

Simone Theresa Peinkofer

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ACADEMIC POSITIONS

Assistant Professor of Supply Chain Management, Michigan State University, (August 2016-present)

EDUCATION

Doctor of Philosophy in Supply Chain Management, University of Arkansas (August 2016)

Master of Business Administration, Colorado State University-Pueblo (May 2011)

Bachelor of Arts, Colorado State University-Pueblo (May 2011)

Major: Mass Communication

Bachelor of Science, Technical University of Munich, Germany (July 2009)

Major: Sport, media, and communication

RESEARCH INTERESTS

Retail supply chain management, fulfillment operations, consumer response to out-of-stocks

ARTICLES

Published Manuscripts:

Peinkofer, S.T., Esper, T., Smith, R., and Williams B. (2015) "Consumer Response to Out-of-Stocks of Price Promoted Items" *Journal of Business Logistics* 36(3):260-272.

Peinkofer, S.T., Esper, T., and Howlett E. (2016) "Hurry! Sale Ends Soon: The Impact of Limited Inventory Availability Disclosure on Consumer Responses to Online Stockouts" *Journal of Business Logistics* 37(3):231-246.

Esper, T., and **Peinkofer S.T.** "Consumer-Based Supply Chain Management Performance: A Structured Literature Review and Call for Research" *forthcoming at the Transportation Journal*

CONFERENCE PROCEEDINGS - REFEREED

Peinkofer, S.T. and Esper, T.L. “Consumer Response to Out-of-Stocks in an Omni-Channel Context: A Call for Supply Chain Management Research.” *Proceedings of the 2014 Academy of Marketing Science Annual Conference*, Indianapolis, IN

Peinkofer, S.T., Williams, B.D, and Esper, T.L. “Improving On-Shelf Availability: An Exploratory Qualitative Study.” *Proceedings of the Council of Supply Chain Management Professionals Annual Global Conference 2014*, San Antonio, TX

RESEARCH PRESENTATIONS

Peinkofer, S.T., and Esper, T.L., Williams B.W., and Smith R.J., The Impact of Operational Fulfillment Ambidexterity on Retail Firm Performance, *Invited presentation to POMS Annual Conference*, Orlando, FL (May 2016)

Peinkofer, S.T., and Esper, T.L., Williams B.W., and Smith R.J., The Impact of Operational Fulfillment Ambidexterity on Retail Firm Performance, *Decision Sciences Institute*, Seattle, WA (November 2015)

Peinkofer, S.T., and Esper, T.L., The Impact of Price Promotions on Consumer Response to Online Stockouts, *Decision Sciences Institute*, Tampa, FL (November 2014)

Peinkofer, S.T., Williams, B.D., and Esper, T.L., Improving On-Shelf Availability: An Exploratory Qualitative Study, *Educator’s Conference of the Council of Supply Chain Management Professionals Annual Global Conference*, San Antonio, TX (September 2014)

Peinkofer, S.T., and Esper, T.L., Consumer Response to Out-of-Stocks in an Omni-Channel Context: A Call for Supply Chain Management Research, *Academy of Marketing Science Annual Conference*, Indianapolis, IN (May 2014)

PROFESSIONAL PRESENTATIONS

Peinkofer, S.T., Building Success Early in your Program, *Invited round table presentation to the participants of the Logistics Doctoral Symposium*, Auburn, AL (February 2017)

Peinkofer, S.T., Omni-Channel Research, *Invited presentation to the Supply Chain Management Research Center Fall Board Symposium*, Fayetteville, AR (October 2015)

Peinkofer, S.T., Navigating the Doctoral Program: Advice from Veteran Students, *Invited presentation to the Sam M. Walton College of Business Center for Teaching Effectiveness Lunch-and-Learn*, Fayetteville, AR (October 2015)

Peinkofer, S.T., Walton Features: Retail Supply Chain Management Research, *Invited presentation to the Supply Chain Management Research Center Spring Board Symposium*, Fayetteville, AR (April 2015)

Peinkofer, S.T., IT Security and Supply Chain Management, *Invited presentation to the Women in Information Technology Conference*, Fayetteville, AR (April 2015)

Peinkofer, S.T., Navigating the Doctoral Program: Advice from Veteran Students, *Invited presentation to the Sam M. Walton College of Business Center for Teaching Effectiveness Lunch-and-Learn*, Fayetteville, AR (October 2014)

Peinkofer, S.T. and Williams, B., Online Retail Strategies: How Supply Chain Management Affects Consumer Behavior, *Invited presentation to the Supply Chain Management Research Center Fall Board Symposium*, Fayetteville, AR (September 2014)

Esper, T.L., Krouse, D., and **Peinkofer, S.T.**, Managing On-Shelf Availability in a Dynamic Retail Supply Chain Environment, *Council of Supply Chain Management Professionals Annual Global Conference*, San Antonio, TX (September 2014)

TEACHING EVALUATIONS

Semester	Course	# of students	Student Evaluation
Fall 2016	Logistics and Transportation Management (MSU)	50	3.71
Fall 2016	Logistics and Transportation Management (MSU)	48	4.05
Fall 2016	Logistics and Transportation Management (MSU)	32	4.03
Spring 2016	Supply Management (UofA)	43	4.74
Fall 2015	Supply Management (UofA)	47	4.76
Spring 2015	Supply Management (UofA)	36	4.55
Fall 2014	Supply Management (UofA)	42	4.79
Spring 2014	Supply Management (UofA)	34	4.66
Fall 2013	Supply Management (UofA)	28	4.74

Guest Lectures at the University of Arkansas

SCMT 5633: Retail and Consumer Products Supply Chain Management

Guest lecturer in the full-time MBA program

Topic: Transportation

HONORS AND AWARDS

- 2016 Recipients of the Walton College Graduate Student Excellence in Teaching Award
- 2015 Recipient of the APICS Supply Chain Council George and Marion Plossl Research Fellowship
- Recipient of the Doctoral Academy Fellowship, *University of Arkansas*, 2012-present
- 2014 Recipient of the Academy of Marketing Science Doctoral Student Travel Award

- 2014 Recipient of a research grant over \$1,000 from the *Supply Chain Management Research Center at the University of Arkansas*
- 2014 Second place “From Abstract to Contract: A Graduate Student Research Poster Competition,” *University of Arkansas*
- Lifetime member of the International Honor Society Beta Gamma Sigma for Business Excellence

SERVICE

Reviewing

- Ad-hoc reviewer for the International Journal of Aviation Management (2014-present)
- Ad-hoc reviewer for the Journal of Business Logistics (2016-present)
- Volunteer reviewer for the 2015 annual conference of the Decision Sciences Institute
- Invited reviewer for CSCMP’s Academic Case Studies Initiative 2015
- Invited reviewer for the 2016 and 2017 AMS Annual Conference

Professional Affiliation

- Council of Supply Chain Management Professionals
- Decision Sciences Institute

Conference Facilitation

- Session chair of the ... track for Decision Sciences Institute (2015)
- Facilitator for the Annual Supply Chain Management Research Center Graduate Case Competition, Fayetteville, AR (2013-present)
- Facilitator for the Supply Chain Management Research Center Spring Board Symposium, Fayetteville, AR (2015)
- Facilitator for the J.B. Hunt University, Fayetteville, AR (2015)

Other service:

- Mentored a Broad Scholar (Sydney DeHorn) Fall 2016-present
- Volunteered to staff the ASC Boot at the SC Exchange during CSCMP 2016