Dr. John Mello

Arkansas State University

Mgmt/Mktg

(870) 972-3515

Email: jmello@astate.edu

## Education

Ph D, The University of Tennessee, 2006.

Major: Logistics

MSM, Master of Science in Management, Wilmington College, 2001.

Major: Logistics

MPA, Master of Public Administration, The University of New Haven, 1985.

BA, Central Conn. State Univ, 1973.

Major: Political Science

**Professional Positions**

**Other**

## Licensures and Certifications

Certified in Production and Inventory Management (CPIM), American Production & Inventory Control Society.

Certified in Transportation & Logistics, American Society of Transportation and Logistics.

## Professional Memberships

American Production and Inventory Control Society.

American Society of Transportation and Logistics.

Council of Supply Chain Management Professionals.

## TEACHING

## Teaching Experience

Arkansas State University

MKTG 3013, Introduction to Marketing, 6 courses.

MKTG 3063, Transportation, 6 courses.

MKTG 3163, Supply Chain Management, 7 courses.

MKTG 4063, Supply Chain Management, 3 courses.

MKTG 4103, Concepts of Logistics, 6 courses.

MKTG 4123, Organizational Purchasing, 4 courses.

MKTG 4133, International Logistics, 6 courses.

MKTG 437, Carrier Operations, 1 course.

MKTG 438, Logistics Outsourcing, 1 course.

MKTG 6253, Seminar in Logistics Management, 2 courses.

MKTG 6283, Global Supply Chain Managemet, 2 courses.

MKTG 6513, Logistics Operations, 2 courses.

MKTG 6523, Sourcing and Procurement, 2 courses.

## Non-Credit Instruction

Certification, Jonesboro Chamber of Commerce, 12 participants. (September 2011 - December 2012).

Certification, Jonesboro Chamber of Commerce, 8 participants. (July 2012 - August 2012).

Certification, Jonesboro Chamber of Commerce, 10 participants. (January 2012 - March 2012).

## Awards and Honors

ASU College of Business Excellence in Graduate Teaching Award, ASU. (May 9, 2012).

## RESEARCH

## Published Intellectual Contributions

Book Chapters

Dittmann, P., Mello, J. (2006). In John T. Mentzer, Matt Myers, and Theodore P. Stank (Ed.), *Change Management,” Global Logistics and Supply Chain Management Handbook* (pp. 523-541). Thousand Oaks, CA: Sage Publications.

Refereed Journal Articles

Mello, J. Collaborative Forecasting: Beyond S&OP. *Foresight: The International Journal of Apllied Forecasting, Spring 2013*(48), 6.

Mello, J. (in press). Grounded Theory: An Inductive Method For Supply Chain Research. *To appear in International Journal of Physical Distribution and Logistics Management*.

Mello, J. (2011). HOW S&OP CHANGES CORPORATE CULTURE: RESULTS FROM INTERVIEWS WITH SEVEN COMPANIES. *Foresight: The International Journal of Applied Forecasting, 20*(Winter), 11.

Mello, J. (2010). Corporate Culture and S&OP: Why Culture Counts. *Foresight: The International Journal of Applied Forecasting, 16*(Winter), 4.

Mello, J. (2009). The Impact of Sales Forecasting Game Playing On Supply Chains. *Foresight: The International Journal of Applied Forecasting, Spring 2009*(13), 13-22.

Mello, J., Hunt, S. (2009). Developing a Theoretical Framework for Research into Current Driver Control Practices in the Trucking Industry. *Transportation Journal, 48*(4).

Mello, J. (2009). A Refined View of Grounded Theory and Its Application to Logistics Research. *Journal of Business Logistics, 30*(1), 29.

Mello, J., Stank, T., Esper, T. (2008). A Model of Logistics Outsourcing Strategy. *Transportation Journal, 47*(4), 5-25.

Mello, J., Esper, T. (2007). S&OP, Sales Forecasting, and the Learning Organization. *Foresight: The International Journal of Applied Forecasting, Summer*(7), 23-28.

Conference Proceedings

Mello, J. (2009). *A Practical Guide to Using Grounded Theory in Supply Chain Research* (2009 Conference Proceedings (available on-line) ed., pp. 31 pages). Council of Supply Chain Management. cscmp.org/academics/conference.asp

Journal Articles

Hunt, S., Mello, J. (in press). Driver Control that Drives Carrier Performance. *To appear in Journal of Business Logistics*. cscmp.org

Other

Mello, J. (2012). In Len Tashman (Ed.), *"Elaboration on the Behavioral Principle"* (24th ed., vol. Winter 2012, pp. 39). Medford, MA: Foresight: The International Journal of Apllied Forecasting.

## Presentations Given

Mello, J., Council of Supply Chain Management Educator’s Conference, "Practical Guide to Using Grounded Theory in Supply Chain Research.," Council of Supply Chain Management, Chicago, IL.

Mello, J., Decision Sciences Institute Annual Conference November 16, 2009, "Decision Making Inputs to the Port Selection Process," Decision Sciences Institute, New Orleans, LA.

Mello, J., Marketing Management Association Fall 2010 Conference, "Using Simulations to Enhance and Assess Student Learning.," Marketing Management Association, Indianapolis, IN.

Mello, J. (Author Only), Hunt, S. (Presenter & Author), MMA Spring Conference, "INVESTIGATING DRIVER CONTROL PRACTICES FROM THE PERSPECTIVE OF THE DRIVER," Marketing Management Association, Chicago, Illinois.

Mello, J., Decision Sciences Institute, "Value System Specification: Defining and Classifying Types of Organizational and Inter-organizational Research," Baltimore, MD. (November 2008).

Mello, J., Annual Summit, "How Sales Forecasting Game Playing Hurts Supply Chains," The International Institute of Forecasting, Boston, MA. (September 16, 2008).

Mello, J., International Institute of Forecasters Conference, "Using Forecasting and S&OP to Achieve Competitive Advantage." (September 2007).

## Intellectual Contributions in Submission

Refereed Journal Articles

Hunt, S., Mello, J. Driver Management that Drives Carrier Performance. *Journal of Business Logistics, 34*(1), 19.

Hunt, S., Mello, J. Linking Formal Controls to Motor Carrier Performance: Curvilinear and Interaction Effects. *Transportation Research Part E: Logistics and Transportation Review, Elsevier*.

Saldanha, J. P., Miller, J., Hunt, S., Mello, J. Combining Formal Controls and Technology Control to Improve Firm Performance. *Journal of Business logistics*.

Journal Articles

Mello, J. Researching Organizational Culture in Supply Chains:. *Journal of Business Logistics*.

## Research in Progress

"Adapting Newly Adopted Supply Chain Technologies" (On-Going)  
A great deal of research has been conducted around the adoption of technology, the factors that influence and contribute to initiation and adoption, and the subsequent success of implementation or failure (Cooper and Zmud 1990). The extant literature does not address the process of how firms move adopted technology from adoption through adaptation, an invaluable step in the overall process of technology implementation and successful assimilation. Tyre and Orlikowski (1994) assert that understanding the adaptation process is important as 1) adaptations of technologies help shape future development of those technologies, 2) operating efficiencies achieved by technology depend upon effective modifications of that technology, and 3) adaptations of technology affect the organizational structures and processes of a firm. This paper contributes to theory building by the development of a conceptual grounded theory model using data collected from 17 firms and over 40 managers from the field. The model can contribute to building theory concerning supply chain technology adaptation that can help explain the process of firm level initiation, adoption and adaptation of supply chain technology. The resulting model has the potential to provide additional insights into the implementation process. In addition, the concepts uncovered in this paper could serve as constructs that have heretofore not been considered, which could themselves reveal underlying processes at work in the adoption-adaptation process and thereby offer potential for further theory building.

"Corporate Culture and Supply Chains: A Research Guide" (Writing Results)  
This paper addresses the models and methodologies for researching the impacts of corporate culture on supply chains.

"Strategies for overcoming information constrained environments in India: An exploratory study" (On-Going)  
Supply chain operating conditions in India are very different from those in industrially developed nations where most of the research on supply chain operations are is conducted. Hence, we conjecture that Indian firms’ reliance on and use of information to manage supply chain operations is different from firms in more industrialized nations. What emerged from our interviews with participants was an emphasis on a phenomenon where firms use various strategies to relax information constraints that adversely affected the use of supply chain technologies (SCT) for managing supply chain operations. In the absence of any prior research on information use for managing supply chain operations in India and other settings where information constraints may arise we followed a grounded theory approach. Grounded theory is effective in investigating phenomena about which little theoretical knowledge is known. We used unstructured open-ended interviews to collect data from 46 participants at 16 firms in India. Our analysis of the data shows that information constraints arise from external, internal, and relationship conditions. The majority of firms’ behavior to counter these information constraints is subsumed under a single category: “‘relaxing information constraints.”’ The properties of this category describe firms’ use of strategies such as, handholding, workarounds and human intervention reduction, to relax the information constraints that arise from prevailing conditions.

## SERVICE

## Department Service

Committee Chair, Business Communications Search.

Committee Member, Program Promotion Committee. (2008 - Present).

Committee Chair, Curriculum Committee. (2006 - Present).

Committee Member, Productivity and Teaching. (2006 - 2007).

Committee Member, Technology Committee. (2006 - 2007).

## College Service

Committee Member, Undergraduate Graduation and Academic Appeals.

Committee Member, Public Relations and Recruiting. (2012 - Present).

Committee Member, Curriculum Committee. (2008 - Present).

Committee Member, Internships Committee. (2008 - Present).

Committee Member, Undergraduate Technology Assessment Committee. (2009 - 2012).

Committee Member, International Business Steering Committee. (2009).

Committee Member, Scholarships and Honors Committee. (2008 - 2009).

## University Service

Committee Chair, Parking and Motor Vehicle Committee. (2010 - Present).

Committee Member, University Scholarship Committee. (2009 - Present).

Committee Member, Higher Learning Commission Self-Study. (2011).

Committee Member, Student Disciplinary Committee. (2007 - 2009).

Committee Member, Research and Teaching Balance Task Force. (2008).

## Professional Service

Reviewer, Ad Hoc Reviewer, International Journal of Physical Distribution and Logistics Management. (2010 - Present).

Editorial Review Board Member, Journal of Business Logistics. (2010 - Present).

Committee Member, American Society of Transportation and Logistics. (2009 - Present).

Reviewer, Ad Hoc Reviewer, International Journal of Logistics Management. (2008 - Present).

Editorial Review Board Member, Transportation Journal. (2008 - Present).

Editorial Review Board Member, Foresight: The International Journal of Applied Forecasting.. (2007 - Present).

Reviewer, Conference Paper, Decision Sciences Institute Annual Conference. (2008).

Reviewer, Conference Paper, Society of Marketing Advances Annual Conference. (2008).

Reviewer, Journal Article, International Journal of Productivity and Performance Measurement. (2007).

Reviewer, Journal Article, Journal of the Academy of Marketing Science. (2007).

## Consulting

Government, Air Force Logistics Curriculum committee.

Non-Governmental Organization (NGO), Chamber of Commerce, Jonesboro, AR.

For Profit Organization, University of Tennessee.