DEPARTMENT UPDATE

I know it sounds like a broken record, but the pace of activities and accomplishments in the department continues at a ceaseless rate. The newsletter affords me an opportunity to (proudly) share these exciting developments.

The department completed a comprehensive review in spring 2018 that included a 360-degree self-study as well as a review of department strategy, policies, and operations conducted by a team of prominent external scholars. Since the review team’s departure in April, several improvements are in place and others are taking shape. In total, the department is poised to elevate its level of play due to the exercise. Prominent in the plan is embarking on a strategy focused on consumer-centric supply chains, leveraging the world-class expertise we already possess in Consumer Behavior, Quantitative Marketing, and Logistics/Supply Chain to examine how companies can fulfill consumers’ escalating expectations… profitably.

In a related effort, we are partnering with Coca-Cola to launch a Logistics & Supply Chain Learning Lab in 2019. The lab will provide opportunities for faculty and students alike to explore innovative ways to create value for the consumer and business by using our own “city within a city” campus environment to test ideas. Be on the lookout for more news on these creative endeavors.

These are just some of the exciting developments taking place in the department. Many more are presented in the newsletter. Enjoy the issue and stay in touch!

Best regards,
Tom Goldsby
Professor and Department Chair
MEET OUR NEW FACULTY

VINCE CASTILLO
Vince is joining M&L after completing his PhD in Supply Chain Management from the University of Tennessee, Knoxville. He is also a Faculty Fellow in the Initiative for Food and Agricultural Transformation (InFACT) Discovery Theme. His research interests include last mile logistics, crowdsourced delivery, sustainability, and urban agriculture supply chains. In the spring semester, Vince will be teaching two courses: 4382 (Logistics Analytics) and 4385 (Building a Sustainable Supply Chain).

GRANT DONNELLY
Grant Donnelly joins us as an Assistant Professor of Marketing after completing his Ph.D. from Harvard Business School. Grant earned his MA in Psychological Research and BA in Environment Sustainability from San Francisco State University. His research interests include consumer judgement and decision making, well-being, sustainability, field experiments. Grant teaches the undergraduate Advertising and Promotions course.

DONG SOO KIM
Dong Soo received his PhD degree from KAIST (Korea Advanced Institute of Science and Technology). Having worked as a visiting scholar for five years, he joined the tenure-track faculty in Marketing this summer. His main research interest is economic modeling for consumer demand and choice. He teaches two undergraduate courses: Advanced Marketing Research and Customer Relationship Management.

MARIA LANDEKHOVSKAYA
Maria has been an adjunct lecturer at Fisher since Fall 2016. Beginning in Fall 2018, she joined full time as a senior lecturer, teaching for two Departments (M&L & MHR). Maria has her MBA from Fisher and over 14 years experience in sports marketing and CSR, including jobs with Coca-Cola, Dow and the Chicago Sports Commission. One of her most recent projects was as a consultant with the 2018 FIFA World Cup Russia™ Local Organizing Committee. Maria teaches Marketing Strategy and Strategic Management for senior undergrads as well as the Marketing Class for WPMBA.
MEET OUR NEW FACULTY

DAVE NORTON
Dave earned his Ph.D. in Marketing from the Darla Moore School of Business at the University of South Carolina in 2013 (subsequently spent 5 years as an Assistant Professor of Marketing at University of Connecticut). He currently teaches Marketing Research and Digital Marketing. His research interests include social information processing, particularly how aspects of “the self” and identity signaling show up in consumer activity.

MEET OUR NEW PH.D. STUDENTS

MOLLY HUGHES
Molly Hughes has a BSBA in Marketing & Logistics from the Fisher College of Business. She studied at Kuehne Logistics University in Hamburg, Germany and has worked as a contract negotiation and implementation manager at a wholesale distributor in the branded and generic pharmaceutical sector. Her research interests focus on the healthcare supply chain, pharmaceutical supply chain, and highly regulated supply chains.

JIANNA JIN
Jianna holds a B.A. in Business Administration from Kyung Hee University and an M.S. in Marketing from Korea University. Prior to beginning her doctoral studies, Jianna worked as a researcher at Nielsen Korea. Jianna’s research interests include consumer behavior, with particular interest in topics such as digital marketing, new technologies, and food decision making.

JUNHA KIM
Junha has a B.A. & MS degree from KAIST, South Korea. Junha’s research interests include consumer judgement and decisions.
MEET OUR NEW PH.D. STUDENTS

JUDY ZHANG
Judy studied International Business at Shanghai University of Finance and Economics (Shanghai, China). She holds two Masters degrees: Master of Science in Marketing from Worcester Polytechnic Institute and Master of Science in Information Systems from University of Maryland. Judy’s research interests include quantitative modeling in consumer utility and choice behavior.

ZENAN ZHOU
Zenan Zhou received his MS degree specializing in Operations Research & Supply Chain Management from Case Western Reserve University. He has previously worked as an Operation Research Analyst for an LED manufacturer in the U.S. His research interests include supply chain coordination and sustainable supply chain.

NEW HIRES
We look forward to welcoming four newly hired faculty members to campus in 2019:

• Yunhui Huang, PhD Candidate at Hong Kong University of Science and Technology (HKUST) will be joining us this summer as Assistant Professor of Marketing.

• Min Tian, PhD Candidate at Wisconsin, has agreed to join our faculty as an Assistant Professor of Marketing.

• Jesse Walker, PhD Candidate at Cornell will join us in the summer as Assistant Professor of Marketing.

• Shi (Sherry) Wang, PhD Candidate at HKUST will join us this year as an Assistant Professor of Marketing.


Kim, Yeun Joon and Junha Kim. (Conditionally Accepted). Does Negative Feedback Benefit (or Harm) Recipient Creativity? The Role of the Direction of Feedback Flow”. Academy of Management Journal


**RECENT PUBLICATIONS**


Wan, Xiang, Martin Dresner, and Philip Evers (forthcoming). “How Do Delivery Variety Decisions Contribute to Sales?” *Decision Sciences*.


The Logistics Association (TLA) named Professor Martha Cooper as this year’s recipient of the Distinguished Logistics Alumni Award on April 19. (See a photo of her acceptance on page 1.)

Xiaoyan Deng was invited to serve on the Journal of Marketing editorial review board.

Steve DeNunzio received the 2018 Max M. Fisher Faculty Eminence award for his transformational teaching. He is pictured here (right) receiving the award at the Fisher College Pre-Commencement.

Tom Goldsby delivered keynote addresses in Bogotá, Buenos Aires, Mexico City, Rotterdam, and Shanghai in Summer 2018, as well research colloquia at the University of Tennessee and University of Maryland in Autumn. Tom also joined the Board of Directors for CBUS Retail, an initiative poised to cement Columbus’ reputation as a center for retail innovation.

Joe Goodman was promoted to the rank of Associate Professor, with tenure, and admitted to serve on the Journal of Marketing editorial review board.

Mike Lenaghan gave a talk on Nov. 18 on “Ethics in the Supply Chain” at the Moritz College of Law.

Alice Li received the Best Paper Award at the International Journal of Research in Marketing (IJRM) for her co-authored paper titled “Digital Marketing: A Framework, Review, and Research Agenda.”

Selin Malkoc gave a TED talk on Oct. 24 on “Why You Should Stop Seeing Time as a Resource,” TEDxYearlingRoad. Check it out at: https://www.youtube.com/watch?v=9ux5QXozH-U. She was also selected to participate in this year’s Sheth AMA Consortium.

The American Marketing Association Foundation recognized Dr. Terry Esper with the 2018 Williams-Qualls-Spratlen Multicultural Award of Excellence. The WQS Award recognizes the outstanding mentors in the market community in the mold of Williams, Qualls, and Spratlen.

Fisher students Landon Palma and Anthony Rangel took first and second place, respectively, in the Business Solutions in the Global Economy category at the 2018 Denman Undergraduate Research Forum in April. Landon’s project was titled “The Mindful Consumer: The Effect of Mindful Meditation on Recall,” and he was advised by Daniel Zane & Roger Bailey. Anthony’s project was titled “An Investigation of Alignment of Time-to-Ship Offerings and Consumer Value in E-commerce” and he was advised by Jim Hendrickson & Roger Bailey.
Marketing majors Zac Graber, Class of 2018, and Christan McGhee, Class of 2019, were selected as the President’s Prize Scholars – the highest recognition Ohio State bestows on exceptional students committed to social change.

Rebecca Reczek was promoted to the rank of Full Professor and named as the inaugural H. Lee “Buck” Mathews Professor in Marketing, a professorship named in honor of a beloved Marketing professor. Rebecca was also named to the inaugural class of Marketing Science Institute (MSI) Scholars and appointed associate editor of the Journal of Consumer Research. In addition, she co-chaired the 2018 AMA Marketing & Public Policy Conference in June and the preceding workshop and doctoral consortium, along with to being re-appointed to the department executive committee.

Mallory Rusnak, department Program Assistant for the past two years, has accepted the position of Academic Program Coordinator for the Management & Human Resources department at Fisher. Congratulations, Mallory!

Vince Castillo is participating on a team from OSU’s Initiative for Food and Agricultural Transformation (InFACT), in a grant proposal competition titled, “The Alliance for the American Dream (AAD), hosted by Schmidt Futures. Vince supported The Ohio Microfarm Project, an urban agriculture-based project that incorporates blockchain technology to trace and aggregate produce across a widely dispersed network of microfarms throughout Central Ohio. Having already won $2M in funding from the Foundation for Food and Agriculture Research (FFAR), Vince's team hopes to secure support from the social-mission oriented technology investment firm headed by venture capitalist Eric Schmidt. Good luck, Vince & team!

Xiang Wan was promoted to the rank of Associate Professor, with tenure. He was also named the recipient of the Pace Setters Faculty Research Award for 2019.

MEDIA MENTIONS

Vince Castillo had a paper highlighted in Supply Chain Quarterly’s “Research for the Real World”: http://www.supplychainquarterly.com/articles/20181031-how-effective-is-crowdsourced-logistics/

Terry Esper talked about Central Ohio as a strategic location for online retailing. Listen to the broadcast at: http://radio.wosu.org/post/after-thirty-one-gifts-and-longaberger-whats-next-central-ohio-retail#stream/0. He also conducted sessions on the Road Dog Trucking Show (Sirius XM) on several occasions in 2018.

Tom Goldsby was interviewed by WOSU regarding the Amazon HQ2 announcement in November.

Alice Li’s paper titled “Digital Marketing: A Framework, Review and Research Agenda” was mentioned in Medium.com.

The Department of Marketing & Logistics is pleased to recognize Professor Douglas Lambert and Associate Professor Patricia West upon their retirements from Fisher College of Business in 2018.

Professor Douglas Lambert retired from full-time faculty in Autumn 2018 and transitioned to Professor Emeritus status. Doug is author or co-author of eight books and more than 100 articles. He has made over 100 presentations to professional organizations and has served as a faculty member for more than 500 executive development programs around the world. He led a 27-year research agenda supported by the executive members of The Global Supply Chain Forum that resulted in a cross-functional, cross-firm supply chain management framework that is taught in universities in the USA and overseas and has been implemented in major corporations. In a career of more than 40 years his work has achieved more than 27,000 Google Scholar citations and generated more than $10 million in research funding and a similar amount in executive education revenue. Below are a few more personal highlights from his career.

In 1975, Doug completed his PhD in Marketing with a minor field in Physical Distribution at OSU (in two years!). He was the first of nine Bud LaLonde PhD students to receive the NCPDM (now CSCMP) Doctoral Dissertation Award. His dissertation was one of two published by CSCMP in the 40 plus years of the award. He was promoted to full professor at Michigan State University in 1982, seven years after completing his PhD at Fisher. In 1983 he was named PepsiCo Professor of Marketing. In 1986 while serving on the faculty of the University of South Florida in Tampa (a move he made so he and his wife Lynne could experience life in Sarasota before they were too old to enjoy it), he was the first of Professor LaLonde’s students to receive the CSCMP’s Distinguished Service Award. Bud received the same award in 1976 (see 1986 picture, below, of Bud and Doug with the award).

Doug also received The International Society of Logistics (SOLE) Eccles Medal and the Armitage Medal for his contributions to logistics education and literature, respectively. In 1990, he co-founded the International Journal of Logistics Management with Martin Christopher of Cranfield University. In 1991, Doug moved to the University of North Florida as the Prime F. Osborn III Eminent Scholar Chair in Transportation and Logistics. In 1996, after Bud’s retirement, Doug returned to his alma mater as Raymond E. Mason Chair in Transportation and Logistics.

During his time at Fisher, he and Lynne developed a close relationship with General Mason and his wife Margaret. In 2005, when General Mason was 85, Doug took him on a trip to Argentina to, as General Mason said, “study the beef supply chain.” Which they did from the ranch to the slaughter house to the best restaurants in Buenos Aires (see picture, right, of Doug and General Mason at Gato Blanco).

Thank you, Doug, for your dedication and immense contributions!
NEW EMERITUS FACULTY

Associate Professor of Marketing Patricia (Pat) West (right, with Dean Makhija) retired from full-time faculty in Spring 2018 and transitioned to Professor Emeritus status. Pat received her Ph.D. from the University of Chicago and served on the Marketing faculty at the University of Texas at Austin for several years before joining the Fisher faculty in 1998.

An accomplished consumer behavior researcher, her work has appeared in the *Journal of Marketing*, *Marketing Science*, the *Journal of Consumer Research* and the *Journal of Consumer Psychology*.

While at Fisher she taught a wide variety of Marketing courses and mentored many junior faculty over her 20 years at as a member of the department. She also contributed greatly at the college level, serving as Associate Dean for Undergraduate Programs from 2013 to 2016.

*Congratulations and thank you, Pat, for your many contributions to our department and programs!*

GLOBAL PRESENCE

Professor Greg Allenby is co-leading a project called the Solar Engineering Service-Learning in Tanzania that aims to address lighting and electrical needs at Camp Joshua, a primary school of 120 students located in the Unga Limited slums of Arusha, Tanzania. Access to electrical power there is unreliable and too expensive for the school to afford. The camp offers a safe educational environment for the children of the slum area, providing boarding and meals.

To learn more, go to: https://ece.osu.edu/news/2019/01/ohio-state-unveils-plans-tanzania-humanitarian-outreach

*Marketing Senior Lecturer Maria Landekhovskaya had a front-row seat to one of the largest international sporting events as a member of the 2018 FIFA World Cup Russia Local Organizing Committee in Moscow.*
On December 7, 2018 the Logistics Product Workshop was held. The speakers were chosen in light of their expertise in retail/consumer focused logistics and supply chain management. Our special thanks go to Professor Allenby and the Ford Motor Company for their generous support of this event.

Featured speakers and topics included:

Brent Williams (lower left), University of Arkansas, “I Love Logistics – Just Don’t Ask Me to Pay For it”

An industry panel consisting of Paul Bugenstein (Sr. Director, Solutions Design, DHL), Tom Clements (Principal, 42Solutions), and Jeff Girard (SVP of Distribution & Logistics, DSW)

Simone Peinkofer (upper left), Michigan State University, “Investigating Consumer Response to Multiple Stockouts in an Omni-Channel Environment”

Xiang Wan (upper right), The Ohio State University, “How Do Delivery Services Contribute to Product Sales?”
UPCOMING EVENTS

February 22, 2019  Marketing Research Camp
March 27, 2019    TEDxOhioStateUniversity: CONNECT
April 4-6, 2019   Logistics Doctoral Symposium

The M&L Family Photo taken at the Autumn Department Picnic

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