## Edward A. Morash

# Associate Professor

# Department of Marketing and Supply Chain Management

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**ACADEMIC** 

B.A.

Economics, 1968, Northeastern University

**DEGREES:** 

M.B.A

Business, 1971, University of Maryland

D.B.A.

Doctorate in Business, 1979, University of Maryland

**PROFESSIONAL** 

1985-present Associate Professor of Transportation and Supply Chain

EXPERIENCE:

Management, Michigan State University;

1980-1985

Assistant Professor of Marketing and Transportation, Kent State

University;

1980

European Division; Assistant Professor of Marketing, University of

Maryland,

1974-1979

Instructor of Business Administration, University of Maryland,

College Park;

1960-1974

Vice President of Operations and Customer Service, other positions

in sales and marketing management, Atlas Van Lines;

Transportation Researcher, U.S. Department of Transportation,
Washington, D.C., Office of the Secretary for Policy and
International Affairs;

1967-1968 Sales and Terminal Management, Roadway Express;

1965–1967 Marketing & Physical Distribution Supervisor, Suburban Free Press
Newspaper;

1963–1965 City planning and transportation analyst, city of Wellesley Planning Board;

1962–1967 Retail Management: Siesta Sleep Shops, Furniture Mart, Rouffa
Furniture

PUBLICATIONS:

Publications have appeared in Journal of Business Logistics, International Journal of
Physical Distribution and Logistics Management, Transportation Journal, Logistics
and Transportation Review, Journal of the Academy of Marketing Science,
International Journal of Marketing, European Journal of Marketing, Journal of
Business and Industrial Marketing, Journal of Business Research, Journal of
Economics and Business, Journal of the Transportation Research Forum, Land
Economics, Journal of Air Law and Commerce, Transportation Quarterly,

Transportation Practitioners Journal, ABACUS, C.P.A. Journal, Transportation

Law Journal, Journal of the Transportation Research Board.

RESEARCH:

Logistics and Transportation, Supply Chain Management, Services Operations,

Quality.

**INTERESTS:** 

Customer Service, Service Quality, Marketing Management, Information

Processing, Supply Chain Strategy and Channels, and Industrial Organization

Theory.

**PROFESSIONAL** 

Reviewer for many logistics and marketing journals and several Editorial Policy

Boards;

**ACTIVITIES:** 

frequent speaker at conferences; consultant to many corporations, governmental agencies, and U.S. Congress; two Sohio Research Grants; AST&L National Paper competition (first place), Transportation Research Forum, National Best Paper (Second Place once, First Place once); Channels of Distribution Track Best Paper Award, Academy of Marketing Science; Surface Transportation Board Practitioner License; many city, state and national citations for studies and reports on economic and transportation needs; University Committee for Study of Campus Transport Requirements, citation from Vice President; U.S. Department of Transportation, Internship.

MEMBERSHIPS:

Member of Council of Supply Chain Management Professionals (formerly Council of Logistics Management), American Society of Transportation and Logistics, Warehouse and Education Research Council (WERC), American Economic Association (TPUG); past or present: American Marketing Association, Academy of Marketing Science, Academy of Management, American Society for Quality.

# **PUBLICATIONS**

WMA Transit, Clearing House for Federal Scientific and Technical Information (PB194093) 1970 (co-authors, B. Aten and G. Bulmash), 78 pp.

"Campus Transportation Requirements," Research Report, College of Business Administration, University of Maryland, College Park, Maryland, 1971 (coauthors, D. Smith and G. Brock), 164 pp.

"Employment Outlook for Transportation Graduates," <u>Transport Topics</u>, American Trucking Association (March 29, 1971) (co-authors, Mike Blevins and Stanley J. Hille).

"Railroad Abandonment," <u>Transportation Issues</u> (November 1973) (Vol. 2), pp. 30-33.

"Comparative Analysis of Prominent Physical and Social Scientists," <u>American</u>
<u>Institute of Decision Sciences</u> 1974 Proceedings (co-authors, Martin Gannon and Robert Sokoloff), pp. 175-176.

"The Potential of Fuel Savings through the Increased Use of U.S. Rail Piggy-back," <u>Logistics and Transportation Review</u> (1975) (Vol. 10, No. 3), (co-author, Stanley J. Hille), pp. 267-75.

Review: The Mobile Society: A History of the Moving and Storage Industry by John Hess in Transportation Journal (1975), pp. 59-61.

"University Growth and the Parking Problem," <u>Transportation Quarterly</u> (July 1975) (Vol. XXIX, No. 3, Eno Foundation) (co-authors, David Smith and Stanley J. Hille), pp. 427-439.

"Adam Smith's Theory of Moral Sentiments: A Psychological Theory of Motivation and Implications for Self-Interest," <u>Eastern Economic Association</u> presented April 16, 1976, Bloomsburg State College.

"Marketing Rail Piggyback Services," <u>Transportation Journal</u> (Winter 1977) (co-authors, Stanley J. Hille and Edward R. Bruning), pp. 40-50.

"The Application of Financial Concepts to Organizational Design Theory: A Methodological Model," American Institute of Decision Sciences 1978 Proceedings (June 1978), pp. 141-144.

"Owner-Operators in the Household Goods Moving Industry," <u>Transportation</u> Journal (Winter 1979) (Vol. 19, No. 2), pp. 17-33.

"Carrier Structure and Performance in the Household Goods Moving Industry," ICC Practitioners' Journal (July-August 1980) (Vol. 47, No. 5), pp. 549-567.

"Service Standards in the Household Goods Moving Industry," <u>The American Society of Traffic and Transportation Proceedings</u> (August 1980) (35th Annual Meeting), pp. 192-217.

"Household Goods Agency Systems," <u>Transportation Journal</u> (Summer 1980) (Vol. 19, No. 4), pp. 38-48.

"Operating Practices of Interstate Household Goods Carriers," <u>Transportation</u>
Research Forum (October 1980) (Vol. XXI, No. 1), pp. 180-188.

"Regulatory Policy and Industry Structure: The Case of Interstate Household Goods Carriers," Land Economics (November 1981) (Vol. 57, No. 4), pp. 544-557.

"Motor Carrier Capital Costs and Deregulation: A Tentative Assessment,"

<u>Transportation Research Forum</u> (November 1981) (Vol. XXII, No. 1) (co-authors, Ed Bruning and David L. McQuin), pp. 221-229.

"A Critique of the Household Goods Transportation Act of 1980: Impact and Limitations," <u>Transportation Journal</u> (Winter 1981) (Vol. 21, No. 2), pp. 15-27.

"The Effects of Motor Carrier Deregulation: A Stock Market Perspective,"

<u>Transportation Research Forum</u> (October 1982) (Vol. XXIII, No. 1) (co-author, Charles Enis), pp. 265-271.

"The Economic Losses from the Devaluation of Motor Carrier Operating Rights," ICC Practitioners' Journal (July-August 1983) (Vol. 50, No. 5) (co-author, Charles Enis), pp. 542-555. Reprinted in Motor Freight Controller (October 1983), pp. 3-11.

"The Structure of Motor Carrier Intangible Assets Before and After Deregulation," American Accounting Association Proceedings (presented at Ohio State University, May 7, 1983) (co-author, C. Enis), pp. 1-10.

"Investor Perceptions of the Impact of Deregulation on Motor Carrier Earnings," The Logistics and Transportation Review (1983) (Vol. 19, No. 4), (coauthor, C. Enis), pp. 309-324.

"Deregulation and the Cost of Equity Capital: The Case of Publicly Held Motor Carriers," <u>Transportation Journal</u> (Winter 1983) (Vol. 23, No. 2) (co-author, Edward Bruning), pp. 72-81.

"Entry Controls on Regulated Household Goods Carriers: The Question of Benefits," <u>Transportation Law Journal</u> (1984) (Vol. 13, No. 2), pp. 227-243.

"The Impact of FAS 44 on the Valuation of Purchased Goodwill," American Accounting Association Proceedings (presented at San Antonio, Southwest Regional Meeting, March 2, 1984) (co-author, C. Enis), pp. 243-249.

"Tax Policy, Specialized Accounting Standards, and Regulatory Reform," The Ohio C.P.A. Journal (Fall 1984) (Vol. 43, No. 4) (co-author, C. Enis), pp. 189-195.

"Mergers and the Capital Market Effects of Deregulation," American Economic Association, Transportation and Public Utilities Group (presented at Dallas, Texas, National Meeting, December 30, 1984) (co-author, C. Enis), pp. 1-28.

"User Taxes, Infrastructure, and Wealth Transfers," American Accounting Association Proceedings (presented at New Orleans, Southwest Regional Meeting, March 8, 1985) (co-author, C. Enis), pp. 189-196.

"Transportation Intermediaries, Customer Service, and the Principle of Channel Separation," American Institute of Decision Sciences 1985 Proceedings (presented at Akron, Midwest Annual Meeting, May 1985) (co-author, S. Desai), pp. 156-159.

"The Economic Relationship Between Service Quality and Market Protection for Regulated Household-Goods Moving," <u>Journal of Economics and Business</u> (1985) (Vol. 37, No. 2), pp. 123-140.

"Airline Deregulation: Another Look," <u>Journal of Air Law and Commerce</u> (1985) (Vol. 50, No. 2), pp. 253-282.

"Motor Carrier Mergers, Mobility Barriers, and Regulatory Reform," <u>Transportation Journal</u> (1985) (Vol. 25, No. 1) (co-author, C. Enis), pp. 38-50.

"Accounting for Public Policy Actions: The Case of Motor Carrier Deregulation," ABACUS (1985) (Vol. 21, No. 1) (co-author, C. Enis), pp. 63-83.

"Customer Service, Channel Separation, and Transportation Intermediaries," Journal of Business Logistics (1986) (Vol. 7, No. 1), pp. 89-107.

"The Channel of Distribution and Strategic Choice," Marketing in an Environment of Change: Proceedings of the Annual Meeting of the Southern Marketing Association, ed. R.L. King (presented at Atlanta, November 1986) (co-author, S. Desai), pp. 190-193.

"Infrastructure: Highway User Taxes and the Competitive Balance," American Economic Association, Transportation and Public Utilities Group (presented at New Orleans, National Meeting, December 1986) (co-author, C. Enis), pp. 1-35.

"Market Protection, Deregulation, and the Question of Industry Losses," Transportation Law Journal (1986) (Vol. 15, No. 1) (co-author, C. Enis), pp. 89-104 (printed in 1987).

"Some Aspects of Motor Carrier Size, Concentration Tendencies, and Performance After Deregulation," Akron Business and Economic Review (1987) (Vol. 18, No. 1) (co-author C. Enis), pp. 82-94.

"Customer Service and Transportation Strategies," <u>Customer Service Seminar Proceedings</u>, International Customer Service Association and MSU (1987), pp. 1-22.

"Marketing Concept Integration and the Division of Labor," <u>Marketing in Three Eras: Proceedings of the Third Conference on Historical Research in Marketing</u>, eds. T. Nevett and S.C. Hollander (presented at East Lansing, April 1987) (co-author, Donald J. Bowersox), pp. 215-24.

"Highway User Taxes and Infrastructure Improvements: The Question of Benefits," Journal of the Transportation Research Forum (1987) (Vol. 28, No.1) (co-author, C. Enis), pp. 334-341 (nominated for Best Paper National Award).

"Transportation Costs and Service Quality in a Deregulated Purchasing Environment," Current Research in Purchasing and Materials Management: Proceedings of the 1987 National Purchasing and Materials Management Research Symposium, eds. J. R. Carter and G.L. Ragatz (October 1987), pp. 46-59.

"Using Transportation Intermediaries for Industrial Purchasing Decisions, "The Journal of Business and Industrial Marketing (1987) (Vol. 2, No. 4), pp. 15-27.

"Boundary Spanning in Channels of Distribution," <u>Developments in</u> \*
Marketing Science: Proceedings of the 1988 Academy of Marketing Science
Annual Conference Vol. XI (April 28, 1988) (co-authors, D.J. Bowersox and P.J. Daugherty) (Received Best Paper Award in Track.

"The Integration of Marketing Flows in Channels of Distribution,
"European Journal of Marketing (1989) (Vol.23, No.2) (co-author, Donald
J. Bowersox), pp.58-67. (Paper reprinted in book: "Distribution
Channels Management, ed. David Shipley).

"Towards a Contingency Theory of Channel Control," in Advances in Marketing, eds. P.J. Gordon and Bert J. Kellerman (Spring 1989)

(Southwestern Marketing Association) (co-author, C. Enis), pp.1-10.
(This paper received three nominations for a Best Paper Award and is the lead article in the collection).

"An Investigation of the Effect of New Information Disclosures on Anchoring and Adjusting Behavior," Proceedings of the 1989 Annual Meeting of the American Accounting Association (co-author, Lynn Pringle), pp. 27-34.

"Deregulation of the Motor Freight Industries: The Question of Benefits," in Marketing: A Return to the Broader Dimensions, ed. S. Shapiro and A.H. Walle (1988) American Marketing Association Winter Educators' Proceedings), (co-author, C. Enis) pp. 19-23.

"The Impact of Highway Excise Taxes on Rail-Motor Competition,"

Proceedings of the Eightieth Annual Conference of the National Tax

Association—Tax Institute of America (December, 1988) (co-author, C. Enis), pp 204- 211.

"A Synopsis of a Methodology to Determine the Net Cost-Benefit of Highway Improvements and Increased Taxation," Proceedings of the Annual Meeting of the Transportation Research Forum (October, 1988) (coauthor, C. Enis) pp. 38-41.

"Assessing the Impact of Marketing Mix Interactive Effects: Some Empirical and Conceptual Underpinnings," 1989 American Marketing Association Summer Educators' Proceedings (co-author, J.D. Ozment), pp. 51-55.

"On the Use of Transportation Strategies to Promote Demand," Logistics and Transportation Review (1990) (Vol. 26, No. 1), pp. 53-76

"Rail Selection, Service Quality, and Innovation, " Journal of the Transportation Research Forum, (1992) (Vol. 32, No. 1) (co-author, Roger Calantone). pp. 205-215.

"Managing Service Quality," Proceedings of the 1992 Winter AMA Educators Conference. (co-author, J. D. Ozment), pp. 120-121.

"An Examination of Relationships Between Transportation Costs and Service Quality in the U.S. Domestic Passenger Airline Industry," Proceedings of the 1991 33rd Annual Meeting of the Transportation Research Forum. (co-authors, J. Ozment and K. Clow), pp. 81-94

"Intermodal Innovation, Service Quality, and Modal Choice." <u>Proceedings</u> of the 1991 Annual Meeting of the Transportation Research Forum. (coauthor, R.Calantone), pp. 471-480. Received National Best Paper Award.

"Infrastructure Taxes, Investment Policy, and Intermodal Competition for the Transportation Industries," <u>Journal of Economics and Business</u> (February 1993) (Vol. 45, No. 1) (co-author, C. Enis), pp. 69-90.

"Airline Costs and Service Quality in a Deregulated Environment, "
Journal of the Transportation Research Forum (1992) (Vol. 32, No. 2),
(co-author, J. D. Ozment), pp. 300-312.

"State Regulation of Motor Carriers in a Deregulated Transportation Environment," Transportation Journal (Spring 1991), (Vol. 30, No. 3) (co-author, G.D. Wagenheim), pp. 39-56.

"The Impact of Federal Deregulation on State Regulatory Attempts,"
American Economic Association, Transportation and Public Utilies Group
1990 Annual Proceedings (Spring 1991), (co-authors, G.D. Wagenheim and
J.C. Taylor), pp. 7-8

"Interactive Effects of Variables in the Marketing Mix: Tactical and Strategic Implications," in Bill Pride and O.C. Ferrell, eds, Marketing Concepts and Strategies, 7th edition, Lecture Enrichment Series, Chapter 19, (Boston: Houghton Mifflin), (co-author, J.D. Ozment), pp. 140-147.

"Managerial Incentives and Motivational Horizons in the Motor Carrier Industry," Proceedings of the National 1989 Meeting of the Decision Sciences Institute, ed. Ashok Soni (November 1989) (co-author, C. Enis), pp. 117-119.

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### PUBLICATIONS (continued)

"Transportation Costs and Service Quality: An Analysis of Competing Hypotheses," Academy of Marketing Science Proceedings (May 29, 1993), pp. 595.

"Productivity and Quality in the Transportation and Logistics Industries," TIMS/ORSA Bulletin No. 35, 35<sup>th</sup> Joint National Meeting of TIMS/ORSA, (May 1993), pp. 104.

"Objective versus Subjective Measures of Customer Service Satisfaction and Quality," ORSA/TIMS Bulletin No. 36, 36<sup>th</sup> Joint National Meeting of ORSA/TIMS, (November 1993), pp.28.

"Some Dimensions of Transportation Costs, Service Quality, and Customer Services," <u>Journal of Transportation Management</u> (December 1993), pp. 10-23.

"Global Logistics Research Team: Global Logistics Best Practice: An Intermediate Research Perspective," Council of Logistics Management Annual Conference Proceedings (1994) (numerous team co-researchers and Conference co-presenters, pp. 27-42).

"Towards Management of Transportation Service Quality," Logistice and Transportation Review (June 1994) (Vol. 30, No. 2), (co-author J.D. Ozment), pp. 115-140. This was the lead article in the Journal issue.

"The Augmented Service Offering for Perceived and Actual Service Quality," <u>Journal of the Academy of Marketing Science</u> (1994) (Vol. 22, No. 4), (co-author, J.D. Ozment), pp. 352-363.

"Channel Integration and Strategic Alliances for Competitive Advantage in the Pacific Basin," in Marketing Theory and Practice: Toward the 21<sup>st</sup> Century, 1995 AMA-KMA Joint Conference Proceedings, eds. J. Lim and S.T. Cavusgil (co-authors H.D. Yoon, M.B. Cooper and S. Clinton), pp. 240-253.

"World Class Logistics Practices: A Pacific Region Perspective," Paper presented at the 1995 Annual Meeting of the Council of Logistics

Management (Oct. 8-11 1995) (co-authors M.B. Cooper and H.D. Yoon), pp. 1-22.

"Channel and Marketing Integration," Annual Conference of Industrial Economic Institute (1995) (co-authors, H.D. Yoon, M.B. Cooper and S.R. Clinton), pp. 20-35.

"Global Logistics Research Team at Michigan State University, World Class Logistics: The Challenge of Managing Continuous Change (1995), Council of Logistics Management, Oak Brook, IL.

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#### PUBLICATIONS (continued)

"Channel and Logistical Integration: A Comparison of North American and Asian-Pacific Practices," <u>Proceedings of the 1995 Facing East/Facing</u>
West Conference (May 1995) (co-author, S. Clinton), pp. 20

"Supply Chain Structure for Total Cost Reduction: Some International Comparisons," Proceedings of the 37<sup>th</sup> Annual Meeting of the Transportation Research Forum (Oct. 1995) (co-author, S. Clinton), pp. 12.

"Channel Management and Relationship Marketing: Some Global Comparisons," Proceedings of the 1995 AMA Summer Educators' Conference: Enhancing Knowledge Development in Marketing, eds. B. Stern, G. Zinkham, P. Gordon, B. Kellerman (co-author, S. Clinton), p. 565.

Strategic Logistics Capabilities for Competitive Advantage and Firm Success," Journal of Business Logistics (1996) (Vol. 17, No. 1) (coauthors, C. Droge and S. Vickery), pp. 1-22. This was the lead article in the Journal.

"Comparing Objective Service Failures and Subjective Complaints: An Investigation of Domino and Halo Effects," <u>Journal of Business Research</u> (1996) (Vo. 36, No. 2) (co-author, D. Halstead), pp. 107-115

"Scheduling Management of Transportation Service Response Capacity to Improve Quality," Logistics and Transportation Review (Dec. 1995) (Vol. 31, No. 4) (co-author, J.D. Ozment), pp. 353-376.

"Relationship Marketing: International Comparisons of Channel and Logistical Integration Interfaces," Proceedings of the 1996 Academy of Marketing Science Annual Conference (1996) (co-author, S. Clinton), pp. 3.

"Accounting for Productivity and Quality in the Airline and Transportation Industries," Transportation and Public Utilities Group: American Economics Association Annual Meeting (Fall 1996) (co-author, C. Enis), pp. 1-20. This paper was the lead paper in the AEA session.

"Global Comparisons of Channel Integration Strategies and Strategic Alliances," Advances in International Marketing, eds. S.T. Cavusgil and C.R. Taylor (1996) (Vol. 7:JAI Press, Greenwich CT) (co-authors, H.D. Yoon, M.B. Cooper and S.R. Clinton), pp. 3-20. This paper was the lead article in the book.

"Productivity and Quality Relationships," 38th Annual National Meeting of the Transportation Research Forum Proceedings (1996) (Vol. 1), pp. 33-37.

"Boundary Spanning Interfaces Between Logistics, Production, Marketing, and New Product Development," International Journal of Physical Distribution and Logistics Management (1996) (Vol. 26, No. 8) (coauthors, C. Droge and S. Vickery), pp. 43-62.

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#### PUBLICATIONS (continued)

"The Strategic Use of Transportation Time and Reliability for Competitive Advantage, Transportation Journal (Winter 1996) (Vol. 36, No. 2), (co-author, J. Ozment), pp. 35-46.

"The Economic Efficiency Impacts of Global Supply Chain Integration," Transportation Research Board Preprint Proceedings: 77<sup>th</sup> Annual Meeting (1998) (Washington, D.C.), pp. 60.

"An Evaluation of Transportation Performance Measures," Federal Highway Administration Workshop Productivity and Performance Indicators (1998) (FHWA, U.S. Department of Transportation, Washington, D.C.), pp. 1-31.

"Quality and Performance in the U.S. Airline Industry: A Preliminary Investigation," Transportation Research Board Preprint Proceedings: 77<sup>th</sup> Annual Meeting (1998) (Washington, D.C.), pp. 1-22.

"Boundary Spanning Interfaces Between Logistics, Production, Marketing, and New Product Development," International Journal of Physical Distribution and Logistics Management (1997) (Vol. 27, No. 5/6) (reprint with co-authors, C. Droge and S. Vickery), pp. 350-369.

"The Role of Transportation Capabilities in International Supply Chain Management," Transportation Journal (1997) (Vol. 36, No. 3) (co-author, S. Clinton), pp. 5-17.

"The Economic Impact of Transportation Public Policy on Supply Chain Capabilities and Performance," ENO Transportation Foundation Forum: Transportation Investment and New Insights from Economic Analysis (February 1999) (Washington D.C.), pp. 1-28.

"Transportation Public Policy and Global Logistics Performance," <u>OECD</u>
Symposium on Public Policy Issues in Global Freight Logistics (December 1998) (Washington, D.C.), pp. 1-14.

"Supply Chain Integration: Customer Value Through Collaborative Closeness Versus Operational Excellence," Journal of Marketing Theory and Practice: Special Issue on Supply Chain Management (1999) (coauthor, S. Clinton), pp. 1-16.

"Assessment of the Relationship Between Productivity and Performance Quality in the U.S. Domestic Airline Industry," Transportation Research Record (peer-reviewed Journal of the Transportation Research Board, National Academy of Sciences, Washington, D.C.) (1998) (No. 1622), (coauthor, John Ozment), pp. 22-30. This is the lead article in the Journal issue.

"The Economic Impact of Transportation Public Policy on Supply Chain Capabilities and Performance," 1999 Proceedings of the 41<sup>st</sup> Annual National Meeting of the Transportation Research Forum (October 1999), pp. 391-417.

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#### PUBLICATIONS (continued)

"Transportation Planning, Policy, and Performance," <u>Journal of the</u> Transportation Research Forum (2000) (Vol. 39, No.1), pp. 22.

"Transportation and Logistics Performance Measurement," 2000 Proceedings of the Transportation Research Board Annual Meeting (January 2000), pp. 25-34.

"Demand-Based Transportation Planning," Transportation Quarterly (Winter 2000) (Vol. 54, No. 1), pp. 11-33. This is the lead research article in the Journal issue.

"Productivity from Transportation Infrastructure: Improvements in Capacity, Condition, and Congestion," Proceedings of the 2001 Annual Meeting of the Transportation Research Board (January 2001) (Washington, D.C.), pp. 237-255.

"Public Policy, Supply Chain Capabilities, and Performance in the Global Arena," Proceedings of the 2000 Annual Meeting of the Academy of International Business (November 2000), pp. 44, 1.4.5.

"Linking Public and Private Performance Measurement," <u>Journal of the Transportation Research Board</u> (November 2000) (Record No. 1729), pp. 42-51.

"Supply Chain Strategies, Capabilities, and Performance,"
Transportation Journal (Spring 2001) (Vol. 40, No. 3), pp. 18-36.

"The Impact of Transportation Infrastructure Policy on Firm Performance," Proceedings of the 2002 Annual Meeting of the Transportation Research Board (January 2002) (Washington, D.C.), pp. 287-298.

"The Role of Governmental Policy for Quality and Performance in Airline Transportation," Proceedings of the 2002 Annual Meeting of the Transportation Research Board (January 2002) (Washington, D.C.), pp. 165-178.

"Transportation Capabilities in Global Supply Chain Management,"

<u>Transportation Logistics</u>, eds. Alan McKinnon, Kenneth Button, and

<u>Peter Nijkamp (2002) (EE Publishing:UK), (co-author, Steven R. Clinton), pp. 1-13.</u>

"Public Policy and Global Supply Chain Capabilities and Performance: A Resource-Based View," <u>Journal of International Marketing</u> (2002) (Vol.10, No. 1), (co-author, Daniel F. Lynch), pp. 25-51.

"Terrorism and the Supply Chain: Where are the Weak Links,"

Proceedings of the 2003 Annual Meeting of the Transportation Research

Board (January 2003) (Washington, D.C.), pp. 67-85.

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#### PUBLICATIONS (continued)

"Supply Chain Strategies," <u>Transportation Journal</u> (2002) (Vol. 42), pp. 37-54.

"Supply Chain Performance Measurement," Proceedings of the 2003 Annual North American Research Symposium on Purchasing and Supply Management (ISM) (March 2003), pp. 303-313.

"Infrastructure Safety and Demand-Response Transportation Planning," Proceedings of the 2005 Annual Meeting of the Transportation Research Board (January 2005) (Washington, D.C.), pp. 27-49.

"Urban congestion: The Role of Demand-Side Strategies," <u>Proceedings of the 2005 Annual Meeting of the Transportation Research Board</u> (January 2005) (Washington, D.C.), pp. 237-256.

"Measuring, Assessing, and Improving Performance of Demand-Response Transportation," <u>Journal of the Transportation Research Board</u> (2004) (Vol. 75, No. 6), pp. 23-31.

"The Relationship of Airline On-Time Performance and Profitability," Proceedings of the Annual Transportation Research Board (2006), pp. 153-165.

"Transportation Planning for Infrastructure," Transportation Quarterly (Winter 2005) (Vol. 54, No. 1), pp. 11-34.

"Transportation Service Quality Performance," <u>Proceedings of the Annual Meeting of the Transportation Research Forum</u> (2007), pp. 19-28.

"Public Policy and Demand Oriented Transportation Planning," Proceedings of the Annual Meeting of the Transportation Research Forum (2007), pp. 156-171.

"The Role of Public Policy for Infrastructure Planning, Service, and Performance," Journal of the Transportation Research Board (2006) (Vol. 77, No. 5), pp. 17-26.

"Performance Measures and Targets for Transportation Infrastructure Asset Management," Proceedings of the 2008 Annual Meeting of the Transportation Research Board (January 2008) (Washington, D.C.), pp. 236-247.

"International Perspectives on Transportation Planning and Performance," Proceedings of the 2008 Annual Meeting of the Transportation Research Board (January 2008) (Washington, D.C.), pp. 167-179.

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PUBLICATIONS (continued)

"Supply Chain Management Tools and Principles for Transportation," Transportation Journal (2008) (Vol. 47, No. 3), pp. 54-67.

"Towards Management of Transportation Service Quality," Proceedings of the 2009 Annual Meeting of the Transportation Research Board (January 2009) (Washington, D.C.), pp. 156-168.

"Integrating Freight into Multimodal Transportation Planning," Proceedings of the 2009 Annual Meeting of the Transportation Research Board (January 2009) (Washington, D.C.), pp. 57-69.

"Public Policy and the Challenges of Data for Transportation Performance Measurement," <u>Journal of the Transportation Research Board</u> (2008) (Vol. 79, No. 3), pp. 23-39.

"Service Performance Data for Transportation Modal and Intermodal Measurement and Service Quality Comparisons," Proceedings of the 2010 Annual Meeting of the Transportation Research Board (January 2010) (Washington, D.C.), pp. 186-198.

"Transportation Policy Planning for Capacity, Flexibility, Speed, and Service Quality," Proceedings of the 2010 Annual Meeting of the Transportation Research Board (January 2010) (Washington, D.C.), pp. 83-97.

"Freight Flow Theory for Commercial Motor Transportation Capacity, Safety, and Performance," <a href="Transportation Research Journal"><u>Transportation Research Journal</u></a> (2010) (Vol. 37, No.2), pp. 31-47.