

ERNEST R. CADOTTE, PH. D., MBA
John W. Fisher Professor of Innovative Learning

Dr. Cadotte is the John W. Fisher Professor of Learning Innovation at the University of Tennessee. He joined the faculty in 1974. He earned a Ph.D. at the Ohio State University in marketing and logistics, an MBA in management science at the University of Colorado, and a BS in psychology and a minor in mathematics from Michigan State University.

Dr. Cadotte's research interests include learning processes, assessment, psychological measurement, customer satisfaction, and entrepreneurial decision-making

HONORS AND AWARDS

John W. Fisher Professor of Innovative Learning (2011 to present)

Reviewer of the Year Award (2014), *Academy of Management Learning and Education*

“Metrics for Mentors,” (2014) Ernest R. Cadotte, featured article in *BizEd*, AACSB International – The Association to Advance Collegiate Schools of Business

Faculty Spotlight in e-Archways in recognition for long-running work on simulation-based learning (September, 2013)

Silver Medal, *Best Advance in 3-D or Immersive Learning Technology*, Brandon Hall Research (2009)

Gold Medal, *Excellence in e-Learning*, Brandon Hall Research (2003)

Finalist in the Academy of Management Award for Innovation in Entrepreneurship Pedagogy (2013)

Visiting Scholar, Reims Management School, Reims, France (2000 - present)

Visiting Professor, The University of Iowa, Iowa City, Iowa (1998 – present)

EDITORIAL BOARD AND JOURNAL REVIEWING

Editorial Board: *Journal of the Academy of Management Learning and Education*

Reviewer: *Annals of Entrepreneurship Education & Pedagogy*

Ad Hoc Reviewer: *Journal of Marketing Research*, *Journal of Management Education*

RECENT WORK

Refereed Journals

Ernest R. Cadotte (2014) "The Use of Simulations in Entrepreneurship Education: Opportunities, Challenges and Outcomes," *Annals of Entrepreneurship Education & Pedagogy, USASBE*.

Ernest R. Cadotte and Christelle MacGuire (2013) "A Pedagogy to Enhance the Value of Simulations in the Classroom." *Journal for Advancement of Marketing Education*. (Fall) 33-52.

Richard Riley, Ernest R. Cadotte, Leff Bonney, and Christelle MacGuire (2013), "Using a Business Simulation to Enhance Accounting Education." *Issues in Accounting Education*, 28 (4).

Ernest R. Cadotte (2005), "Working to Enhance the Business Simulation Pedagogy: Goals, Strategy, Features and Benefits," *The Archive of Marketing Education*.

Conference Presentations

Ernest R. Cadotte and Christelle MacGuire (June 2014) Marketplace Live® - Conscious Capitalism® simulation, OBTC Teaching Conference for Management Educators.

Ernest R. Cadotte (2013), "Simulations as an Effective Pedagogy for Teaching Business and Entrepreneurship," a plenary presentation at the Biennial Conference on Entrepreneurship, Entrepreneurship Development Institute of India, Ahmadabad, India.

Mark Peterson and Ernest R. Cadotte (2013), "Teaching Sustainable Enterprise," AMA Winter Educators' Conference.

Ernest Cadotte (2012), "Use of an Online, Behavioral Simulation to Learn About the Management of Supply Chain Relationships," CSCMP Educators' Conference.

Robinson, Adina Barbulescu, Guiyang Xiong, and Ernest Cadotte (2012), "The Impact of Movie Trailers on New Product Sales Dynamics," INFORMS Marketing Science Conference, Boston.

Robinson, Adina Barbulescu, Guiyang Xiong, and Ernest Cadotte (2012), "The Impact of Movie Trailers on Virtual Stock and Box Office Revenue," Winter American Marketing Conference, St. Petersburg.

Ernest R. Cadotte (2012), "Introduction to Conscious Capitalism in the Marketplace," 4th Annual Conscious Capitalism Research Conference, Boston MA.

Ernest R. Cadotte and Greg Gundlach (2011), "The Pros and Cons of Using Simulations for Interorganizational Marketing Research," Winter AMA Educators' Conference.

Ernest R. Cadotte, Leff Bonney, and Richard Riley (2011), "The Role of Simulations in AACSB Learning and Assessment," AACSB Assessment Conference.

Ernest R. Cadotte (2011), "Conscious Business Simulation," Third Annual International Conference on Conscious Capitalism.

Ernest R. Cadotte (2011), "The Role that Entrepreneurial Simulations Can Play in Fulfilling Learning and Assessment Goals," USASBE Conference.

Ernest R. Cadotte (2010), "What Will the Next Generation of Strategy Simulations Look Like?," Strategic Management Society Conference.

Denise Luethge, Ernest Cadotte, and Claudio Manassero (2010), "Using Business Simulations for Assessment of Global Learning Outcomes," AIB Conference

Ernest R. Cadotte, Leff Bonney, and Richard Riley (2010), "The Role that Large Scale, Integrative Simulations Can Play in Fulfilling Learning and Assessment Goals" AACSB Assessment Conference

Ernest R. Cadotte, Richard Riley, Denise Luethge, William J. Patterson (2007), "How Can a Business Simulation Be Used to Assess Learning?" AACSB Assessment Conference.

Ernest R. Cadotte (2006), "A Study on the Pedagogical Value of Full-enterprise Business Simulations" International Simulation and Gaming Association (ISAGA).

Ernest R. Cadotte (2006), "Working to Enhance the Business Simulation Pedagogy: Pedagogical Goals, Strategy, Features and Benefits" American Marketing Association.

Ernest R. Cadotte (2006), "How to Use Simulations to Enhance Education" AACSB Faculty Conference on Learning.

Invited Presentations at Educational Workshops

Ernest Cadotte (2014) "What is the Value of Simulation-based learning?" National Entrepreneurship Network of India, Mumbai

Ernest Cadotte (2014) “Train The Trainers Workshop” Entrepreneurship Development Institute of India, Ahmadabad

Ernest R. Cadotte (2014) “Simulating the Venture Creation Experience in the Classroom: How to Use Simulation Games,” *The Experiential Classroom*, University of Florida

Ernest R. Cadotte (2013) “The Role that Business Simulations Can Play in the Development of Entrepreneurs,” Asian Centre for Entrepreneurial Initiatives (ASCENT), Bangalore

Ernest R. Cadotte (2003, 2005), “Entrepreneurship and the Use of Simulations” *Price Babson College Fellows Program – Reflect*

Published Simulations

Ernest R. Cadotte (2014), *Product Design, Profitability Analysis and Production Scheduling*, Innovative Learning Solutions, Inc.

Ernest R. Cadotte (2014), *Supply Chain and Channel Management*, Innovative Learning Solutions, Inc.

Ernest R. Cadotte (2013), *Conscious Capitalism in the Marketplace*, Innovative Learning Solutions, Inc.

Ernest R. Cadotte (2010), *Xtreme Supply Chain Management*, Innovative Learning Solutions, Inc.

Monograph, Book Chapter, and Book

Ernest R. Cadotte, Leff Bonnie, Richard Riley, and Christelle MacGuire (2012), “The Role that Large Scale, Integrative Business Simulations Can Play in Fulfilling AACSB Learning and Assessment Goals,” monograph, University of Tennessee

Ernest R. Cadotte (2010), “The Marketplace X-treme Supply Chain Management Simulation,” in Lisa Harrington, Sandor Boyson and Thomas Corsi (eds), *X-SCM: The New Science of X-treme Supply Chain Management*, Taylor and Francis/Routledge.

Ernest R. Cadotte and Harry J. Bruce (2003), *The Management of Strategy in the Marketplace*, South-Western Publishing Cincinnati.

Work in Progress

Leff Bonnie, Beth Davis-Sramek, and Ernest R. Cadotte “Thinking” about Business Markets: A Cognitive Assessment of Market Awareness and the Impact of Team Market Awareness Profiles on Performance,” Revise and resubmit at *Journal of Business Research*.

Meral Anitsal and Ernest Cadotte, “The Application of Means-end Theory to Understanding the Value of Simulation-based Learning,” targeted at the *Journal of the Academy of Management Learning and Education*

EARLIER WORK IN REFERRED JOURNALS

Gregory T. Gundlach and Ernest R. Cadotte (1994), “Exchange Interdependence and Interfirm Interaction: Research in a Simulated Channel Setting,” *Journal of Marketing Research*, Vol XXXI.

Ernest R. Cadotte and Normand Turgeon "Dissatisfiers and Satisfiers: Suggestions from Consumer Complaints and Compliments," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* (1988) Vol 1. pp.24-79.

Lloyd M. Rinehart, Ernest R. Cadotte and C. John Langley, "Shipper-Carrier Contract Negotiation: A Conceptual Foundation for Logistics Managers," *International Journal of Physical Distribution and Materials Management*, (Spring 1988).

Ernest R. Cadotte and Normand Turgeon, "Dissatisfiers and Satisfiers: Suggestions From Consumer Complaints and Compliments," *The Cornell Quarterly*, (February 1988) pp.44-51.

Ernest R. Cadotte, Robert W. Woodruff, and Roger Jenkins, "Expectations and Norms in Models of Consumer Satisfaction," *Journal of Marketing Research*, (August 1987), pp. 305-314.

Ernest R. Cadotte and Lloyd Rinehart, “CHIPS—A Strategic Distribution Game,” *Journal of Marketing Education*, (Summer 1986).

Ernest R. Cadotte, Larry M. Robinson, “An Evaluation of Automated Polling Devices,”

Journal of Data Collection, (Fall 1984), pp. 14-24.

Robert W. Woodruff, Ernest R. Cadotte and Roger L. Jenkins, "Modeling the Consumer Satisfaction Process Using Experienced Based Norms," *Journal of Marketing Research*, (August, 1983).

Ernest R. Cadotte, Arun Chatterjee, Robert A. Robicheaux, and Frederick J. Wegmann, "Planning for Urban Goods Movement," *Traffic Quarterly*, (June, 1980), pp. 16-23.

Ernest R. Cadotte and L. W. Stern, "A Process Model of Interorganizational Relations in Marketing Channels," *Research in Marketing*, Vol. 2 (1979), pp. 127-158.

Ernest R. Cadotte, "The Pushbutton Questionnaire: A New Tool for Measuring Customer Satisfaction," *Cornell Quarterly* (February, 1979), pp. 1-10.

Ernest R. Cadotte and Robert A. Robicheaux, "Institutional Issues in Urban Freight Consolidation," *International Journal of Physical Distribution and Materials Management*, Vol. IV (1979), pp. 158-168.

Ernest R. Cadotte, "Distribution Capacity Planning: The Long-Term Problem," *International Journal of Physical Distribution and Materials Management*, Vol. IX, No. 6 (1979), pp. 285-297.

Ernest R. Cadotte and Larry M. Robinson, "The Measurement of Consumer Satisfaction: An Innovation," *Journal of Marketing* (July, 1978), pp. 8, 58.

Ernest R. Cadotte, Arun Chatterjee, Frederick J. Wegmann, and Robert A. Robicheaux, "Goods Movement Planning for Small and Medium Size Areas," *Transportation Engineering*, November, 1977, pp. 25-30.

Robert A. Robicheaux and Ernest R. Cadotte, "Shippers Perceptions of and Preferences for Motor Carrier Performance in Urban Areas: Implications for Consolidation," *Transportation Research Forum*, (October, 1976), pp. 52-57.

Patent

Ernest R. Cadotte and Gerald P. Hester, Customer Satisfaction Terminal, issued August 17, 1982, Patent Number 4,345,315, United States Patent Office, Washington, DC.