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Assistant Marketing Professor
Mississippi State University
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EXPERIENCE:

- 2012-present** **Tenure-Track Faculty Professor (assistant)**, Department of Marketing, Quantitative Analysis and Business Law, Mississippi State University
- Conduct supply chain management, marketing communications/social media and relational governance research
 - Instructor of undergraduate supply chain management and marketing strategy courses
 - Develop and coordinate the Marketing Department's Supply Chain Management program, including
 - Educational curriculum
 - Corporate outreach
 - Student recruitment
- 2008-2012** **Graduate Research Assistant/Instructor**, Culverhouse College of Commerce and Business Administration, Department of Management and Marketing, The University of Alabama
- 2006-2008** **Graduate Assistant for Technology and Operations**. University of Alabama Career Center, Tuscaloosa, AL.
- Developed, implemented and analyzed a variety of information collection and reporting to measure student placement and recruiting program enrollment and usage.
 - Administrated the university-wide resume/job posting database, Crimson Careers.
- 2005-2006** **Administrator**. Sandstone Medical Technologies, LLC, Homewood, AL.
- Performed customer service, purchasing, repair service coordination and logistical support for a national cosmetic laser manufacturer and reseller, including sales of repair service contracts.
 - Prepared marketing materials, quotes and invoices for customers.
 - Negotiated with vendors for a variety of goods and services.
 - Developed a database of the company's customers and services to streamline services and identify disproportionate costs for the business.
- 1999-2005** **Operations Support Manager**. PhotoMedex Inc, Montgomeryville, PA/Tuscaloosa, AL.
- Coordinated all customer service and logistical needs for eighteen laser surgery staffing and delivery operations across the Eastern US, including coordination of purchasing, vehicle/equipment maintenance, transportation, schedule-conflict resolution and performed operations quality inspections.
 - Negotiated with vendors for a variety of business goods and services.
 - Managed the technical support and field service program for a national medical device manufacturer along with a traveling clinician program for the service delivery business.
 - Developed and analyzed database and spreadsheet tools for client activity, purchasing volumes, maintenance schedules and employee efficiency.

EDUCATION

- 2012 Ph.D.** Culverhouse College of Commerce and Business Administration, The University of Alabama, Tuscaloosa, AL – Marketing

EDUCATION (continued)

- 2008 M.B.A.** Manderson Graduate School of Business, The University of Alabama, Tuscaloosa, AL - Supply Chain Management (joint Marketing and Operations Management) Concentration
- 1997 B.A.** Mississippi State University, Starkville, MS - History

RESEARCH:**Publications:**

- 12) Staci M. Zavattaro, Frank G. Adams and Joshua J. Daspit (*Forthcoming*). "Broadening the Scope of Place Brand Equity: A Qualitative Investigation into the Managerial Perspective," *Tourism Management* (Accepted August 2014).
- 11) Frank G. Adams, R. Glenn Richey, Jr., Chad W. Autry, Tyler R. Morgan and Colin B. Gabler (*Forthcoming*). "Supply Chain Collaboration, Integration, and Relational Technology: How Complex Operant Resources Increase Performance Outcomes," *Journal of Business Logistics* (Accepted September 2014).
- 10) Colin B. Gabler, Timothy D. Butler and Frank G. Adams (2013). "The Environmental Belief – Behavior Gap: Exploring Barriers to Green Consumerism," *Journal of Customer Behavior* 12 (2/3) 159-176.
- 9) Colin B. Gabler, Tyler R. Morgan and Frank G. Adams (2013). "Personal Philanthropy and Crisis Management: A Multi-Theoretical Call for Research," *International Journal of Transitions and Innovation Systems* 3 (1) 70-84.
- 8) Lauren Skinner Beitelspacher, Mert Tokman, Frank G. Adams, and R. Glenn Richey, Jr. (2012). "Retail Service-Based Operant Resources and Market Performance," *International Journal of Logistics Management* 23(3) 408-434.
- 7) Mert Tokman, R. Glenn Richey, Jr., George D. Deitz and Frank G. Adams (2012). "The Retailer's Perspective on the Link Between Logistical Resources and Perceived Customer Loyalty to Manufacturer Brands," *Journal of Business Logistics* 33 (3) 181-195.
- 6) Alexander E. Ellinger, Hyunju Shin, William Magnus Northington, Frank G. Adams, Debra Hofman and Kevin O'Marah (2012). "The Influence of Supply Chain Management Competency on Customer Satisfaction and Shareholder Value," *Supply Chain Management, an International Journal* 17 (3) 249-262. (2013 Emerald Literati Network Highly Commended Paper Award Winner)
- 5) R. Glenn Richey, Jr., Frank G. Adams and Vivek Dalela (2012). "Technology and Flexibility: Enablers of Collaboration and Time-Based Logistics Quality" *Journal of Business Logistics* 33 (1) 34-49. (2012 Bernard J. LaLonde Best Paper Award Finalist).
- 4) Dabić, Marina, R. Glenn Richey, Jr. and Frank G. Adams (2012). "Foreign Direct Investment in Emerging East European Markets: An Examination of the EU versus Croatia and Turkey" *Journal of Euromarketing*, 20 (1/2) 21-34.
- 3) Alexander E. Ellinger, Malini Natarjarathinam, Frank G. Adams, J. Brian Gray, Debra Hofman, and Kevin O'Marah (2011). "Supply Chain Management Competency and Firm Financial Success," *The Journal of Business Logistics* 32 (3) 214-226.
- 2) Frank G. Adams, R. Glenn Richey Jr., Michael G. Harvey, and Chadwick B. Hilton (2010). "Information, Intelligence, and Resource Advantage: A Multi-Market Multi-Theoretic Call for Research," *The International Journal of Transitions and Innovation Systems*, 1 (1) 4-24.
- 1) R. Glenn Richey, Haozhe Chen, Rahul Upreti, Stanley E. Fawcett, and Frank G. Adams (2009). "The Moderating Role of Barriers on the Relationship Between Drivers to Supply Chain Integration and Firm Performance", *International Journal of Physical Distribution and Logistics Management*, 39 (10) 826-840.

RESEARCH (continued):**Conference Papers:**

- 9) "Understanding the What, How and Why of Big Data in Supply Chain Relationships: A Structure, Process, and Performance Study." Council of Supply Chain Management Professionals Conference, San Antonio, TX.
- 8) Mark Pelletier and Frank G. Adams, "Cool, Social Media, and Marketing Communications Strategy: An Anarchy Network Logic of Value Creation. The Academy of Marketing Science Summer Conference 2014, Indianapolis, IN.
- 7) Kenneth W. Graham and Frank G. Adams, "Knowledge Creation and Firm Performance: The Role of Process Integration in Collaborative Networks". The Academy of Marketing Science Summer Conference 2014, Indianapolis, IN.
- 6) Staci M. Zavattaro, Frank G. Adams and Joshua J. Daspit, "Social Media Use by Place Branding Professionals: An Exploratory Study". American Political Science Association Annual Meeting & Exhibition 2014, Washington, D.C.
- 5) Tyler M. Morgan, Frank G. Adams, R. Glenn Richey, Jr., Chad W. Autry and Colin B. Gabler, "Supply Chain Management Capabilities and Firm Performance: The Roles of Operant Resources, Operand Resources and Dyadic Position". NOFOMA Conference 2012, Turku, Finland.
- 4) Dabić, Marina, R. Glenn Richey, Jr. and Frank G. Adams, "Foreign Direct Investment in Emerging East European Markets: An Examination of the EU versus Croatia and Turkey". The Asian Business and Management Conference 2010, Osaka, Japan.
- 3) Alexander E. Ellinger, Hyunju Shin, William Magnus Northington and Frank G. Adams, "The Influence of Supply Chain Management Proficiency on Customer Satisfaction and Shareholder Value". Supply Chain Track, Society of Marketing Advances 2010 Annual Convention, Atlanta, GA.
- 2) Frank G. Adams, "The Hidden Cost of Logistics and Sales Promotion Outcomes". Supply Chain Management and Industrial Distribution Session, Society of Marketing Advances 2009 Annual Convention, New Orleans, Louisiana.
- 1) Frank G. Adams, "The Impact of Logistics Planning on Sales Promotion Outcomes". Educator's Conference, Council of Supply Chain Management Professionals 2009 Annual Convention, Chicago, Illinois.

Under Review/Revision:

Staci M. Zavattaro and Frank G. Adams, "Bridging the Gap: An Exploration of How DMO Managers Use Education to Overcome Challenges," (2nd Review: *Urban Studies*)

Frank G. Adams and Kenneth W. Graham, "Knowledge Creation Processes and Firm Performance: The Role of Governance and Process Integration in B2B Networks" (1st Review: *Industrial Marketing Management*)

Adam Rapp, Colin B. Gabler, R. Glenn Richey, Jr., and Frank G. Adams, "Can Service Climate Detract from Employee Performance? The Role of Experience in Optimizing Satisfaction and Performance Outcomes," (1st Review: *Journal of Service Research*)

COURSES TAUGHT:**Mississippi State University**

MKT 3233 – International Logistics (concentration elective): an introduction to logistics concepts and definitions

<i>Term</i>	<i>Student Evaluation</i>
Fall 2013	4.6/5.0

MKT 4033 – International Transportation (concentration elective): an introduction to transportation concepts and definitions that includes spreadsheet calculation of optimal routes based on cargo characteristics, vehicle capacities, and customer locations and requirements

<i>Term</i>	<i>Student Evaluation</i>
Fall 2014	<i>Current</i>
Spring 2013	4.4/5.0

MKT 4333 – International Supply Chain Management (concentration elective): an advanced study of alliance and collaboration types, how supply chains are managed and the impact of international cultural differences on supply chain configuration and management that includes spreadsheet calculation of optimal sourcing and manufacturing partner selections based on customer demand and an array of costs that vary by international location.

<i>Term</i>	<i>Student Evaluation</i>
Spring 2014	4.6/5.0
Fall 2012	4.8/5.0

MKT 4813 – Marketing Management (major requirement): the Marketing major capstone course, which includes development of a marketing strategy report identifying and proposing solutions for real-world company problems, including internal analyses, customer analysis, competitor analyses, industry analyses, and environmental analyses

<i>Term</i>	<i>Student Evaluation</i>
Fall 2014	<i>Current</i>
Spring 2014	4.5/5.0
Fall 2013	4.5/5.0
Spring 2013	4.6/5.0
Fall 2012	4.7/5.0

COURSES TAUGHT (continued):**The University of Alabama**

MKT 411 – Supply Chain Management (major requirement): an introduction to supply chain management concepts and definitions

<i>Term</i>	<i>Student Evaluation</i>
Summer I 2012	4.7/5.0
Summer I 2011	4.5/5.0
Summer I 2010	4.6/5.0
Summer II 2010	4.5/5.0
Spring 2010	
Section 1	4.7/5.0
Section 2	4.5/5.0
Fall 2009	
Section 1	4.8/5.0
Section 2	4.8/5.0
Summer I 2009	4.6/5.0

MKT 487 – Strategic Marketing (major requirement): the Marketing major capstone course, which includes analysis of market conditions and problem solving using case-based material

<i>Term</i>	<i>Student Evaluation</i>
Fall 2011	4.3/5.0

Bahçeşehir University (Istanbul, Turkey)

International Marketing and Logistics Study Abroad: an introduction to import/export issues

<i>Term</i>	<i>Student Evaluation</i>
Summer 2010	<i>Unevaluated</i>
Summer 2009	<i>Unevaluated</i>

SERVICE:**Editorial Board Member:**

- *Journal of Business Logistics*
- *International Journal of Physical Distribution and Logistics Management*

Academic Strategies

Committee Member: The Council of Supply Chain Management Professionals

Ad Hoc Peer Reviewer:

- *International Journal of Logistics Management*
- *International Journal of Transitions and Innovation Systems*
- *Journal of Customer Behavior*
- *Journal of Business Research*
- *Journal of Marketing Theory and Practice*
- *Journal of Supply Chain Management*

Program Coordinator: Mississippi State Marketing Supply Chain Concentration

Project Director: nSPARC/Tennessee-Tombigbee Waterway Economic Impact Assessment Committee

INDUSTRY PRESENTATIONS:

- 2014** “Understanding the What, How and Why of Big Data in Supply Chain Relationships: A Structure, Process, and Performance Study” (with R. Glenn Richey, Jr. and Tyler R. Morgan): Council of Supply Chain Management Professionals Annual Global Conference, San Antonio, Texas.
- 2013** “Using the NACCU Benchmarking Survey Data to Your Benefit”: National Association of Campus Card Users Webinar.
- “Benchmarking Data and Managing Your Card Office”: National Association of Campus Card Users Convention, Orlando, Florida.
- 2012** “Making Sense and Getting Benefits from Your Benchmarking Data”: National Association of Campus Card Users Convention, Seattle, Washington.
- 2011** “Benchmarking the Campus Card Industry: Methods and Findings of The Analysis of an Emerging Industry”: National Association of Campus Card Users Convention, Baltimore, Maryland.
- “Green Marketing Opportunities as Blue Ocean Strategy: A Research Study for the NGA by the University of Alabama” (with R. Glenn Richey and Colin B. Gabler): National Grocers Association Annual Convention, Las Vegas, Nevada.
- “Continuing Advances In and Impacts from GS1 DataBar” (with R. Glenn Richey and Colin B. Gabler): National Grocers Association Annual Convention, Las Vegas, Nevada.
- 2010** “Benchmarking the Campus Card Industry: An Analysis and Development Project for the National Association of Campus Card Users” (with R. Glenn Richey): National Association of Campus Card Users Convention, Phoenix, Arizona
- 2009** “DataBar 2009 and Beyond for Effective UPC Coupons, Product Management and Traceability,” (with Timothy D. Butler): National Grocers Association Annual Convention, Las Vegas, Nevada.

HONORS:

- 2014** Outstanding Reviewer of the Year (2013): *Journal of Business Logistics*.
- 2013** Emerald Literati Network 2012 Award for Excellence: *Supply Chain Management: International Journal*, “The Influence of Supply Chain Management Competency on Customer Satisfaction and Shareholder Value,” Vol. 17, No. 3, 249-262.
- Bernard J. LaLonde Best Paper Award 2012 Finalist: *Journal of Business Logistics*, “Technology and Flexibility: Enablers of Collaboration and Time-Based Logistics Quality,” Vol. 33, No. 1, 34-49.
- 2012** Emerald LiteratiNetwork Highly Commended Reviewer Award (*International Journal of Physical Distribution and Logistics Management*)
- Mary Dunstan Outstanding Marketing Doctoral Student Award, Department of Management and Marketing, College of Commerce and Business Administration, the University of Alabama.

HONORS (continued):

- 2011** Award of Merit for Excellence in Research by a Doctoral Student, College of Commerce and Business Administration, the University of Alabama
- Doctoral Consortium Delegate, Society for Marketing Advances, Atlanta, GA.
- Doctoral Consortium Delegate, Council of Supply Chain Management Professionals Educator's Conference, Philadelphia, PA
- 2010** Outstanding Graduate Student Educator Award, the University of Alabama American Marketing Association Chapter
- Outstanding Marketing Award, Culverhouse College of Commerce and Business Administration, the University of Alabama
- Beta Gamma Sigma
- 2009** Outstanding Marketing Award, Culverhouse College of Commerce and Business Administration, the University of Alabama

INDUSTRY PROJECTS:

- Tennessee-Tombigbee Waterway Authority:** 2014-(on-going). Project Director of an effort to assess the economic impact of a major waterway transportation system, coordinating a team of academics from multiple universities, in cooperation with the National Strategic Planning & Analysis Research Center, on behalf of multiple state and federal governmental stakeholders.
- National Association of Campus Card Users:** 2008-2013. Developed industry segments and benchmarking criteria for an unanalyzed organizational resource support industry, based on activity and resource levels.
- Atel Corporation:** 2011. Analyzed the strategic resources of an environmentally-friendly textile manufacturer and proposed options for international distribution.
- Action Card Office:** 2008. Analyzed, documented and retooled office AR and AP procedures resulting in a 12% manpower savings. Developed multiple efficiency projects leveraging University of Alabama expertise for low cost solutions.
- Phifer, Inc.:** 2008. Led a consulting team in the study and redesign of a specialty fabric and metal manufacturer's reverse-logistics operations, including materials handling, storage, evaluation, rework, scrap and customer service procedures, as well as archiving of return events
- OfficeMax:** 2007. Led a team in developing improvements to a manpower scheduling system for the distribution center of McCalla, AL.
- Vulcan Group:** 2007. Participated in a team developing a talent recruitment and retention program for an industrial painting company in Bessemer, AL. Presented project results to client owner and management.