From The Chair

The 2012/2013 academic year kicked off with a flurry of activities. Our two student groups -- the Student Marketing Association and the Supply Chain Management Student Association -- have already participated in a number of activities, gaining recognition along the way. A team of SCM students went to Detroit to participate in a national competition, and several faculty members have received acceptance letters from top journals, while others have seen their articles published in the past couple of months. The department’s new social commerce minor was launched this fall and the SCM major continues to grow. Look inside this issue of the newsletter for details on these and other exciting happenings in our department.

I’d also like to introduce our newest faculty member, Dr. Orrin Cooper. Orrin received his Ph.D. from the University of Pittsburgh and is challenging students in the ISDS 3711 course. Read more about Orrin and his research on page four.

With November upon us and the holidays approaching quickly, I want to take this moment to thank everybody who contributes to the department. We have a highly productive group of educators, supported by wonderful staff members and an outstanding team of professionals and executives who comprise our advisory board. This allows us to provide a positive and enriching academic experience to all of our talented students in the Fogelman College of Business & Economics.

Have a Happy Thanksgiving and wonderful holiday season!

Marla

Contents

Student Involvement 2-3
Recognitions and Awards 4-6
Publications 7
Ph.D. Program 8
Undergraduate Program 9-10
Faculty and Expertise 11
SCMSA Establishes Community Connection

The growing SCMSA organization is regularly seeking opportunities to connect with local businesses, and they recently received a wonderful gift. The Council of Supply Chain Management Professionals (CSCMP) gave the student association a $500 donation to support their funding and activities. CSCMP is a worldwide organization with the goals to “provide opportunities for supply chain professionals to communicate in order to develop and improve their supply chain management skills”, and “create awareness of the significance of supply chain to business and to the economy” (1).

The CSCMP goals align with the SCMSA initiatives as students and professionals participate in meetings and functions in order to learn more about the supply chain industry, and to network with industry leaders.

Other professional speakers this semester comes from International Paper and Thomason and Batts; tours of the International Paper box plant and McKesson facilities are also scheduled.

SCMSA recruits members through various events sponsored by the Registered Student Organization and functions such as “Choose Your Major” day. Members and organization coordinator, Dr. Shawn Jones all regularly recruit in the classroom by informing students about new speaker events, meeting times, and facility tours.

To contact SCMSA, please email Shawn Jones at shawn.jones@memphis.edu.

Student Organization Officers 2012-2013

These students are leading the way in the development of future professionals in the fields of Marketing and Supply Chain Management. They consistently look for opportunities to coordinate their organizations with business professionals in the Memphis community.

The Supply Chain Management Student Association

Student Organization Officers 2012-2013

SCMSA

President: Ashley Key
Vice President: Kellyn Turner
Secretary: Catherine McDermontt
Treasurer: Sarah Kelly
Advisor: Mr. Dale Kehr

SMA

President: Jasmine Martin
Vice President: Peter Hanbok
Secretary: Megan Gwatney
Treasurer: Sarah Hayes
Events and Operations: Michael Miller
Academic Liaison: Gabrielle Johnson
Advisor: Dr. Shawn Jones

Former Maybelline VP Speaks at Event

On October 22, SCMSA hosted Heard Murphy as a guest speaker for the organization and all students. Murphy is former vice president of Maybelline and related his speech to both his personal career development and Maybelline operations.

He spoke with students about the inner-workings of corporate sales and how he “started with an entry-level position at the very bottom” and worked his way up the company’s positions to Vice President.

Murphy’s expertise benefits any student interested not only in supply chain, but in the general world of business.
Student Involvement
The Student Marketing Association

Since their start in January 2012, the Student Marketing Association has been working to fulfill their purpose to encourage and facilitate ongoing student involvement in academics and marketing. With a solid Promise Day prize and successful fundraising efforts, this organization is unfolding potential to impact students greatly.

The first speaker of the year was Alex Embry, Marketing Coordinator for RVD Outdoor Design Destinations. His presentation focused on corporate marketing and internships to give the organization more insight on his day-to-day challenges in marketing.

Another speaker workshop headlined Leslie and Mike Presson, owners of Three Dog Bakery. Their focus on franchise marketing highlighted their hands-on operations of their entrepreneurship work, which is a popular path for many business students.

The organization currently averages 50 active members, and SMA Signup Day is on November 5th at 11:30 AM in the Fogelman lobby. To contact SMA for more information, email mscmsma@memphis.edu

SMA Progresses to Full Function

The Fogelman College Promise Day Initiative was not only a day of personal and professional development for students; it proved to develop their organizations as well. The Student Marketing Association and Supply Chain Management Student Association took first and second place, respectively, in the Table Competition. SMA was awarded $200 for their winning efforts and SCMSA received $100 in prize money.

Previous and Upcoming Fall Activities

FCBE Open House: September 25-26
Discover Your Major Day: October 11
SMA Speaker Workshop: October 25
SMA Speaker Workshop: September 27
Buffalo Wild Wings Fundraiser: October 20
SMA Speaker Workshop: November 15
**Newest Faculty Member takes on Analytical Tools**

**Dr. Orrin Cooper** is the latest addition to the MSCM Department as he assumes the role of teaching ISDS 3711, Analytical Tools of Business. He is a recent Ph.D. graduate of the University of Pittsburgh, concentrating on Operations and Decision Sciences. Multi-criteria decision making, Analytic Network Process (ANP), and behavior operations are the specialties he brings to the University of Memphis.

Recent published works include a research article in the Journal of Multi-Criteria Decision Analysis Selection (Selection of a Third-Party Logistics Provider: Capturing the Interaction and Influence of Performance Metrics with the Analytical Network Process), and an article on how companies can select which green supply chain initiatives would be most beneficial to implement.

Dr. Cooper’s motivation in the classroom is to prepare students for the workforce. “Students need to know how to use Excel in the workplace; it makes a huge difference to an employer to have experience with this tool.”

“I am excited to share my knowledge and experience with students because of my former work with the government in budget process,” Cooper states. That experience creating and working with “living spreadsheets” is a valuable asset to share with the students so they can create spreadsheets that are easy to update, change, and ultimately use Excel to its full potential.

Education in the classroom is also accompanied by Dr. Cooper’s current research in the ANP Consistency Index for the ANP Supermatrix, with particular interest to “focus more on behavioral operations management in the future.”

**Dr. Stafford Elected to Lead American Academy of Advertising**

Dr. Marla Stafford, First Tennessee Professor of Marketing and Chair of the Department of Marketing & Supply Chain Management, has been chosen to serve as President-Elect for the American Academy of Advertising (AAA) for the 2013 calendar year. Stafford, who was elected in April, assumes the position in January 2013. In January 2014, she moves into the role of president for the national organization.

Stafford, who has been involved with the AAA for about 20 years, has served on and chaired a number of committees, including a stint on the executive committee. In December 2010, she concluded her 4-year term as editor of the group’s scholarly journal, the Journal of Advertising, the premier journal of the advertising discipline. “To lead the organization in the advertising and marketing discipline will bring continued visibility to the Fogelman College of Business & Economics,” she said.
Mehdi Amini’s Research Published in Environmental Leader Report

An article on a research project by Dr. Mehdi Amini, Professor in the Department of Marketing and Supply Chain Management, has been published in the Environmental Leader’s 2012 Insider Knowledge Report. The project relates to sustainable supply chain management and focuses on the development of a Corporate Sustainability Framework.

The report is sponsored by the Environmental Leader and Constellation Energy Company. It includes lessons learned from corporate environmental, sustainability and energy decision makers from organizations around the world. The article on Amini’s research is found on pages 28-29 of the report, in the Strategy and Leadership section. Amini worked on the project in conjunction with Dr. Carol Bienstock of Radford University.

Visiting Scholar Earns Emerging Economies Doctoral Student Award

Jighyasu Gaur, a visiting scholar in Fogelman’s Department of Marketing and Supply Chain Management, has received the Emerging Economies Doctoral Student Award (EEDSA) 2012 from the Production and Operations Management Society (POMS).

Gaur, a doctoral student at India’s Icfai Business School Hyderabad, visited the Fogelman College of Business & Economics during the 2011-2012 academic year. He worked with Dr. Mehdi Amini on his Ph.D. dissertation in the area of Sustainable Supply Chain Management. His research and teaching contributions extend nearly a decade at his current institution and at the Modi Institute of Technology in Kota, India.

POMS is an international professional organization that represents the interests of production and operations management professionals from around the world. The Emerging Economies Doctoral Student Award is given annually to top doctoral students from countries in emerging markets.

Liu, Babakus, and Shah Collaborate on Published Paper

Gensheng (Jason) Liu and Emin Babakus, both of Fogelman’s Department of Marketing and Supply Chain Management along with Rachna Shah, associate professor at the Carlson School of Management at the University of Minnesota, published the paper, “When to Mass Customize: The Impact of Environmental Uncertainty” in the October 2012 issue of Decision Sciences.

In the study, they examine when mass customization is an appropriate strategy for firms to follow by scrutinizing the effects of three environmental uncertainty variables (demand uncertainty, competitive intensity, and supply chain complexity) on the MC-performance relationship.

They examine six competing hypotheses using data collected from 266 manufacturing plants. Results show that competitive intensity has a direct positive impact on MC ability, and demand uncertainty moderates the relationship between MC ability and customer satisfaction. Implications of their research findings are discussed and future research directions are identified.
Recognitions and Awards

Dr. Emin Babakus
Prior to his doctoral studies, Dr. Babakus was a production manager for a corrugated paper products firm in Istanbul, Turkey, where his responsibilities included overseeing production and operations of a plant, which operated 24/7. He has also conducted research projects and educational programs for a number of corporations and nongovernmental agencies.

Dr. George Deitz
George Deitz received his Ph.D. in Marketing in 2006 from The University of Alabama. Prior to earning his Ph.D. he worked for eleven years as a sales professional and sales manager for a number of leading software firms.

Awards for Best Papers

Deitz and Babakus Win Award for Best Research Methods Paper

George Deitz and Emin Babakus of Fogelman’s Department of Marketing and Supply Chain Management were awarded the prestigious Best Paper in Research Methods Track at the American Marketing Association’s (AMA) Summer Educators conference in Chicago. The paper, titled “Effects of Store Manager Psychological Climate upon Frontline Employee Commitment, Customer Loyalty, and Store Financial Performance,” was one of 16 papers selected for recognition from among more than 600 total submissions.

The study applies recent advances in multilevel structural equation modeling in testing a comprehensive model that links retail store manager perceptions to employee attitudes, customer loyalty, and store sales growth. Drs. Deitz and Babakus illustrate best practices for testing multilevel mediation and moderation hypotheses using a multi-source data set from a national retail organization.

Stafford and Kowalczyk Win Best Conference Paper Award

Christine Kowalczyk (Ph.D. 2011, University of Memphis) and Marla Royne Stafford of Fogelman’s Department of Marketing and Supply Chain Management were awarded the prestigious Overall Best Conference Paper Award at the American Marketing Association Marketing & Public Policy Conference this summer. The paper, “An Exploratory Study of Perceived Trust and Skepticism of Product Placement in Reality Television,” was honored as the single winner of the annual award which was selected from all papers submitted to the conference.

Dr. George Deitz
George Deitz received his Ph.D. in Marketing in 2006 from The University of Alabama. Prior to earning his Ph.D. he worked for eleven years as a sales professional and sales manager for a number of leading software firms.
Publications

Recent Works by Faculty and Ph.D. Graduates


Published Works


Forthcoming Articles


Meet the Candidates
Marketing Ph.D. Students

Student Appointed Position in American Marketing Association

Alexa Sullivan, MSCM Ph.D. Student, has been appointed the Chair-Elect of the American Marketing Association DocSIG. The special interest group seeks to provide opportunities for marketing doctoral students to develop relationships, credentials, and competencies that aid in placement and career development. She begins her term as Chair-Elect on November 1, 2012 and will begin her term as Chair on November 1, 2013.

Ph.D. Student Seminars

Each semester, the Ph.D. students take the initiative among themselves to create a seminar schedule. They do so to create the specific benefits they need to further their education process while completing the Ph.D. program. The seminar schedules consist of a specific topic, and either a professor or Ph.D. speaking. Topics this semester include “Picking a Dissertation Topic,” “Creativity and Innovation in the Classroom,” “Summer Research Grant Proposals,” and a general breakdown of each candidate’s personal progress.

Society for Marketing Advances Conference in Orlando

Members of the Marketing Ph.D. Program are attending the SMA Conference in Orlando, Florida, which commemorates the 50th anniversary for the association. The Conference theme is “Leading the Way... Yesterday, Today, and Tomorrow” and includes presentations, competitions, seminars, and exhibits with the focus on marketing. The conference is October 31-November 3 and is hosted at the famous Disney Swan and Dolphin Resort.

Jennifer Martinez Welcomes New Baby

On October 15th, MSCM Ph.D. student Jennifer Martinez and her husband welcome their newborn son William Alexander Hutchins. He weighed nine pounds and three ounces and is 21 inches long. “This is certainly my biggest accomplishment since the birth of my daughter in August of last year- Lucille Campbell Hutchins,” Jennifer said proudly.

Candidate Highlight: Phillip Hart

Phillip’s primary research interest lies in consumer cognition. In particular, he studies how consumers treat products as human in a process known as anthropomorphism. His research will be published in an upcoming special issue on anthropomorphic marketing in the Journal of Marketing Management. He has found that treating products as human enhances their value and that this human treatment increases with product complexity.
Supply Chain Team Hits the Road to Detroit

By Dr. Shawn Jones

On September 20, 2012, four Supply Chain Management majors travelled to Detroit, MI to represent the University of Memphis in the General Motors / Wayne State University Supply Chain Management Case Competition. The trip provided a mix of dozens of additional hours of academic preparation, facility tours, and opportunities to interview with top executives from GM and their major suppliers.

Sixteen universities stretching across the United States met for the competition. The case involved a real-world challenge faced by GM: how do you accelerate production of a cutting-edge vehicle to gain first-mover advantage in the marketplace when you have worldwide suppliers each facing their own constraints? The Memphis team provided an extensive plan to help GM improve their perception as an innovator in the automotive market while mitigating risk across suppliers. The judges lauded the proposal as the only one of the 16 teams who not only identified a primary plan, but also presented a contingency plan. After the scoring, the team came up one spot short of the final round finishing in 5th place overall. Considering the top four teams included such SCM juggernauts as Michigan State University and Penn State University, it’s a finish the team and the program are extremely proud of.

The conference concluded with presentations and discussion time with GM and several of their supply chain partners including Lear, Delphi, Ryder, and Bridgestone. This brought the most rewarding part of the trip as executive after executive shared how impressed he or she was with the group from Memphis and praised the group’s preparation, professionalism, and passion for the field.

It was a trip that fostered new relationships for the program as well as potential employers for the students. The annual event will take place again in September 2013, so interested students should reach out to this year’s team and take notes on the keys to success.
Department Adds Social Commerce Minor

This fall the MSCM Department launched a minor in Social Commerce. Using core and emerging social technologies built upon established marketing and communication principles, students will learn how to effectively engage consumers through technology-centric channels.

Some of the concepts taught in the program include online listening and influence, virtual trust, social principles, digital currency, e-engagement, adoption drivers, and e-value chain and context.

This brings to four the number of minors offered by the MSCM Department.

Look at the Numbers

Department undergraduate enrollment has increased

- Total enrollment for the Fall 2012 semester is 388 majors and 155 minors.
- Marketing Management specifically holds 288 majors and 144 minors; the majority of minors are pursued by students outside the Fogelman College of Business and Economics.
- Supply Chain Management specifically holds 98 majors and 11 minors; the majority of minors are pursued within the FCBE.

Student Involvement

Undergraduate Program

CONTACT US

ON THE WEB

www.memphis.edu/marketing/

ON CAMPUS

Fogelman Administration Building, Room 302
3675 Central Ave
Memphis, TN 38152-3120

EMAIL

Department Chair
Dr. Marla Royne Stafford
mstaffrd@memphis.edu

Administrative Assistant
Joyce Wilson
jwilson@memphis.edu

Graduate Assistant
Janelle Mason
jmmason1@memphis.edu

PHONE

Office: (901) 678-2667
Fax: (901) 678-4051

THE UNIVERSITY OF MEMPHIS

Dreamers. Thinkers. Doers.
Faculty and Expertise

Mehdi Amini, Ph.D.
Professor
Associate Director of FedEx Center for Supply Chain Management
Founder and Director of enterprise Simulation and Optimization Laboratory (eSOL)
- Sustainable enterprise
- Operations and Supply Chain Management
- Decision modeling and technologies

Orrin Cooper, Ph.D.
Assistant Professor
- Multi-criteria decision making
- Analytical Network Process
- Behavior operations

George Deitz, Ph.D.
Associate Professor
- Service Innovation
- Trust
- Multilevel Structural Equation Modeling

Satish Mehra, Ph.D.
Professor
- Productions operations
- Logistics
- Process Improvement

Emin Babakus, Ph.D.
Professor
- Customer satisfaction and service quality measurement and management
- Service worker stress management
- Brand positioning and new product development

Roger Iles, MBA
Instructor
- Developmental math
- Operations management
- Management

Ernest L. Nichols, Jr, Ph.D.
Associate Professor
- Customer satisfaction and service quality measurement and management
- Service worker stress management
- Brand positioning and new product development

Gregory W. Boller, Ph.D.
Associate Professor
- Creativity and innovation
- Social media
- Leadership and team building
- Negotiations

Daniel L. Sherrell, Ph.D.
Professor
- Marketing and Public Policy/Health
- Services marketing

Alan J. Bush, Ph.D.
Professor
- Sales force productivity
- Customer service and integrated marketing communications
- B2B marketing management and strategy

Marla Royne Stafford, Ph.D.
First Tennessee Professor
- Marketing and Public Policy/Health
- Services marketing
- Advertising message and media strategy

Michael Cervetti, Ed.D.
Instructor
- Forecasting
- Statistical methods

Jeff Thieme, Ph.D.
Associate Professor
- Innovation Management
- Strategic Marketing

Gensheng ‘Jason’ Liu, Ph.D.
Associate Professor
- Mass customization
- Supply chain management
- Empirical research methods

Adrianne Zaitz, MBA
Instructor
- Customer insights research
- New product development process
- B2C marketing strategy