Fogelman College of Business and Economics
Department of Marketing and Supply Chain Management

Department Newsletter

Volume 1

Spring 2010
Dear Students, Parents, Alumni, Colleagues, and Friends:

Welcome to the inaugural newsletter of the Department of Marketing & Supply Chain Management. We wish to establish new and stronger connections with our constituent groups and a semi-annual newsletter is the first step in that direction.

Our departmental mission is to create and disseminate knowledge in the areas of marketing, supply chain management and operations management that serves the Fogelman College of Business & Economics (FCBE). In support of our mission, we offer a number of high-quality programs, including undergraduate majors in Marketing Management and Logistics/Supply Chain Management. At the graduate level, we offer a PhD in Marketing, and provide numerous courses for the MBA, EMBA, CDMBA, and IMBA programs. In addition, we offer minors in marketing management, logistics/supply chain management and sales. All of our programs are designed to prepare students for success in the global business environment.

Our faculty members have expertise in areas ranging from consumer behavior to marketing strategy to operations management to simulation & optimization, and are nationally recognized for their expertise and accomplishments. In this first issue of the newsletter, we highlight these accomplishments and activities of our department faculty members and Ph.D. students. In addition, our department graduate assistant, Cory Moore, profiles Dr. Shawn Jones.

As we continue to grow and enhance our programs, we want to hear from you. Please feel free to email me at mstaffrd@memphis.edu or call me at 678-2499.

Marla B. Royne Stafford
Marla B. Royne Stafford, Ph.D.
Professor & Chair
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SPOTLIGHT ON...

Dr. Shawn Jones
Assistant Professor
B.S., Aeronautics, Miami University (OH)
M.S., Logistics Management, Air Force Institute of Technology
Ph.D., Supply Chain Management, Michigan State University

Dr. Shawn Jones joined the University of Memphis MSCM department in Fall 2008. Previously, he served 12 years as an officer for the United States Air Force, attaining rank of major during his tenure. Dr. Jones joined the University of Memphis because he proclaims the city as the “supply chain hub of the nation.” Dr. Jones was kind enough to sit down with us and discuss the city of Memphis, why he decided to pursue a career in academia, and his experiences with the University of Memphis so far.

How has the Memphis community treated you and your family in the year and a half you have lived here?
We very much like the community. We rented a place down on Deloach so we actually walked to school for a while, which was a great way to get to know the environment around here. It’s like any other big city; there’s a lot to do. We enjoy the family things. The kids love being able to watch the hockey games, the minor league baseball games, the Memphis Tigers games, as well as the Grizzlies.

What would you say is the biggest difference between and Memphis and previous places you’ve lived?
I was born and raised in Ohio. Being in the Air Force, we’ve lived everywhere. It was 12 years of moving every two to three years. For my 10-year-old daughter, it’s the first year that she’s older than the number of houses we’ve lived in. So we’ve seen a bunch of different places. Memphis still has a lot of southern hospitality going for it. But the biggest difference between Ohio/Michigan and Memphis is definitely the weather!

What motivated you to pursue a Ph.D. and jump into the field of academia?
I think I had something to offer. I was still in the Air Force when the opportunity came up. Still as an active duty Air Force member, the service actually paid me to get my Ph.D. for the first year. A year into the program, the Air Force was doing some restructuring and offered me the opportunity to leave. I got into the program not knowing what to expect, but knowing that I did not want to leave the Air Force when I started. But I got into the Ph.D. program, found out I really enjoyed the teaching and the research, and found myself very surprised to take the opportunity when they presented it. So, I left the Air Force and finished the Ph.D., and I knew that I had enough interesting stories to keep classes entertained for an hour and a half of the time and keep passing that information along.
**What is your favorite aspect of teaching?**
It’s really just the opportunity to show people a different side of supply chain management. Especially for the classes I teach, the majority of people take it because it is a requirement for some other major. I think it’s my one opportunity to put that little nagging voice in the back of their head, so when they’re off being a marketer or an accountant, (they understand that) all of these things are interrelated and the decisions they make in their one area could have a far-reaching impact across the company. So if nothing else, I want to be that one nagging voice that reminds them when you do promotion, think of what it’s going to do to your trucking costs. That’s my most enjoyable thing: just trying to broaden their minds.

**Has a particular student really stood out during your tenure here?**
I’ve had several. That’s an exciting thing – especially as a new professor – to see those students that you can’t always pick out the first day of class, but they’re the ones that surprise you on the exams and on their class presentations. There’s a lot of talent here. I’d say that in the three semesters I’ve taught so far, I’ve had a dozen or so that really stood out from the crowd.

**Give us some details on the Supply Chain Management Student Association.**
It’s a very exciting club to get started. The students have actually come to us last semester and said “Why don’t we have a student supply chain management association for the students?” I had a guest speaker come to my class last semester and say “If you ever get a student organization organized, I have a list of guest speakers who would love to come and talk to you guys.” It’s just something that needed to be organized. We had our first meeting October of last year and did all the administrative things. It’s really starting to take off this semester it’s very exciting. We’re up to 20 registered members and we’re hoping to grow that a little bit bigger this semester. We’re lining up some impressive guest speakers from FedEx, International Paper, and Apex. We’re also going to start doing some tours which will be a lot of fun. We’ve already been invited to FedEx at midnight to crawl all over that place and see what’s going on. The intermodal transportation yard has invited us out. We have about five or six places we’re excited to see where the members want to go first.

**What research are you currently working on?**
One of the things as a new faculty member I walked in and got to make the class my own. So that’s a big challenge. I have two articles that are out under review right now focused on figuring out the balance of information technology and supply chain management: where the trade-offs are and where the ideal amount of information is for people to make decisions. A couple of new opportunities I have coming to a school that is very much integrated with marketing is to broaden my horizons. (University of Memphis Assistant Professor) George Deitz and I have been collaborating on working on simulation studies and its impact on students. I also have a graduate student who has opened my eyes to anthropomorphism; looking at how marketers are using that more and more and how it rubs off on you. A longer term project is continuous information management stream, looking into the secure supply chains and supply chain security risk management.

**Any closing thoughts?**
I would like them to know that we have some outstanding programs and graduates. My goal to work on over the next few years is to better find these ties to the local industries. I would love for more of them to come out and get to see the quality of our students, because it is impressive. At the same time, I would like to see our students and graduates get involved in the community and see the opportunities that are right around them in Memphis.
ANNOUNCEMENTS

INFORMS Southern Regional Conference
Dr. Tina Wakolbinger is a Member of the 2010 INFORMS Southern Regional Conference Organizing Committee, Huntsville, AL, April 5-7, 2010. The regional conference will be held jointly with the conference of the Military Applications Society (MAS) of INFORMS. While the programs will be developed separately, the sessions will run concurrently, and there will be some common events such as plenary talks, social events, etc.

The goal is to leverage the interest in these two separate events to create an environment that brings together academics, industry practitioners, and the public sector to exchange knowledge and encourage future collaboration. Please contact Tina at tbwklbng@memphis.edu if you are interested in organizing a session or presenting a talk at this conference.

AWARDS AND RECOGNITIONS

Dr. Wakolbinger receives Fogelman Award
Congratulations to Dr. Tina Wakolbinger on her paper – Multiperiod effects of corporate social responsibility on supply chain networks, transaction cost, emissions, and risk – for winning the 2008 Best Paper Award of the Fogelman College of Business and Economics in the Conceptual/Theoretical Category. Co-authored with Jose Cruz, the paper was published in the International Journal of Production Economics, Volume 116, Issue 1. Dr. Wakolbinger received the award on August 27, 2009, from Dean Rajiv Grover. The paper can be viewed via ScienceDirect here.

Dr. Deitz receives Bowersox Award
Congratulations to Dr. George Deitz on his paper - Coerced Integration: The Effects of Retail Supply Chain Technology Mandates on Supplier Shareholder Wealth – for winning the Bowersox Award for Best Paper in Supply Chain Management at the 2009 Society for Marketing Advances (SMA) Conference. Along with his co-authors, John D. Hansen (University of Southern Mississippi) and R. Glenn Richey (University of Alabama), Dr. Deitz accepted the award on November 5, 2009, at the 2009 Supply Chain Management & Industrial Distribution (SCMID) Symposium in New Orleans, Louisiana.

Dr. Amini joins JBL Interest Group
Dr. Mehdi Amini recently accepted an invitation from the Journal of Business Logistics to join the JBL Interest Group. This elite group seeks to better communicate the latest news regarding the journal (editorial mission, special issues, acceptance rate, etc.) and to seek ideas and insight into how to improve the journal to better meet the profession’s needs.
EVENTS AND ACTIVITIES

Discover Your Major Day
The department would like to thank instructor Dale Kehr, Ph.D. candidate John Cicala, Dr. George Deitz, and Dr. Michael Cervetti for participating in the annual Discover Your Major Day, held on October 1, 2009, at the Rose Theatre. By volunteering to share their experiences, they obtained more than 60 contacts of undecided students. Congratulations!

Dr. Wakolbinger presents two papers at INFORMS
Dr. Tina Wakolbinger presented the following papers at the INFORMS Annual Meeting, held in San Diego, CA from October 11-14, 2009:

- An Analysis of Fundraising Strategies for Disaster Relief Operations, (with F. Toyasaki)

Dr. Wakolbinger participates in Austrian Science Talks 2009
Dr. Tina Wakolbinger received a travel grant to participate in the Austrian Science Talks 2009 held in New Orleans on October 3, 2009. The Austrian Science Talk brings together Austrian scientists and scholars in North America with a delegation of Austrian experts in Science, Research, and Technology Policy to discuss policy developments and new opportunities.

U of M to host Southeast Marketing Symposium
The Department of Marketing & Supply Chain Management and the Fogelman College of Business & Economics will host approximately 65 participants at the 4th annual Southeast Marketing Symposium on Friday, February 5th. The Symposium is comprised of program coordinators and Ph.D. students from eight business schools from the southeast region: Florida State, Louisiana State, Mississippi State, Alabama, Kentucky, Memphis, Ole Miss, and Tennessee-Knoxville. The purpose of the Symposium is to facilitate sharing of research interests and activities among the participating Ph.D. students, as well as to provide networking opportunities for these students upon their graduation. This year’s Symposium is sponsored by the Fogelman College of Business & Economics, the Department of Marketing & Supply Chain Management, and the FedEx Center for Supply Chain Management.

The program opens with a reception and dinner upon arrival Thursday night, followed by a day of student research presentations and panel discussions by the Ph.D. coordinators. In addition, Florida State University is sponsoring a breakfast on Friday morning honoring Dr. O.C. Ferrell from the University of New Mexico for his consistent and long-running support of doctoral education in marketing. Dr. Ferrell was a Distinguished Professor of Marketing & Business Ethics at the University of Memphis from 1989 – 1998. Dr. Ferrell is a past President of the Academic Council of the American Marketing Association and has been a strong supporter of doctoral education in marketing throughout his career.
Dr. Babakus published in Journal of Retailing

Dr. Emin Babakus has an article featured in the December 2009 issue of the Journal of Retailing. The journal is a premier business research journal with a high impact score (2008 SSCI Impact Factor: 4.095 and 5-Year Impact Factor: 4.978).


To view the article via ProQuest, please click [here](#).

Ph.D. candidate to be published in Journal of Current Issues and Research in Advertising

Ph.D. candidate Christine Kowalczyk has an article forthcoming in Journal of Current Issues and Research in Advertising entitled "Are Products More Real on Reality Shows? An Exploratory Study of Product Placement in Reality Television Programming," co-authored with MSCM Department Chair Dr. Marla Royne Stafford. The exploratory study empirically assessed attitudes and behaviors toward a product placement in a reality program and examined the concepts of perceived realism and skepticism. The study was funded in part by a research fellowship awarded to Ms. Kowalczyk from the Enterprise Simulation and Optimization Lab (eSOL) and the Department of Marketing & Supply Chain Management at the University of Memphis. The article is schedule for publication in Fall 2011.

Recent articles published including MSCM Faculty and Ph.D. Students


**Forthcoming articles including MSCM Faculty**


Meet the
Marketing and Supply Chain Management
Faculty

Dr. Marla Royne Stafford
Professor and Chair

Dr. Mohammad Amini
Professor

Dr. Emin Babakus
Professor

Dr. Alan Bush
Professor

Mary Caywood
Instructor

Dr. Michael Cervetti
Instructor

Dr. George Deitz
Assistant Professor
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