Representative

January 2002 – December 2002

St. Ambrose University

Developed new recruitment system for St. Ambrose University (SAU), increasing the international student population by 50% in the 2002–2003 school year. All prospective students received personalize letters from the Dean of Students, International Student Coordinator, and a current SAU student through automatic generating system.

Americorps Member

December 2000 – December 2001

Goodwill Industries, Honolulu, HI

Volunteered for one year of service to Americorps to work with individuals with barriers to employment. Taught job skills courses for resume building, job interview skills, and worked on the job site for various organizations throughout Oahu. In addition, part of a team that built a library for lower income housing, worked regularly with the soup kitchen in China Town and taught English as a Second Language to adults and youth.

PUBLICATIONS

- Fischbach, S. (2015), Testimonials as a Tool for Catphishing. *New Mexico Business Outlook*, 13 (5) pg 1-5, May edition
- Fischbach, S. (2014). Ethical Efficacy as a Measure of Training Effectiveness: An Application of the Graphic Novel Case Method Versus Training Written Case Study. *Journal of Business Ethics*.
- Tian, Kelly, Pookie Sautter, Derek Fisher, Sarah Fischbach, Kevin Boberg, Temo Luna-Nevarez, Jim Kroger, and Richard Vann (2014). Transforming Health Care: Empowering Therapeutic Communities Through Technology Enhanced Narratives. *Journal of Consumer Research*.
- O'Conner, S. & Fischbach, S. (2013). "Many Shades of 'Green': An Exploration of Sustainability Storytelling Across and Within University Organizations," *Tamara Journal for Critical Organization Inquiry*.
- Peterson, R.T. & Fischbach, S. (2013). "Marketing Student Evaluation of Sales Careers by Favorability, Social Status and Hierarchy Position: Variations by Courses Taken," *Accelerated Journal Review*.
- Fischbach, S and Peterson, R.T. (2013) "An Exploratory Study on the Extremeness Aversion Technique," *Journal of Personal Selling and Major Account Management*, Vol 2, pp 11-21.
- Fischbach, S & Sautter, E (2013) "Graphic Narrative in Marketing & Business Education," *New Mexico Business Outlook*, January edition.
- Peterson, R. T., Limbu, Y.B., Xu, B. and Fischbach, S (2012). "Applications of Balance Theory to Faculty Effectiveness: An Assessment," *Marketing Education Review*, 22, 2, pp109-119.
- Fischbach, S & Peterson, R.T. (2012) "Small Business Employment of Older Personnel for Business Marketing Positions," *New Mexico Business Outlook*, August Edition.
- Fischbach, S. (2012). "Collegiate Sporting Events Attendance: Reaching Students through Social Media," *Consumer Behavior*, 4th edition, by Bain/Harris, case study for Cengage Publishing.
- Peterson, R. T. & Fischbach, S. (2013). "Utilization of Scripts in Personal Selling," in *Journal of Sales and Major Account Management*, Vol 1, page 13-20.
- Fischbach, S. (2011). "Social Media Analytics in Real Estate Sales," *Keller Center Business Research Report*.
- Fischbach, S. (2011) "Space Consumers," *Consumer Behavior*, 3rd edition, by Bain/Harris, case study for Cengage Publishing.

MANUSCRIPTS UNDER REVIEW

- Fischbach, S. & O'Conner. Developing Scales for Improving Ethics Training,"
Marketing Education Review (under review).
- Fischbach, S. & Zarzosa, J. Applied Social Media Analytics in Marketing Courses.
Journal of Marketing Education (under review).
- Fischbach, S. & Guerrero, V. Transporting Services to the Customer: Case Study of
Mobile Business as new Format for student learning. Journal Business of
Entrepreneurship (under review).

MANUSCRIPTS IN PREPARATION

- Fischbach, S., & Zarzosa, J. (under writing and data collection). Native Advertising
found in Selfie Videos, target to Journal of Marketing Research.
- Fischbach, S., & Guerrero, V. (under writing and data collection). Mobile Businesses as a
Method of Student Learning, target Journal of Marketing Education.

PRESENTATIONS

- Fischbach, S. & Zarzosa, J. (ACCEPTED). *Investigating Native Advertising
Effectiveness: Successful Brand Integration Practice or Deceptive Practice?*
Society of Marketing Advancement Conference, to be presented in San Antonio,
November 2015.
- Fischbach, S. & Guerrero, V. (April 2015). *Mobile Businesses as Marketing Classroom
Projects*. Presentation with V. Guerrero at the Marketing Educators Association
Annual Conference, Las Vegas, Nev.
- Fischbach, S. & Zarzosa, J. (April 2015). *Exploring User Generated Content as an
Experiential Educational Tool in Marketing Courses*. Presentation at the 39th
Annual Marketing Educators Association Conference, San Jose, Calif.
- Sautter, E & Fischbach, S. (September 2014). *Graphic Narratives, Engagement &
Empathy: Tools that Enhance Business Education*. Presented by co-author P.
Sautter at the Irish Academy of Management 2014 conference held at the Kemmy
Business School, University of Limerick, Ireland, September 2014.
- Fischbach, S. & Sautter, E. (April 2013). *Understanding Graphic Narrative as a
Marketing Education Tool*. Marketing Educators Conference, Portland, OR.
- Sautter, E. & Fischbach, S. (April 2013). *Determining the Right Mix: A Discussion of
Theory, Research and Experience in Designing Blended Courses*. Marketing
Educators Conference, Portland, OR.
- Fischbach, S. & Peterson, R. (April 2012). *Marketing Social Media Analytics in Hedonic
and Utilitarian Organizations*. Society of Marketing Advances conference, New
Orleans, LA.

Fischbach, S. (March 2012). *Graphic Novels in Sales Ethics Training*. National Sales Conference, Indianapolis, IN.

Sautter, E., Tian, K., Fischbach, S., & Luna, T. (November 2011). *Graphic Novels: Exploring the Relevance for Marketing Promotion and Learning*. Society of Marketing Advances, Nashville, TN.

Fischbach, S., & Luna T. (December 2010). *Traveling to Hawaii? Study on the Use of Technology, Internet, and Social Media in Destination Marketing*. Marketing and Management Conference, Chicago, Illinois. Co-authored with Temo Luna.

Fischbach, S. (March 2010). *Customized Communication through Technology*. Miliwakee, Wisconsin. Personal Selling and Sales Management Conference March 2010

GRANT AND PROFESSIONAL CONSULTING

March 2015. Received \$5,000 FRCW Grant for creative work on "Native Advertising." Working with multiple departments to complete the work on ethical efficacy and effectiveness of online native advertising with testimonials.

January 2015. Received \$500.00 Experiential Learning Grant to work with students in the classroom on personality assessment TRUE Colors.

February 2015. Received \$500.00 Service Learning Grant to work with students to increase participation of athletic events at Cal Lu to the local community.

July 2011–July 2012. Graduate Assistant chosen to work on a \$50,000 grant on graphic pathographies and holographic images. Working on the grant has improved my ability to deal with research vendors, run lab experiments involving high-tech equipment and developing multi-disciplinary working skills.

December 2011: Received \$10,000 grant to three graphic novels through the Daniels Fund Ethics Initiative. The graphic novels are used in my dissertation and have been presented at several universities through the United States.

January 2011: Conducted Focus Group marketing research in cooperation with Temo Luna for the New Mexico State University, Athletic Department. Presentation and paper will be completed in January 2010.

October 2009: Conducted Focus Group marketing research for the New Mexico State University, Center for the Arts. Presentation will be featured on the supplemental DVD in the book *Marketing Research for Dummies Publication*, headed by Dr. Hyman, Professor, NMSU.

SERVICE

Marketing Discipline

Invited Reviewer
Journal of Business Ethics, May 2014 - present

Invited Reviewer
Journal of Selling, Januarys 2013 - present

Invited Reviewer
Journal of Promotional Management, July 2012 - present

Invited Reviewer
Journal of Customer Service and Retail Management, November 2012 - present

Invited Reviewer
Society of Marketing Advances, March 2015 - present

Invited Reviewer
Marketing Educators Association, October 2014 - present

University Service
Faculty Member, Annual Fund
California Lutheran University, Spring 2015

Freshmen Seminar
California Lutheran University, Fall 2015

Academic Integrity Task Force,
California Lutheran University, Spring 2015, Summer 2015

Faculty Advisor to Student Club, American Marketing Association
California Lutheran University, accepted January 2015

Faculty Advisor to Student Club, Presidents Council on Honor and Integrity
California Lutheran University, accepted April 2015

Faculty Council
Dona Ana Community College, Spring 2009

MEMBERSHIP

American Marketing Association
Ascension Lutheran Church Member