Supply Chain Management Program

Activity Report: 2010 and 2011
This document details the activities of the SCM group over the last two years. This is not an exhaustive list of activities, but rather gives the reader a solid overview of the many activities and accomplishments that have occurred in SCM at CSU. The future of the group will be a continuation of these activities and continued focus on growing the SCM area.

Dr. Alphonso O. Ogbuehi
Dean

Dr. Louis Jourdan
Chair, Department of Management, Marketing, & Supply Chain Management

SUPPLY CHAIN MANAGEMENT GROUP

Dr. Craig Hill, Associate Professor of Supply Chain Management

Dr. James Keebler, Conklin Chair and Professor of Supply Chain Management

Mr. John Mascaritolo, Senior Lecturer and Director, Center for Global Supply Chain

Accredited by AACSB International
American industry is poised to grow and improve through innovative ideas, says College of Business professor Craig Hill.

By Susan Bernstein

While some students seek graduate education in business in order to pursue careers in the service economy, don’t overlook opportunities in manufacturing – including jobs right here in the United States, stresses Craig Hill, PhD, Associate Professor of Supply Chain Management in the Clayton State University College of Business since 2009.

“Manufacturing is still a viable industry. In fact, America manufactures more products than any other country in the world," says Dr. Hill, who worked for food processing giants Iowa Beef Processors and Oscar Mayer Foods and a major manufacturing consulting firm before embarking on an academic career. “The percentage of people working in manufacturing is much less than it used to be” – about 12 million workers or 9.1 percent of the country’s workforce – “because of technology. We’re much better at moving products around and understanding systems, so you can be more competitive in what you do.”

When Dr. Hill worked in the food processing industry, he found that he enjoyed delving into ways to boost efficiency, improving processes so people and companies could make better quality products with less waste. He took his interest in improving processes in manufacturing to a more philosophical, global level by earning a doctorate in operations management at Vanderbilt University and becoming a college professor. In his graduate business courses in supply chain management, Dr. Hill shows ambitious students how to analyze processes in industry so they’ll be able to boost productivity and profits once they’re employed.

Born in Lennox, South Dakota, a small, rural community, Craig Hill saw mostly people employed in ranching or agriculture, not heavy industry or manufacturing. So he majored in agricultural business at South Dakota State University and went to work in food processing in Nebraska and Wisconsin. It was in these roles that he began to see that he had a knack for analyzing the businesses’ processes in the factory and beyond. “Working in the plant and making improvements, and training the employees, was a lot of fun," Dr. Hill recalls. Improving a manufacturing or distribution process, or the way that individual jobs are performed, makes the whole process more effective, he says. “Without better performance your company doesn’t survive. You have to analyze what you do every day. But it can be a fun, rewarding endeavor.”

Dr. Hill nurtured his interest in analyzing and improving systems by earning a master of business administration degree in operations management at the University of Minnesota, graduating in 1985. He then worked in a managerial role with Oscar Mayer, a division of $49.2 billion food conglomerate Kraft Foods, and worked for four
years as a management consultant with Prime Management Resources. As a consultant, he traveled to many small, rural communities like his hometown, and helped companies make improvements to their manufacturing processes and supply chain management – bringing goods from raw materials to manufacture to market. His on-the-job experiences fueled his passion during his subsequent doctoral studies and, later, his academic career teaching these philosophies to his ambitious students.

“I always found it interesting how organizations work, helping people figure their jobs out and improving them to make things more efficient, to make quality products,” says Dr. Hill. “I also enjoy implementation, getting people to understand how systems and processes work, and to become part of that process. Getting people involved in the process, and empowering people to improve their work, is important – so they can put their ideas into the organization.”

In his classes, Dr. Hill discusses how information technology, which has revolutionized American manufacturing, affects businesses in general. His doctoral dissertation examined the impact of supply chain management and information technology, so he’s passionate about this subject. He says he wants his students to understand not just technology, but also how industry works from a broad perspective, so they can contribute essential knowledge to their future employers.

“I talk about how to work with suppliers and customers to improve processes, and to understand what they’re up against, so they can solve their problems. You have to prioritize, and understand how complex a supply chain is,” says Dr. Hill. Most of his students are among the first generation of their families to attend college, and are serious about maximizing their opportunities for good jobs in growing careers. He believes that U.S. manufacturing will provide those opportunities for people with a broad understanding of supply chain systems.

“Industry has changed a lot with the use of technology, and the benefits that people see with technology. People have changed the way they do business in America,” he says. Technology originally just made business tasks easier, but it has created the opportunity to analyze data and improve systems in ways that few envisioned, he says. “It fosters collaboration.”

ADDITIONAL SOURCES:


UNDERGRADUATE:

— For 2011-2012 we had 56 majors and we graduated 18 majors on December 10, 2011. Currently have 32 majors in the undergraduate supply chain management curriculum.

— The first supply chain group/class graduated in the fall of 2010. There were 12 SCM majors that graduated in the first year of the program. All 12 are currently employed with jobs in the logistics and supply chain industry.

— For 2011-2012 we had 190 minors and graduated 18 on December 10, 2011, leaving us with a current number of 172 supply chain minors.

— In addition to delivering the courses that are required of the undergraduate major in SCM:
  
  • Mascaritolo delivers a special topics class on Freight Management and Costing every summer.
  
  • Mascaritolo had a day trip to the Savannah Port Authority for 50 supply chain students.
  
  • Fall 2011 – Keebler and Hill are taking instruction for online courses to be taught in the supply chain management area. Keebler is working on SCML 3105 Introduction to Transportation and Logistics and Hill is working on SCML 3106 – Principles of Supply Chain Management.

— The supply chain program received recognition for its innovation in educational programs with a $7,500 grant from the Georgia Center of Innovation for Logistics.

— The supply chain program received $1,000 towards an endowment by the Atlanta Air Cargo Association.

MBA PROGRAM:

Keebler and Hill deliver the last two supply chain management classes in the MBA program, Hill usually MGMT 6102, Keebler usually MGMT 6103. During the 2011 summer session Hill also prepared and delivered MGMT 6103.

INTERNATIONAL PROGRAMS:

Hill is preparing to deliver a Global Sourcing Class at the University of Pannonia in Hungary.

INTERNSHIPS:

Hill:  

Summer 2011:  
Ebony Johnson – Penske Truck Leasing  
Corey Wagner – Samuel Shapiro & Company, Inc.

Fall 2011:  
Graduate student: Nuntavan Howard – Univar
Mascaritolo:  
**Summer 2010:**  
Jessica Brown – Rock-Tenn  
Jamond Hudson – Rock-Tenn  
Jimmy Bales – Carter’s  

**Fall 2010:**  
Isaiah Smith – Carter’s  

**Summer 2011:**  
Evan Wetherell – Carter’s  

**Fall 2011:**  
Kinson Desir – CH Robinson  

Keebler:  
Gary Adams – Hellman International  

**INDEPENDENT STUDIES:**  
Keebler:  
Thai Mai  
Luke Gawel  
Melissa Boston  
Kara Stokes  

Mascaritolo:  
Anthonio Ferguson  
Glenda Willis  

Hill:  
Luke Gawel  
Melissa Boston  

**STUDENT PLACEMENT AND RECOGNITION:**  
We continue to strive for student placement within the logistics and supply chain industry and we help students network with industry professionals to help them/us with their success in job placement.  

— Nine supply chain students participated in receiving $6,400 in scholarships from three professional organizations: the Council of Supply Chain Management Professionals (CSCMP), the National Transportation Defense Association (NTDA), and the Atlanta Air Cargo Association (AACA).  

— Resume writing assistance. Mascaritolo assisted over 40 students with their resumes and helped them develop confidence in their approach to the job hunt.  

— Keebler assisted many graduating students with resume preparation and interview coaching.  

— Keebler wrote letters of reference for students Giovanna Alston, Jimmy Missouri, and Seth Nartley.  

— 18 supply chain students have successfully interviewed and received jobs with 14 major logistics and supply chain companies this past year.
Since the beginning of the supply chain program, 51 students have successfully received jobs in the logistics and supply chain profession.

**Hiring companies and number hired:**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Number Hired</th>
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<tbody>
<tr>
<td>Archway</td>
<td>1</td>
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<tr>
<td>BNSF</td>
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<tr>
<td>Ceva</td>
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<td>CH Robinson</td>
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<tr>
<td>ChepTank Transport</td>
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<tr>
<td>City of Atlanta</td>
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<tr>
<td>Coca Cola</td>
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<tr>
<td>Colorado Mining Co.</td>
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<tr>
<td>Cooper Lighting</td>
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<tr>
<td>CSX</td>
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<tr>
<td>Delta</td>
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<tr>
<td>FaFarge Logistics</td>
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<tr>
<td>FedEx</td>
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<td>GBI</td>
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<td>Grady Hospital EMT</td>
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<td>Healthpoint</td>
<td>1</td>
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<tr>
<td>Home Depot</td>
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<tr>
<td>Jacobson</td>
<td>1</td>
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<tr>
<td>Knight Transportation</td>
<td>2</td>
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<tr>
<td>Kraft Foods Distribution</td>
<td>1</td>
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<tr>
<td>Kuehne &amp; Nagel</td>
<td>2</td>
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<tr>
<td>Lab Corp.</td>
<td>1</td>
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<tr>
<td>Marriott International</td>
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<td>Menlo Worldwide</td>
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<td>Morgan Southern</td>
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<td>NCR</td>
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<td>Panelpina</td>
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<td>Phillips Van Heusen</td>
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<td>Quidsi Inc.</td>
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<td>Race Trac</td>
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<td>Rock Tenn</td>
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<tr>
<td>Samual Shapiro</td>
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<tr>
<td>SeaLaska</td>
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<tr>
<td>The Hub Group</td>
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<td>Tridum Engineering</td>
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<tr>
<td>Tru Value Distribution</td>
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<tr>
<td>UPS</td>
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**SERVICE**

- Mascaritolo is education chairman locally and nationally for the Council of Supply Chain Management Professionals (CSCMP).
- Active Council of Supply Chain Management Professionals (CSCMP) CSU student roundtable – lead by Mascaritolo.
- Mascaritolo was National Director of Education for the Warehouse Education and Research Council (WERC) 2010.
- Mascaritolo is finished his term as National Director of Industry Development for the Warehouse Education and Research Council (WERC) 2011.
- Mascaritolo finished his term (2010) as National Education Director for the Warehouse Education and Research Council (WERC).
- Mascaritolo finished his term (2011) as National Director of Industry Development for the Warehouse Education and Research Council (WERC).
- Mascaritolo served on several committees: Advising Council, Student Advisory Board, AACSB Steering Committee, Meritorious Performance Awards Committee (Chair), Newsletter Committee (Chair), SAM Case Competition Committee, College of Business Scholarship and Student Grants Committee (Chair), and Supply Chain Initiative Committee.
- Mascaritolo visited Oconee High School representing supply chain program with people from the CSU Admissions Office.
— An Articulation Agreement is in the final signing stages between CSU and Atlanta Technical College tying in each institution’s supply chain programs where ATL students can transfer to finish a degree in supply chain management at CSU. (Mascaritolo)

— Mascaritolo was awarded the Metro Atlanta Chamber Award – Supply Chain Professional of the Year (2011).

— Keebler served on several committees: Faculty Senate, Institutional Review Board, University Marketing Strategy and Advertising, Assessment, Curriculum, Strategic Planning, MBA Steering, Meritorious Performance Awards, SAM Case Competition, and High School Student Business Competition.

— Hill served on the following committees: The Graduate Council, The Faculty Affairs Committee, and the FDIC committee.

— Hill is the Academic Liaison and on the Board of the Atlanta APICS Chapter (2011).

— Hill visited the Eagles Landing High School as part of career days and to promote Clayton state University, the College of Business and the SCM program.

— Active Participation in local chapters of professional organizations.

**SUPPLY CHAIN CENTER ACTIVITIES:**

- The Center co-sponsored a Collegiate Supply Chain Seminar and Career Fair along with the professional supply chain organization Council of Supply Chain Management Professionals (CSCMP) and Wal-mart. 30 major supply chain and logistics companies along with 8 area and regional universities participated in the event. 80 supply chain students as well as over 300 industry professionals were in attendance. Eight students (2 from CSU) received job offers from some of the companies participating in the career fair.

- The Center has been identified as the Supply Chain Educational Partner for the Ft. Gillem Local Redevelopment Authority. The Center will be the “go to” entity to bring educational programs to the supply chain companies locating to the Ft. Gillem property.

- Through the Center, internships has been a focal point for setting up a program with targeted logistics and supply chain companies to provide an open internship position each semester for our students. So far companies that are looking into the program are:
  - Delta
  - Kuehne & Nagel
  - Hire Dynamics
  - Manpower
  - DHL
PROFESSIONAL ORGANIZATION MEMBERSHIP:

Hill:

- APICS the Society for Operations Management
  – Certified in Production and Inventory Management – CPIM
  – Academic Liaison and Board Director Atlanta Chapter
- Decision Sciences Institute
- INFORMS: MSOM sector
- Production and Operations Management Society
- Institute of Supply Management

Mascaritolo:

- Council of Supply Chain Management Professionals (CSCMP)
  – Education Chairman – (2007 – present)
- Warehouse Education and Research Council (WERC)
  – National Director Industry Development – (2010 -2011)
  – Active Member – 1990 – present)
- Institute of Supply Management (ISM) – (2010 – present)
- Atlanta Air Cargo Association
- Metro Atlanta Chamber of Commerce
- Georgia Center of Innovation in Logistics

Keebler:

- Council of Supply Chain Management Professionals

Students:

There are currently 30 students who have joined the global professional association of the Council of Supply Chain Management Professionals (CSCMP). This action helps them meet industry professionals and networking.
PUBLISHED JOURNAL ARTICLES:


CONFERENCE PROCEEDINGS:


SUBMITTED AND/OR REVISE AND RESUBMIT STATUS


WORKING PAPERS:


— Mascaritolo – Warehouse and Operations teaching tool (warehouse modeling) for academia use in the classroom. (To be submitted to an education journal).

— Mascaritolo (with Stan Ketchel) “Supply chain employee of the future”. (To be submitted to an education journal).

CONFERENCES PRESENTATIONS:


EDITORIAL RESPONSIBILITIES:

Hill:

Editorial Review Board:

Ad hoc reviewer:
Decision Science Journal
Production and Operations Management Journal
International Journal of Operations & Production Management
Tourism Management
Operations Management Research
SeINFORMS conference
DSI Conference

Keebler:
Reviewed manuscript “Implementation of benchmarking concepts in Indian automobile industry- an empirical study” for *Benchmarking: An International Journal*
Reviewed manuscript “Developing a new framework for supply chain management capabilities” for the *Journal of Business Logistics*

Mascaritolo:
Editor and writer – College of Business Newsletter – (2009 – 2011)
SeINFORMS - reviewer of conference papers – (2009 – present)