

# MKT/SCM Doctoral Update

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## Doctoral Symposium Offers Key Networking Opportunity

In March, doctoral candidate Scott Grawe, along with Dr. Patricia Daugherty and Dr. Anthony Roath attended the Fifth Annual Logistics Doctoral Symposium at Michigan State University. This symposium was started by the faculty at OU and has continued to gain momentum and rotate among some of the top logistics/supply chain programs in the country. The format of the symposium allows doctoral students in logistics to meet and interact with leading scholars in the field. The event began with a social event and included roundtable discussions offering advice on developing a research stream, completing a dissertation, finding the right job, and adjusting to life as an assistant professor. Par-



ticipants in the symposium were also treated to a panel discussion regarding the future of logistics and supply chain research, along with a separate panel of current and past editors of some of the leading logistics journals.

According to Scott, "this event has given me the opportunity to develop relationships with my peers at other universities and with key faculty members at the schools who will be hiring down the road. I still keep in close contact with some of the friends that I met at the first symposium I attended two years ago." As the doctoral student participants progress in their careers, these connections can develop into opportunities for research collaboration and future employment.

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### Ph.D. Research Update

Below are some of the recent publications of our PhD students

#### Scott Grawe (4th year)

Grawe, Scott J. (Forthcoming), "Logistics Innovation: A Literature-Based conceptual framework," *The International Journal of Logistics Management*.

Daugherty, Patricia J., Haozhe Chen, Daniel D. Mattioda, and Scott J. Grawe (2009), "Marketing/Logistics Relationships: Influence on Capabilities and Performance," *Journal of Business Logistics*, Vol. 30, No. 1, pp. 1-18.

Grawe, Scott J., Haozhe Chen, and Patricia J. Daugherty (2009), "The Relationship between Strategic Orientation, Service Innovation, and Performance," *International Journal of Physical Distribution & Logistics Management*, Vol. 39, No. 4, pp. 282-300.

#### Gregory McAmis (3rd year)

McAmis, Gregory and Kenneth R. Evans (2009), "Sales Role in Strategic Relationship Alignment: An Intensification / De-intensification Perspective," Proceedings of the Summer Educators' Conference, American Marketing Association, Chicago, IL

#### Hyo Jin Jeon (2nd year)

Dant, Rajiv P., Scott K. Weaven, Ivan I. Lapuka, Brent L. Baker, and Hyo Jin Jeon (2009), "An Introspective Examination of Single Unit versus Multi-Unit Franchisees," Proceedings of the 23rd Annual International Society of Franchising Conference, San Diego, CA (Best Paper Award)

*“The faculty at the University of Oklahoma have treated me as a colleague throughout my time on campus.”*

### Inside Perspective: Scott Grawe, 4th-Year Doctoral Candidate



It's hard to believe that I'm in my fourth and final year already! I entered the program in the fall of 2006 with my wife and 3 kids (the whole family committed to this career move) and at the time of this

writing, I am already preparing to interview with several schools at the AMA conference in Chicago. After spending about 8 years in corporate jobs ranging from analyst to manager, I firmly believe that this was the best career move I have made. I have had the opportunity to teach college students and expose them to the practical side of supply chain management, drawing on my past experiences. I have also received rigorous training in the methods of research and the importance of making significant theo-

retical contributions to the field through the examination of supply chain operations across many industries. The faculty at The University of Oklahoma have treated me as a colleague throughout my time on campus. They have invited me to participate with them on research projects and have always been willing to help when I have had questions. To top it all off, OU football has been generous enough to win the Big 12 for me every year since coming to Norman. As a result, my son is a Sooner football fan for life!

### Outside Perspective: Haozhe Chen, Assistant Professor at East Carolina University

I graduated with a Ph.D. in Marketing and Supply Chain Management in 2007 and have since been serving as an Assistant Professor of Marketing and Supply Chain Management at East Carolina University. As I look back on my time at OU, I am grateful for the “hands on” research training that I received in the program. Dr. Daugherty made sure that I knew

how to write publishable papers and she showed me how to effectively manage the publication process. This kind of intensive training prepared me for a much easier transition to faculty. The expectations to publish as a doctoral student at OU are high, but the payoff is even higher. The work that I did in the program allowed me to put together a resume that opened

doors to opportunities that otherwise may not have been there. I value my relationships with the faculty at OU and I continue to work with them on new projects.

### Faculty Perspective: Rajiv Dant, Professor of Marketing and PhD Program Coordinator



**Dr. Rajiv P. Dant** is the Helen Robson Walton Centennial Chair in Marketing Strategy at the University of Oklahoma. He has previously taught at schools like the University of South Florida, Clarkson University, Boston University and MIT (on sabbatical). He received his MBA from Bajaj Institute of Bombay University and his Ph.D. from Virginia Polytechnic Institute & State University. Between these degrees he worked

for three years in executive/managerial positions at Glaxo Smith Kline Beecham where he was involved in product management and sales management functions. His current research interests include channels of distribution, research methodology, supply chain management and franchising, with special emphasis on conflict management, and managing inter-organizational governance and relationships. His research has previously appeared in

forums like *Journal of Marketing*, *Journal of Public Policy & Marketing*, *Journal of Retailing*, *Journal of the Operational Research Society*, and *Journal of the Academy of Marketing Science*. He has assisted various organizations with executive development, research and consulting in the areas of marketing analysis, marketing research, distribution planning and strategy. Dr. Dant also currently serves as co-editor of the *Journal of Retailing*.

# PhD Committee

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# PhD Students

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