Edward A. Morash

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ACADEMIC DEGREES: B.A. Economics, 1968, Northeastern University

M.B.A. Business, 1971, University of Maryland

D.B.A. Doctorate in Business, 1979, University of Maryland

PROFESSIONAL EXPERIENCE 1985-present Associate professor of Transportation and Supply Chain

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

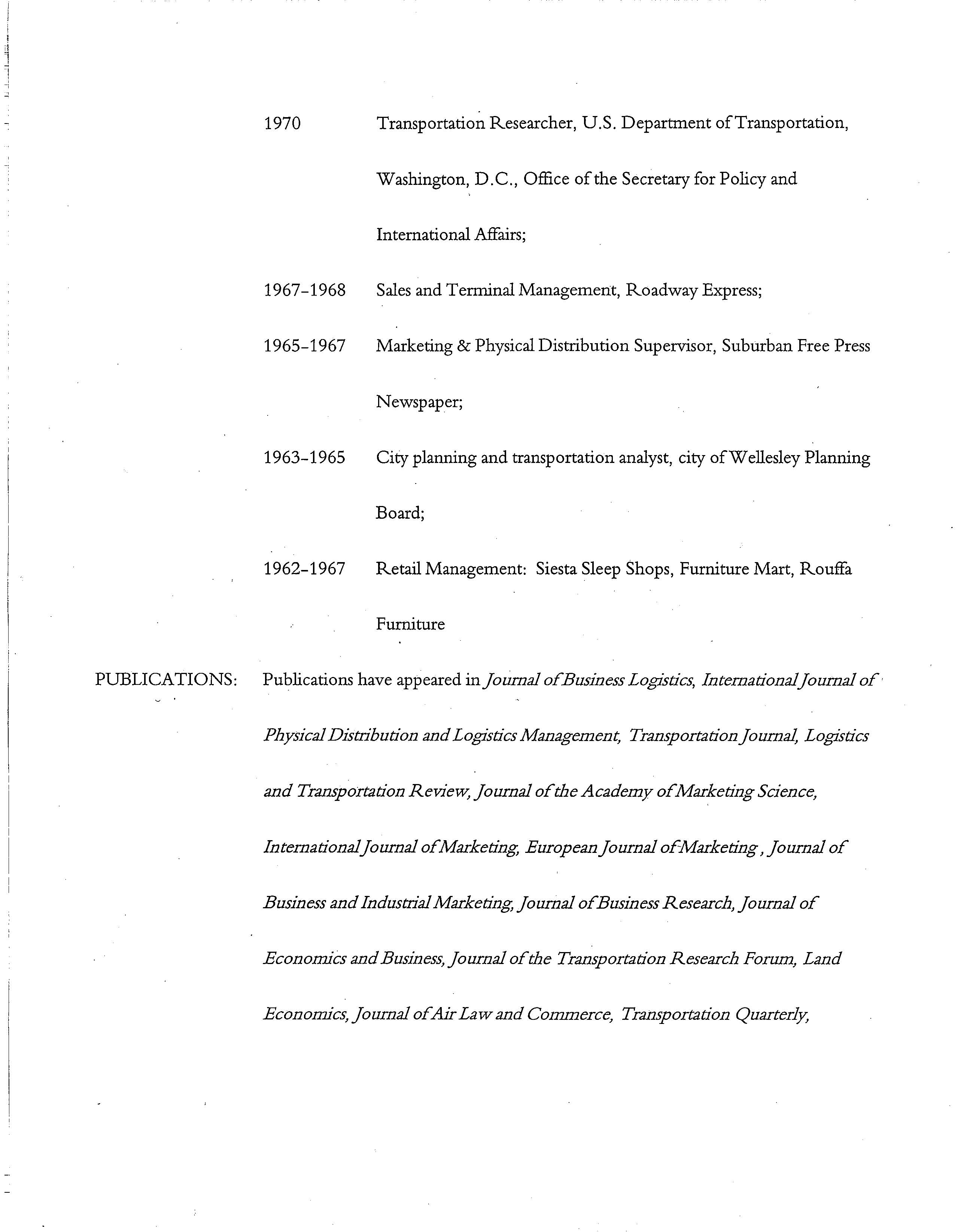
1974-1979 Instructor of Business Administration, University of

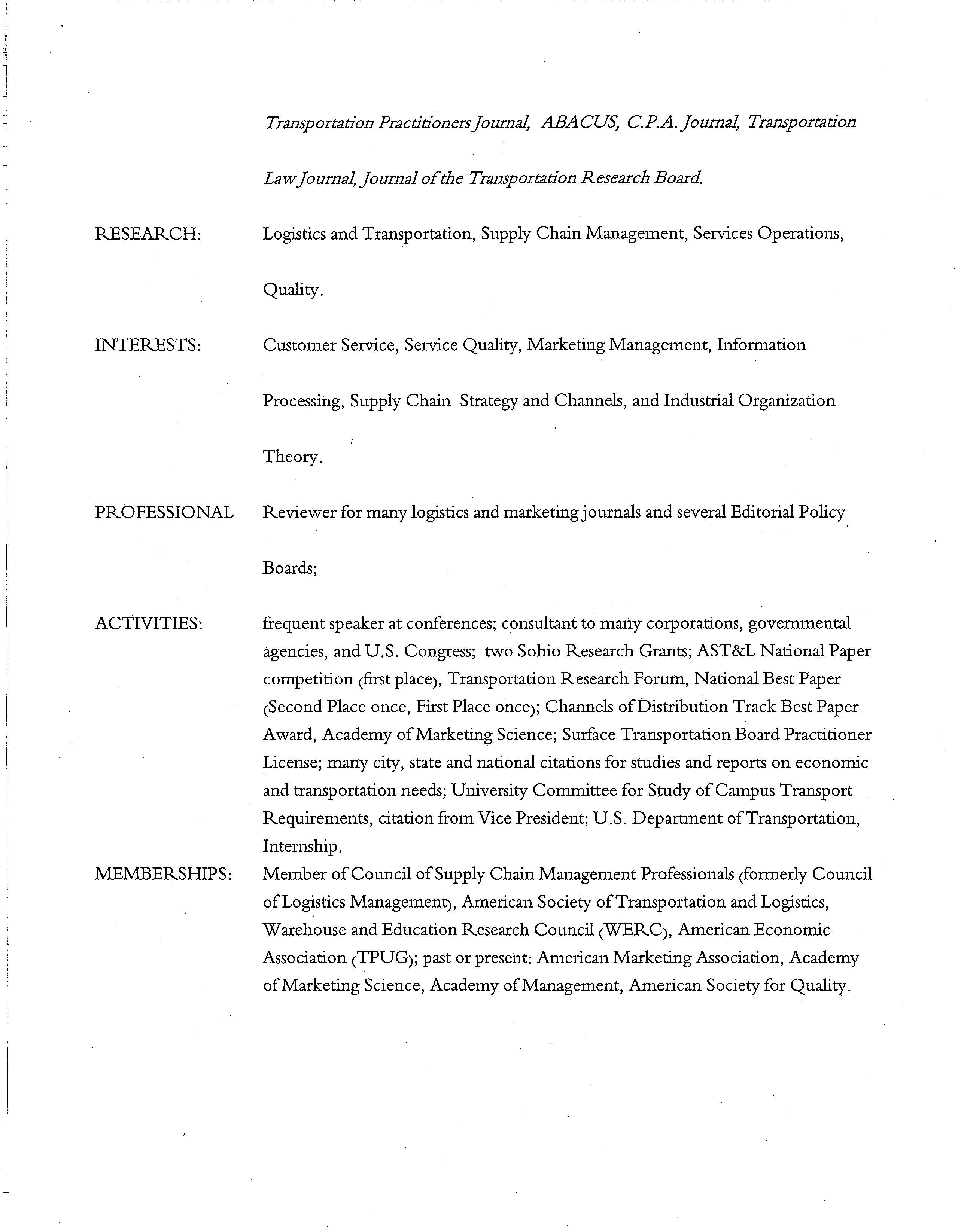
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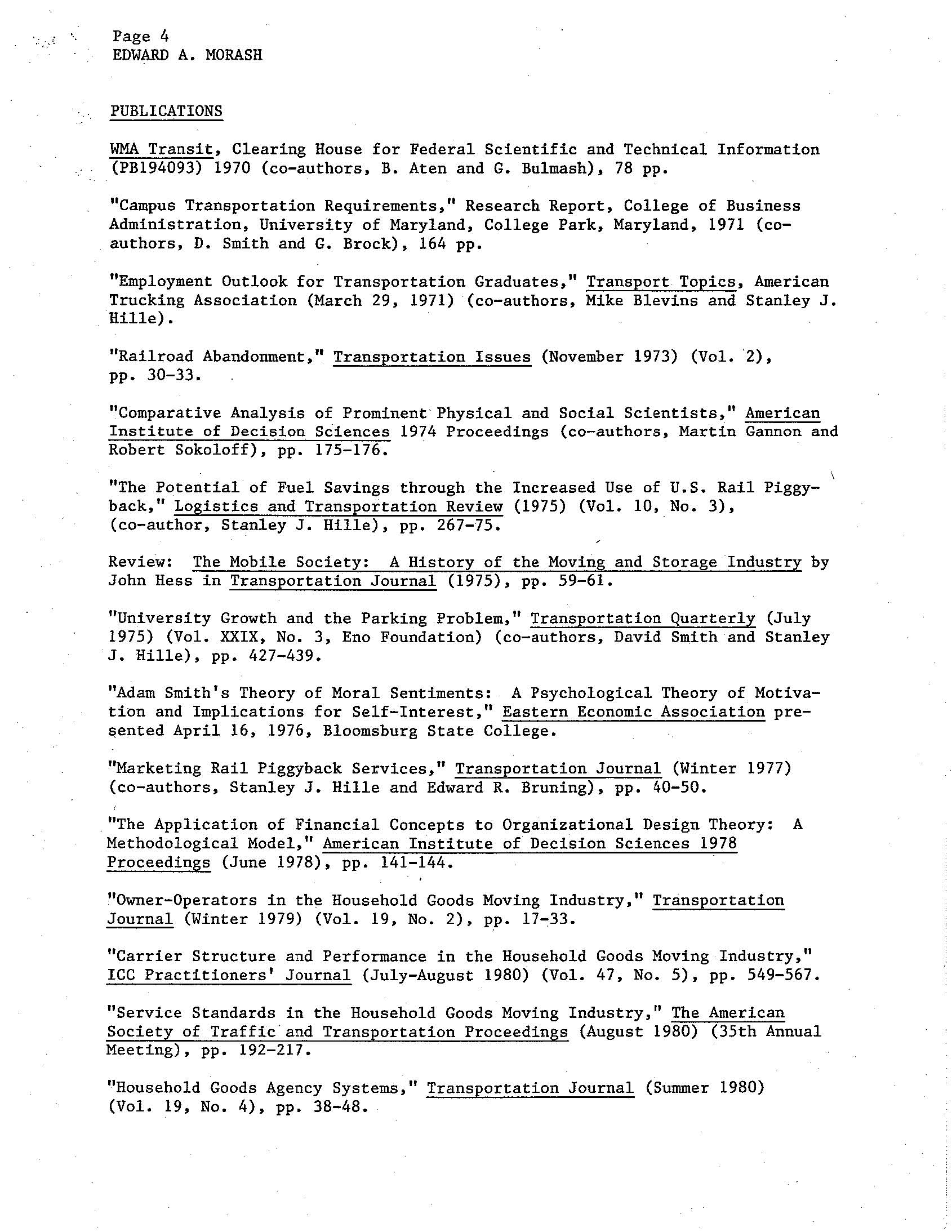
1960-1974 Vice President of Operations and Customer Service, other

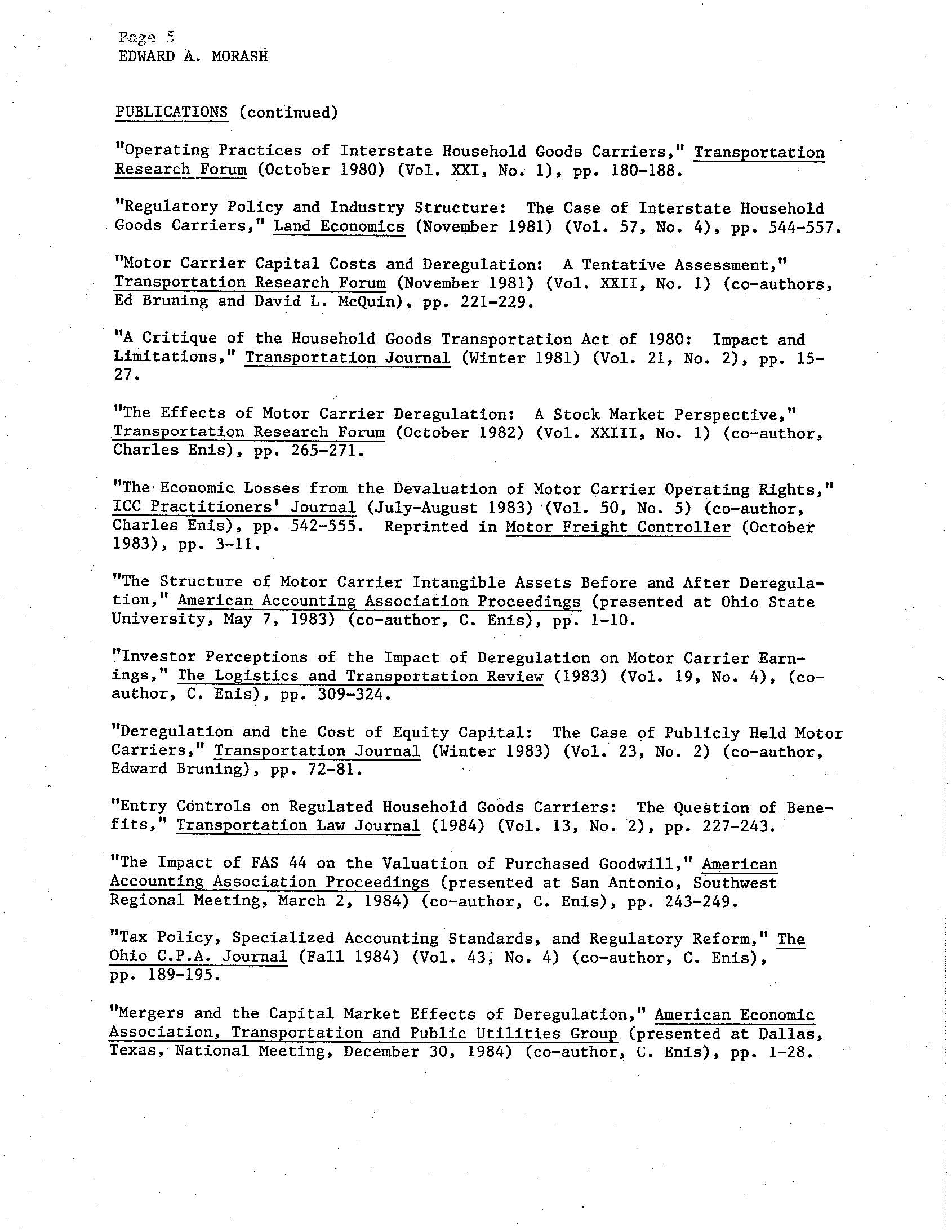
Positions in sales and marketing management, Atlas Van

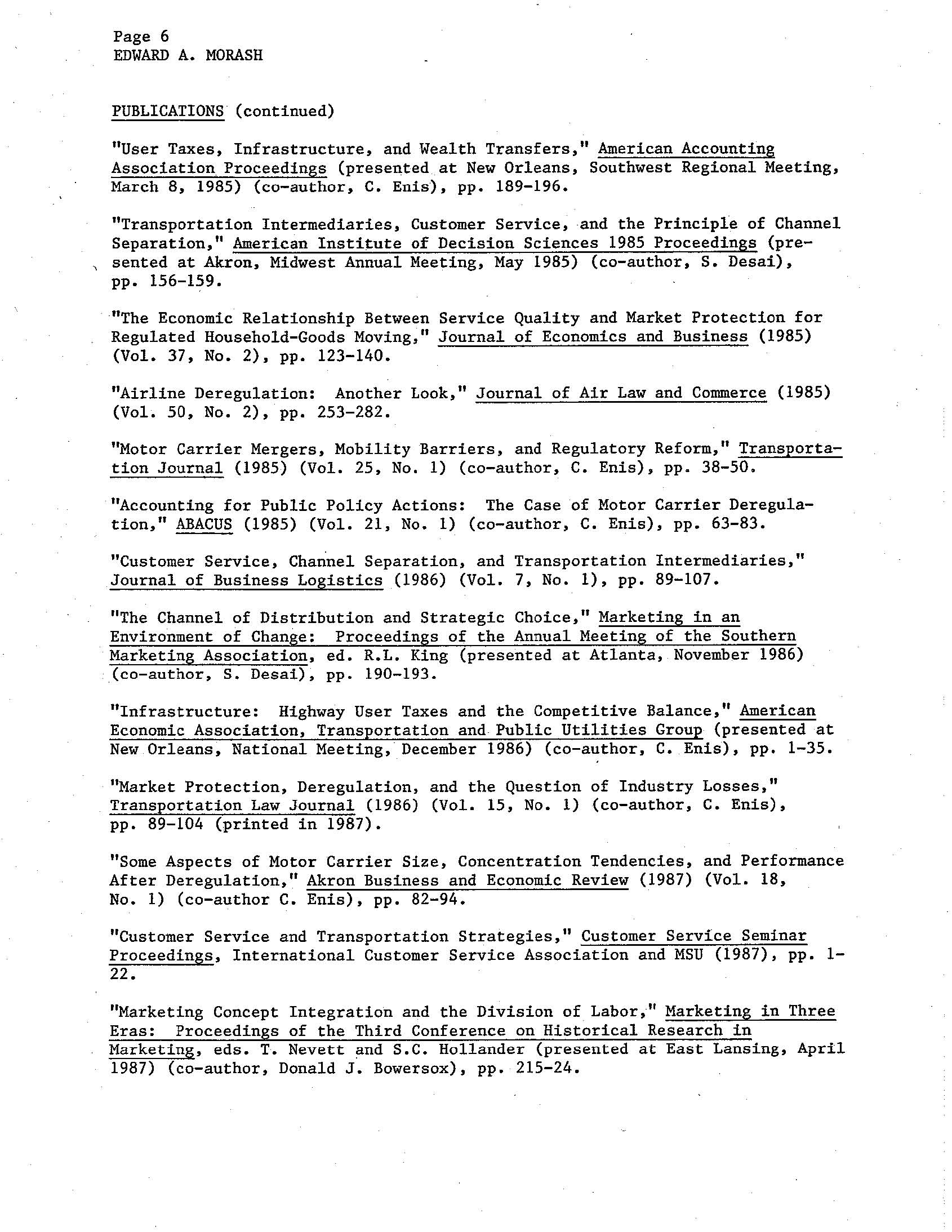
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**PUBLICATIONS (continued)**

**“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,” Developments in 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.**

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**PUBLICATIONS (continued)**

**“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) (co-author, 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.” Proceedings of the 1991 Annual Meeting of the Transportation Research Forum. (co-author, R.Calantone), pp. 471-480. Received National Best Paper Award.**

**“Infrastructure Taxes, Investment Policy, and Intermodal Competition for the Transportation Industries,” Journal of Economics and Business (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**

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**PUBLICATIONS (continued)**

**“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.**

**“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, 35th 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, 36th Joint National Meeting of ORSA/TIMS, (November 1993), pp.28.**

**“Some Dimensions of Transportation Costs, Service Quality, and Customer Services,” Journal of Transportation Management (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,” Journal of the Academy of Marketing Science (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 21st 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.**

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**PUBLICATIONS (continued)**

**“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.**

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

**“Supply Chain Structure for Total Cost Reduction: Some International Comparisons,” Proceedings of the 37th 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) (co-authors, 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,” Journal of Business Research (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.**

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**PUBLICATIONS (continued)**

**“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) (co-authors, C. Droge and S. Vickery), pp. 43-62.**

**“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: 77th 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: 77th 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) (re-print 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.**

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**PUBLICATIONS (continued)**

**“Transportation Public Policy and Global Logistics Performance,” OECD 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) (co-author, 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), (co-author, 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 41st Annual National Meeting of the Transportation Research Forum (October 1999), pp. 391-417.**

**“Transportation Planning, Policy, and Performance,” Journal of the 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,” Journal of the Transportation Research Board (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.**

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**PUBLICATIONS (continued)**

**“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,” Transportation Logistics , eds. Alan McKinnon, Kenneth Button, and Peter Nijkamp (2002) (EE Publishing:UK),(co-author, Steven R. Clinton), pp. 1-13.**

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

**“Supply Chain Strategies,” Transportation Journal (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.**