

JOHN T. (Tom) MENTZER

ACADEMIC ADDRESS

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COURSES TAUGHT

Undergraduate: Marketing Principles, Marketing Channels, Logistics, Forecasting, Logistics Models, and Strategic Marketing.
MBA: Marketing Strategy, Marketing Channels, Logistics, Forecasting/Demand Management, and Pricing.
Ph.D.: Seminar in Marketing Thought, Seminar in Marketing and Logistics Theory, Seminar in Marketing and Logistics Models,
Seminar in Marketing Channels and Logistics, and Seminar in Business Theory.

RESEARCH INTERESTS

Marketing/logistics strategic interfaces; supply chain management; forecasting; modeling in the areas of marketing management, transportation, and logistics; marketing channels; and service quality as a linkage between marketing and logistics.

EDUCATION

Doctor of Philosophy in Business Administration, Michigan State University. August, 1978. Marketing Major; Logistics and Psychometrics Minors. Dissertation Title: "Simulated Product Sales Forecasting: Analysis of Market Demand Alternatives."

Master of Business Administration, Marketing Major, Michigan State University, 1975.

Bachelor of Industrial Administration, General Motors Institute, 1974. Thesis Title: "Maintenance Material Control Systems."

AWARDS AND HONORS

Chancellor's Professor, University of Tennessee, 2008
Berkman Distinguished Service Award, Academy of Marketing Science, 2008
Richard D. Sanders Award for Leadership in Executive Education, University of Tennessee, 2008
Armitage Medal, The International Society of Logistics (SOLE) 2007.
Advisory Professor to the School of Economics and Management, Beijing Jiaotong University 2007.
Logistics Advisor to the Tianjin Binhai New Area, People's Republic of China, 2007.
The University of Tennessee College of Business Administration Bank of America Faculty Leadership Award 2007.
The University of Tennessee College of Business Administration Keally Outstanding Scholarship Award, 2005.
Selected by DC Velocity Magazine as their Logistics Rainmaker, 2005.
Council of Logistics Management, Distinguished Service Award, 2004.
The University of Tennessee College of Business Administration Outstanding Researcher Award, 2004.
The University of Tennessee College of Business Administration Dobbins Teaching & Research Award Finalist, 2002 and 2003.
Academy of Marketing Science AMS Outstanding Marketing Teacher Award, 2001
Featured on the Federal Express Email Newsletter as the "Mover and Shaker of the Month," June 2000.
Featured on Federal Express "Ask The Experts" online customer inquiry page, 2000 to 2003.
The University of Tennessee College of Business Administration Outstanding Teacher of the College Award, 2000.
The University of Tennessee College of Business Administration Teaching/Research Award, 1999.
Recognized as most prolific author in the history of the Journal of Business Logistics, 1999.
Nominated for the Outstanding MBA Second Year Faculty Award, 1999.
ANBAR Highest Quality Rating Citation of Excellence for, "Validity in Logistics Research," Journal of Business Logistics, 1997.
Recognized as one of the top 5 contributors to the Journal of the Academy of Marketing Science during the time period 1986-1995, 1996.
Distinguished Fellow of the Academy of Marketing Science, 1992.
Certificate of Teaching Excellence, Virginia Polytechnic Institute and State University, 1980, 1981, 1988, and 1991.
Letter of Commendation for Teaching Performance, Michigan State University, 1978.
General Motors Corporation Graduate Fellowship, 1974-1975.
General Motors Institute, Dean's Honor List, 1970, 1971, 1972, 1973.

TEACHING EXPERIENCE

January 1994 to Present. The University of Tennessee, Department of Marketing, Logistics and Transportation, College of Business Administration. The Harry J. and Vivienne R. Bruce Excellence Chair of Business.

August 1990 to December 1993. Virginia Polytechnic Institute and State University, Department of Marketing, College of Business. The Virginia Real Estate Professor of Marketing.

September 1986 to August 1990. Virginia Polytechnic Institute and State University, Department of Marketing, College of Business. Professor of Marketing.

September 1981 to September 1986. Virginia Polytechnic Institute and State University, Department of Marketing, College of Business. Associate Professor of Marketing.

August 1978 to September 1981. Virginia Polytechnic Institute and State University, Department of Marketing, College of Business. Assistant Professor of Marketing.

January 1976 to July 1978. Michigan State University, Graduate School of Business Administration. Instructor in Marketing.

GIFTS, GRANTS, AND EXTERNAL FUNDING

Raised \$226,000 in gifts for the Academy of Marketing Science Foundation.

Grants and external funding while at The University of Tennessee annual average in excess of \$350,000.

Grants and external funding while at Virginia Polytechnic Institute and State University, \$226,000, 1980-1993.

BUSINESS EXPERIENCE

July 1969 to September 1974. General Motors Corporation. Experience in Production, Engineering, Maintenance, Industrial Engineering, Quality Control, Material Control, Traffic, and Personnel. Project experience included directing two materials management projects involving production delivery systems and an engineering project in an automobile assembly environment.

CONSULTING EXPERIENCE

Research and management consultant for AT&T, Advance Auto, Alcoa, Allied-Signal, Alticor, American Freightways, Anheuser-Busch, Armstrong Industries, Artesyn Technologies, Avery-Dennison, Avon, BASF, BigWords.com, Blue Cross/Blue Shield, Brake Parts, Inc., Bunker Hill Foods, Best Buy, Canadian Tire Company, Carter-Wallace, Caterpillar, CBIS Federal, Cendian, CHEP, Coca Cola, Computer Data Systems, Inc., ConAgra, Cooper Tire, Corning, Courtlauds Performance Films, CVS Stores, U.S. Defense Logistics Agency, Ditch-Witch, DG Products, DJR Products, Dow Chemical, DSI Corporation, Du Pont Corporation, Eastman Chemical, Elizabeth Arden Red Door Spas, Essex Chemical, Estee Lauder, Ethicon, Exxon, Federal Express, Federal-Mogul, Gallo Wineries, General Mills, General Motors, GlaxoSmithKline, Gordon's Furniture, W. R. Grace, Grand and Toy, Greyhound, Grist Mill, Harley-Davidson, Hayes Company, Heritage Healthcare, Hershey Corporation, i2 Technologies, The IJ Companies, U.S. Internal Revenue Service, International Brake Industries, International Paper, James River Limestone, Johnson and Johnson, Kelsan Company, Litton Industries, Lockheed Martin, Logility, The Longaberger Company, Lucent Technologies, MAC Group, Magnetek, Martin Brower Corporation, Martin Processing, Mary Kay Cosmetics, Maxtor, Metro and Company Realtors, Michelin, Midlab Corporation, Milliken and Company, Motorola, Nestle USA, Nike, Nissan, Norfolk Southern, Oak Ridge National Laboratories, O'Connor Products, OfficeMax, Orbit, Owens-Corning Fiberglas, Panalpina, Peerless Pump, Pfizer, Pharmavite, Phillips Consumer Electronics, Pillsbury, Planters LifeSavers Company, Resource Optimization Corporation, RMX Global, Russell Athletic, Ryder Logistics, Schlumberger, SC Johnson and Sons, Seagate, SeaLand, Smith & Nephew, Sony, Stage Stores, Standard Logistics, Staples, SteelWedge, Steris Isomedix Services, Taiyo Kogyo, Tellabs, 3M, Timken, TVA, Ultimate Electronics, Union Pacific Railroad, United Telecom, Universal Lighting Technologies, U.S. Air Force, USCO Logistics, Weyerhaeuser, Whirlpool Corporation, and Williamson-Dickie Company.

EXPERT WITNESS EXPERIENCE

Gilbert Harrell and Associates, Inc. VS. Raytheon Training, Inc., 2002-3. Served as expert witness for Harrell and Associates concerning strategic marketing courseware.

Cottonwood Financial, LTD. VS. Mark A. Ellmore, Jr., Neil B. Chaffin, Joshua Chaffing, and Elliott Dean, 2001. Served as expert witness for Cottonwood concerning trade mark recognition research.

Gaylord Entertainment Company VS. Gilmore Entertainment Group, LLC, 2000. Served as expert witness for Gaylord concerning trademark recognition research.

Southwire Company VS. Essex Corporation, 1997. Served as expert witness for Southwire concerning logistics trade secrets.

Water Engineering Consultants, Inc. VS. Allied Chemical, Inc., 1987. Served as expert witness for Water Engineering Consultants in the estimation of market potential.

Internal Revenue Service VS. General Distribution Service, Inc., 1986. Served as expert witness for the IRS in the area of distribution center design and operation.

EXECUTIVE DEVELOPMENT SEMINARS

Conducted numerous seminars for business groups (including representatives from most of the Fortune 500 companies) in the areas of

supply chain management, logistics, forecasting, inventory management and control, new products marketing, service marketing, industrial marketing research, pricing, government regulation, customer satisfaction measurement and management, and strategic marketing.

BOARDS OF DIRECTORS

Board of Directors, The Stage Stores, 2001-Present; Audit Committee, 2001-2004 and 2006-present, Compensation Committee, 2005-present, Governance and Nominating Committee, 2004-present; chair, 2006-present.

Board of Directors, Ditch-Witch, 2005-present.

Board of Directors, Ditch-Witch International, 2005-present.

Board of Directors, Oklahoma Airrow, 2005-present.

Board of Directors, VeriProfit, Inc., 2001-2003.

Board of Directors, American Marketing Association Foundation, 1997-2001.

Board of Directors, Sheth Foundation, 1991-2003; Vice President 1991-1992; Chair 1993-2001; Secretary 2001-2003.

Board of Trustees, Academy of Marketing Science Foundation, 1990-1998; Chair, 1990-1996.

Board of Directors, The IJ Company, 1994-1999.

Board of Directors, KelSan Corporation, 1994-1999.

Board of Directors, Midlab Corporation, 1995-1999.

Board of Directors, American Diversified, 1995-1999.

Board of Directors, Discount Long Distance Corporation, 1995-1999.

Board of Directors, Southern Products Company, 1998-1999.

ADVISORY BOARDS

Supply Chain Advisory Board, OfficeMax Corporation, 2004-2006.

Supply Chain Advisory Board, Whirlpool Corporation, 2002-2007.

SteelWedge, 2000-2007.

Supply Chain Advisory Board, Best Buy Corporation, 2003-2004.

SilverFox.com, 2000-2003.

Supply Chain Advisory Board, Commerx, Inc., 1999-2001.

EwareX.com, 2000-2001.

PROFESSIONAL ACTIVITIES

Council of Supply Chain Management Professionals (nee Council of Logistics Management): Executive Committee, Immediate Past President, President, First Vice President, Second Vice President, Secretary/Treasurer, Annual Conference Chair, Professional Development Chair, Distinguished Service Award Selection Committee Chair, Journal of Business Logistics LaLonde Award Selection Committee, Research Strategies Committee Chair, Doctoral Dissertation Award Selection Committee, Conference Track Chair, A. T. Kearney Doctoral Research Grant Selection Committee Chair, Educators' Conference Editorial Review Board.

Academy of Marketing Science: Board of Governors Chair, Past Presidents' Council Chair, Thirteenth World Marketing Congress Chair, Annual Conference Chair, President, Immediate Past President, Strategic Planning Committee Chair, Nominating Committee Chair, Publisher Evaluation Committee, Session Chair and Discussant, Fifth World Marketing Congress, Journal of the Academy of Marketing Science Editor Selection Committee, Dissertation Competition Committee, Conference Site Selection Committee Chair, Vice President for Programs, Annual Conference Track Chair, Session Chair and Paper Discussant.

American Marketing Association: Foundation Board of Directors, Advisory Committee for 1990 Expert Systems in Marketing Workshop, Editorial Review Board for Microcomputers in Marketing Conference, Program Committee for Software Solutions for Sales and Marketing Conference, Program Committee for Microcomputers in Marketing Conference, Marketing Education Software Clearinghouse Director, Collegiate Council Member, Micros/DSS in the Classroom Session Chair, International Collegiate Leadership Conference, Faculty Workshop on Microcomputers in Marketing Chair, Educators' Conference Editorial Review Board, Paper Discussant and Session Chair.

National Association of Wholesalers: National Faculty Consortium Planning Committee; Southern Marketing Association: Conference Editorial Review Board; Decision Science Institute: Conference Editorial Review Board; Southeast American Institute of Decision Sciences: Conference Editorial Review Board; Society of Logistics Engineers: Board of Judges, Scholarship Award; Association of Consumer Research: Conference Editorial Review Board; Virginia Association of Realtors: Computer Committee; New River Valley Association of Realtors: Computer Committee, Statistics Committee Chair; Journal of the Academy of Marketing Science: Editor, Special Issue on Microcomputers in Marketing; International Journal of Physical Distribution and Logistics Management: Editor, Special Issue on Computers in Distribution; Co-Editor, Special Issue on Interfunctional Coordination of Logistics with Other Business Functions.

EDITORIAL REVIEW BOARDS

Journal of Business Logistics, Journal of Marketing, Journal of the Academy of Marketing Science, International Journal of Physical Distribution and Materials Management, The Electronic Journal of Forecasting Applications and Supply Chain Dynamics, Logistics Information Management, Supply Chain Management Review, the International Journal of Logistics Economics and Globalisation, ESIC Marketing Journal. Occasional reviewer for: Industrial Marketing Management, Operations Research, Journal of Business Research,

Supply Chain Forum: An International Journal, Journal of Operations Management, Journal of Business and Psychology, Journal of Marketing Education, Logistics and Transportation Review, Journal of the Transportation Research Forum, Journal of Retailing, Journal of Forecasting, International Journal of Forecasting, and Naval Research Logistics.

PROFESSIONAL ASSOCIATIONS

Academy of Marketing Science, American Marketing Association, Council of Supply Chain Management Professionals (nee Council of Logistics Management), International Institute of Forecasters

SERVICE ACTIVITIES - THE UNIVERSITY OF TENNESSEE

University: Yates Fellowship Selection Committee; Academic Program Review Committee, Department of Statistics; Academic Program Review Committee, Department of Economics; College of Business Administration Dean Search Committee Chair.

College of Business Administration: Dean's Faculty Advisory Council, MBA Assistant Dean Search Committee Chair, Faculty Research Council, Promotion and Tenure Committee Chair, Director of Corporate Relations Search Committee, Management Development Center Strategic Planning Committee, MBA Program Committee, Executive Development Program Committee.

Department of Marketing and Logistics: Department Head Search Committee, Faculty Search Committee Chair, Ph.D. Advisor, Marketing and Logistics/Transportation Programs, Development/Bicentennial Campaign Committee, Office of Customer Responsiveness Research Subscribers Committee, Faculty Evaluation Process Committee, Faculty Evaluation Committee, Consulting Policy Committee, Bruce Chair Speaker Series Committee Chair, Supply Chain Forum Founding Director, Office of Corporate Partnerships Committee, Sales Forecasting Management Forum Founding Director, IVC Forums Executive Director, Strategic Planning Committee.

SERVICE ACTIVITIES - VIRGINIA TECH

University: Virginia Tech Speakers Bureau, Communications Resources Committee, Faculty Senate, Faculty Representative, Virginia Tech Airport Terminal Building Sub-Committee, Commission on Faculty Affairs Secretary, Faculty Senate Cabinet Member.

College of Business: Honorifics Committee, Strategic Planning Committee, Dean Evaluation Committee Chair, Council of Higher Education Task Force on Business Administration Self-Study, Executive Development Committee, Computer Committee Chair, Campaign for Excellence Committee, MBA Advisory Committee, MBA Comprehensive Examination Committee.

Department of Marketing: Faculty Advisor, Collegiate Chapter of the American Marketing Association, Policy Review Committee Chair, Liaison to the University Communications Network Services Committee, Liaison to the College of Business Advisement Center, Research Committee, Department Head Search Committee Vice-Chair, Department Head Review Committee Chair, Assistant Department Head, Promotion and Tenure Committee, Career Advisor, Campus Placement/Career Office Liaison, Executive Development Committee Chair, M.B.A. Examination Committee Chair, Principles of Marketing Curriculum Development Chair, Graduate Programs Committee Chair, Doctoral Comprehensive Examination Committee Chair, Undergraduate Curriculum Committee, Research and Publication Committee, Faculty Recruiting Committee.

DOCTORAL COMMITTEES - THE UNIVERSITY OF TENNESSEE

<u>Candidate</u>	<u>Role</u>	<u>Major</u>	<u>Status</u>	<u>Location</u>
Matsuno, Ken	Chair	Marketing	Completed	Babson College
Rutner, Steve	Member	Logistics	Completed	Georgia Southern University
Preissler, Ken	Member	Logistics	Completed	Ryder Dedicated Logistics, Inc.
Kent, John	Chair	Logistics	Completed	Missouri State University
Flint, Dan	Member	Marketing	Completed	University of Tennessee
Smith, Carlo	Chair	Logistics	Completed	University of San Diego
DeWitt, William	Member	Logistics	Completed	University of Maryland
Nix, Nancy	Chair	Logistics	Completed	Texas Christian University
Min, Hong	Chair	Marketing/Logistics	Completed	University of Oklahoma
Zacharia, Zach	Chair	Logistics	Completed	Texas Christian University
Keebler, Jim	Member	Logistics	Completed	University of South Florida
Bobbitt, Michelle	Chair	Marketing/Logistics	Completed	Bradley University
Walls, Simon	Member	Marketing	Completed	Ft. Lewis College
Lee, Eun-Ju	Member	Marketing	Completed	California State University
Searcy, Dwayne	Member	Accounting	Completed	University of Miami
McCarthy, Teresa	Chair	Marketing	Completed	Lehigh University
Golicic, Susan	Chair	Logistics	Completed	University of Oregon
Davis, Donna	Chair	Marketing	Completed	Texas Tech University
Artis, Andy	Member	Marketing	Completed	University of Central Florida
Leingpibul, T.	Member	Logistics	Completed	Western Michigan University
Cheung, Mee-Shew	Member	Marketing	Completed	Xavier University
Fugate, Brian	Chair	Logistics	Completed	Lehigh University

Davis, Beth	Chair	Logistics	Completed	University of Louisville
Chen, Hui	Member	Accounting	Completed	Vanderbilt University
Bergman, Jacqueline	Member	Management	Completed	Appalachian State University
Manuj, Ila	Chair	Logistics	Completed	University of North Texas
DeFee, Cliff	Member	Logistics	Completed	Auburn University
Omar, Ayman	Chair	Logistics	Completed	American University
Bonney, Leff	Chair	Marketing	ABD	University of Tennessee
McMillan, Heather	Member	Human Resource Dev	ABD	University of Tennessee

DOCTORAL COMMITTEES - OTHER UNIVERSITIES

<u>Candidate</u>	<u>Role</u>	<u>Major</u>	<u>Status</u>	<u>Location</u>
Catt, Peter	Member	Forecasting	Completed	Unitec, New Zealand
Suthicham, Piyachai	Member	Logistics	Completed	University of South Australia

DOCTORAL COMMITTEES - VIRGINIA TECH

<u>Candidate</u>	<u>Role</u>	<u>Major</u>	<u>Status</u>	<u>Location</u>
Meadow, H. L.	Member	Marketing	Completed	University of Northern Illinois
Petroshius, S.	Member	Marketing	Completed	Bowling Green University
Green, F.	Member	Management Science	Completed	Appalachian State University
Krishnan, R.	Member	Marketing	Completed	University of Miami
Hunt, K.	Chair	Marketing	Completed	University of Arkansas
Dant, R.	Member	Marketing	Completed	Boston University
Chattopadhyay, S.	Chair	Marketing	Completed	University of Scranton
Chapman, J.	Member	Marketing	Completed	Ball State University
Gomes, R.	Chair	Marketing	Completed	Clemson University
Murray, J.	Chair	Marketing	Completed	University of Arkansas
Konrad, B.	Chair	Marketing	Completed	Sonoma State University
Nicholson, C.	Member	Marketing	Completed	Clarkson University
Kahn, K.	Chair	Marketing	Completed	University of Tennessee
Vashi, V.	Member	Marketing	Completed	Burke Marketing
Bienstock, C.	Chair	Marketing	Completed	Radford University
Green, Y.	Member	Hospitality	Completed	Central Michigan University

MASTER OF SCIENCE COMMITTEES - VIRGINIA TECH

<u>Candidate</u>	<u>Role</u>	<u>Major</u>	<u>Status</u>	<u>Location</u>
Ferman, M.	Member	Marketing	Completed	Turkey
Leung, J.	Member	Marketing	Completed	RJR Tobacco
Para Tepedino, I.	Member	Management Science	Completed	Venezuela
Hyun, S.	Member	Marketing	Completed	Korea
Kahn, K.	Member	Industrial Engineering	Completed	University of Tennessee

PUBLICATIONS

BOOKS

Mentzer, John T., Matthew Myers, and Theodore P. Stank, Handbook of Global Supply Chain Management, (Sage Publications: Thousand Oaks, California, 2006).

Mentzer, John T. and Mark A. Moon, Sales Forecasting Management: A Demand Management Approach, (Sage Publications: Thousand Oaks, California, 2005).

Mentzer, John T., Fundamentals of Supply Chain Management: Twelve Drivers of Competitive Advantage, (Sage Publications: Thousand Oaks, California, 2004).

Mentzer, John T., Supply Chain Management, (Sage Publications: Thousand Oaks, California, 2001).

Mentzer, John T. and Carol C. Bienstock, Sales Forecasting Management, (Sage Publications: Thousand Oaks, California, 1998).

Mentzer, John T. and David J. Schwartz, Marketing Today, (Harcourt Brace Jovanovich: San Diego, California, 1985).

Mentzer, John T. and Forrest S. Carter, Readings in Marketing Today, (Harcourt Brace Jovanovich: San Diego, California, 1985).

Bowersox, Donald J., David J. Closs, John T. Mentzer, and Jeffrey R. Sims, Simulated Product Sales Forecasting, (Michigan State

University Bureau of Business Research: East Lansing, Michigan, 1979).

MONOGRAPHS

Flint, Daniel J., Britta Gammelgaard, Everth Larsson, and John T. Mentzer, "Logistics Innovation: From Best Practice to Next Practice," Logistics Innovation Research Team, Knoxville, TN, 2002.

Mentzer, John T., Kenneth B. Kahn, and Carol C. Bienstock, "Sales Forecasting Benchmarking Study," Research Report No. #3560 - ROI-1445-99-004-96, Knoxville, TN: The University of Tennessee, 1996.

Mentzer, John T. (editor), Marketing Education Software, (American Marketing Association, Chicago, IL, 1988).

BOOK CHAPTERS

Mentzer, John T., Matthew Myers, and Theodore P. Stank, "Why Global Supply Chain Management?" Handbook of Global Supply Chain Management, Mentzer, John T., Matthew Myers, and Theodore P. Stank, eds., (Sage Publications: Thousand Oaks, California, 2006), 1-16.

Mentzer, John T., Matthew Myers, and Theodore P. Stank, "Global Supply Chain Management Strategy," Handbook of Global Supply Chain Management, Mentzer, John T., Matthew Myers, and Theodore P. Stank, eds., (Sage Publications: Thousand Oaks, California, 2006), 19-38.

Mentzer, John T., Mark A. Moon, Dominique Estampe, and Glen Margolis, "Demand Management?" Handbook of Global Supply Chain Management, Mentzer, John T., Matthew Myers, and Theodore P. Stank, eds., (Sage Publications: Thousand Oaks, California, 2006), 65-85.

Flint, Daniel J. and John T. Mentzer, "Striving for Integrated Value Chain Management Given a Service-Dominant Logic for Marketing," The Service-Dominant Logic of Marketing, Robert F. Lusch and Stephen L. Vargo, eds., (M.E. Sharpe: New York, 2006), 139-149.

Mentzer, John T., "Sales Forecasting," Encyclopedia of Health Care Management, Michael J. Stahl, ed., (Sage Publications: Thousand Oaks, CA, 2004), 495-496.

Mentzer, John T., "Supply Chain Management," Encyclopedia of Health Care Management, Michael J. Stahl, ed., (Sage Publications: Thousand Oaks, CA, 2004), 545.

Mentzer, John T., "Supply Chain Management in a Global Economy," The Management of Strategy in the Marketplace, Ernest R. Cadotte and Harry J. Bruce, eds., (South Western: Mason, OH, 2002), 343-354.

Mentzer, John T., "Supplier Partnering," Handbook of Relationship Marketing, Jagdish N. Sheth and Atul Parvatiyar, eds., (Sage Publications, Inc.: Thousand Oaks, CA, 1999), 457-477.

Mentzer, John T., "Strategic Logistics," Channel Management: A Relationship Marketing Approach, Lou E. Pelton, David Strutton, and James R. Lumpkin (Irwin: New York, 1997), 356-359.

Kahn, Kenneth B. and John T. Mentzer, "The Marketing-Engineering Interface," Great Ideas For Teaching Marketing, 3rd. ed., Joseph F. Hair, Jr. (ed.), (South-Western: Cincinnati, 1996), 526.

Mentzer, John T., "Channel Management 2000," The Marketing Encyclopedia, Jeffrey Heilbrunn (ed.), (American Marketing Association: Chicago, IL, 1995), 117-121.

Kahn, Kenneth B. and John T. Mentzer, "Facilitating the Marketing-Engineering Interface," Great Ideas For Teaching Marketing, 2nd. ed., Joseph F. Hair, Jr. (ed.), (South-Western: Cincinnati, 1994), 486.

Mentzer, John T., "How a Qualitative Forecasting Project Can Enhance Marketing Understanding," Great Ideas For Teaching Marketing, 2nd. ed., Joseph F. Hair, Jr. (ed.), (South-Western: Cincinnati, 1994), 264.

Mentzer, John T., "How a Qualitative Forecasting Project Can Enhance Marketing Understanding," Great Ideas For Teaching Marketing, Joseph F. Hair, Jr. (ed.), (South-Western: Cincinnati, 1992), 166-168.

Monroe, Kent B. and John T. Mentzer, "Managing the Pricing Function," Marketing Management, (Dow Jones, Inc.: New York, 1985), 97-121.

Mentzer, John T., "Selecting a Forecasting Software System," in Computers in Manufacturing: Distribution Management, O. K. Helferich, ed., (Auerbach Publishers, Inc.: Pennsauken, N. J., 1984), 3.1-11.

REFEREED ARTICLES

- Fugate, Brian S., John T. Mentzer, and Daniel J. Flint, "The Role of Logistics in Market Orientation," Journal of Business Logistics, 28 (Forthcoming, 2008).
- Fugate, Brian S., John T. Mentzer, and Daniel J. Flint, "The Role of Logistics in Market Orientation," Journal of Business Logistics, 28 (Forthcoming, 2008).
- Davis-Sramek, Beth, John T. Mentzer, and Theodore P. Stank, "Creating Consumer Durable Retailer Customer Loyalty Through Order Fulfillment Service Operations Supply Chain Risk Management," Journal of Operations Management, 28 (Forthcoming, 2008).
- Manuj, Ila and John T. Mentzer, "Global Supply Chain Risk Management Strategies," International Journal of Physical Distribution and Logistics Management, 38 (No. 3, 2008), 192-223.
- Manuj, Ila and John T. Mentzer, "Global Supply Chain Risk Management," Journal of Business Logistics, 28 (No. 1, 2008), 133-155.
- Mentzer, John T., Theodore P. Stank, and Terry L. Esper, "Supply Chain Management and Its Relationship to Logistics, Marketing, Production, and Operations Management," Journal of Business Logistics, 28 (No. 1, 2008), 31-46.
- Mentzer, John T., "Rigor Versus Relevance: Why Would We Choose Only One?" Journal of Supply Chain Management, 44 (April, 2008), 72-77.
- Min, Soonhong, John T. Mentzer, and Robert T. Ladd, "A Market Orientation in Supply Chain Management," Journal of the Academy of Marketing Science, 35 (Winter 2007), 507-522.
- Slone, Reuben E., John T. Mentzer, and J. Paul Dittmann, "Are You the Weakest Link in Your Company's Supply Chain?" Harvard Business Review, (September, 2007), 116-27.
- Davis, Donna F. and John T. Mentzer, "Organizational Factors in Sales Forecasting Management," International Journal of Forecasting, 23 (No. 2, April - June 2007), 475-495.
- Zacharia, Zach G. and John T. Mentzer, "The Role of Logistics in New Product Development," Journal of Business Logistics, 28 (No. 1, 2007), 83-110.
- Davis, Beth and John T. Mentzer, "Logistics Service Driven Loyalty: An Exploratory Study," Journal of Business Logistics, 27 (No. 2, 2006), 53-73.
- Kahn, Kenneth B., Elliot N. Maltz, and John T. Mentzer, "Demand Collaboration: Effects on Knowledge Creation, Relationships, and Supply Chain Performance," Journal of Business Logistics, 27 (No. 2, 2006), 191-221.
- Fugate, Brian, Funda Sahin, and John T. Mentzer, "Supply Chain Management Coordination Mechanisms," Journal of Business Logistics, 27 (No. 2, 2006), 129-161.
- Mentzer, John T. and David W. Schumann, "The Theoretical and Practical Implications of Marketing Scholarship," Journal of Marketing Theory and Practice, 14 (No. 3, 2006), 179-190.
- McCarthy, Teresa M., Donna F. Davis, Susan L. Golicic, and John T. Mentzer, "The Evolution of Sales Forecasting Management: A 20-Year Longitudinal Study of Forecasting Practices," Journal of Forecasting, 25 (2006), 303-324.
- Golicic, Susan L. and John T. Mentzer, "An Empirical Examination of Relationship Magnitude," Journal of Business Logistics, 27 (No. 1, 2006), 81-108.
- Gibson, Brian J., John T. Mentzer, and Robert L. Cook, "Supply Chain Management: The Pursuit of a Consensus Definition," Journal of Business Logistics, 26 (No. 2, 2005), 17-25.
- Golicic, Susan L. and John T. Mentzer, "The Drivers of Interorganizational Relationship Magnitude," Journal of Business Logistics, 26 (No. 2, 2005), 47-71.
- Flint, Daniel J., Everth Larsson, Britta Gammelgaard, and John T. Mentzer, "Logistics Innovation: A Customer Value-Oriented Social Process," Journal of Business Logistics, 26 (No. 1, 2005), 113-147.
- Matsuno, Ken, John T. Mentzer, and Joseph O. Rentz, "A Conceptual and Empirical Comparison of Three Market Orientation Scales,"

Journal of Business Research, 58 (2005), 1-8.

Foggin, James H., John T. Mentzer, and Carol L. Monroe, "A Supply Chain Diagnostic Tool, International Journal of Physical Distribution and Logistics Management, 34 (No. 10, 2004), 827-855.

Mentzer, John T., Soonhong Min, and L. Michelle Bobbitt, "Toward a Unified Theory of Logistics, International Journal of Physical Distribution and Logistics Management, 34 (No. 8, 2004), 606-627.

Zacharia, Zach and John T. Mentzer, "Logistics Salience in a Changing Environment," Journal of Business Logistics, 25 (No. 1, 2004), 187-210. Reprinted in The ICFAI Journal of Supply Chain Management, 3 (March, 2006), 53-72.

Min, Soonhong and John T. Mentzer, "Developing and Measuring Supply Chain Management Concepts," Journal of Business Logistics, 25 (No. 1, 2004), 63-99.

Mentzer, John T., Matthew B. Myers, and Mee-Shew Cheung, "Global Market Segmentation for Logistics Services," Industrial Marketing Management, 33 (January 2004), 15-20.

Searcy, DeWayne L. and John T. Mentzer, "A Framework for Conducting and Evaluating Research," Journal of Accounting Literature, 22 (2003), 130-167.

Golicic, Susan L., Teresa M. McCarthy, John T. Mentzer, "Conducting a Market Opportunity Analysis for Air Cargo Operations," Transportation Journal, 42 (Spring 2003), 5-15.

Kent, John L. and John T. Mentzer, "The Effect of Investment in Interorganizational Information Technology in a Retail Supply Chain," Journal of Business Logistics, 24 (No. 2, 2003), 155-176.

Golicic, Susan L., James H. Foggin, and John T. Mentzer, "Relationship Intensity and Its Role in Interorganizational Relationship Structure," Journal of Business Logistics, 24 (No. 1, 2003), 57-76.

Moon, Mark A., John T. Mentzer, and Carlo D. Smith, "Conducting A Sales Forecasting Audit," International Journal of Forecasting, 19 (No. 1, 2003), 5-25.

Mentzer, John T. and Mark A. Moon, "Conducting A Sales Forecasting Audit – Response to the Commentaries," International Journal of Forecasting, 19 (No. 1, 2003), 27-42.

Matsuno, Ken, John T. Mentzer, and Aysegul Ozsomer, "The Effects of Entrepreneurial Proclivity and Market Orientation on Business Performance," Journal of Marketing, 66 (July 2002), 18-32.

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Stage Stores (2007). A logistics strategic planning case for a clothing specialty retailer. Unpublished case used in classes at The University of Tennessee.

Company A Buys Company B (2007). The financial implications of logistics operations when one retailer buys another retailer. Unpublished case used in classes at The University of Tennessee and the University of Verona.

Swanson Corporation (1981). A marketing planning case for a major home appliance manufacturer. Unpublished case used in classes at Virginia Tech.

Siscoe Corporation (1981). A customer service/inventory control case for a manufacturer of replacement parts for the aerospace industry. Unpublished case used in classes at Virginia Tech.

VISITING SCHOLAR

Air Force Institute of Technology, Beijing Jiaotong University, Bordeaux Business School, Copenhagen Business School, Michigan State University, Monash University, Nankai University (Tianjin, PRC), Ohio State University, Texas Christian University, Universidad de Buenos Aires, University of Alabama, University of Alaska, University of Arkansas, University of Maryland, University of North Florida, University of North Texas, University of Oregon, University of Tennessee, University of Verona.

UNPUBLISHED PRESENTATIONS

Over 400 professional presentations to a variety of conferences and professional groups – including the Academy of Marketing Science, American Institute of Business Forecasters, American Marketing Association, American Production and Inventory Control Society, American Society of Transportation and Logistics, Council of Supply Chain Management Professionals, Data Processing Management Association, Decision Science Institute, Direct Selling Education Foundation, Institute of Business Forecasters, International Institute of Forecasting, National Association of Wholesalers, Society of Logistics Engineers, Virginia Association of Realtors, and the World Bank – in a variety of countries, including Argentina, Australia, Barbados, Brazil, Canada, China, Denmark, England, France, Germany, Holland, Italy, Mexico, The Netherlands, Scotland, Spain, Sweden, Taiwan, and The United States.