From the Chair

Dr. Marla Stafford is working hard on her well-deserved Professional Development leave this semester and I’m happy to serve as the Interim Chair of the Department in her absence. She will return to her duties as Department Chair with the Spring 2014 semester in January. This fall semester our faculty, staff and students have been engaged in a variety of activities that reflect the quality, productivity, and talent of our department. This fall newsletter contains a variety of stories and information that overwhelmingly demonstrates that. For the second year, a team of SCM mentored by Dr. Ernie Nichols and Dr. Shawn Jones traveled to Wayne State University in Detroit to participate in a national SCM case competition. Our Social Commerce minor (which has 9 students enrolled this semester) now has its own Facebook page thanks to the efforts of Tracy Consenza and Anna Michaels, two of our instructional staff members.

Our faculty have been busy as well, publishing a variety of articles in our top journals. The C-NRL (Cognitive Neural Research in Marketing) lab is taking shape under the direction of Dr. George Deitz and Dr. Marla Stafford in its new permanent home – FCBE 368 and 366 (come by and take a look!). See Dr. Deitz’s description of the coming plans for the C-NRL lab inside the newsletter. A big Thank-you is due to our Department Advisory board under the leadership of Cliff Lynch. The Advisory Board met in early November to continue their efforts to assist our department with curriculum development through the provision of live case materials that they plan to make available to our faculty for classroom use.

Three of our Ph.D. students (Alexa Fox, John Narcum and Parker Woodroof) passed their comprehensive exams in October and are busy with their dissertation proposal development. All-in-all, our efforts this fall semester have been productive and we have made a good start to the academic year. This newsletter has lots of information to keep you up on our activities and we hope you find it informative. Have a happy holiday and a prosperous new year!

Dan L. Sherrell
Interim Department Chair

The Fogelman College of Business & Economics
The Department of MSCM and SMA!

The Marketing & Supply Chain Management department started a Student Marketing Association (SMA) January of 2012. The purpose is to encourage and facilitate student involvement in the academics and importance of marketing with the theme of Learning by Doing. The association is actively involved in the activities of the Fogelman College of Business and Economic (FCBE), plus holds special event meetings. The SMA received honorable mention in the spring 2013 FCBE Promise Day table contest. The SMA along with the Student Supply Chain Management Association received second place in the fall 2013 FCBE Open House table contest.

The SMA 2013-14 officers and committee chairs
President: Cayla Cook
Vice President: Amber Davis
Secretary: Jordan Hockaday
Treasurer: Michael Miller
Media Promotion: Chandler Gagon
Social Media/Website: Kaylee Willis
Membership: Maria Paucara

The Department of MSCM has gone Social!

We can be found at: https://www.facebook.com/memphisMSCM to stay up-to-date about upcoming events, internships, jobs, scholarships, and courses. Please feel free to post about what is going on in your classes, organizations, etc. Social Media is not just for "staying connected." Businesses are now paying hefty salaries to manage their social presence and keep them relevant (yes, some in 6 figures!). Set yourself apart in this competitive job market by completing our Social Media Marketing minor or add to your skill set by taking our social media courses. For the Spring 2014 semester, MKTG 3340 (the first course) is offered M/W at 12:40 and at the Collierville campus on Thursday evenings at 6pm. The strategy course (MKTG 4630) is offered Monday nights at 7pm on campus. So are you ready to have fun AND get paid?

Dept. Undergraduate Enrollment Increases

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<thead>
<tr>
<th></th>
<th>Fall 2013</th>
<th>Fall 2012</th>
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<tbody>
<tr>
<td>MKTG Majors:</td>
<td>325</td>
<td>288</td>
</tr>
<tr>
<td>SCM Majors:</td>
<td>94</td>
<td>98</td>
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<tr>
<td>MKTG Minors:</td>
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<td>144</td>
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<td>SOCM Minors:</td>
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<tr>
<td>Sales Minors:</td>
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<tr>
<td>Total MSCM Enrollment:</td>
<td>419 majors</td>
<td>388 majors</td>
</tr>
<tr>
<td></td>
<td>181 minors</td>
<td>155 minors</td>
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</table>
FCBE Open House Winner: Unstoppable!

Jessica Andrews participated in the well-attended Fogelman College of Business Open House on October 2, 2013. She was surprised to discover she was the lucky winner of the “Win Lunch with a MSCM Professor” contest sponsored by the MSCM faculty.

Jessica was treated to a delicious full course, white gloved BBQ Buffet Luncheon at the local Holiday Inn on October 11, 2013. Professor Adrienne Zaitz, MSCM faculty member, commented “I was the real winner as I shared a wonderful luncheon with a student who represents the best of the University of Memphis. I was so impressed by Jessica’s drive to succeed and intelligence in designing a college and career path that combines her musical composition and business management talents. Jessica carries a full course load while working the 11:00 pm to 8:00 am night shift at Kroger’s five days a week, and works at Piccadilly’s 4:30-9:00 evenings as well. Despite a schedule that allows little time for sleep, Jessica is full of enthusiasm and dreams for a bright future.”

Jessica is representative of so many UM students who manage full time college and work commitments. She is a future MSCM leader who is truly unstoppable. We hope her career will provide many more rewards and recognitions!

The Department’s Advanced Technology Lab

The C-NRL (Cognitive Neural Research in Marketing) lab is becoming very active under the direction of Dr. George Deitz and Dr. Marla Stafford. Located in FCBE 366 and 368 the lab is providing strong support to the department and college in its research mission and generating new knowledge. The lab is equipped with a 24inch HD screen with a fully encased 60 Megahertz eye tracker for assisting in shelving and billboard studies, an EEG system that uses a neural headset which monitors changes in blood flow and generates data on brain activity in response to stimuli, and a wearable Galvanic Skin Response Sensor that measures skin conductance and biological arousal from viewed stimuli. The cutting-edge software in the lab from iMotions Global allows one to integrate information from all sensors simultaneously, which assists in drawing inferences or validating information from the eye tracker data. The lab is also looking into applying Facial Expression Analysis Software as well. The eye tracker can even be implemented with an app on your iPhone. Eye tracking is very relevant in so many areas including diagnosing illnesses or disorders in psychological or the medical fields. It is a great tool to improve research studies, elevate the research prestige of the department and college, and also help Ph.D. students with their research. The future goal is to have the lab become a world class research facility. Not many colleges have a lab so wonderfully equipped many strategic advantages like this. So do come by and take a look at this cutting-edge technology lab!!!
Welcome to our new Faculty!!!

Anna Michael just completed her first semester teaching MKTG 3140, Advertising and Sales Promotions, at the Fogelman College. She also serves as the Coordinator of College Relations and Events. Anna is a recent graduate of the University of Memphis; graduating with a 4.0 and receiving her Master’s in Business Administration last December. Previously, before returning to school, she was an account executive for a local advertising agency, Sullivan Branding (formerly Thompson & Company). She has many roles within the College. For example, Anna recently helped launch a new social media platform, FogelmanConnect.com, designed to re-connect with Fogelman alumni. She has championed several branding efforts for the College, including the Avron B. Fogelman Professional Development Center’s re-launch of the Complete Professional Program. Finally, she has been extremely involved with major events including the Investors in Excellence and the Hall of Fame unveiling ceremonies.

Anna stated that she has thoroughly enjoyed her first semester of teaching, “I have had such an amazing first semester. I was lucky enough to teach a class that was extremely engaging and responsive. It was such a treat to connect with them and share some of my personal experiences in the marketing field. I only hope they got as much out of the class as I did.”

Anna structured her class to mimic real-world scenarios. “I think it’s important for students to understand advertising and marketing concepts. However, it is just as crucial to be able to apply these concepts in real-world situations. Being able to bridge the gap from what’s in the textbook to what actually happens outside the classroom is critically important.”

So what future goals does she want to accomplish here at the University? “Everything! I’m looking forward to the challenge of teaching new courses, continuously bettering the brand of the College and working with students and my fellow FCBE colleagues.”

Next semester Anna will be teaching the Principles of Marketing course. What is she most nervous about? “Being completely awake for the 8:00 a.m. class period! I’m going to have to drink two cups of coffee those days,” she jokes.

Summer Owens is the newest addition to the MSCM Department. She will be teaching MKTG 3010, Principles of Marketing. Having just received the 2013 Outstanding Young Alumna Award, Owens graduated from the University of Memphis in 2001 and went on to earn a Master’s in Business Administration from Belhaven University. Owens is president and founder of S.O. What! LLC and founder and executive director of the S.O. What! Foundation. She is a motivational speaker and author of the book Life After Birth: A Memoir of Survival and Success as a Teenage Mother, the book is dedicated to helping all people eliminate judgment and excuses of all types and live life to their greatest potential. She was named “Top 40 under 40” by the Memphis Business Journal and received the Tri-State Defender’s Woman of Excellence award and the Women of Achievement Heroism award. She has also been featured on national television, as well as in The Commercial Appeal and Memphis Parent Magazine.

Faculty Spotlight:
Dr. Alan Bush

Dr. Alan Bush is Professor of Marketing in the Department of Marketing and Supply Chain Management in the Fogelman College of Business and Economics at the University of Memphis. Dr. Bush has 20 years of teaching experience. His teaching areas include marketing management and strategy, integrated marketing management and strategy, integrated marketing communications, advertising, sales
Welcome to our new Ph.D. Students!!!

**Josh Coleman**

Josh received a B.S. and a M.B.A from Western Kentucky University. His research interests include social enterprises, social entrepreneurship, impact of social causes on consumer behavior, and cause-related marketing in for-profit firms. His current research project is "Business to Business Sales Messages: Media Selection and Client Preferences." (targeting *Journal of Personal Selling and Sales Management* and *Journal of Supply Chain Management*.)

**Coco Huang**

Coco received a B.S. from the University of Science & Technology of China, a M.B.A, and a M.S. of Finance from the University of Memphis. Prior to entering the Ph.D. program she worked with the Chery Automobile Company, one of the biggest independent car makers in China, where she held a number of positions in supply chain management, including Purchasing Manager and ERP Representative. She has over ten years of corporate business experience, including domestic resources management and global purchasing. Her research interests include consumer behavior, supply chain management, mass customization, quality, and customer satisfaction.

**Michael Peasley**

Michael received a B.S. and a M.B.A from Union University. Prior to entering the Ph.D. program, he worked for the Seattle Mariners Double A Affiliate as Vice President of Sales & Marketing. His responsibilities were to test and evaluate various marketing and sales methods, build brand equity, and train sales staff in customer relationship management and sales strategy. His research interests include branding, customer relationship management, emerging technologies in consumer behavior, sales, sales management, and sustainability.
Recognitions and Awards

Dr. Mike Racer is elected as the IN-FORMS-ED president

Congratulations to Dr. Mike Racer on being selected as the INFORMS-ED president for the next two years. The group organization has over 300 members and sponsors an online journal on teaching. In addition to that, each year INFORMS-ED hosts a competition for case development.

Dr. Emin Babakus is awarded a research fellowship

George Johnson Research Fellow 2012-2013:
- Awarded by the Fogelman College of Business and Economics in recognition of faculty excellence in research.

Dr. Mehdi Amini is awarded a research fellowship and recognized for his intellectual contributions

George Johnson Research Fellow 2012-2013:
- Awarded by the Fogelman College of Business and Economics in recognition of faculty excellence in research.

Best Theoretical Paper Award 2012:
- Awarded by the Fogelman College of Business and Economics in recognition of faculty best theoretical paper published in 2012.

Dean’s Service Award 2012-2013:
- Awarded by the Fogelman College of Business and Economics in recognition of faculty service excellence.

Jared Oakley, Ph.D. Student is awarded:
- Fogelman College of Business & Economics 2012-2013 Teaching and Research Mentoring Award
- Doctoral Fellow, American Marketing Association Sheth Foundation Doctoral Consortium, 2013
- University of Memphis Marketing and Supply Chain Management Dissertation Research Grant, 2013

Dale F. Kehr is re-elected as the President of the Sales & Marketing society of the MidSouth Organization.

Dale F. Kehr (Instructor) was re-elected the 2014 President of the Sales & Marketing Society of the Mid-South organization. He also completed a review of a Marketing book by Grewal & Levy 4th edition and a survey review of the book Mind and Heart of the Negotiator by Thompson 5th edition.

Professional Presentation

Credit
Edited by Michael Maurice Allen
Designed by H.G Choi
Recent works by Faculty and Ph.D. Graduates


Published Works


Forthcoming Publications


Published Works


Forthcoming Publications


## Faculty and Expertise

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Areas of Expertise</th>
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| Mehdi Amini, Ph.D.       | Professor              | - Sustainable enterprise  
- Operations and Supply Chain Management  
- Decision modeling and technologies |
| Emin Babakus, Ph.D.      | 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 |
| Alan J. Bush, Ph.D.      | Professor              | - Sales force productivity  
- Customer service and integrated marketing communications  
- B2B marketing management and strategy |
| Michael Cervetti, Ed.D.  | Instructor             | - Forecasting  
- Statistical methods |
| 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 |
| Roger Iles, MBA          | Instructor             | - Developmental math  
- Operations management  
- Management |
| Shawn R. Jones, Ph.D.    | Assistant Professor    | - Supply chain management  
- Simulation and modeling  
- Health care supply chains |
| Dale Kehr, MBA           | Instructor             | - Marketing strategy  
- Consumer behavior  
- Student advisement coordination |
| Balaji C. Krishnan, Ph.D.| Associate Professor    | - Pricing research  
- Information technology and consumer behavior  
- Cross-cultural research |
| Gensheng ‘Jason’ Liu, Ph.D.| Associate Professor   | - Mass customization  
- Supply chain management  
- Empirical research methods |
| Satish Mehra, Ph.D.      | Professor              | - Productions operations  
- Logistics  
- Process Improvement |
| Anna Michael, MBA        | Instructor             | - Advertising and Sales Promotion  
- Social media |
| Ernest L. Nichols, Jr, Ph.D.| Associate Professor  | - Supply chain management  
- Process improvement  
- Strategic sourcing |
| Michael Racer, Ph.D.     | Associate Professor    | - Sustainable enterprise and simulation  
- Operations and supply chain management  
- Decision modeling and technologies |
| Daniel L. Sherrell, Ph.D.| Professor              | - Customer loyalty management  
- Customer relationship management  
- Services marketing |
| Marla Royne Stafford, Ph.D.| First Tennessee Professor  | - Marketing and Public Policy/Health  
- Services marketing  
- Advertising message and media strategy |
| Jeff Thieme, Ph.D.       | Associate Professor    | - Innovation Management  
- Strategic Marketing |
| Adrianne Zaitz, MBA      | Instructor             | - Customer insights research  
- New product development process  
- B2C marketing strategy |