**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, consumer-based strategy in supply chain management, omni-channel fulfillment operations

ARTICLES

**Published manuscripts:**

**Peinkofer S.T.**, Esper, T.L., Smith, R.J., and Williams, B.D. (2019) “Assessing the Impact of Retail Omni-Channel Fulfillment Operations on the Upstream Supply Chain” ***International* *Journal of Production Research*** 57 (11): 3598-3621

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., 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.

**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.

**Manuscripts accepted for publication:**

Peinkofer, S.T., Schwieterman, M., and Miller J. (2020). “Last Mile Fulfillment in the Motor Carrier Industry: A Panel Data Investigation Using Discrete Time Hazard Modeling” **forthcoming in *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 Yin, Y. The Impact of Order Fulfillment Information Disclosure on Consequences of Deceptive Counterfeits in Online Retailing, *Decision Sciences Institute*, New Orleans, LA (November 2019)

**Mollenkopf, D.M.**, Peinkofer, S.T., Bell, J., and Castillo, V.A. Supply Chain Perspective on Reducing Food Waste, *Food Security and Food Innovation Workshop hosted by University of California, Davis* (October 2019)

**Confente, I., Russo, I.,** Peinkofer, S.T., Frankel, R. "Is there the right channel and return policy to foster remanufactured products sales? An experimental study", XVI Convegno Annuale Della Socienta’ Italiana Marketing "Marketing 4.0: le sfide della multicanalità", held at the Università Cattolica del Sacro Cuore, Piacenza, Italy (October 2019).

**Mollenkopf, D.M., Peinkofer, S.T.,** and Chu, J. Supply Chain Transparency and Consumer Reactions to Product Recalls, *Council of Supply Chain Management Professionals Annual Global Conference*, Anaheim, CA (September 2019)

**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.** Pre dissertation Consortium, *Decision Sciences Institute*, New Orleans, LA (November 2019)

**Peinkofer, S.T.,** From Idea to Publication: Co-Authoring and Navigating Reviews *Invited panel discussion to the participants of the 2019 CSCMP Bowersox Doctoral Symposium*, Anaheim, CA (September, 2019)

**Peinkofer, S.T.,** What is a successful job search?, *Invited panel discussion to the participants of the Logistics Doctoral Symposium*, Columbus, OH (March 2019)

**Peinkofer, S.T.,** How to get funding for research?, *Invited roundtable discussion to the participants of the Logistics Doctoral Symposium*, Columbus, OH (March 2019)

**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)

Media Mentions

“Today’s pickup: Testing the last-mile waters; Avoiding the Arctic” (Marc Solomon, January 2020) refers indirectly to the research paper “Last Mile Fulfillment in the Motor Carrier Industry: A Panel Data Investigation Using Discrete Time Hazard Modeling” **forthcoming in *Transportation Journal***

https://www.freightwaves.com/news/todays-pickup-testing-the-last-mile-waters-avoiding-the-arctic

“New Retail Reality Transforming the Supply Chain” MSU Today’s Faculty Voice series (January 2020) https://msutoday.msu.edu/360/2020/simone-peinkofer-new-retail-reality-transforming-the-supply-chain/

“New Retail Reality Transforming the Supply Chain” Broad News (December 2019) <https://broad.msu.edu/news/new-retail-reality-transforming-the-supply-chain/>

“Bridge the Bridge: Drop-Shipping and the New Terms of the Triad” Walton Insights (November 2019) <https://walton.uark.edu/insights/drop-shipping.php>

“Omni-channel environment and saving the sale” BeEpic Podcast (October 2019) <https://walton.uark.edu/be-epic-podcast/simone-peinkofer.php>

“Retail Stockout Recovery” SupplyChainBrain (September 2019) [https://www.supplychainbrain.com/media/videos/play/5119-retail-stockout-recovery](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.supplychainbrain.com_media_videos_play_5119-2Dretail-2Dstockout-2Drecovery&d=DwMFAg&c=nE__W8dFE-shTxStwXtp0A&r=6Qbb0i7WQmqoLmhki2v1GSfiK3uPIFnD4XRbIz-M0e0&m=fVvMvbuZsBgVaW1_rO_r06H5YjsYzgWTmRC6yPBs7M0&s=aoklFlNEAI9qib3HQvvdNkuhSD3dXkV7TJcLOFRv378&e=)

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**

* Ad-hoc reviewer for Transportation Journal (2019-present)
* Ad-hoc reviewer for Production and Operations Management (2019- present)
* 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**

* Session chair for *Retail Issues I* and *Retail Issues II* at the Academic Research Symposium at CSCMP (2019)
* Track chair for the Academic Research Symposium at CSCMP (2019)
* Sessions chair of the *Service Systems and Operations: Trust in Service Operations* track for DSI Annual Meeting (2019)
* Sessions chair of the *Logistics and Transportation Management: Distribution* track for DSI Annual Meeting (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)

**Guest Lectures:**

* Invited Guest Lecturer to the MBA program at the University of Verona, Italy, Spring 2019. Topics: Omni-channel retailing and inventory management
* Guest speaker in the doctoral seminar SCM 932 Fall 2019. Topic: Omni-Channel Retailing
* Guest speaker in SCM 373 Fall 2019. Topic: Omni-Channel Retailing
* Guest speaker to the Doctoral Seminar on Behavioral Operations at the University of Arkansas Fall 2019
* Guest speaker in the doctoral seminar SCM 930 Fall 2018. Topic: Retail logistics and e-commerce
* Guest speaker in the doctoral seminar SCM 930 Fall 2017. Topics: Why is theory important; Qualitative research
* Guest speaker to the Doctoral Seminar on Behavioral Operations at the University of Arkansas Fall 2016

**Service to the department**

* Member of the sourcing/operations faculty search committee Fall 2019
* Departmental coordinator of the Third Thursday event to foster a collegial work environment 2018 - present

**Other service:**

* Mentor to PhD student Ming Li, 2019-present
* Departmental representative at the Fall Graduation Ceremony 2018
* Advised five honors options Fall 2017-present
* Broad Scholar Mentor (Jake Marciniak) Fall 2018-present
* Broad Scholar Mentor (Sydney DeHorn) Fall 2016-Summer 2018
* Advisor to Frank Wang (Broad Undergraduate Research Fellow) Fall 2017-Spring 2018
* Mentor to Frank Wang 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
* Volunteered to staff the ASC Boot at the SC Exchange during CSCMP 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