

Dr. Judith M. Whipple

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EDUCATION

Michigan State University - Ph.D., Business Administration, 1994

Major: Marketing Minor: Logistics

Dissertation: "Design and Evaluation of a General Alliance Model: An Examination of Logistical Alliances between Manufacturers and Material Suppliers"

General Motors Engineering and Management Institute - Bachelor of Science, Management Systems, 1990

Major: Materials Logistics Management

Thesis: "Developing and Analyzing the Supplier Manager Philosophy"

EMPLOYMENT HISTORY

Michigan State University - Department of Supply Chain Management

Professor 2014 - present

Associate Professor 2006 - 2014

Michigan State University - Department of Agricultural Economics

Associate Professor and Director, Food Industry Management 1998 - 2006

Western Michigan University - Department of Marketing

Assistant Professor 1994 - 1998

Michigan State University - Department of Marketing and Logistics

Research Assistant 1992 - 1994

Michigan State University - Department of Management

Teaching Assistant 1991 - 1992

General Motors Corporation -

BOC Lansing Automotive Division

Supplier Management 1988-1990

Production Supervision 1988

Indirect Product Purchasing 1987

Materials Management - Expediting and Supervision 1986-1987

PUBLICATIONS

Refereed Academic Journal Articles

Whipple, Judith M., Stanley Griffis, and Patricia J. Daugherty (2013), "Conceptualizations of Trust: Can We Trust Them?" *Journal of Business Logistics* 34:2, 117-130.

Roh, Joseph, Judith M. Whipple, Kenneth K. Boyer (2013), "The Effect of Single Rater Bias in Multi-Stakeholder Research: A Methodological Evaluation of Buyer-Supplier Relationships," *Production and Operations Management Journal* 22:3, 711-725.

Griffis, Stanley and Judith M. Whipple (2012), "A Comprehensive Risk Assessment and Evaluation Model: Proposing a Risk Priority Continuum," *Transportation Journal* 51:4, 428-451.

Nyaga, Gilbert and Judith M. Whipple (2011), "Relationship Quality and Performance Outcomes: Achieving a Competitive Advantage," *Journal of Business Logistics*, 32:4, 345-360.

Speier, Cheri, Judith M. Whipple, David J. Closs and M. Douglas Voss (2011), "Global Supply Chain Design Considerations: Mitigating Product Safety and Security Risks," *Journal of Operations Management*, 29:7-8, 721-736. **Winner JOM Jack Meredith Best Paper of the Year Award as well as the Stan Hardy Award.**

Allaway, Arthur W., Patricia Huddleston, Judith M. Whipple, and Alexander E. Ellinger (2011), "Customer-Based Brand Equity, Equity Drivers, and Customer Loyalty in the Supermarket Industry," *The Journal of Product and Brand Management*, 20:3, 190-204. **Highly Commended Award: Emerald Literati Network Awards for Excellence – 2012.**

Whipple, Judith M. and Joseph Roh (2010), "Quality Fade and Agency Theory in Buyer-Supplier Relationships," *The International Journal of Logistics Management*, 21:3, 338-352. **Highly Commended Award: Emerald Literati Network Awards for Excellence – 2011.**

Richey, R. Glenn, Anthony S. Roath, Judith M. Whipple, and Stanley E. Fawcett (2010), "Exploring a Governance Theory of Supply Chain Management: Barriers and Facilitators to Integration," *Journal of Business Logistics*, 31:1, 237-256. **Bernard J. La Londe Best Paper Award in the Journal - 2010.**

Nyaga, Gilbert N., Judith M. Whipple, and Daniel F. Lynch (2010), "Examining Supply Chain Relationships: Do Buyer and Supplier Perspectives on Collaborative Relationships Differ?" *Journal of Operations Management*, 28:2, 101-114.

Whipple, Judith M., Daniel F. Lynch, and Gilbert N. Nyaga (2010), "A Buyer's Perspective on Collaborative Versus Transactional Relationships," *Industrial Marketing Management*, 39:3, 507-518.

Voss, M. Douglas, Judith M. Whipple, and David J. Closs (2009), "The Role of Strategic Security: Internal and External Security Measures with Security Performance Implications," *Transportation Journal*, 48:2, 5-23.

Whipple, Judith M., M. Douglas Voss, and David J. Closs (2009), "Supply Chain Security Practices in the Food Industry: Do Firms Operating Domestically and Globally Differ?" *International Journal of Physical Distribution and Logistics Management*, 39:7, 574-594.

Huddleston, Patricia, Judith M. Whipple, Rachel Nye Mattick, and So Jung Lee (2009), "Customer Satisfaction in Food Retailing: Comparing Specialty and Conventional Grocery Stores," *International Journal of Retail and Distribution Management*, 37:1, 63-80.

Jones, Kraig, Kellie Curry Raper, Judith M. Whipple, Diane Mollenkopf, and H. Christopher Peterson (2007), "Commodity-Procurement Strategies of Food Companies: A Case Study," *Journal of Food Distribution Research*, XXXVIII:3, 37-53.

Whipple, Judith M. and Dawn Russell (2007) "Building Supply Chain Collaboration: A Typology of Collaborative Relationship Strategies," *The International Journal of Logistics Management*, 18:2, 174-196.

Sabath, Robert and Judith M. Whipple (2004), "Using the Customer/Product Action Matrix," *Journal of Business Logistics*, 25:2, 1-19. **Bernard J. La Londe Best Paper Award in the Journal - 2005.**

Huddleston, Patricia, Judith Whipple, and Amy VanAuken (2004), "Food Store Loyalty: Application of a Consumer Loyalty Framework," *Journal of Targeting, Measurement and Analysis for Marketing*, 12:3, 213-230.

Whipple, Judith M., Robert Frankel, and Patricia J. Daugherty (2002), "Information Support for Alliances: Performance Implications," *Journal of Business Logistics*, 23:2, 67-82.

Frankel, Robert, Thomas J. Goldsby, and Judith M. Whipple (2002), "Grocery Industry Collaboration in the Wake of ECR," *International Journal of Logistics Management*, 13:1, 57-72. **Accenture Award for Best Paper in the Journal - 2002.**

Anselmi, Kenneth, Robert Frankel, and Judith Schmitz Whipple (2002), "Performance in Product Versus Service Supplier Relationships," *Journal of Business-to-Business Marketing*, 9:1, 27-43.

Whipple, Judith M. and Robert Frankel (2000), "Strategic Alliance Success Factors: Do Both Parties Agree?" *The Journal of Supply Chain Management*, 36:3 (Summer), 21-28.

Whipple, Judith Schmitz and Julie J. Gentry (2000), "A Network Comparison of Alliance Motives and Achievements," *Journal of Business and Industrial Marketing*, 15:4/5, 301-322.

Whipple, Judith Schmitz, Robert Frankel, and Ken Anselmi (1999), "The Effect of Governance Structure on Performance: A Case Study on Efficient Consumer Response," *Journal of Business Logistics*, 20:2, 43-62.

Whipple, Judith M. and Robert Frankel (1998), "The Alliance Formation Process," *International Food and Agribusiness Management Review*, 1:3, 335-357.

Frankel, Robert and Judith Schmitz Whipple (1996), "Alliance Formation Motives: A Comparison of International Perspectives," *International Journal of Logistics Management*, 7:2, 19-32.

Whipple, Judith Schmitz, Robert Frankel and David J. Frayer (1996), "Logistical Alliance Formation Motives: Similarities and Differences Within the Channel," *Journal of Marketing Theory and Practice*, (Spring), 27-37.

Frankel, Robert, Judith Schmitz Whipple and David J. Frayer (1996), "Formal Versus Informal Contracts: Keys to Alliance Success," *International Journal of Physical Distribution and Logistics Management*, 26:3, 47-63. **Awarded an Anbar Citation of Excellence for Research Implications and Originality**

Schmitz, Judith M., Robert Frankel and David J. Frayer (1995), "Vertical Integration Without Ownership: Strategic Alliances Offer a Managerial Alternative," *Journal of Marketing Theory and Practice*, (Summer), 91-98.

Schmitz, Judith M. (1995), "Understanding the Persuasion Process Between Industrial Buyers and Sellers," *Industrial Marketing Management*, 24:2 (March), 83-90.

Gassenheimer, Jule B., Roger J. Calantone, Judith M. Schmitz and Robert A. Robicheaux (1994), "Models of Channel Maintenance: What is the Weaker Party to Do?," *Journal of Business Research*, 30:3 (July), 225-236.

Refereed Conference Proceedings

Dalsin, Cheryl and Judith M. Whipple (2013), "Supply Chain Management Outreach Program: Reaching the Next Generation of Supply Chain Leaders," *Conference Proceedings of the CSCMP Educators Conference – Selected for the Teaching Innovation Award.*

Whipple, Judith M., Kenneth K. Boyer and Evelyne Vanpoucke (2010), "Social Capital and Buyer-Supplier Degree Symmetry: Impact on Relationship Satisfaction," *4th International Conference on Operations and Supply Chain Management and 15th Annual Meeting of the Asia Pacific DSI – Selected for Best Paper Award for the Conference*

Huddleston, Patricia, Jie Li, and Judith M. Whipple (2010), "Beyond Repeat Purchases: The Attitudinal Component of Customer Loyalty," *Conference Proceedings of the American Collegiate Retailing Association (ACRA).*

Huddleston, Patricia, Siyan Chen, and Judith M. Whipple (2010), "Comparison of Hedonic Shopping Value and Utilitarian Shopping Value on Food Shopping Outcomes," *Conference Proceedings of the American Collegiate Retailing Association (ACRA).*

Huddleston, Patricia, Suzanna Hill, and Judith M. Whipple (2009), "Conventional and Specialty Food Stores: Do Differences in Store Format Influence Shopper Behavior and Experiences?" *Conference Proceedings of the American Collegiate Retailing Association (ACRA).*

Huddleston, Patricia, Judith M. Whipple, Rachel Nye Mattick, and So Jung Lee (2006), "Value Differences: Comparing Causes of Satisfaction for Specialty and Conventional Grocery Store Customers," *Conference Proceedings of the American Collegiate Retailing Association (ACRA).*

Dutta, Payal, Patricia Huddleston and Judith M. Whipple (2005), "Is the Specialty Food Store Shopper Ultimately Loyal?" *Conference Proceedings of the European Association of Education and Research in Commercial Distribution (EAERCD).*

Huddleston, Patricia, Judith Whipple, and Amy VanAuken (2004), "Perceived Design and Ambient Irritants of Food Store Shopping: A Qualitative Approach," *Conference Proceedings of the Academy of World Business Marketing and Management Development (AWBMAMD).*

Huddleston, Patricia, Judith Whipple, and Amy VanAuken (2003), "A Moving Target: Can Food Store Loyalty Be Defined?" *Conference Proceedings of the European Association of Education and Research in Commercial Distribution (EAERCD).*

Judith M. Whipple, H. Christopher Peterson, George Young, and David Schweikhardt (2000), "Meal Solutions: The Saving Grace for Supermarkets?" *Conference Proceedings of the World Food and Agribusiness Conference of the International Food and Agribusiness Management Association.*

Gentry, Julie J. and Judith Whipple (1998), "Teaching International Logistics" *Conference Proceedings of the Ohio State University Transportation and Logistics Educators Conference.*

Whipple, Judith Schmitz and Robert Frankel (1996), "Long Term Alliance Success," *Conference Proceedings of the Relationship Marketing Annual Conference at Emory University*.

Frankel, Robert, Judith M. Schmitz, Steven R. Clinton and David J. Frayer (1994), "Generating Student Interest in Logistics Through an Alternative Teaching Approach," *Conference Proceedings of the Ohio State University Transportation and Logistics Educators Conference*.

Schmitz, Judith M. (1994), "Central Versus Peripheral Routes of Persuasion in the Industrial Buying Center," *Conference Proceedings of the American Marketing Association*, (Summer).

Schmitz, Judith M., Robert Frankel and David J. Frayer (1994), "Vertical Integration Without Ownership: The Alliance Alternative," *Conference Proceedings of the Association of Marketing Theory and Practice* (Spring). **Awarded Best Paper.**

Ghosh, Laura, Greg Magnan and Judith Schmitz (1991), "The Integrated Product Life Cycle (PLC) Strategic Model: A Purchasing Perspective," *Conference Proceedings of the Midwest Decision Science Institute*, (May).

Scholarly Books

Bowersox, Donald J. and The Global Logistics Research Team at Michigan State University (1995), *World Class Logistics: The Challenge of Managing Continuous Change*. Oak Brook, IL: Council of Logistics Management. (Note: I was one of the various researchers on the Global Logistics Research Team)

Refereed Poster Sessions

Whipple, Judith and Tom Kalchik (2003), "How Does Your Grocer Decide What to Put on the Store Shelves: Efficient Store Assortment Using Category Management," *MSU Fall Extension Conference*.

Whipple, Judith, Chris Peterson, and David Schweikhardt (1999), "ECR Reality: Integration Through Trust in the Agri-Food Supply Chain," *International Food and Agribusiness Management Association - Building Trust in the Agri-Food System Conference*.

Research Monographs

Swink, Morgan, Joseph Roh, Judith M. Whipple, and Virpi Turkulainen (2014), "Designing the 'Right' Supply Chain Management Organizational Structure," *CSCMP Research Series Monograph*.

Roh, Joseph, Morgan Swink, Judith M. Whipple and Virpi Turkulainen (2013), "Flexibility in Structuring Global Supply Chain Operations," *Explores - Council of Supply Chain Management Professionals Research Report Series*.

Richey, R. Glenn, Judith M. Whipple, and Stanley Fawcett (2012), "Relationship Governance: Understanding the Dynamics of Supply Chain Integration," *Explores - Council of Supply Chain Management Professionals Research Report Series*, Vol. 9 (Autumn).

Whipple, Judith M., Morgan Swink, Joseph Roh and Virpi Turkulainen (2011), "Designing Global Supply Chain Organizations: Strategy, Structure and Alignment," *Explores - Council of Supply Chain Management Professionals Research Report Series*.

Swink, Morgan, Judith M. Whipple, Joseph Roh and Virpi Turkulainen (2010), "Organizing Supply Chains in a Time of Change," *CSCMP Research Series Monograph*.

Sabath, Robert and Judith M. Whipple (2007), "Integrating Marketing and Supply Chain Management to Improve Profitability," *Explores - Council of Supply Chain Management Professionals Research Report Series*, Vol. 4 (Summer).

Closs, David, O. Keith Helferich, Daniel Lynch, Robyn Mace, Ed McGarrell, Cheri Speier, Judith Whipple, Doug Voss, and Dan French (2006), "Defending the Food Supply Chain" Department of Homeland Security Status Report and Participant Report.

Whipple, Judith M. (2004), "Creating a Typology of Collaborative Strategies," NSF Status Report.

Whipple, Judith M. and Robert Frankel (2000), "Strategic Alliances: Long Term Success Factors," *APICS Research Paper Series*.

Schmitz, Judith M., Robert Frankel and David J. Frayer (1995), "ECR Alliances: A Best Practices Model," a research monograph for *Best Practices Operating Committee -- Joint Industry Project on Efficient Consumer Response*.

Non-Referred Academic/Trade Journal Articles and Reprints

Swink, Morgan, Judith M. Whipple, Joseph Roh, and Virpi Turkulainen (2012), "Designing Supply Chain Organizational Structures," *CSCMP Hot Topics Series*.

Closs, David J., Cheri Speier, Judith M. Whipple, and M. Douglas Voss (2008), "Supply Chain Security: A Framework for Protecting Your Supply Chain," *Logistics Management*, 47(9), p. 45-46.

Closs, David J., Cheri Speier, Judith M. Whipple, and M. Douglas Voss (2008), "A Framework for Protecting Your Supply Chain," *Supply Chain Management Review*, March, p. 38-45.

"Firms Look to Enhance Their Supply Chain Security and Defense Competencies," *Broad Supply Chain Management Executive Briefing*, February 2008.

Whipple, Judith M. (2007), "Still Wondering if Collaboration is Right for You? Need Another Reason to Collaborate?" *Contract Manufacturing and Packaging*, September, p. 50, 52.

Whipple, Judith M. and Larry Zink (2005), "Undergraduate Education in the Food Industry at Michigan State University," *Collaborative INSIGHTS*, an on-line newsletter for the food industry in Alaska.

Whipple, Judith M. and Larry Zink (2003), "Make MSU's Food Industry Management Program your Source for New Employees," *Michigan Food News*, March.

Huddleston, Patricia, Judith M. Whipple, Amy VanAuken, and Theresa Monterosso (2003), "Who Moved my Cheese... and Milk, Cereal, Bread...? The Ever-Changing Layouts of Grocery Stores and How Customers Feel About It," *Michigan Retailer*.

Whipple, Judith M. (2002), "Collaboration in Today's CPFR Environment" *Supply Chain Alert* (April 2002), an on-line written interview.

Stank, Theodore P., Robert Frankel, David J. Frayer, Thomas J. Goldsby, Scott B. Keller, and Judith M. Whipple (2001), "Supply Chain Integration: Tales from the Trenches," *Supply Chain Management Review*, (May/June), p. 62-69.

Whipple, Judith M., H. Christopher Peterson, and Sandra S. Batie (2000), "Bridging the Upstream GAP,"

Food Logistics, September 15, 65.

Frankel, Robert and Judith M. Schmitz Whipple (1999), "Testing a Model of Long-Term Alliance Success," *Hospital Materiel Management Quarterly*, 20:4 (May), pp. 55-59 - Reprinted (APICS).

Schmitz, Judith M., Robert Frankel and David J. Frayer (1995), "A Best Practices Model," *Canadian Association of Logistics Management - Logistics Canada*, (September).

Frankel, Robert, David J. Frayer and Judith M. Schmitz (1994), "Research on Logistics Alliances," *SCOPE*, Eindhoven University of Technology, The Netherlands.

Fawcett, Stanley and Judith M. Schmitz (1994), "Logistical Excellence: A Swedish Perspective," *Inköpano Logistik*, published by the Swedish National Association of Purchasing and Logistics.

Non-Refereed Staff Papers

Jones, Kraig, Judith M. Whipple, Kellie Raper, Diane Mollenkopf (2004), "Evaluating Food Commodity Procurement Strategies," *MSU Staff Paper 04-26*.

Stank, Theodore P., Robert Frankel, David J. Frayer, Thomas J. Goldsby, Scott B. Keller, and Judith M. Whipple (2000), "Supply Chain Integration in the Food and Consumer Goods Industry," *MSU Staff Paper 00-46*.

Whipple, Judith and Robert Frankel (1999), "Strategic Alliances: Creating Long Term Success" *MSU Staff Paper 99-16*.

Non-Refereed Conference Proceedings and Journal Abstracts

Raper, Kellie Curry, Kraig M. Jones, and Judith M. Whipple (2006), "Food Industry Perspectives on Commodity Procurement," *Journal of Food Distribution Research*, 13:1 (March), published abstract.

Frankel, Robert and Judith Schmitz Whipple (1997), "Testing a Model of Long-Term Alliance Success," *Conference Proceedings of the American Production and Inventory Control Society*.

Frankel, Robert and Judith Schmitz Whipple (1997), "The Truth About Partnering: New Knowledge on Strategic Alliances," *Conference Proceedings of the Council of Logistics Management*.

Landeros, Robert, Robert Reck, and Judith Whipple (1997), "Effective Alliance Relationships without Formal Alliances," *Conference Proceedings of the National Association of Purchasing Management*.

Robert Frankel and Judith Schmitz Whipple (1996), "Understanding Successful Alliances," *Conference Proceedings of American Production and Inventory Control Society Summer Academic Workshop on Applying Research to Improve Productivity*.

Gentry, Julie J. and Judith Schmitz Whipple (1996), "Examining Relationships Between Formation Motives, Organizational Factors, and Alliance Success," *Conference Proceedings of the National Association of Purchasing Management*.

Clinton, Steve, Robert Frankel and Judith M. Schmitz (1995), "Benchmarking Global Logistics - Best Practice," *Conference Proceedings of Decision Sciences Institute*, (Fall).

Schmitz, Judith M., Robert Frankel and David J. Frayer (1994), "Logistical Alliances: Understanding the

Process is Key," *Conference Proceedings of the Council of Logistics Management*.

Book Chapters/Cases

Voss, M. Douglas and Judith M. Whipple (2008), "Food Supply Chain Security: Issues and Implications," Chapter 18, *Supply Chain Risk: A Handbook of Assessment, Management and Performance*, George A. Zsidisin and Bob Ritchie, editors, Springer Science + Business Media: Part of the International Series in Operations Research and Management Science.

Whipple, Judith M. (2003), "Woodmere Products: Integrated Supply Chain Management" redesigned case for use in MSC 876 course.

"Undergraduate Education: Challenge in a Changing Economy" prepared in November 2004 by the Undergraduate Policy Committee for the book, *Pursuing What's Best for the World - 150 Years of CANR*.

Whipple, Judith M. (2004), "Sugar Sweets, Inc. Looks for New Markets," case for use in FIM 220 course.

Whipple, Judith M. (2003), "Woodmere Products: Integrated Supply Chain Management" redesigned case for use in FIM 335 course.

Schweikhardt, David and Judith Whipple (2001), "Drivers of Change," *The 2002 Farm Bill: Policy Options and Consequences*, Joe L. Outlaw and Edward G. Smith, editors, The Farm Foundation, pp. 3-6.

Bowersox, Donald J., David J. Frayer and Judith M. Schmitz (1994), "Organizing for Effective Logistics Management," *The Logistics Handbook*, William C. Copacino and James F. Robeson, editors, New York: The Free Press.

Whipple, Judith M. (2000), "Woodmere Products: Integrated Supply Management" case for customized UPS executive training program.

Schmitz, Judith (1996), "Time Based Logistics at Work," *Logistical Management*, 4th ed.

Schmitz, Judith (1996), "Alternative Distribution Channels," *Logistical Management*, 4th ed.

Schmitz, Judith (1994), "FreezeCo.'s New Business Venture," case for executive training program.

PRESENTATIONS

International/National Meetings

"What is Theory," panel discussant at the 2014 *Annual Logistics Doctoral Consortium* hosted by Iowa State University.

"Academic Career Search Success Strategies," panel discussant at the 2014 *Annual Logistics Doctoral Consortium* hosted by Iowa State University.

"Attracting Young Women to the Profession," panel discussant at the 2014 *SCM World Live 2014 Conference* in Miami.

"Reflections from the First Attendees," presentation and panel discussant at the 2012 *CSCMP Logistics Doctoral Symposium* in Atlanta.

"The Performance Effects of Supply Chain Organizational Structure" at the 2012 CSCMP Conference in

Atlanta.

“Global Supply Chain Design Considerations: Mitigating Product Safety and Security Risks,” assisted in the presentation creation with M. Douglas Voss at the 2012 Academy of Management Conference.

“Qualitative Research Methodology,” presentation and panel discussant at the 2012 *Annual Logistics Doctoral Symposium* hosted by the Ohio State University.

“Organizing Global Supply Chains: Strategies for Success” presented in October 2011 at the *Council of Supply Chain Management Professionals* in Philadelphia.

“Organizing Supply Chains in a Time of Change” presented in September 2010 at the *Council of Supply Chain Management Professionals* in San Diego.

“Supply Chain Security” panel discussant in September 2010 at the *Supply Chain Management Educators’ Conference* hosted by the *Council of Supply Chain Management Professionals* in San Diego.

“Working with Co-Authors” discussant in September 2009 at the *Logistics Doctoral Symposium* hosted by the *Council of Supply Chain Management Professionals* in Chicago.

“What is a Good Dissertation and How to Ensure it Leads to a Good Research Stream,” presented in March 2009 at the 5th *Annual Logistics Doctoral Symposium* hosted by Michigan State University.

“Supply Chain Collaboration: A Dyadic Analysis” assisted in the development of this presentation given by Kenneth Boyer in November 2008 at the *Decision Science Institute’s Annual Meeting*

“Perspectives of Faculty Life and Career Success,” presented in April 2008 at the 4th *Annual Logistics Doctoral Symposium* hosted by the University of Alabama.

“Benchmarking Your Firm’s Supply Chain Security,” presented in October 2007 at the *Council of Supply Chain Management Professionals* in Philadelphia, Pennsylvania.

“Collaboration: When, Why and How,” presented on August 1, 2007 at the *Foundation for Strategic Sourcing Summer Meeting* in East Lansing, Michigan.

“Enhancing Supply Chain Security,” presented on July 31, 2007 at the *Foundation for Strategic Sourcing Summer Meeting* in East Lansing, Michigan.

“The Future of Supply Chain Management and Logistics Research,” presented on March 10, 2007 at the 3rd *Annual Logistics Doctoral Symposium* hosted by the University of Maryland.

“Enhancing Supply Chain Security,” presented on October 17, 2006 at the *Council of Supply Chain Management Professionals Conference* in San Antonio, Texas.

“Packaging and the Supply Chain,” presented on October 21, 2005 at the *MSU Packaging Management Conference*.

“Collaborative Opportunities: Putting Theory into Practice,” presented on October 3, 2004 at the *Council of Logistics Management Educators’ Conference* in Philadelphia, Pennsylvania.

“Best Practices in College Recruiting,” presented on September 12, 2004 at the *National Grocers Association Executive Management Conference* in Albuquerque, New Mexico.

“Use of Non-Tenured Track Personnel in Undergraduate Programs: The Michigan State Experience,” assisted in the presentation creation with David Schweikhardt at 2004 AAEA pre-conference workshops.

“Creating a Culture of Collaboration,” presented as part of an on-line chat room for RetailSystems.com as part of the Collaborative Commerce Community Center on September 10, 2002

“Leveraging Effective Alliances in the New Supply Chain Framework,” presented on May 16, 2000 to the *Efficient Consumer Response 2000 Conference* in Atlanta.

“World Class Logistics: Creating Value in the Food Supply Chain,” presented on October 19 and 20, 1999 to the *Council of Logistics Management National Conference* in Toronto.

“Teaching in a Small Logistics Program,” presented on October 10, 1998 to the *Council of Logistics Management Doctoral Consortium* in Anaheim, California.

“Working on Large Scale Research Projects,” presented on October 18, 1996 to the *Council of Logistics Management Doctoral Consortium* in Orlando, Florida.

“Logistics in Education: Structural Issues,” presented on May 17, 1996 at the *Logistics Educators Conference* at the University of Arkansas.

"World Class Logistics Practices: Developing and Maintaining Interorganizational Alliances," presented twice on October 10, 1995 to the *Council of Logistics Management National Conference* in San Diego, California.

"Integrating the Supply Chain with Logistics-Based Strategies," presented June 4, 1995 at the *Canadian Association of Logistics Management Logistics Research Forum* in Toronto, Canada.

"ECR Best Practice Alliances," presented May 2, 1995 at the *Grocery Manufacturers of America, Reengineering to Packaging and Raw Material Suppliers* in San Francisco, California.

"Global Logistics Best Practice Overview," presented April 24, 1995 for the *World Trade Institute Seventh Annual Conference on International Logistics* in New York, New York.

"Best Practice Model for ECR Alliances," presented April 5, 1995 at the *Grocery Manufacturers of America, Information Systems and Logistics Distribution Conference* in St. Petersburg, Florida.

"Managing External Organizational Change," presented January 19, 1995 at the *Efficient Consumer Response Joint Industry Seminar* in Dallas, Texas.

Regional/State Meetings

“Beyond the Horizons: Initial Research Results,” presentation to the 2014 Midwest Supply Chain Management Conference, March 2014.

“Supply and Demand Alignment” panel discussant for the Business Leaders of Michigan URC Accelerating Supply Chain and Logistics Innovation Symposium, March 2014.

“Supply Chain Organizational Design: Focus Group Workshop” presentation and focus group at A.T. Kearney and CSCMP in Chicago, February 2010.

“Developing Research Streams” and “Developing Interesting Research: Creating Synergy between

Relevancy and Rigor” presentation at the University of Alabama for the Marketing and Supply Chain Department and doctoral seminar, February 2010.

“Supply Chain Security: A Benchmarking Tool,” presentation for the MSU Supply Chain Council, January 2009.

“Collaboration: When, Why and How,” presentation for Procter & Gamble MBA Student Tour, September 2008.

“Collaboration: When, Why and How,” presentation for the Michigan Purchasing Conference at Higgins Lake, October 2007.

“Enhancing Supply Chain Security,” presentation for the Midwest Supply Chain Management Conference, March 2007.

“Collaboration: When, Why and How,” presentation for the NAPM-ISM Roundtable, February 2007.

“Enhancing Supply Chain Security,” presentation for the MSU Supply Chain Council, January 2007.

“Creating Your Own Marketing Plan,” presentation for the Young Farmers Conference sponsored by Michigan Farm Bureau (2 sessions), March 2003.

“Professional Skills Enhancement: Linking the Boardroom to the Classroom,” presented on September 23, 2002 for MSU’s 10th Student Success Conference with Larry Zink. This presentation was selected based on a submitted proposal.

“Consumer Demand Trends” presented on April 17, 2000 for the *Understanding How Consumer Demand and Technology are Changing the Food System MSU Extension Satellite Conference*.

“Agri-Food Integration: Impact on Meal Solutions for the Consumer,” presented on March 8, 2000 for the *2000 Annual Food and Nutrition Conference* at MSU. *Evaluations provided - presentation was highest rated of entire program at 3.87/4.00 scale.*

“Food Systems Technology and Changing Consumer Habits,” presented September 23, 1999 for *Food Safety in the News: The Science Behind the Headlines* at MSU.

“New Economic Realities: Industry Trends Affecting Michigan Farmers,” presented January 8, 1999 for *Michigan State University Extension Satellite Conference* at MSU.

“Managing Strategic Alliances Between Manufacturers and Material Suppliers,” presented March 17, 1995 at the *College of Business Research Forum* at Western Michigan University.

“Central Versus Peripheral Routes of Persuasion in the Industrial Buying Center,” presented March 26, 1994 at *Albert Haring Symposium*, Indiana University

Local Professional or Civic Organizations

“Supply Chain Management and STEM” presentation and SCM Outreach program to 5th grade students at Lansing Christian Schools, March 2014.

“Highlighting SCM Opportunities,” presentation to the MBA SCM Boot Camp, September 2012.

“Supply Chain Outreach Opportunities” presentation with Intel to the Supply Chain Management Association Membership Meeting, March 2013.

“SCM Business Acumen” for the MS in Analytics Students, February 2013.

Guest Lecturer, SCM 855, *Supply Chain Technology*, April 2012

“Authorship and Data Management,” *Research Conduct Seminar for Doctoral Students*, MSU, April 2010, October 2011, February 2012.

“Supply Chain Management at Broad,” *Admitted Student Seminar*, MSU, April 2010.

Guest Lecturer, SCM 827, *Supply Chain Logistics* at MSU, April 2010, April 2012 (2).

“Teaching Tips and Strategies” panelist for *MSU SCM Monthly Doctoral Colloquium*, April 2010.

Guest Lecturer, SCM 854, *Integrated Logistics Systems* at MSU, October 7 and October 19, 2009.

“Just In Time: Supply Chain Management,” presentation for *Grandparents University*, July 2009, 2010, 2011 (2), 2012 (2).

“Supply Chain Security,” guest lecturer in EGR 291 in November 2008.

Panel discussant for the Logistics Doctoral Student Orientation in September 2008.

“Team Building,” presentation for the Supply Chain Management Association’s Leadership Retreat at Higgins Lake in February 2007.

Guest Lecturer, MSC 303, *Introduction to Supply Chain Management* at MSU in February 2007.

“Opportunities in Supply Chain Management” discussion with prospective high school students competing for scholarships to MSU - 4 sessions in February 2007

“Career Search Strategies and Career Fair Etiquette,” presentation for the Supply Chain Management Association’s General Membership Meeting in January 2007 and January 2008.

“Becoming a Marrow Donor,” discussion with the Marketing Association, Supply Chain Management Association, and Food Marketing Association during January 2007.

“Alliances, Partnerships and Collaborations,” guest lecturer in MSC 932 Logistics and Public Policy Seminar in November 2006 and October 2008.

Guest Lecturer, FSC 470, *Food Product Development* at MSU in September 2005.

Led a small group discussion over an eight-week period on *The Purpose Driven Life*, written by Rick Warren, summer 2004.

Guest Lecturer, HED 371, *Merchandising Planning and Buying* course at MSU in April 2004 and November 2003.

Guest Lecturer, ABM/FIM 100, *Decision-Making in the Agri-Food System* course in August 2003 and December 2004.

Guest Lecturer for FIM 210, *Professional Seminar* course at MSU on February 2003.

“Alliances,” presentation as guest lecturer October 1999, November 2000, September 2001, January 2002, February 2003, and November 2003 for ABM/FIM 422 *Vertical Coordination in Agri-Food* course.

“Coordinating the Agri-Food Supply Chain,” presentation as guest lecturer for AEC 841, *Analysis of Food Systems Organization* in January 2005, January 2004, and April 2002.

Guest Lecturer for FIM 220, *Food Products Marketing* course at MSU on September 11 and 13, and October 25 and 30, 2001.

“Creating Value in the Food Supply Chain,” presentation for the Supply Chain Management Research Group in AEC, October 2001.

“College Success Strategies,” presentation on August 13, 2001 at First United Methodist Church.

“Efficient Consumer Response,” presentation as guest lecturer in March 2001 for AEC 841, *Analysis of Food System: Organization and Performance* course at MSU.

“Reshaping the Food System: Seed to Supermarket,” video presentation July 2000 for MSU Agricultural Economics Faculty and Graduate Student Seminar.

“How to Create Effectively Organized Research Articles: Improving Journal Acceptance Rate,” presentation June, 2000 for MSU Agricultural Economics Graduate Student Research Seminar.

“Women and Work Issues” panel presentation on April 3, 2000 at the *Promising Young Women’s Conference*, Sigma Alpha Professional Sorority at MSU.

“Resume Workshop,” presentation September 1999 and 2001 to the *Food Marketing Association* at MSU.

“Graduate Student Orientation,” presentation on August 1998 and 1999 at MSU.

“Career Opportunities in the Food Industry” presentation in 1999 to *AIMS* and *MAP Programs* at MSU.

“Integrated Supply Management at Western Michigan University,” presentation on January 12, 1995 at a local chapter meeting for *Delta Nu Alpha*, a professional transportation fraternity.

Professional Seminars/Executive Training

“Exploring Value and Innovation in Supply Chain Processes,” developed for the *SP Jain Program* – September 2012, 2013

“Exploring Technology at UPS,” developed for the *SP Jain Program* – September 2012, 2013

“Introduction to Logistics/Supply Chain Management” developed for the *Logistics in Supply Chain Management Executive Program* at the Henry Center at MSU - May 2012, 2013.

“Introduction to Supply Chain Management,” developed for the *West Michigan Supply Chain Management Certificate Series* at Steelcase University – January 2011, 2012, 2013, 2014.

“Relationship Management” for the *Steelcase LeanSupplier Network Conference* – May 2011

“Supply Chain Planning,” for the *Logistics in Supply Chain Management Executive Program* at the Henry

Center at MSU - May 2010.

“Relationship Management,” developed for *MASCO Executive Development Program* – February 2010, June 2011, 2012.

“Relationship Management and Outsourcing,” developed for the *West Michigan Supply Chain Management Certificate Series* at Steelcase University – November 2008, 2009, 2010, 2011 2012, 2013.

“Integration: Internal and External,” developed for the *West Michigan Supply Chain Management Certificate Series* at Steelcase University – October 2008.

“An Introduction to Supply Chain Management,” developed for the *Kellogg’s Operations-Strategic Management Program* at the Henry Center at MSU - August 2008.

“Supply Chain Integration: Understanding the Impact of Forecasting and Information Sharing,” developed for *Bell’s Brewery – Annual Sales Manager Meeting* – June 2008.

“Forecasting and Order Management,” developed for the *West Michigan Supply Chain Management Certificate Series* at Steelcase University – February 2008, February 2009, March 2010, September 2011, 2012, 2013.

“Customer Service and Relationship Management” and “Sales and Operations Planning” developed for *Yankee Candle Supply Chain Leadership Program* – January 2008.

“Customer Relationship Collaboration,” developed for the *IBM Integrated Supply Chain Management Program* at the Henry Center at MSU - July 2007.

“Logistics Case Study,” discussion developed for the *Kellogg’s IOM Program* at the Henry Center at MSU - October 2006, May 2007, August 2007, April 2008.

“Enhancing Supply Chain Security,” developed for the *West Michigan Supply Chain Management Certificate Series* at Steelcase University - August 2006 and September 2007.

“The Supply Chain Process Review - Deliver/Return,” developed for the *IBM Corporation: Supply Chain Education Program* at PSU - June 2006.

“Sales Forecasting and Production Planning” developed for the *Kellogg’s Operations-Strategic Management Program* at MSU - September 2006; June 2006; March 2007; August 2008.

“Distribution” developed for the *Kellogg’s Operations-Strategic Management Program* at the Henry Center at MSU - September 2006; June 2006; March 2007; August 2008.

“Balancing Supply and Demand,” developed for the *Logistics in Supply Chain Management Executive Program* at the Henry Center at MSU - May 2006-2013.

“Lessons Learned from Successful Relationships,” developed for the *Alliances, Partnerships and Collaborative Arrangements* program at the Henry Center at MSU - April 2005.

“ECR and Beyond” and “Category Management,” developed for the *Cochran Fellowship* program, United States Department of Agriculture - Chinese delegation - April 2004.

“CPFR Status Report,” prepared presentation based on results and analysis of CPFR survey I have

administered (but did not present) for the VICS/CPFR Meeting in February 2003.

“Collaborative Planning, Forecasting and Replenishment,” developed for the *Broad Executive Seminar* at MSU - September 2002.

“Logistics Executive Education” developed for *United Air Cargo* - March 30, 2000.

“International Sales Training Acumen,” developed for *United Parcel Service*. Developed and administered eleven programs from December 1998 through June 2001 in Louisville, KY.

“Food Retail Management” developed for the *Cochran Fellowship*, United States Department of Agriculture - April, 1999.

“Long Term Alliance Success,” presented at the *WMU Executive-in-Residence Program* (David P. Hodgeson, Chrysler Executive Director of Supply) - April 16, 1998.

"Inventory and Transportation Issues," developed and presented at *Purchasing: The Fundamentals and Modern Techniques* Seminar at Western Michigan University - Dates: April 1, 1998; September 29, 1997; March 17, 1997; October 7, 1996; April 18, 1996; October 16, 1995; April 10, 1995.

"Strategic Alliances," presented June 8 and June 15, 1995 to *United Parcel Service* executives at Michigan State University customized logistics seminars (four presentations in total were made).

"Global Logistics Research on Alliances," presented May 18 and May 19, 1995 to *Michigan State University Special Research Conclave on Global Logistics* in East Lansing, Michigan.

HONORS AND AWARDS

Teaching Innovation Award for *CSCMP Educators Conference*, 2013

Stan Hardy Award, 2013

Jack Meredith Best Paper Award Winner for *Journal of Operations Management*, 2012

Highly Commended Literati Network Award for Excellence, 2012

5-Year Service Award, Weekend MBA, 2011

Bernard J. La Londe Best Paper Published in the *Journal of Business Logistics*, 2010

Best Paper Award, *Asia Pacific Decision Science Institute Conference*, 2010

Teacher of the Year, *Supply Chain Management Association*, 2007

Bernard J. La Londe Best Paper Published in the *Journal of Business Logistics*, 2005

Howard and Lilli Ann Camden Endowed Teacher/Scholar Award Recipient, 2005

AAEA Distinguished Teaching Award for Ten or More Years of Undergraduate Teaching Nominee, 2005

Teacher-Scholar Award Recipient, *Michigan State University*, 2004-2005

Department of Agricultural Economics Teaching Award Recipient, *Michigan State University*, 2004-2005

Accenture Award for Best Paper Published in 2002 in the *International Journal of Logistics Management*

Senior Class Council Outstanding Faculty Award Nominee, 2002

Anbar Citation of Excellence Award for Research Implications and Originality, 1998

Richard J. Lewis Quality of Excellence Award, Michigan State University, 1996

Beta Gamma Sigma - Elected to Membership

Top Paper in Track Award - 1994 Association of Marketing Theory and Practice Conference

Albert Haring Symposium Presenter - 1994

Award of Distinguished Pass on Marketing Doctoral Comprehensive Exam - 1993

Albert Haring Symposium Discussant - 1993

Council of Logistics Management Doctoral Symposium - 1991 and 1992

Department of Management Fellowship - 1990-1991 school year

Dr. John Hoagland Scholarship, NAPM Central Michigan Chapter - May and October 1991
Award of High Distinction for thesis at G.M.I.

COURSES TAUGHT

Current Position

- Integrated Logistics Systems (SCM 854 - Graduate Level)
- Logistics Operations Methods and Systems (SCM 876 - Graduate level)
- Supply Chain Logistics (SCM 827 - Graduate level)
- Supply Chain Management (SCM 870 – Graduate level)
- Supply Chain Management I (PIM 870 - Graduate level)
- Supply Chain Management II (PIM 873C - Graduate level)
- Supply Chain Management Applications (MBA 831 – Graduate Level)
- Supply Chain Management Concepts (MBA 821 – Graduate Level)
- Theory of Logistics Systems (SCM 930 – Graduate level)
- Transportation and Logistics Management (SCM 373)

Previous Positions

- Business Logistics (WMU)
- Distribution Strategy (WMU - Graduate level - *Re-designed Course*)
- Food Business Analysis and Strategic Planning (MSU - *Re-designed Course*)
- Food Marketing Management (MSU - *Re-designed Course*)
- Food Products Marketing (MSU - *Developed Course*)
- Global Sourcing and Logistics (WMU - Graduate level - *Developed Course*)
- Independent Study in Food Industry Management (MSU - *Developed Course*)
- Industrial Marketing (WMU)
- Introduction to Food Systems Management (MSU)
- Introduction to Materials Logistics Management (MSU)
- Professional Internship in Food Industry Management (MSU - *Co-Developed Course*)
- Professional Seminar in Food Industry Management - ABM/FIM 210 (MSU - *Co-Developed Course*)
- Professional Seminar in Food Industry Management - ABM/FIM 410 (MSU)
- Logistics Management (MSU)

MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

Council of Supply Chain Management Professionals (CSCMP) - 1994 - Current

Vice President/Education Chairperson (1994-1997) - Western Michigan Roundtable

Journal of Business Logistics Liaison – 2010 – present

Marketing and Finance Chair - Annual Conference Committee – 2008

Research Strategies Committee – 2010 – present

Supply Chain Innovation Award Track Co-Chair – 2011-present

Institute of Supply Management (ISM) - 1990 - Current

Assistant Director of Professional Development (1990-1991) - Central Michigan District

The Association for Operations Management (APICS) - 2013