

DIANE A. MOLLENKOPF

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Academic Positions

- 2005 – Present *University of Tennessee*
Department of Marketing and Logistics
Knoxville, TN USA
- 2010 – Present *McCormick Professor of Logistics*
2008 – Present *Associate Professor*
2005 – 2008 *Assistant Professor*
- 2002 – 2005 *Michigan State University*
Department of Marketing & Supply Chain Management
East Lansing, MI USA
- 2002 – 2005 *Assistant Professor*
- 1994 – 2002 *Lincoln University*
Commerce Division
Canterbury, New Zealand
1997- *Senior Lecturer in Marketing & Distribution*
1994- *Lecturer in Marketing & Distribution*

Courses Taught

- Integrated Logistics Management (undergraduate and graduate)
- Global Supply Chain Management (undergraduate and graduate; on campus, online, and on-site in Australia as a study abroad program)
- Supply Chain Applications and Policy (undergraduate capstone)
- Evolution of Logistics Thought & Theory (Ph.D. seminar)
- Logistics Strategy (graduate)
- Distribution Channel Theory (graduate)
- Principles of Marketing (undergraduate)

Research Interests

- (interests span an international context)
- Logistics integration within and across firms
- Returns management and reverse logistics
- Closed loop supply chains

Environmentally responsible supply chain practices

Educational Background

- Ph.D.** *Drexel University*, Philadelphia, PA U.S.A.
 1995 *summa cum laude* Marketing Channels and International Business
Thesis: A Study of the Market Orientation and Technology Orientation of Wholesaler-Distributors and Dominant Retail Buyers, With Implications for Distribution Channel Performance.
- M.B.A.** *Michigan State University*, East Lansing, MI U.S.A.
 1983 *cum laude* Logistics and Materials Management
- B.S.B.A.** *Bowling Green State University*, Bowling Green, OH U.S.A.
 1982 *magna cum laude* Marketing and International Business

Undergraduate studies also included a minor in French, including one academic year of humanities at the international institute, L'INSTITUT DE TOURAINE, in Tours, France. All courses were taught in French.

Academic Awards and Honors

- 2010 Named *McCormick Professor of Logistics* for recognized leadership in the department and College of Business
- 2009 – 2011 *Stokely Scholar*, for outstanding contribution to the College of Business Administration; a two-year honorary designation
- 2008 Recipient, Allen H. Keally Outstanding Teacher Award, CBA
- 2007 2007 Distinguished Paper Award presented by the Decision Sciences Institute in the Services Management Track at the DSI annual conference, Phoenix AZ, November 2007. Paper title: *Predicting Follow-up Purchases Based on Internet Product Returns.*
- 2007 Finalist for 2007 Best Paper Award in *Decision Sciences Journal*. Paper title: *Managing Internet Product Returns: A Focus on Effective Service Operations*
- 2007 Finalist for Allen H. Keally Outstanding Teacher Award, CBA
- 2006 Recipient of College of Business Administration *Marvin W. and Jean P. Mills Faculty Excellence Award*. \$10,000 award granted to support Global Returns Management Research Project.
- 1997 Nominated for the BP Transport Trophy by Chartered Institute of Transport; for best paper presented at a conference, *Developing a Research Agenda in Transport, Logistics and Distribution for the NZ Transport Sector*
- 1993 1992-93 Teaching and Service Award, Drexel University, May 1993
 Awarded by the College of Business and Administration for contribution to excellent teaching in the College

1991

1990-91 Teaching Assistant Excellence Award, May 1991

Awarded by the Drexel University College of Business and Administration

Executive Education

- 2010 *LogiMaster* Seminar, University of Verona, Italy. Co-developed and presented a 2-day seminar on *Global Logistics* for professional masters students in Italy. June 2010
- 2010 - Supply Chain Certification Program, University of Tennessee (CEE)
Environmentally Sustainable Supply Chains and Sustainable Logistics
- 2009 - Executive MBA Program
Green, Lean and Global Supply Chains
- 2006 - 2010 Supply Chain Certification Program, University of Tennessee (CEE)
Logistics Integration, Logistics Service Quality, Global Logistics Issues
- 2006 - 2010 Logistics Executive Development Program, University of Tennessee (CEE)
Order Management & Fulfillment
Global Logistics
- 2005 - 2006 Last Mile Supply Chain Center Forum, Michigan State University
Creating Customer Value through Reverse Logistics
- 2003 - 2004 Supply Chain Logistics Executive Development Program, Michigan State University
Global Logistics, Reverse Logistics, LOGA Simulation,
- 1999-2004 Supply Chain Management and Logistics Executive Development Programme, Monash University, Australia
Order Management & Fulfillment, Global Logistics, Inventory Management, Reverse Logistics, Logistics Integration, Procurement Strategies
- 2004 Institut de Formation International, seminar to French business students in
Integrated Logistics Management, May.
- 2001-2004 Steelcase/Alticor Supply Chain Management Training Program.
Reverse Logistics, International Logistics, and Inventory Management
- 2003-2005 Masco Leadership Program
- 2004-2005 *Order Management*
Served as Faculty Advisor
- 2003 RapistanMaterials Handling, a division of Seimens Dematic
Reverse Logistics
- 2002 Creating a Supply Chain Organization
3-day seminar, delivered 4 times a year, to PDL Industries, as part of a management training programme, Christchurch, New Zealand
- 1995-2000 Marketing and Logistics Management Programme
1-year, 4-module programme presented as part of a management development programme to Fletcher Challenge Forests, Auckland, New Zealand.
- 1995-1997 Developing a Customer Service Mindset
4-day seminar presented two times a year as a training programme to Fletcher Challenge Forests managers, Auckland, New Zealand

Professional Activity (service to the discipline)Editorial Board Membership

2011	Editorial Review Board Member, <i>Journal of Business Logistics</i>
2011 -	Editorial Review Board Member, <i>International Journal of Physical Distribution and Logistics Management</i>
2006 - current	Advisory Board Member, <i>Logistics Quarterly Magazine</i>

Academic Ad-Hoc ReviewerJournals

2005 – current	<i>Journal of Operations Management</i>
2009	<i>Decision Sciences Journal</i>
2008 – current	<i>Journal of Business Logistics</i>
2008 - current	<i>International Journal of Physical Distribution & Logistics Management</i>
2008	<i>European Management Journal</i>
2007	<i>Journal of the Academy of Marketing Science</i>
2006 – 2007	<i>Supply Chain Management: An International Journal</i>
2005 - 2006	<i>Packaging Technology & Science</i>

Conferences and other reviewing activities

2010	Australia New Zealand Academy of Marketing Conference
2010	Academy of Marketing Science Conference
2005 – current	CSCMP Case Reviews and Educator's Conference
2008	Decision Sciences Institute Conference
2008	Society for Marketing Advances Conference
2006	Agricultural and Marketing Development Trust (AGMARDT), New Zealand Research Funding Organization

Other Service

2011	Co-planner, 6 th Annual Logistics Doctoral Symposium – to be held at the University of Tennessee, March 31 – April 2, 2011
2010	Co-Track Chair, Distribution Channels and Supply Chain Management, Australia New Zealand Academy of Marketing Conference (ANZMAC), Christchurch New Zealand, December 2010
2010 -- current	Faculty Advisor, Global Logistics Case Competition, sponsored by University of North Florida, for undergraduate students. April
2010	Faculty participant, CSCMP Doctoral Symposium, San Diego, CA, Sept
2009	Faculty participant at 5 th Annual Logistics Doctoral Symposium—March 12-14 at Michigan State University
2007	Faculty Advisor for Global Supply Chain Competition-sponsored by University of Maryland and Delft University of Technology.
2007	Faculty participant at 3 rd Annual Logistics Doctoral Symposium—March 8-10 at University of Maryland
1998	<i>The 1998 New Zealand Agribusiness Congress</i> , plenary session chair: "Spanning the Value Chain." Christchurch NZ, 9-10 November.

- 1998 *Strategic Directions for New Zealand's Crop & Food Crown Research Institute*. Panel Discussant. Canterbury, NZ., 16 April.
- 1996 *Business Beyond 2000 Commerce Colloquium*, Panel Discussant, "25 Years of Marketing and Economic Theory", Lincoln, NZ 18-19 October

Professional Memberships and Association Participation

Membership

- 2009 - current Decision Sciences Institute (DSI)
- 2007 - current Warehousing Education and Research Council (WERC)
- 1998 - current Council Of Supply Chain Management Professionals (CSCMP)
- 1997 - 2006 Logistics & Transport New Zealand
- 1997 - 1999 Transport Forum, New Zealand Pacific Economic Cooperation Council Forum on Transport
- 1997 Chartered Institute of Transport, Expert Group member, submission to the Ministry of Transport concerning the Ministry's document, "*Land Transport Pricing Study: Options for the Future*"

Service to the University

University of Tennessee

- 2010 Chair, Departmental Search Committee for logistics faculty position
- 2010 Coordinator, MBA Curriculum revision for logistics faculty
- 2009 - current Strategic Planning Committee, Dept of Marketing & Logistics
- 2007 - current Director, Logistics Ph.D. program
- 2008 Co-Chair Departmental Search Committee for logistics faculty position
- 2007-2008 Chair of Departmental Brown Bag Seminar Program
- 2007-2008 Provost's Junior Faculty Fellows, member
- 2006- 2007 Life of the Mind, University "Get Ready for the World Program" facilitator
- 2006 Deans Advisory Committee, College of Business Administration— presentation highlighting Global Returns Management Research Project
- 2006 MBA Task Force, College of Business Administration
- 2006 Management Department Search Committee, College of Business Administration
- 2005-2006 Internationalization Committee, College of Business Administration

Michigan State University

- 2002-2003 Marketing & Supply Chain Management Search Committee

Lincoln University, New Zealand

- 1995-2002 Post-Graduate Committee, Commerce Division
- 1995-2002 Course Advisors, Commerce Division, BCM Marketing; BCom (Transport); BCom (Honours); MCM, Ph.D.
- 1999 Commerce Division Recruitment Committee
- 1995-1996

1997-1999	University Graduation Marshal
1996-1997	University Academic Audit Task Force Member
1997	Convenor, Staff Matters, University Self-Review

Research SupervisionPh.D Committees

2010 – current	Stolze, Hannah; topic currently being developed	Chairperson
2010 – current	McMillan, Heather; <i>Examining The Relationship Between Work/Life Conflict And Life Satisfaction In Executives: The Role Of Problem-Focused Coping Techniques</i> (University of Tennessee, Department of Management)	External committee member
2008-current	Kirchoff, Jon; <i>A Resource-based Perspective on Green Supply Chain Management and Firm Performance</i> (University of Tennessee)	Chairperson
2005-2008	Guzman-Siller, Cristina; <i>Analysis of Factors that Affect the Propensity of the US Grocery Industry to Adopt a Common Pallet Pool System: A Comparison of the US and the Canadian Systems</i> (Michigan State University School of Packaging)	External committee member
2000-2004	Koops, R.J.Sven; <i>The Impact of Resources and Supply Chain Relationships on Product-Mix, Process and Relationship Changes in the Agricultural Food Industry</i> (Lincoln University)	Supervisor
1998-2002	De Moura, Altair Dias, <i>The Co-ordination of Agribusiness Chains: a Supply Chain Management Approach</i> (Lincoln University)	Co-supervisor
1996-2000	Hynes, Niki; <i>Strategic Orientation, Strategic Alliances and Business Performance in Technology Based Firms</i> (Lincoln University)	Supervisor

Masters Committees

2005	Patterson, Alastair, <i>Niche Agribusiness Supply Chains and the Channel Coordinator's Role in their Creation and Management</i> , MCM (Lincoln University)	Co- supervisor
2003	Jones, Kraig, <i>An Evaluation of Food Commodity Procurement Strategies: Insights from Case Studies</i> , MS (Department of Agricultural Economics, Michigan State University)	Committee member
2000	Scholten, Ellen. <i>An Empirical Investigation of Logistics and Accounting Integration in New Zealand Firms</i> , MCM (Lincoln University)	Supervisor
1999	Gibson, A., <i>An Investigation of the Marketing and Logistics Interface in New Zealand Firms</i> , MCM (Lincoln University)	Supervisor
1999	Ballard, A., <i>Influences on the Level of Export Channel Integration: A Transaction Cost Analysis</i> , MCM, (Lincoln University)	Associate Supervisor

1999	Arcila, Enrique, <i>Distribution Channels in the Emerging Avocado Industry in New Zealand</i> , MCM (Lincoln University)	Associate Supervisor
1998	Suhartanto, D., <i>Customer Loyalty in the Hospitality Industry</i> , MCM (Lincoln University)	Associate Supervisor
1997	Burn, D., <i>An Empirical Investigation into the Marketing Problems Encountered by New Zealand Service Firms</i> , MCM (Lincoln University)	Associate Supervisor
1997	Pay, C., <i>Competitive Strategy, Purchasing Arrangement and Branding Relationships in Fresh Produce Retailing</i> , MCM (Lincoln University)	Associate Supervisor
1996	White, M., <i>EDI Adoption in New Zealand Marketing Channels: An Empirical Investigation of Proactive versus Reactive Adopters</i> , MCM (Lincoln University)	Supervisor
1996	Moore, V. <i>The Effectiveness of Idealised Advertising Images: A Congruity Analysis</i> . MCM (Lincoln University)	Associate Supervisor
1996	Guaqueta-Arias, J.A. <i>Tourists, Prices and Exchange Rates</i> . MCM (Lincoln University)	Associate Supervisor
<u>Honours Dissertations</u>		
1995	Koops, R.J.S. <i>A Study of the Distribution Channels for Fresh Vegetable Produce in the HRI Trade</i> . (Lincoln University)	Associate supervisor

Publications

Books — Chapters

Mollenkopf, D., and Hickling, G. Global Music: An Application in Web-based Retailing. in *New Zealand Marketing Cases*, 4th edition, edited by Michael Clemes, Daphne Brasell Associates, Ltd., 2000, 115-123. (50% contribution)

Mollenkopf, D., and Moore, V. The Current Status of Congruity Theory. Invited chapter in *The Elgar Companion to Consumer Research and Economic Psychology*, edited by Earl, P. and Kemp, S., Edward Elgar Publishing, Ltd. 1998, 92-99. (50% contribution)

Mollenkopf, D. Snapple Beverage Company, a case study in *Marketing Channels: A Management View*, 5th ed., Bert Rosenbloom (Chicago: The Dryden Press, 1995). (100% contribution)

Mollenkopf, D. Cuisinarts Inc., Developing and Changing Channel Strategy, a case study in *Marketing Channels: A Management View*, 4th ed., Bert Rosenbloom (Chicago: The Dryden Press, 1991), 591-593. (100% contribution)

Refereed Journals

Mollenkopf, D., Frankel, R., and Russo, I. (2011 forthcoming) Extending Customer Value Theory: Returns Management at the Marketing-Operations Interface, submitted to *Journal of*

Operations Management, Special Issue on Field Research in Operations and Supply Chain Management. (40% contribution)

Mollenkopf, D., Stolze, H., Ueltschy, M, and Tate, W. (2010) Green, Lean and Global Supply Chains, *International Journal of Physical Distribution and Logistics Management*, Special Issue: The sustainable agenda and energy efficiency, Logistics solutions and supply chains in times of climate change, 40(1/2), 14-41. (25% contribution)

Guzman-Siller, C.; Twede, D.; Mollenkopf, D. (2010). Differences in the Perceptions of Pallet Systems Between US and Canadian Grocery Retailers, *Journal of Food Distribution Research*. 41(3), November. (40% contribution)

Jayaraman, V.; Ross, A., Rodrigues, A. and Mollenkopf, D. (2010). Repositioning of Reusable Containers in a Global Sustainable Supply Chain Environment, *International Journal of Mathematics in Operational Research*, 2(2), 178-204. (15% contribution)

Defee, C.; Esper, T; and Mollenkopf, D. (2009). Leveraging Closed-loop Orientation and Leadership for Environmental Sustainability. *Supply Chain Management: An International Journal* 14(2), 87-98. (30% contribution)

Moura, A.D., Martin, S. and Mollenkopf, D. (2009). Product Specification and Agribusiness Chain Coordination: Introducing the Coordination Differential Concept. *Agribusiness: An International Journal*, 25(1), Winter, 112-127. (30% contribution)

Speier, C.B., Mollenkopf, D.A. and Stank, T.P., (2008). The Role of Information Integration in Facilitating 21st Century Supply Chains: A Theory-Based Perspective. *Transportation Journal*, 47(2), Spring, 21-38. (30% contribution)

Hynes, N. and Mollenkopf, D., (2008), Capturing Strategic Alliance Outcomes: An Analysis of Motives, Objectives and Outcomes, *International Journal of Technology Management*, 43(1-3), 194-211. (30% contribution)

Mollenkopf, D.; Russo, I. and Frankel, R. (2007). The Returns Management Process in Supply Chain Strategy, *International Journal of Physical Distribution and Logistics Management*, 37(7), 568-592. (40% contribution)

Mollenkopf, D.; Rabinovich, E.; Laseter, T.M.; Boyer, K.K. (2007) Managing Internet Product Returns: A Focus on Effective Service Management, *Decision Sciences Journal*, 38(2), 215-250. (40% contribution) *Finalist for 2007 Best Paper Award.*

Twede, D.; Mollenkopf, D. Guzman-Siller, C. (2007) A Market-Driven Investigation of Pallet Trends in Grocery Chains, *Journal of Food Distribution Research*, 38(1), 161-169. (30% contribution)

Raper, Kellie Curry, Kraig M. Jones, Judith M. Whipple, Diane Mollenkopf and H. Christopher Peterson (2007), Evaluating Food Industry Commodity Procurement Strategies, *Journal of Food Distribution Research*. (20% contribution)

Hines, N. and Mollenkopf, D. (2006) Strategic Orientation and Performance in Dedicated Biotechnology Firms, *International Journal of Technology Marketing*, 1(3), 243-264. (30% contribution)

Closs, D., Mollenkopf, D., and Keller S.(2005), Improving Chemical Industry Performance through Enhanced Railcar Utilization. *Supply Chain Management: An International Journal*, 10(3), 206-213. (40% contribution)

Mollenkopf, D. and Dapiran, G. P. (2005) The Importance Of Developing Logistics Competencies: A Study Of Australian And New Zealand Firms, *International Journal of Logistics: Research and Applications*, 8(1), March, 1-14. (50% contribution)

Mollenkopf, D. and Dapiran, G. P. (2005) World Class Logistics: Australia and New Zealand, *International Journal of Physical Distribution and Logistics Management*, 35(1), 63-74. (50% contribution)

Mollenkopf, D.; Closs, D.; Twede, D.; Lee, S.; and Burgess, G. (2005) Assessing the Profitability of Reusable Packaging: A Relative Cost Approach, *The Journal of Business Logistics*, 26(1), 169-197. (40% contribution)

Closs, D., and Mollenkopf, D. (2004) A Global Supply Chain Framework, *Industrial Marketing Management*, 33(1), 37-44. (60% contribution)

Closs, D.; Keller, S.; and Mollenkopf D. (2003) Chemical Rail Transport: The Benefits of Reliability, *Transportation Journal*, 42(3), 17-30. (40% contribution)

Moura, A.D., Mollenkopf, D., & Martin, S.K. (2003) Understanding the relationship between product specifications and coordination in agri-business supply chains: an examination of the New Zealand meat industry, *International Food and Agribusiness Management Review*, 5(2). 2003. (30% contribution)

Koops, S., Mollenkopf, D. and Zwart A.C. (2002) Food Supply Chains: Are Efficiency and Responsiveness Mutually Exclusive? *Journal of Chain and Network Science*, 2(1), 7-18. Presented to 5th International Conference on Chain and Network Management in Agribusiness and the Food Industry, June 6-11, 2002, The Netherlands; one of 4 papers (out of 200) nominated for 'best paper', resulting in journal publication. (30% contribution)

Mollenkopf, D., White, M., and Zwart, A. (2001) EDI Adoption in New Zealand Firms: Understanding Proactive vs Reactive Adoption, *Journal of Marketing Channels*, 8(1-2), 33-64. (30% contribution)

Mollenkopf, D., Gibson, A., and Ozanne, L. (2000) The Integration of Marketing and Logistics Functions: An Empirical Examination of New Zealand Firms, *Journal of Business Logistics*, 21(2), 89-112. (40% contribution)

Clemes, M., Mollenkopf, D. and Burn, D. (2000) An Investigation of Marketing Problems across Service Typologies, *Journal of Services Marketing*, 14(7), 573-594. (30% contribution)

Mollenkopf, D., and Harrison, G. (2000) Service Diversification in the New Zealand Transport Industry, *Asia Pacific Journal of Transport*, 2(1/2), 1-15. (50% contribution)

Rosenbloom, B; Mollenkopf, D. (1993) Dominant Buyers: Are They Changing the Wholesaler-Distributor's Role in Marketing Channels?, *Journal of Marketing Channels*, 3 (1), 73-90. 60% contribution)

Refereed Manuscripts In Progress or Under Review

Stolze, H.; Mollenkopf, D; Flint, D. The Role of Environmental Innovation in Supply Chain Relationships. Target: *Journal of Operations Management*. Manuscript in final stages. Expected submission Feb 2011.

Tate, W.L., Stank, T.P., Mollenkopf, D., DeSilva, A. (Author order not yet determined) Demand and Supply Integration: Bridging the Great Divide. Target: *California Management Review*. Manuscript in final stages. Expected submission February 2011.

Stolze, H.; Mollenkopf, D; Flint, D. Differentiation through Environmentally Responsible Logistics - A Business to Business Perspective. Target: *Industrial Marketing Management*. Manuscript in progress. Expected submission April 2011.

Mollenkopf, D.; Stolze, H.; Autry, C. The Impact of Environmental Initiatives on Supply Chain Relationships and Performance. Target: *Journal of Operations Management*. Model and survey under development. Expected submission June 2011.

Tate, W.L., Mollenkopf, D., Muirfield, M., Stolze, H. (Author order not yet determined). Risk Management in the Lean and Green Supply Chain. Target: *Journal of Operations Management*. Stage of Research: Data Collected and Analyzed, initial stages of preparation for manuscript, expected completion July 2011.

Tate, W., Ueltschy, M., Stolze, H. and Mollenkopf, D. Integrated Life Cycle Management: A New Conceptual Approach in Supply Chain Management. Target: *Journal of Business Logistics*. Expected submission November 2011.

Mollenkopf, D., Frankel, R. and Russo, I. Effective Returns Management: Creating Customer Value. Target: *Journal of Business Logistics*. Data currently being analyzed for U.S. data. Expected submission August 2011.

Non-Refereed Publications

Mollenkopf, D. (2010) A Primer On Effective Returns Management in an Integrated Supply Chain, *Supply Chain Management Review*. Available online October 29,

http://scmr.com/article/effective_returns_management_in_an_integrated_supply_chain
(100% contribution).

Mollenkopf, D. and Tate, W.L. (forthcoming) Green and Lean Supply Chains, *CSCMP Explores...*, Oak Brook, IL: Council of Supply Chain Management Professionals (50% contribution)

Mollenkopf, D., Tate, W. and Ecklund, D. (2009) Can you have a Lean-Green-Global Supply Chain? *Industry Week*, June 15, 2009,
<http://www.industryweek.com/PrintArticle.aspx?ArticleID=19335&Page=2&SectionID=14>
(40% contribution)

Mollenkopf, D. (2008) It's Time to Rethink your Customer Returns, *Industry Week*, December 15, <http://www.industryweek.com/PrintArticle.aspx?ArticleID=17984> (100% contribution)

Russo, I., Mollenkopf, D. and Frankel, R. (2008) Il Processo di Gestione dei Resi in Alcune Imprese Italiane, *Logistica Management (Italy)*, September, 87-93. (30% contribution)

Mollenkopf, D. (2006) Environmental Sustainability: Examining the Case for Environmentally Sustainable Supply Chains, *CSCMP Explores...* Volume 3, Fall/Winter, Oak Brook, IL: Council of Supply Chain Management Professionals. (100% contribution)

Mollenkopf, D. and Closs, D. J. (2005) The Hidden Value in Reverse Logistics, *Supply Chain Management Review*, 9(5), July/August, 34-43. (50% contribution)

Mollenkopf, D. and Forman, H. (2005) The Role of IT in Supply Chain Integration, *The 3PL Executive*, Winter, 10-12. (50% contribution)

Mollenkopf, D. and Forman, H. (2005) External Factors Key to Improving 3PL Service Performance, *The 3PL Executive*, Fall, 15-17, 26. (50% contribution)

Mollenkopf, D. and Weathersby, H. (2004) Creating Value through Reverse Logistics, *Logistics Quarterly*, 9(3/4), 20-24. (70% contribution)

Conference Proceedings – refereed

Stolze, Hannah, Diane Mollenkopf & Dan Flint (2010) “Environmental Innovation and Co-creation of Value,” Accepted at *Australia and New Zealand Marketing Academy Conference 2010. Doing more with less – Entrepreneurship, Innovation, and New Product Development Track*. University of Canterbury, Christchurch, New Zealand, November 29 – December 1. (40% contribution)

Frankel, Robert, Diane Mollenkopf, Ivan Russo (2010) “Effective Returns Management: Enhancing Retailer – Supplier Relationships,” Accepted at *Australia and New Zealand Marketing Academy Conference 2010. Doing more with less – Business-to-Business Relationships Track*. Received Track Best Paper award. University of Canterbury, Christchurch, New Zealand, November 29 – December 1. (50% contribution)

Dapiran, G. Peter and Diane Mollenkopf (2010). "Aligning supplier-Retailer-3PL Product Return Processes: a Triadic Case Study." Proceedings of the 8th International Meeting on Logistics Research, Bordeaux Management School, France, 29 September to 1 October. (50% contribution)

Stolze, Hannah, Diane Mollenkopf, & Dan Flint (2010). "Environmental CSR as a Core Competence of the Firm," *Proceedings of the AMA Summer Educators Conference 2010*, Boston MA. August (30% contribution)

Mollenkopf, D. A., Frankel, R. and Russo, I. (2009) „The Challenge of Functional Integration and the Returns Management Process: An International Perspective." Academy of Marketing Science World Marketing Congress, Oslo, Norway, July. (30% contribution)

Guzman-Siller, C.; Twede, D., Mollenkopf, D. and Cooper, M.B. (2009), Perception of the Value of Grocery Pallet Systems: The US Retailer's Point of View, Proceedings of 24th International Association of Packaging Research Institutes (IAPRI) Symposium, Clemson, SC, May. (25% contribution)

Boyer, K. K., Mollenkopf, D. A., Rabinovich, E., and Strickler, G. R. Jr. (2007). Predicting Follow-up Purchases Based on Internet Product Returns. Presented at Decision Sciences Institute 38th Annual Conference, Phoenix, AZ. November. Received 2007 Distinguished Paper Award for the Services Management Track. (25% contribution)

Guzman-Siller, C.; Twede, D. and Mollenkopf, D. (2007) The Packaging/Logistics Interface in US Grocery Distribution: The Packaging Disconnect. Proceedings of 23rd International Association of Packaging Research Institutes (IAPRI) Symposium, Windsor, UK, September. (20% contribution)

Dapiran, G.P. and Mollenkopf, D. (2007). Closed Loop Supply Chains: A Retailer's Perspective, Proceedings of the 12th Annual International Symposium on Logistics, Budapest, Hungary, July. (50% contribution)

Russo, I.; Mollenkopf, D. and Frankel, R. (2007). Returns Management as a Supply Chain Process: A Look at Marketing/Logistics Integration in Italian Firms, *Proceedings of the World Marketing Congress* (abstract only), Verona, Italy, July. (30% contribution)

Tate, W., Ellram, L., Mollenkopf, D. and Petersen, K. (2007). The Impact of Supply Management on Environmental Performance Outcomes, presented at 18th Annual Teaching/Research Symposium on Purchasing. March. (20% contribution)

Omar, A. and Mollenkopf, D. (2006) Logistics Complexities and Risks in the Global Supply Chain: Extending the TCO Research Agenda. *Proceedings, Council of Supply Chain Management Professionals Educator's Conference*, San Antonio, TX, October. (40% contribution)

Omar, A. and Mollenkopf, D. (2006). *Logistics Complexities and Risks in the Global Supply Chain: Extending the TCO Framework*, Proceedings, 11th International Symposium on Logistics, Beijing, China, July 9-11. (50% contribution)

Mollenkopf, D. and Stenger, A. (2005) Implementing Information Technology in the Classroom: An Action Research Approach. *Proceedings, Council of Supply Chain Management Professionals Educator's Conference*, San Diego, CA, October. (50% contribution)

Moura, A.D., Martin, S., & Mollenkopf, D. (2004) A influencia das especificacoes de produto na coordenacao de cadeias de carne da Nova Zelandia. In Figueiredo, A.M.R. (Editor). *XLII Congresso da Sociedade Brasileira de Economia e Sociologia Rural*, Cuiaba-MT, 25-28 July. Cuiaba-MT: Sober. (20% contribution)

Moura, A.D.; Martin, S.K.; Mollenkopf, D. Tristão, I.A.(2003). "A Relação Entre A Demanda Por Alimentos Com Características Específicas E A Adoção Da Estratégia De Gestão De Cadeias De Suprimento: O Caso Do Agronegócio Da Carne Na Nova Zelândia. ("The Relationship Between Product Specs And The Implementation Of SCM Strategy: The Case Of The New Zealand Meat Industry"), In: *55^a Annual Meeting of the SBPC (Brazilian Society for the Development of Science)*, Recife, PE, Brazil. (30% contribution)

Mollenkopf, D. and Dapiran, G. P. (2002). Logistics Strategy in Australia and New Zealand: a Survey. *Proceedings, 7th International Symposium on Logistics*, Melbourne, Australia, July. (50% contribution)

Mollenkopf, D., Ozanne, L. and Lamb, C. (2001) An Exploratory Look at New Zealand Consumers' Perceptions of Food Risks. *Proceedings of ANZMAC 2001 Conference*, Auckland, NZ, 3-5 Dec. (30% contribution)

Ozanne, L.K. and Mollenkopf, D. (2001) Another Look at Carpooling: Using a Theoretical Framework to Understand Consumers' Intentions to Carpool, *Marketing and Public Policy Conference Proceedings 2001 - "Broadening the Concept of Marketing and Public Policy"* eds. R.P. Hill and C.R. Taylor, Washington, D.C., 31 May – 2 June. (50% contribution)

Hynes, N. and Mollenkopf, D. (2001) Choosing Strategic Alliance Partners: Similarity Leads to Success? *Proceedings of the 30th European Marketing Academy Conference (EMAC)*, Bergen, Norway, 8-11 May. (40% contribution)

Savitskie, K., Closs, D., Dapiran, G. P., and Mollenkopf, D. (2000) *World Class Supply Chain Management: A North America and Australia/New Zealand Comparison*, 2000 Academy of International Business Conference, Phoenix, Arizona, August. (20% contribution)

Zwart, A., and Mollenkopf, D., (2000) Consumers' Assessment of Risk in Food Consumption and Implications for Supply Chain Strategies, *Proceedings of the 4th International Conference on Chain Management in Agribusiness and the Food Industry*, Wageningen, The Netherlands, 25-26 May. (50% contribution)

Ozanne, L. and Mollenkopf, D. (1999) Understanding Consumer intentions to Carpool: A Test of Alternative Models, *Australia/New Zealand Marketing Academy Conference 1999*, Sydney Australia, November.
(50% contribution)

Dean, D., Mollenkopf, D. and Ballard, A. (1999) Export Channel Integration among New Zealand Firms: Measuring the Integration Construct, *Australia/New Zealand Marketing Academy Conference*, Sydney Australia, November. (30% contribution)

Hynes, N. and Mollenkopf, D. (1998) Strategic Alliance Formation: Developing a Framework for Research, *Australia/New Zealand Marketing Academy Conference*. 29 November 29-2 December. (30% contribution)

Conference Presentations

Mollenkopf, D. (2010) Greening the Supply Chain Curriculum, presented at Tennessee State University Supply Chain Summit, Nashville, TN, October 13-14.

Mollenkopf, D. (2010) The Challenge of Lean and Green Supply Chains: Creating Lean Efficiency and Environmental Effectiveness with Excellence, presented at 2010 Army National Guard Logistics Conference, Louisville, KY, May 10-11.

Ueltschy, Monique; Stolze, Hannah; Mollenkopf, Diane and Tate, Wendy (2009) The Interface of Green, Lean and Global Supply Chain Strategies, presented at Midwest Decision Sciences Institute, Oxford, OH, April 16-18.

Mollenkopf, Diane (2009) *Making the Business Case for Environmentally Responsible Supply Chains*, presented at the Green Supply Chain Forum, Florida International University, February 19-20.

Mollenkopf, Diane (2008) *Making the Business Case for Environmentally Responsible Supply Chains*, presented at the Green Supply Chain Forum, Florida International University, February 7.

Mollenkopf, Diane (2007) *Developing an Environmentally Sustainable Supply Chain: A Focus on Eco-Efficiency*, presented in the Sustainability: Creating Green Supply Chains Track at the annual Council of Supply Chain Management Professionals Conference. Philadelphia, PA. October 23.

Mollenkopf, Diane (2007) *Environmental Sustainability: Examining the Case for Environmentally-Sustainable Supply Chains*, presented to the Neely School of Business Executive Forum, October 12.

Mollenkopf, D., Rabinovich, E., Laseter, T. and Boyer, K. (2006) Managing Internet Product Returns: A Focus on Effective Service Management, *17th Annual Conference of Production Operations Management Society (POMS)*, Boston, MA. 28 April- 1 May.

Prud'homme, A.M. and Mollenkopf, D. (2006) Creating Value in Closed Loop Supply Chains: Drivers and Operational Requirements, *17th Annual Conference of Production Operations Management Society (POMS)*, Boston, MA. 28 April-1 May.

Boyer, K. and Mollenkopf, D. (2005) Returns Processing: The Achilles Heel of Electronic Commerce, *Decision Sciences Institute Annual Conference*, San Francisco, 19-21 November.

Patterson, A., Martin, S. and Mollenkopf, D. (2005) Niche Agribusiness Supply Chains and the Channel Coordinator's Role in their Creation and Management, *New Zealand Agricultural and Resource Economics Society Annual Conference*, Nelson, New Zealand, 26-27 August.

Rodrigues, A. and Mollenkopf, D. (2005) Synchronizing Demand and Supply: Managing the Return and repositioning of Shipping Containers, *16th Annual Conference of Production Operations Management Society (POMS)*, Chicago, IL. 29 April-2 May.

Mollenkopf, D. and Closs, D. (2004) Creating Satisfied Customers through Reverse Logistics, *Midwest Marketing Conference*, Michigan State University, 11-13 June.

Dias de Moura, A., Martin, S., and Mollenkopf, D. (2000) The Role of Inter-firm Relationships in the Management of Product Specifications in Agribusiness Supply Chains: A Framework for Analysis. *Annual Conference of the New Zealand Agricultural and Resource Economics Society*, Blenheim, New Zealand, 30 June-1 July.

Mollenkopf, D. and Dapiran, G. P. (1999) Best Practice Logistics: How Well do Australian/New Zealand Firms Perform? *Council of Logistics Management Annual Conference*, Toronto, Canada, November (invited presentation).

Mollenkopf, D., (1997) Developing a Research Agenda in Transport, Logistics and Distribution for the New Zealand Transport Sector, *Third Transport Outlook Forum*, sponsored by the Chartered Institute of Transport, Christchurch, New Zealand, 5-6 June (invited presentation).

Pay, C.; Zwart, A.; Mollenkopf, D. (1996) Competitive Strategy, Purchasing Arrangement and Branding Linkages in Fresh Produce Retailing, *Australia/New Zealand Marketing Educator's Conference*, University of Auckland, Auckland, New Zealand, 25-27 November.

White, M.R.; Mollenkopf, D. (1996) An Investigation into Inter-Organisational Information Technology: A Study of EDI Adoption in Marketing Channels. *Australia/New Zealand Academy of Management Annual Conference (ANZAM'96)*, University of Wollongong, Wollongong, N.S.W., Australia, 4-7 December.

Koops, R.J.S.; Zwart, A.; Mollenkopf, D. (1995) Marketing Channel Structures: Applying the Transaction Cost Approach to Supplier Selection in the HRI Trade, *New Zealand Marketing Educator's Conference*, Victoria University, Wellington, New Zealand, 27-29 November.

Sponsored Reports

Mollenkopf, D, Tate, W.L. (Co-Primary Investigators) (2010). *Green, Lean and Global Supply Chain Strategies-Final Report*. U.S. Air Force Contract FA7014-06-D-0019 Task Order #0009.

Mollenkopf, D, Tate, W.L. (Co-Primary Investigators) (2010). *A Literature Review on the Integrated Life Cycle Management*. U.S. Air Force Contract FA7014-06-D-0019 Task Order #0009.

Mollenkopf, D, Tate, W. (Co-Primary Investigators) (2009). *Green, Lean, and Global Supply Chains: A Literature Review*. Submitted in partial fulfillment of US Air Force U.S. Air Force Contract FA7014-06-D-0019 Task Order #0009-Subtask #1f, July 30.

Mollenkopf, D.; Frankel, R. and Russo, I. (2008) Returns Management at ADP
A Research Report, submitted to sponsor of Global Returns Management Research project.

Mollenkopf, D.; Frankel, R. and Russo, I. (2008) Returns Management at Sanford
A Research Report, submitted to sponsor of Global Returns Management Research project.

Twede, D., Mollenkopf, D. and Guzman-Siller, C. (2006) A Market Driven Investigation of Pallet Trends in Grocery Chains, Submitted to National Wooden Pallet & Container Association, April.

Boyer, K. and Mollenkopf, D. (2005) Returns Survey – Findings and Results for Office Depot. Submitted to sponsoring organization December.

Mollenkopf, D. and Closs, D.(2003) Managing Uncertain Supply: A Reverse Logistics Analysis. Research report presented to IBM, November.

Mollenkopf, D. and Dapiran, G.P. (1999) World Class Logistics: How Well do Australian/New Zealand Firms Perform? Results report to survey respondents. November.

Mollenkopf, D. and Ozanne, L. (1999) The Lincoln Connection: Understanding Carpool Behaviour, Part 2 of a 2-Part Study. Research report prepared for Energy Efficiency and Conservation Authority, April.

Mollenkopf, D., Ozanne, L, Harrison, G., and Ballantine, P. (1998) The Lincoln Connection: Usage Analysis and User Profile Part 1 of a 2-Part Study. Research report prepared for Energy Efficiency and Conservation Authority, August.

Harrison, G. and Mollenkopf, D. (1998) "Lincoln Connection Reference Manual." Prepared for the Energy Efficiency and Conservation Authority and Lincoln University, March.

Mollenkopf, D., Harrison, G., and Wood, K. (1997) The Lincoln Connection Feasibility Study. Research report prepared for Energy Efficiency and Conservation Authority, July.

Zwart, A., Mollenkopf, D. and Greer, G., (1997) Supply Chain Management in the Lamb Market: Implications for New Zealand Farmers and Processors. Prepared through the Agribusiness and Economics Research Unit at Lincoln University for AgResearch, December.

Monographs and Staff Papers

Jones, K., Whipple, J. Raper, K. and Mollenkopf, D. (2004), Evaluating Food Commodity Procurement Strategies, *Michigan State University Staff Paper 04-26*.

Research in Progress

Environmental Customer Value

Co-researchers: Hannah Stolze, Dan Flint

This project focuses on understanding how customers in the B2B arena value the environmental initiatives of their suppliers. Preliminary qualitative research has been conducted to identify issues and outcomes. Quantitative survey data collection currently underway.

Environmental Innovation and Performance

Co-researchers: Hannah Stolze, Chad Autry

This project focuses on the relationship between logistics initiatives, environmental innovation and the joint impact on supply chain relational capital as well as firm performance. The research extends work in the CSR arena that addresses the positive impact of CSR initiatives on firm performance, but addresses them within the supply chain context of operational activities.

Global Returns Management Project.

Co-researchers: Robert Frankel, Ivan Russo

This project joins my interest in marketing/logistics integration with my interest in reverse logistics. This project investigates the functional integration required to manage returns effectively. Data has been collected in Italy (June 2006); USA (2007), and Australia (2009), so as to capture differences in business and social cultures, regulatory environments, etc.

Value through Remanufacturing Processes

Co-researcher: Ayman Omar

Supply loops are strategies used to manage product end-of-life. One of the major differences between forward supply chains and closed loop supply chains is that in closed loop supply chains, the customer is not the end destination of the product; rather firms recover value from the end customer or user. This project focuses on the relationship between manufacturers and their suppliers when a manufacturer decides to engage in a closed loop supply chain.

Grants Received

Mollenkopf, D., Tate, W.L. (Co-Primary Investigators). U.S. Air Force Contract FA7014-06-D-0019 Task Order #0009, Subtask 1f. "Lean, Green and Global: Balancing Lean and Environmentally Sustainable Supply Chain Strategies in a Global Context." Budgeted Amount: \$403,683, completed March 2010.

Mollenkopf, D. and Stolze, H. (2009) Environmental Customer Value of Logistics Services. Research funding provided by BNSF Railway. \$5000

Mollenkopf, D.; Frankel, R. and Russo, I. (2007-2008) *Global Returns Management Project*. Funding received from firms participating in the US phase of research. \$15,000.

Mollenkopf, D. and Omar, A. (2007) *Remanufacturing Processes Project*. Funding received from firms participating in the US phase of research. \$5,000.

Twede, D. and Mollenkopf, D. *A Market-Driven Investigation of Pallet Trends in Grocery Supply Chains*. Funding received from the National Wooden Pallet and Container Association (NWPCA); Grant amount: \$40,000. Project duration: April 2005 – March 2006.

Mollenkopf, D. and Closs, D., *Managing Uncertain Supply: A Reverse Logistics Analysis*. Funding received from IBM; Grant amount: \$22,000. Project duration: Jan – Aug 2003.

Ozanne, L., Mollenkopf, D. and Harrison, G.: *Ridesharing in New Zealand* Funding received from Transport and Local Government Executive Energy Efficiency and Conservation Authority (EECA), Wellington \$5,000 (matched with \$4,300 internal funds).

Harrison, G., Mollenkopf, D. *Lincoln Connection Rideshare Project Feasibility Study*: \$5,000. May 1997. Sponsored by Transport and Local Government Executive Energy Efficiency and Conservation Authority (EECA), Wellington.

Project Development and Implementation: \$16,500. September 1997 - April 1998. Sponsored by Lincoln University, EECA, Mobil Oil Corporation of New Zealand Development of software (including user manuals and technical manuals) to enhance the capability of staff and students to access information on alternative means of transport to Lincoln University, such as rideshare/carpool options, bus schedules, taxi service, bicycle commuting times, etc.

Mollenkopf, D.; Harrison, G. *Service Diversification in the Freight Transport Industry*. Department of Economics and Marketing Summer Research Fund; \$3,000. Investigation of transport firms that are diversifying their services, understand how successful diversification is for these firms, and development of a theoretical framework to evaluate and predict economic benefits of service diversification.

Miscellaneous Presentations & Conferences/Workshops Attended

Mollenkopf, D. (2009) *Making the Business Case for Environmentally Responsible Supply Chain Management, A Reprisal*. Presentation to the Green Supply Chain Forum, Florida International University, Miami, FL, February 19.

Mollenkopf, D. (2008) *Making the Business Case for Environmentally Responsible Supply Chain Management*. Presentation to the Green Supply Chain Forum, Florida International University, Miami, FL, February 7.

Mollenkopf, D. and Dapiran, G.P. (2006) *Creating Value through Closed-Loop Supply Chains*. Workshop presented to ICDPA , Melbourne, Australia, December 4.

Mollenkopf, D. (2004) *Creating Satisfied Customers through Reverse Logistics*. Presented to the Western Michigan Roundtable Council of Logistics Management. Grand Rapids, MI, Sept.

Mollenkopf, D. and Dapiran, G.P. (2000) *World Class Logistics: How Well do Australian/New Zealand Firms Perform?* Presented to Logistics Institute of New Zealand monthly meetings, Wellington, February 29; Auckland, March 1; Christchurch, March 29.

Mollenkopf, D. (1999) Supply Chain Management: Is It Really Strategic? presented at *Supply Chain Management Strategies: Capturing and Creating Value in Your Business*, a seminar presented to Christchurch executives. 22 June, Christchurch Convention Centre. Seminar sponsored by Lincoln University (Centre for Supply Chain Management and Transportation Research) and KPMG Consulting.

Mollenkopf, D., and Harrison, G. (1998) *The Lincoln Connection Rideshare Launch*, an invited presentation made to the Honourable Jenny Shipley, New Zealand Prime Minister, to mark the launch of the Lincoln University Rideshare System. Lincoln, New Zealand, April 8, 1998.

Harrison, G., Mollenkopf, D., Bigsby, H., (1996) *Logistics Research and Relevance to the Forest Processing Industry*, presented to the Forest and Forest Products Research Organisation Wood Technology Board, Rotorua, New Zealand, April.

Business Experience

1990 - 1994 Inter-Media Marketing
West Chester, PA

Marketing Project Consultant

Various projects included competitive market analysis; marketing and sales training; development of training manuals; writing promotional materials and brochures; PC programming for various business and reporting applications; efficiency analysis for direct mail fulfillment operation; service questionnaires.

1986 – 1989 **Yves Rocher, Inc.,**
West Chester, PA

Product Manager, Direct Response Television

Responsible for developing a client base through home shopping television (QVC). In the first year of operation, generated 50,000 new clients and \$3.6 million in sales. Developed product ideas for on-air shows, trained show hosts to sell cosmetics and beauty products on television. Developed a direct response long-format television commercial for national broadcast and cable distribution.

Logistics Manager

Developed database system which included a promotion forecasting model and an inventory control model. Based on this system, coordinated production/shipping schedules from the French and Luxembourg factories. Reduced lost revenue due to stock-out from 10% to less than 1% with implementation of this system. Also saved an annual \$50,000 in shipping costs by negotiating a new schedule between the ocean carrier, the French factories and the U.S. subsidiary.

1983 – 1986 **Avon Products, Inc.**
Newark, DE

Return Goods Supervisor

Developed procedures and product flows to increase value recovery of returned products. Supervised/trained 15 staff to refurbish and repackage products. Contributed over \$250,000 in recovered revenue on an annual basis.

Distribution Supervisor

Created operational schedule for all order-flow departments. Monitored branch activity and adherence to schedule by directing daily order-flow meeting. Improved dispatch operation by organizing daily scheduling process, coordinating this process with the dock operation and line haul/delivery companies, resulting in annual savings of \$500,000. Assisted with development of annual financial plans and analyzed monthly activities to ensure adherence to annual plan. Supervised eleven clerical and twenty-five production line employees. Automated clerical and management planning and budgeting processes on micro-computers.

