DEPARTMENT UPDATE

Welcome to the inaugural issue of Marketing & Logistics News & Notes! As we cap off another academic year, it’s fun to reflect on the many events and happenings involving our students, faculty, and staff.

The year was an eventful one, indeed, as we welcomed many new faculty, staff, and Ph.D. students to the department -- and you’ll get to meet each of them in this issue. We observed Fisher’s Centennial Celebration by ushering scores of Ph.D. graduates back to campus, featuring a special tribute to Professor Emeritus Bernard J. (“Bud”) LaLonde. Several graduates of the Master in Business Logistics Engineering (MBLE) program returned to campus for the first-ever MBLE Reunion. The department also hosted an immense number of guest speakers and workshops throughout the year.

Speaking of numbers, here are additional numbers to consider: the department delivered 183 courses this year (92 class sections in autumn and 91 in spring), our undergraduate Marketing major totals 1,300 strong, with Logistics adding another 400, and more than half of Fisher’s MBA students major in either Marketing or Operations & Logistics Management (OLM).

We look forward to reporting more impressive numbers and accomplishments in the future, so stay tuned. And, pay us a visit if the opportunity presents itself!

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

JOE GOODMAN
Dr. Joseph Goodman joins Fisher from the Olin School of Business at Washington University in St. Louis where he was an Associate Professor of Marketing. His primary research interest is consumer judgment and decision making, particularly how material and experiential consumption shapes consumer happiness and well-being, consumption over time and construal, and the role of variety and large assortments affect the decision making process. Joe teaches the undergraduate Principles of Marketing course.

SCOTT LACROSS
Scott LaCross has served as an adjunct lecturer at Fisher for several years, and beginning last fall, he joined Fisher full-time as a senior lecturer. Scott earned his MBA from Northern Illinois University and has previously held positions in brand management at Abbott Nutrition and Sara Lee Corporation. He teaches several courses in the undergraduate program, including Marketing Strategy, Marketing Projects, and Promotional Strategy. Scott also leads the Consumer Packaged Goods section of the Industry Cluster program.

SELIN MALKOC
Dr. Selin Malkoc joined Fisher from the Olin School of Business at Washington University in St. Louis. She earned her PhD in Marketing from the Kenan-Flagler Business School at the University of North Carolina, Chapel Hill. Her research interests are consumer behavior, judgment and decision making, intertemporal preferences, scheduling, heuristics and biases. Selin teaches the undergraduate Consumer Behavior course.

DANIEL ZANTEDESCHI
Dr. Daniel Zantedeschi joined us from the Muma College of Business at the University of South Florida, where he was an assistant professor in the Information Systems and Decision Sciences Department. His research interests are in marketing and business analytics, mediating effects of technology on choice in emerging domains such as crowdfunding and crowdsourcing, statistical methodology and data science. Daniel teaches undergraduate Marketing Research, graduate Marketing Research & Analytics and a new elective, Data Driven Marketing.
MEET OUR NEW PHD STUDENTS

JOHN COSTELLO
John holds a BS and an MBA from Villanova University and previously worked in various merchandise planning and allocation roles for Saks Fifth Avenue and American Eagle Outfitters. John’s research interests focus on consumer behavior and he is working with Professor Rebecca Reczek.

TAEGYU HUR
Taegyu holds an MS and a BBA degree from Seoul National University. His research interest lies in quantitative modeling of consumer choice behavior. He is working with Professor Greg Allenby.

LEI JIA
Lei previously worked as a PR professional with Ogilvy Public Relations and The Hoffman Agency. His research focuses on consumer behavior and he is working with Professor Xiaoyan Deng.

2016-2017 PHD PLACEMENTS

Hyojin Lee, Spring 2016, Consumer Behavior (San Jose State University).

Esen Andic, Summer 2016, Logistics (North Central College).

Mikaella Polyviou, Summer 2016, Logistics (Arizona State University).

Chris Summers, Summer 2016, Consumer Behavior Marketing (University of South Carolina).

Adam Smith, Summer 2017, Quantitative Marketing (University College London).


AWARDS & ACCOMPLISHMENTS

Xiaoyan Deng was selected as a Marketing Science Institute 2017 Young Scholar.

Daniel Zantedeschi’s paper “The More the Merrier? The Effects of Community Feedback on Idea Quality in Innovation Contests” with Isabella Seeber, Anol Bhattacharjee, and Johann Fuller was the winner of a best paper award at the 50th Hawaii International Conference on System Sciences.

An MBLE team was featured in an article highlighting an independent study project that was completed for a local company: https://fisher.osu.edu/news/project-win-win-mble-team-and-local-company.

Michelle Blatnik and Scott LaCross participated in the 37th annual Ohio’s Nationwide Children’s Hospital Columbus Half Marathon on October 16, 2016.

Through a partnership with Columbus State, nearly 100 OSU students earned the SC Pro Fundamentals Certification in Supply Chain Management Principles. OSU students achieved a 100% pass rate on this certificate exam.

Selin Malkoc and Rebecca Reczek were recently invited to serve on the Journal of Marketing Research editorial review board.

Marketing student Danielle Kuzma took 1st place at the 22nd annual Richard J. and Martha D. Denman Undergraduate Research Forum for her project, titled “Does an Individualistic Mental Orientation Lead to More Charitable Donations?”. Robert Smith, assistant professor of marketing, served as Kuzma’s faculty advisor.

To read more, go to: https://fisher.osu.edu/news/fisher-students-showcase-their-research-skills-denman

Xiang Wan and Alice Li welcomed their second child, Jason Lee Wan, on July 26, 2016.

Greg Allenby was recognized as one of the top ten most productive researchers on the AMA DocSig list of author productivity in premier Marketing journals between 2007 and 2016.

Pat West on received the 2017 Bostic-Georges Faculty Service Award, recognizing a Fisher faculty member for exemplary service to the college and/or university community.

Greg Allenby was featured in an article highlighting data analytics programs on the Poets & Quants for Undergrads website: http://poetsandquantsforundergrads.com/2016/09/16/analyze-data-100-placement-rate-business-majors/2/

Deborah Mitchell received the Working Professional MBA core teaching award for 2016-17.

Tom Goldsby completed his 16th Boston Marathon on April 17, 2017.

Xiaoyan Deng and Selin Malkoc were promoted to the rank of Associate Professor with Tenure.
MBLE ALUMNI REUNION WEEKEND

The Masters of Business Logistics Engineering (MBLE) Alumni Reunion Weekend was a huge success! Over 150 alumni, current students and faculty engaged in various activities throughout the weekend to celebrate the program and growing heritage. The fun-filled event kicked off with a welcoming happy hour on Friday night. On Saturday, attendees participated in rock climbing and filled their afternoon with MBLE updates from various faculty members on the past, present and future of the program. Saturday night featured a tailgate and viewing party with the Buckeyes clobbering Oklahoma. The weekend was concluded with a send-off breakfast.
The Department of Marketing & Logistics celebrated Fisher’s centennial and the college’s long history of outstanding scholarship by inviting alumni from both PhD programs back to campus on November 18th, 2016. The day-long event combined the celebration of Marketing & Logistics PhD alumni with the annual Marketing Research Camp and a special recognition of long-time faculty member, Professor Emeritus Bud LaLonde. Several alumni from each program were invited to present research and reflect on their time in the PhD program at Ohio State.
The Buckeye Marketing & Logistics family lost two pioneering faculty in recent times. We take a moment to pay tribute to these luminaries.

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**DR. H. LEE MATTHEWS**

Dr. H. Lee Mathews, lovingly known as "Buck", age 76, of Worthington, Ohio and Fripp Island, South Carolina, passed away peacefully at home on December 6, 2015, surrounded by his loving family. He received his MBA and Doctorate from The Ohio State University. Buck passionately worked at The Ohio State University from 1977 to 2009 as a Professor and Department Chairman. Buck was a gifted teacher and established deep relationships with his students. At Ohio State, he accumulated many awards and honors, including Outstanding Professor of the Year by the MBA class (4 times), the Pace Setters Award for Outstanding Graduate Professor (2 times) and the Sigma Chi Outstanding Teacher Award. Buck also conducted and translated market research information into strategic plans for many Fortune 500 companies and served on The Executive Education Faculty at Syracuse University, Louisiana State University, and the University of Michigan. His accomplished career included over 100 publications. Upon retirement in 2009, The Ohio State University granted him Professor Emeritus status and he continued to serve the department and college in several valuable ways.

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**DR. JAMES F. ENGEL**

Dr. James F. Engel died peacefully on September 14, 2016 at his home in Maple Grove, Minnesota. Jim enjoyed a very distinguished career in marketing research at Michigan and Ohio State as a pioneering author in the field of Consumer Behavior. A nationally known authority in this arena, he co-authored the influential book, Consumer Behavior, and founded the Association for Consumer Research. He was honored with the prestigious Paul D. Converse Award of the American Marketing Association in 1981. He then served at Wheaton College for 18 years as the Chair of the Communications department where he developed the widely used "Engel Scale," an explanation of the process toward spiritual maturity. At Eastern College in St. Davids, Pennsylvania, Dr. Engel retired as the Distinguished Professor of Marketing and co-founder of the Center for Organizational Excellence (now known as Development Associates International.)
SPRING 2017 COLLOQUIUM SERIES

The Spring 2017 Colloquium Series brought several notable scholars onto campus to expose faculty and doctoral students to a variety of contemporary research topics:

On March 24, Min Zhao, Boston College, presented on “The Effect of Contextual Cues on Consumer Mindset and Financial Decisions.”

On April 14, Mike Norton, Harvard University, presented on “Wanting, Voting, and Paying for Greater Equality.”

On April 21, Meg Meloy, Pennsylvania State University, presented on “Preference Refinement After a Budget Contraction.”

NEW PRODUCT DEVELOPMENT WORKSHOP

On April 7, 2017, the first New Product Development Workshop was held. Three scholars were invited to present their research and spend the day on campus meeting with faculty, doctoral students, academics from other departments, and industry guests. Featured speakers included:

Barry Bayus, University of North Carolina, presented on “Crowdsourcing Solutions: Are Two Heads Better than One?”

Olivier Toubia, Columbia University, presented on “Leveraging Text Analysis and Big Data for Creativity.”

Karl Ulrich, University of Pennsylvania, presented on “Product Innovation, Firm Assets, and the Threat of Technological Disruption.”

Dr. Olivier Toubia of Columbia University speaks on devising winning product attributes.
Faculty and students past and present gather for the Fisher Centennial Celebration on November 18, 2016

MEET OUR STAFF

MICHELLE BLATNIK
Michelle transitioned into the role of Academic Program Coordinator for the department in August of 2016. Prior to joining the department as Program Assistant in 2013, she received her BSBA in Marketing from Fisher. She also just completed her Master of Public Administration degree from the John Glenn College of Public Affairs at Ohio State.

MALLORY RUSNAK
Mallory joined us in January 2017, from The University of Akron where she was a Student Affairs Assistant in Student Life. She received her Bachelor of Arts in Interpersonal/Relational Speech Communications from Miami University and received her Masters of Arts in Higher Education Administration from The University of Akron.

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