

Dr. James S. Keebler

Curriculum Vitae

Lecturer in Supply Chain Management
Jkeeble3@utk.edu

EDUCATION

Degrees

- Ph D, University of Tennessee, Knoxville, TN, Marketing and Logistics. (2000).
Dissertation: Antecedents and Moderators of the State of Supply Chain Logistics Measurement and Consequential Perceived Competitiveness
- ABD, Claremont Graduate School, Claremont, CA, Executive Management. (1982).
- MA, Claremont Graduate School, Claremont, CA, Management. (1979).
- MS, California State University Northridge, Northridge, CA, Finance. (1976).
- BS, California State Polytechnic University, Pomona, CA, Business Administration. (1967).

ACADEMIC EXPERIENCE

Teaching Experience at the University Level

- 2020 – Present: Lecturer, Haslam College of Business, Supply Chain Management Department, University of Tennessee, Knoxville, Tennessee.
- 2018 – 2020: Adjunct Professor, Haslam College of Business, University of Tennessee, Knoxville, Tennessee.
- 2014 – 2017: Visiting Professor, College of Business, University of Central Florida, Orlando, Florida.
- 2008 – 2014: Charles S. Conklin Endowed Chair and Eminent Scholar and Professor of Supply Chain Management, College of Business, Clayton State University, Morrow, Georgia. Tenured in 2013.
- 2004 – 2008: Assistant Professor of Marketing, College of Business, University of South Florida, Lakeland, Florida.
- 2003 – 2004: Assistant Professor of Marketing, College of Business, University of South Florida, Sarasota, Florida.
- 2000 – 2003: Associate Professor of Management, College of Business, St. Cloud State University, St. Cloud, Minnesota.
- 1997 – 2000: Doctoral Student, Graduate Teaching Assistant, College of Business, University of Tennessee, Knoxville, Tennessee.

1995 – 1996: Assistant Professor of Management, College of Business, St. Cloud State University, St. Cloud, Minnesota

NON-ACADEMIC EXPERIENCE

Business/Professional

1993-1995: President, Badlands Investment Group, Inc., Owner/operator of a large KOA campground at the Badlands National Park, Interior, South Dakota.

1989-1993: Vice President, Distribution Services, Hill's Pet Nutrition, \$900 million manufacturing and marketing division of Colgate Palmolive, Inc., of Science Diet and Prescription Diet products to the veterinary and pet professional markets., Topeka, Kansas. (Dual appointment with next position.)

1989-1993: President, Veterinary Companies of America, Inc., \$330 million Sales and Distribution subsidiary of Colgate Palmolive, Inc., provides a full-line of products and services to veterinary clinics and hospitals nationwide, Topeka, Kansas.

1987-1989: Corporate Manager, World-wide Purchased Distribution Services, Digital Equipment Corporation, \$15 billion manufacturer and marketer of computer systems, Northboro, Massachusetts.

1985-1987: President, The Logistics Consultants, Value Engineering and Business Development Consulting Services, Minneapolis, Minnesota.

1981-1985: Director of Logistics, U.S. Foods, The Pillsbury Company, \$2 billion grocery products manufacturing and marketing company, Minneapolis, Minnesota.

1980-1981: Manager, Logistics/Transportation Group, A.T. Kearney, Inc., \$80 million international management consulting practice, Chicago, Illinois.

1975-1980: Vice President, Operations, Medical/Surgical Division, Bergen-Brunswick Corporation, \$900 million pharmaceutical and medical supply distributor, Orange, California.

1974-1975: Corporate Distribution Manager, American Safety Equipment Corporation, \$100 million manufacturer of seat belt systems, Encino, California.

1970-1974: Manager, Field Distribution-West, Hunt-Wesson Foods, Inc., \$700 million food products manufacturer, Fullerton, California.

Military/Government

1970: Captain, US Army Transportation Corps, TMA, MACV, Saigon, South Vietnam.

1969: 1LT, US Army Transportation Corps, Port Operations, US Army, Europe, Benelux Terminals, Rotterdam, The Netherlands.

1968: 2LT, US Army Transportation Corps, Operations, US Army, Europe, Rhine River Terminals, Mannheim, Germany.

1967: E5 Sgt, US Army Infantry Training and Officer Candidate School, Ft. Eustis, VA.

Consulting

2010: NCR, a 5-month study to evaluate current sourcing and production strategies for the Self-check-out product line and make recommendations. Presentation made to NCR executives.

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

Keebler, J. S., Hill, C., Joo, S. J. (2013). A Conceptual Model for the Measurement of the Expected Value of a Supply Chain Relationship, *International Journal of Logistics Economics and Globalization*, 5 (1), 43-58.

Joo, S. J., Keebler, J. S., Hanks, S. Measuring the Longitudinal Performance of 3PL Branch Operations, *Benchmarking: An International Journal*, April 2013, 20(2).

Keebler, J. S., Min, S., Song, S. (2012). Guidelines for the Design of Logistics Performance Measurement Systems, *Korean Journal of Logistics*, 20(4), 145-165.

Keebler, J. S. (2010). Seven Key Principles for Logistics Performance Measurement. *Leadership and Organizational Management Journal*, 2010(3), pp. 1-16. franklinpublishing.net

Keebler, J. S. (2010). Rigor in logistics models. *Business Journal for Entrepreneurs*, 2010(2), 96 - 112. www.franklinpublishing.net

Keebler, J. S. (2009). Logistics performance measurement in the supply chain: A benchmark. *Benchmarking: An International Journal*, 16(6), pp. 785-798.

Keebler, J. S. (2002). Trends in the Transportation of Goods in the United States. *Journal of Transportation Management*, 13(2), 1-14.

Keebler, J. S., Min, S., Song, S. (2002). An internet-mediated marketing orientation: building a theory. *Journal of Marketing Theory and Practice*, 10(2), 1-12.

Keebler, J. S., Mentzer, J. T., DeWitt, W., Min, S., Nix, N. W., Smith, C. D., Zacharia, Z. G. (2001). Définir le supply chain management. *Logistique Management*, 9(2), 3-18.

Keebler, J. S., Mentzer, J. T., DeWitt, W., Min, S., Nix, N. W., Smith, C. D., Zacharia, Z. G. (2001). Defining supply chain management. *Journal of Business Logistics*, 22(2), 1-26.

Books

Keebler, J. S., Manrodt, K. B., Durtsche, D. A., Ledyard, D. M. (1999). *Keeping Score: Measuring the business value of logistics in the supply chain* (pp. 300). Oak Brook, Illinois: Council of Logistics Management.

Book Chapters

Keebler, J. S. (2012). The Role of Supply Chain Management in Corporate Strategy. In Timothy J. Wilkinson, Ph.D. (Ed.), *Strategic Management in the 21st Century* (vol. 2). Praeger.

Keebler, J. S., Mentzer, J. T., DeWitt, W., Min, S., Nix, N. W., Smith, C. D., Zacharia, Z. G. (2001). Chapter 1 - Defining supply chain management. In John T. Mentzer (Ed.), *Supply Chain Management* (pp. 1-25). Thousand Oaks, California: Sage Publications.

Keebler, J. S., Min, S. (2001). Chapter 10 - The role of logistics in the supply chain. In John T. Mentzer (Ed.), *Supply Chain Management* (pp. 237-287). Thousand Oaks, California: Sage Publications.

Keebler, J. S., Mentzer, J. T., DeWitt, W., Min, S., Nix, N. W., Smith, C. D., Zacharia, Z. G. (2001). Chapter 12 - Financial issues in Supply Chain Management. In John T. Mentzer (Ed.), *Supply Chain Management* (pp. 321-345). Thousand Oaks, California: Sage Publications.

Keebler, J. S., Mentzer, J. T., DeWitt, W., Min, S., Nix, N. W., Smith, C. D., Zacharia, Z. G. (2001). Chapter 16 - Measuring Performance in the Supply Chain. In John T. Mentzer (Ed.), *Supply Chain Management* (pp. 411-435). Thousand Oaks, California: Sage Publications.

Conference Proceedings

Burgess, R. H., Hill, C., Keebler, J. S. (2011). *Product Entrance-Exit Strategies and Supply Chain Strategies*. SEinfORMS.

Keebler, J. S., Hill, C. (2011). *Application of Market Orientation to Pedagogy; Instrumentation for Construction of Teams in the Classroom*. San Diego, CA: Decision Sciences Institute.

Keebler, J. S., May, G. L. (2010). *Thinking strategically: In what state of supply chain management should you operate?* (pp. 1-9). Southeastern Chapter of the Institute for Operations Research and the Management Sciences (SEinfORMS)

Keebler, J. S. (2009). In Dr. Wesley M. Jones (Ed.), *Measuring the Performance of a 3PL Company for Branch Operations*. Charleston, SC: Southeast Decision Sciences Institute. Wes.jones@citadel.edu

Keebler, J. S. (2006). *Rigor in logistics models* (vol. 35th). Lombard, Illinois: Logistics Educators Conference, Council of Supply Chain Management Professionals. cscmp.org

Keebler, J. S., Min, S. (2002). *A new framework for logistics performance measurement: extending the focus to the supply chain* (vol. 31st). Lombard, Illinois: Logistics Educators Conference, Council of Supply Chain Management Professionals. cscmp.org

Keebler, J. S., Manrodt, K. B. (2001). *The state of logistics performance measurement* (vol. 29th). Oak Brook, Illinois: Logistics Educators Conference, Council of Logistics Management.

Refereed Presentations or Papers

International

Keebler, J. S., Hill, C., Joo, S. J., Supply Chain Management Educators Conference, CSCMP, Atlanta, GA, "A Valuation Model for Supply Chain Relationships". (September 30, 2012).

Burgess, R. H. Hill, C., Keebler, J. S., Southeast infORMS Annual Meeting, SeinfORMS, Myrtle Beach, SC, "Product Entrance-Exit Strategies and Supply Chain Strategies". (October 7, 2011).

Keebler, J. S. , Hill, C. , Annual Meeting of the Decision Sciences Institute, Decision Sciences Institute, San Diego, CA, "Application of Market Orientation to Pedagogy: Instrumentation for Construction of Teams in the Classroom". (November 20, 2010).

Keebler, J. S., Logistics Educators Conference, Council of Supply Chain Management Professionals, San Antonio, Texas, "Rigor in logistics models". (October 2006).

Keebler, J. S., Min, S., Logistics Educators Conference, Council of Supply Chain Management Professionals, San Francisco, California, "A new framework for logistics performance measurement: extending the focus to the supply chain". (September 2002).

Regional

Keebler, J. S. SeinfORMS , Myrtle Beach, "SC". (October 3, 2009).

Joo, S.J. , Keebler, J. S. , The 2009 Annual Meeting of the Southeast Decision Sciences Institute, The Southeast Decision Sciences Institute, Charleston, South Carolina, "Measuring the Performance of a 3PL Company for Branch Operations". (February 19, 2009).

Non-Refereed Presentations or Papers

International

Keebler, J. S., Manrodt, K. D., Council of Logistics Management, Chicago, Illinois, "The state of logistics performance measurement". (October 2000).

Keebler, J. S., 15th Deutscher Logistik-Kongress "Logistics Trends in North American Companies", Bundesvereinigung Logistik, Berlin, Germany (October 1998).

Magazine/Trade Publication

Keebler, J. S. (2002). In Fred Moody (Ed.), *Changes in the US transportation of goods* (2nd ed., vol. 8, pp. 10-12). Toronto, Ontario: Logistics Quarterly.

Keebler, J. S., Durtsche, D. A. (2001). In Fred Moody (Ed.), *Logistics performance measurement and the 3PL value proposition* (2nd ed., vol. 7, pp. 10-11 and 22). Toronto, Ontario: Logistics Quarterly.

COURSES TAUGHT

University Tennessee, Knoxville, Tennessee
2018 - Present

- Introduction to Supply Chain Management (Online)
- International Business – Global Supply Chain Management
- Supply Chain Analytics/Decision Making
- Manufacturing/Service Operations
- Manufacturing/Service Operations/Procurement (MBA)
- Global Sourcing/Cost Management (MBA)
- Logistics Operations (MBA)
- Global Supply Chain Management (MS Online)

University of Central Florida, Orlando, FL
2014 - 2017

- Supply Chain Management (Executive MBA)
- Supply Chain Management (Professional MBA)
- Supply Chain Management (MBA)

Clayton State University, Morrow, GA
August 2008 – Present

- ~ Introduction to Transportation and Logistics
- ~ Principles of Supply Chain Management
- ~ Global Sourcing in Supply Chain Management
- ~ Financial Issues in Supply Chain Management
- ~ Performance Measurement in Supply Chain Management

~ Field Problems in Logistics Systems (MBA)

University of Central Florida, Orlando, FL
Fall Semester 2011

- Supply Chain Management (Executive MBA)

University of South Florida,
Sarasota/Manatee Campus - August 2003 – December 2004
Lakeland Campus – December 2004 – August 2008

- ~ Principles of Marketing
- ~ Professional Selling
- ~ Marketing Research
- ~ Marketing Management
- ~ Marketing Management Problems
- ~ Supply Chain Management
- ~ Strategic Management
- ~ Marketing Management (MBA)
- ~ Supply Chain Management (MBA)

St. Cloud State University, St. Cloud, MN
August 2000 – August 2003

- ~ Principles of Entrepreneurship
- ~ Introduction to Marketing
- ~ Marketing Strategies
- ~ Marketing Management (MBA)
- ~ Introduction to Professional Management
- ~ Operations Management
- ~ Strategic Management

University of Minnesota, Minneapolis, MN
Carlson School of Business
Fall Semester 2002

- Supply Chain Management (MBA)

University of Tennessee, Knoxville, TN
August 1997 - May 2000

- ~ Analytical Methods
- ~ Introduction to Logistics Management
- ~ Principles of Marketing

St. Cloud State University, St. Cloud, MN
August 1996 – June 1997

- ~ Operations Management
- ~ Human Resources Management

Washburn University, Topeka, KS
July 1995 – July 1996

- ~ Introduction to Management
- ~ Human Resources Management

~ Corporate Financial Management
~ Investments Management (MBA)