DEPARTMENT UPDATE

This issue of Marketing & Logistics News & Notes comes together early in the new year. I hope that 2018 is off to a great beginning for you. It has certainly been a busy time around the Department of Marketing & Logistics with the start of a new semester and a host of spring activities in store, culminating with commencement on May 6. We are pleased to share the many accomplishments... and, even, some significant life events of faculty, staff, and students in this issue.

The department welcomed a host of new faculty members and two new doctoral students in Autumn 2017. Look for their bios in this issue. We also conducted a series of successful faculty searches that will result in the addition of three new tenure-track faculty in Summer 2018, as we welcome Grant Donnelly (Harvard Business School, 2018, Consumer Behavior), Dong Soo Kim (Korea Advanced Institute of Science and Technology (KAIST), 2012, Quantitative Marketing), and Vincent Castillo (Tennessee, 2018, Logistics). We are delighted to see continued growth in our faculty and look forward to the infusion of knowledge and energy these recent hires will bring to our already stellar assembly of scholars.

Sadly, we also incurred the losses of former faculty icons in recent months, with the deaths of Professors Bernard J. "Bud" LaLonde (December 1, 2017) and John Grabner (January 6, 2018). Professors LaLonde and Grabner are largely to credit for the Logistics program's growth in stature dating back to the 1960s. You will find tributes to these two gentlemen scholars in this issue as well.

We hope that you find the enclosed contents insightful and worthwhile. As always, thank you for your interest and support.

Tom Goldsby, Professor and Department Chair
DALE ANNE DAVIDSON
Dale Anne Davidson has served as an adjunct lecturer at Fisher for the past 8 years. Beginning Spring Semester, she joined full-time as a senior lecturer. Dale Anne earned her MBA in Executive Management from Ashland University and had a long career in sales management and professional sales. Dale Anne teaches several undergraduate courses, including Professional Selling, Sales Management, and Marketing Projects. She also teaches Strategic Sales Management and a Sales Project class in the WPMBBA program.

TERRY ESPER
Dr. Terry L. Esper joins us as an Associate Professor of Logistics from the University of Arkansas. Terry has published several articles on issues associated with strategic supply chain management concepts and supply chain relationships in leading academic and managerial outlets. Esper is also a member of the Academic Strategies Committee for the Council of Supply Chain Management Professionals, & serves as an Educational Advisor to the Health and Personal Care Logistics Conference.

ALICE LI
Alice Li joins Fisher from the Kelley School of Business at Indiana University. She received her Ph.D. in Marketing from the University of Maryland – College Park. Her primary research areas are digital marketing measurement, attribution models, multichannel marketing, and search engine marketing. Alice teaches the undergraduate Marketing Research course.

ANNA PALEY
Anna Paley is a Visiting Scholar in the Marketing and Logistics department. She joins Fisher after completing her Ph.D. at New York University’s Stern School of Business. She conducts research on consumer judgments and decisions across financial and health domains, with a particular focus on consumer well-being. Anna teaches the undergraduate Consumer Behavior course.
MEET OUR NEW PH.D. STUDENTS

ABHINAV (SUNNY) HASIJA
Abhinav (Sunny) Hasija has a BSBA in Operations Management from the Fisher College of Business, The Ohio State University. He has worked as marketing operations manager for a national catalog company. His research interests include using social media as an input signal while making logistics decisions, vendor managed inventory in the medical supply chain context, and the implications of technological innovation on supply chain management and personnel.

ANDREW ZEISER
Andrew Zeiser has a BS and M.Ed. From Notre Dame and an MBA from DePaul University. Andrew has worked as a former chemistry teacher and in Supply Chain Optimization at KeHE distributors and US Foods. His research interests include humanitarian logistics and last-mile delivery.

2017-2018 PH.D. PLACEMENTS


Kevin Smyth, Fall 2017, Logistics, (Returning to Air Force).

Daniel Taylor, 2018, Logistics, (Texas Tech University).

Daniel Zane, 2018, Consumer Behavior, (University of Miami).
RECENT PUBLICATIONS


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Greg Allenby was recognized as one of the ten most productive researchers in the top four premier Marketing journals (Marketing Science, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research) over the past ten years.

Michelle (Blatnik) Anderson got married in town on November 4, 2017. Michelle and Derek met as undergrads at Ohio State.

Xiaoyan Deng & Selin Malkoc both received the 2017 Journal of Consumer Research Outstanding Reviewer Award.

Terry Esper received the Journal of Business Logistics Bernard J. La Londe Best Paper Award at CSCMP’s Annual Conference.

Nino Hardt and his wife Carolin welcomed Oliver Hardt, 7 lbs, 11 oz, 20-1/4” on January 21, 2018.


Selin Malkoc was invited to join the Editorial Review Board of the Journal of Consumer Psychology & an invited Faculty Fellow for the Early Career Mentorship Program, Association of Consumer Research, 2017.

Selin Malkoc co-chaired the Inaugural Society for Consumer Psychology Pre-Conference in Dallas, TX where the traditional doctoral consortium was combined with a new research skills workshop.

Shashi Matta: Faculty Fellow and Grant Winner, OSTEP Learning Community, University Center for the Advancement of Teaching, The Ohio State University, 2017-2018.

Shashi Matta: Fifth Year Mentor Award, Second Year Transformational Experience Program (STEP), The Ohio State University, for five straight years of mentoring since the inception of STEP in 2013.

Shashi Matta: 2018 Bostic-Georges Faculty Service Award recipient.

Rebecca Reczek and her husband Joe welcomed Mina Elise Reczek, 8 lbs, 5 oz, 20.5” on August 19, 2017.

Rebecca Reczek recently started a term as an Associate Editor at the Journal of Public Policy and Marketing and a term as a Senior Editor at the International Journal of Marketing Research.

Xiang Wan recently started a term as an Associate Editor at Decision Sciences.

NEW HIRES

Vince Castillo will be joining as an Assistant Professor of Logistics and InFACT scholar in summer/autumn 2018.

Grant Donnelly will be joining as an Assistant Professor of Marketing and SRE scholar in summer/autumn 2018.

Dong Soo Kim who has been a visitor the past few years in the Quantitative Marketing area will join us as a new tenure-track Assistant Professor, beginning in August 2018.
MEDIA MENTIONS

Terry Esper: recently invited as a guest on the Road Dog Trucking Radio Show on Sirius XM Radio.


Shashi Matta: AMA Webcast: How to Win the Digital Customer Experience

Shashi Matta: Amazon’s Impact on the Grocery Industry, All Sides with Ann Fisher on the local NPR affiliate station, WOSU

Rebecca Reczek: selected media coverage for the article “Keeping the Memory but Not the Possession: Memory Preservation Mitigates Identity Loss from Product Disposition,” Journal of Marketing. CNN.com, Time, Real Simple, DailyMail, MSN, Yahoo News, Consumer affairs, Hindustan Times, The Exception Magazine, Quartz, ABC Perth, CNBC


CASE COMPETITIONS

Three undergraduate Logistics students, Benjamin Haller, Ian Sanford, and Chris Wiser, participated in the Michigan State University Bowersox Supply Chain Challenge, on November 2-3, 2017. The Challenge is a simulation-based competition, where students analyze a company's supply chain activities and make a number of simulated supply chain decisions for a several-week period. Though the team did not win the competition, each deemed the experience extremely rewarding and worthwhile. In addition to gaining experience in simulated supply chain decision-making, the students were able to network with students from the other 15 participating universities and engage with executives from the corporations that sponsored the event.

MBLE teams performed very well at the Deloitte Supply Chain Case Competition, with outcomes ranging from preliminary to second round presentations. While none advanced to the national round, the teams had a great time and are looking forward to future Case competitions. Team members were:

• Nobel Huang, Yujie Lu, Yuechen Wu, Junying Hao
• Eric Liao, Shuhui Sun, Jesse Zhu, Susan Yang
• Chenyang Shi, Fan Feng, Jiaxin Zhang, Jinjing Ying
• Shiqi Ren, Xiaoyue Huang, Tiantian Li, Siyun Mao
The Fall 2017 Colloquium Series brought several notable scholars onto campus to expose faculty and doctoral students to a variety of contemporary research topics:

- On August 29, Dr. Nawal Taneja, professor emeritus & former chair of the Departments of Aviation & Aerospace Engineering at Ohio State’s College of Engineering, presented on “21st Century Airlines: Connecting the Dots.”
- On October 20, Rob Handfield, NC State University, had a conversation on supply chain.
- On October 26, Leo Gomes, MIT, presented on “The Operational Impact of New Product Introductions into Consumer Packaged Goods Supply Chains: The Case of a Spanish Manufacturer.”

On November 17, 2017, the second 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 and topics included:

- Vanessa Patrick, University of Houston “Minimalist vs. Maximalist: When and How Differences in Design Styles Influence Consumer Self-Brand Connection”
- Claudia Townsend, University of Miami “(Mis)predicting Liking of Product Aesthetics: How Color and Pattern Intensity Influence Sensory Liking in Prospect and Experience”
- Ravi Mehta, University of Illinois “New Product Ideation Creativity: The Role of End-user Incorporation through Visual Mental Imagery”
On January 19, 2018, four prominent Marketing scholars presented cutting-edge research. Featured speakers included:

- Wesley Hartmann, Stanford University: “Using Field Data to Identify the Importance of Advertising”
- Chris Janiszewski, University of Florida: “Nonconscious Nudges: Encouraging the Sustained Pursuit of Nonconscious Goals”
- Juanjuan Zhang, MIT: “Prelaunch Demand Estimation”
OBITUARY

Bernard J. “Bud” La Londe, 84, of Granville, Ohio, passed away Friday, December 1, 2017. Bud was born in Detroit, Michigan. Bud earned a bachelor’s degree from Notre Dame, a master’s degree from University of Detroit, and his PhD from Michigan State University. He began his career as a professor at the University of Colorado and Michigan State University before joining the Marketing and Logistics faculty at The Ohio State University in 1969. Bud earned numerous awards/recognitions, authored over 120 articles and books and retired as Professor Emeritus of Marketing and Logistics. His passion was mentoring students, chairing over 60 doctoral dissertations. He was a highly respected leader in the formation of academic journals and organizations, professional business associations, and organizations that provided opportunities for and encouraged their thoughtful interaction, to the benefit of both groups. Whether providing insightful guidance to students or to executives, Bud was a wise, caring, and thoughtful mentor.

John R. Grabner Jr., born November 2, 1938 passed away January 6, 2018. John was Associate Professor of Marketing & Logistics for 30 years at The Ohio State University, followed by several years teaching at Syracuse University, and then at the University of North Texas. He came to OSU from his graduate training at Indiana University. He was extremely supportive of the team effort to get and keep OSU Logistics highly ranked #1 of any program across campus in the early 90s. His practical experience being a partner in a logistics firm brought reality and knowledge at the last-mile level. John’s interactions with his faculty colleagues, staff, and students reflected his rock solid Kansas values. He approached both challenges and accomplishments with a genuine caring attitude, a twinkle in his eye, and an enduring sense of humor.

Contact the Department of Marketing & Logistics
Fisher College of Business
The Ohio State University
500 Fisher Hall
2100 Neil Avenue
Columbus, OH 43210

614-292-8808
rusnak.54@osu.edu
FISHER.OSU.EDU