**Simone Theresa Peinkofer**

Assistant Professor of Supply Chain Management  
Michigan State University  
Eli Broad College of Business Department of Supply Chain Management  
Business College Complex  
632 Bogue St. N370  
(517) 432-1112  
simonep@broad.msu.edu

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, omni-channel fulfillment operations, consumer issues in supply chain management

ARTICLES

**Published manuscripts:**

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

**Peinkofer, S.T.**, Esper, T.L., 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.L., and **Peinkofer S.T.** (2017) “Consumer-Based Supply Chain Management Performance: A Structured Literature Review and Call for Research” ***Transportation Journal*** 56 (4): 395-428.

**Peinkofer S.T.**, Esper, T.L., Smith, R.J., and Williams, B.D. (2018) “Assessing the Impact of Retail Omni-Channel Fulfillment Operations on the Upstream Supply Chain” **forthcoming at the *International* *Journal of Production Research (published online)***

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.,** Omni-Channel Supply Chain Management. Presented at the Logistics Research Camp at The Ohio State University, Columbus, OH (December 2018)

**Peinkofer, S.T.**, Schwieterman, M., and Miller J. Omni-Channel Growth: The Adoption of Last Mile Service Offerings. Presented at DSI 2018, Chicago, IL (November 2018)

**Chu, J.**, Peinkofer, S.T., Mollenkopf, D., Supply Chain Transparency and Consumer Reaction to Product Recalls. Presented poster at CSCMP Academic Research Symposium, CSCMP, Nashville, TN (October 2018)

**Peinkofer, S.T.,** and Esper, T.L., Williams B.D., 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.D., 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.,** A Closed Door Session with Assistant Professors, *Invited panel discussion to the participants of the 2018 CSCMP Bowersox Doctoral Symposium*, Nashville, TN (October, 2018)

**Peinkofer, S.T.,** What I Wish I Knew Then: Insights from Junior Faculty, *Invited panel discussion to the participants of the Logistics Doctoral Symposium*, Dallas, TX (February 2018)

**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)

HONORS AND AWARDS

* 2017 Honorable Mention of the CSCMP Doctoral Dissertation Award
* 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*, 2012-2016
* 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

GRANTS

* Recipient of a $3000 research grant from CSCMP for research on supply chain transparency with Chu J. and Mollenkopf D. (both from the University of Tennessee)

SERVICE

**Reviewing**

* Editorial Review Board Member of the Journal of Business Logistics (2018-present)
* Methods reviewer for the Journal of Business Logistics (2018-present)
* Reviewer for the Journal of Business Logistics (2016-present)
* Ad-hoc reviewer for the Decision Science Journal (2018-present)
* Ad-hoc reviewer for the Journal of Operations Management (2018-present)
* Ad-hoc reviewer for the International Journal of Physical Distribution &Logistics Management (2018-present)
* Ad-hoc reviewer for the Electronic Commerce Research and Applications Journal
* Volunteer reviewer for the 2015 annual conference of the Decision Sciences Institute
* Invited reviewer for CSCMP’s Academic Case Studies Initiative (2015-present)
* Invited reviewer for the 2016 and 2017 AMS Annual Conference
* Invited reviewer for the CSCMP’s Academic Research Symposium (2018-present)

**Professional Affiliation**

* Council of Supply Chain Management Professionals
* Decision Sciences Institute

**Conference Facilitation**

* Sessions chair of the *Logistics and Transportation Management: Distribution* track for DSI Annual Meeting, Chicago, IL (2018)
* Facilitator for the Annual Supply Chain Management Research Center Graduate Case Competition, Fayetteville, AR (2013-2016)
* 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:**

* Departmental representative at the Fall Graduation Ceremony 2018
* Advised five honors options Fall 2017-present
* Broad Scholar Mentor Fall 2016-present
* Guest speaker in the doctoral seminar SCM 930 Fall 2018. Topic: Retail logistics and e-commerce
* Advisor to Broad Undergraduate Research Fellow Fall 2017-Spring 2018
* Mentor to Broad Undergraduate Research Fellow in the 2018 Undergraduate Research and Arts Forum 2018
* Represented the SCM department at the dinner with the CEO of Home Depot as part of the Warrington Lecture 2017
* Guest speaker in the doctoral seminar SCM 930 Fall 2017. Topics: Why is theory important; Qualitative research
* Volunteered to staff the ASC Boot at the SC Exchange during CSCMP 2016
* Invited speaker to the Doctoral Seminar on Behavioral Operations at the University of Arkansas 2016
* Doctoral curriculum sub-committee member 2016
* Presenter at the Freshmen SCM/Business College Sessions for the Disciplinary/Professional Literacy Project 2016
* Departmental representative at the Fall Graduation Ceremony 2016