

December 26, 2025

## Curriculum Vitae

### HUILING LIU

Neil Griffin College of Business  
Arkansas State University  
2007 Aggie Road  
State University, AR 72401  
Email: [hliu@astate.edu](mailto:hliu@astate.edu)

#### **Education**

Georgia Southern University Statesboro, GA  
*Ph.D. in Logistics and Supply Chain Management*

Thunderbird School of Global Management Phoenix, AZ  
*Master of Business Administration of Global Management*

Northeastern University at Qinhuangdao Qinhuangdao, China  
*Bachelor of Science*

#### **Certifications:**

North American Small Business International Trade Educators  
*Certified Global Business Professional (CGBP)* March 2022

Georgia Southern University  
*Teaching Online Courses Program* Spring 2018

#### **Teaching and Research Interests**

- Operations and supply chain strategy
- Logistics and transportation management
- Enterprise Resource Planning
- Supply chain resilience and risk management

#### **Work Experience**

*Assistant Professor of Supply Chain Management, Arkansas State University (Aug 2024 – present)*

- Teach courses in Global Supply Chain Management, Prescriptive Analytics, and Export Policy and Procedure
- Rebuild online MBA course of Global Supply Chain Management
- Serve as a committee member for four college committees
- Serve in the student recruitment activities and major selection event

- Review manuscript or book chapter for Transportation Journal, Humanities and Social Sciences Communications, and Prospect Press

*Assistant Professor of Management, Alabama State University (Jan 2022 – July 2024)*

- Taught courses in Operations and Supply Chain Management (MBA), Global Marketing (MBA), Business Statistics, Principles of Transportation and Logistics, Principles of Management, and Retail Management
- Advised students on course selection, academic progress, degree planning, and career development
- Led students to start a new student chapter with a focus on Ethics and Public Trust
- Served as a search committee member for new faculty recruitments
- Served as the representative of the college of business administration on the President's Bus Tour and Connection Day for student recruitment

*Graduate Assistant, Georgia Southern University (Aug 2017 – Dec 2021)*

- Taught course Operations and Supply Chain Management from 2019 to 2021
- Served as substitute for courses including Supply Chain Analytics, Applied Statistics & Optimization, and Logistics and Transportation Capstone
- Served in the office of the department of Logistics and Supply Chain Management when needed
- Worked as teaching assistant to hold office hours each week for courses including Operations and Supply Chain Management & Business Statistics
- Ad hoc reviewer: Decision Sciences Institute annual conference in 2020
- Served as session chair of supply chain management session at Decision Sciences Institute annual conference in 2020

*Supply Chain Manager, Rosendahl China Ltd (August 2008 – August 2012)*

- Conducted supplier selection process including a request to the proposal, financial and capability analysis, and contract negotiations, successfully developing a supplier pool of 30 members and achieving \$2 million outsourcing components and products
- Established key performance indicators to evaluate suppliers' performance, and gave vendors suggestions on quality control, packaging, and delivery, effectively improving customer satisfaction rate by 10%
- Designed cost-effective logistics plans for all orders, and consolidated domestic transportation and international shipments, saving \$20,000 freight fees per year
- Prepared documentation such as Certificate of Origin, Bill of Lading, and Invoice for each shipment, ensuring customs clearance and 100% account receivable collection

*Export Manager, Shanghai Stow Storage Equipment Co., Ltd (Dec 2002 – July 2008)*

- Set up and implemented regional business development strategies, significantly increasing annual sales revenue from \$100,000 to \$10 million within 4 years
- Attended business trade shows in Asia and the Middle East, successfully developing distributors in Saudi Arabia, U.A.E. India, Korea, Indonesia, Kuwait, and New Zealand
- Established professional business relationships with freight forwarders to secure the best price at right time, effectively saving shipping costs above \$5,000 per year

## **Teaching Experience**

<b>Discipline</b>	<b>Courses</b>	<b>Roles</b>	<b>Program</b>	<b>Semester/Year</b>	<b>Number of Students</b>	<b>Institution</b>
Operations and Supply Chain Management	Global Supply Chain Management	Instructor	Undergraduate	Fall & Spring 2025 Fall 2024	40 (average)	A-State
	Global Supply Chain Management	Instructor	Graduate	Spring 2025	40	A-State
	Operations and Supply Chain Management	Instructor	Graduate	Fall 2022	60	ASU
	Principle of Transportation and Logistics	Instructor	Undergraduate	Spring 2023; Spring & Fall 2022	11 (average)	ASU
	Operations and Supply Management	Instructor	Undergraduate	Spring & Fall 2021; Spring & Fall 2020; Fall 2019	30 (average)	GSU
	Logistics and Transportation Capstone	Guest Lecturer	Undergraduate	Spring 2020	28	GSU
Business Management	Export Policy and Procedure	Instructor	Undergraduate	Spring 2025	108	A-State
	Principles of Management	Instructor	Undergraduate	Summer 2023; Spring 2022	20 (average)	ASU
Marketing Management	Retailing Management	Instructor	Undergraduate	Fall 2022	10	ASU
	Global Marketing	Instructor	Graduate	Spring 2023	40	ASU
Decision Sciences	Prescriptive Analytics	Instructor	Undergraduate	Fall 2024 & 2025	12	A-State
	Business Statistics I & II	Instructor	Undergraduate	Summer 2023; Spring 2023; Spring 2022	16 (average)	ASU
	Applied Statistics & Optimization	Guest Lecturer	Undergraduate	Fall 2021	8	GSU
	Business Analytics	Guest Lecturer	Undergraduate	Spring 2019	18	GSU

A-State: Arkansas State University

ASU: Alabama State University

GSU: Georgia Southern University

## **Publications**

**Liu, H.**, (2025) “Sticky Creativity: Using Digital Sticky Notes in Teaching Supply Chain in a Synchronous Class”, *Decision Sciences Journal of Innovative Education*, 23, e70010, DOI: <https://doi.org/10.1111/dsji.70010>

**Liu, H.**, Karbasi, A., Mackelprang, A., (2025). How to Use Multilevel Modeling to Investigate Mixed Effects in Business Research. In Sage Research Methods: Business. *SAGE Publications, Ltd.*, DOI: <https://doi.org/10.4135/9781036213602>

**Liu, H.**, Kumthekar, N., & Mackelprang, A., (2024). How to Use Simultaneous Equation Model in Business Research. In Sage Research Methods: Business. *SAGE Publications, Ltd.*, DOI: <https://doi.org/10.4135/9781529683233>

**Liu, H.**, & Mackelprang, A.W., (2023) An Active Learning Exercise for Teaching Process Strategy Alignment and Process Improvement. *Transportation Journal*, 62(4), 458-479

**Liu, H.**, Kumthekar, N., & Mackelprang, A., (2023). How to conduct a bare-bones meta-analysis: examining the relationship between just-in-time manufacturing and firm performance. In Sage Research Methods: Business. *SAGE Publications, Ltd.*, DOI: <https://doi.org/10.4135/9781529667332>

## **Research in Progress**

**Liu, H.**, & Mello, J., “Mastering Supply Chain Disruptions: Learning Through Simulation and ChatGPT Exploration”  
(Under review at Decision Sciences Journal of Innovative Education)

**Liu, H.**, “Linking Resources to Competitive Edge: The Mediating Role of Supply Chain Efficiency”  
(Target Journal: Supply Chain Management: An International Journal)

**Liu, H.**, “Production efficiency, Innovation, and Supply Chain Performance: The Moderation Role of Market Capability Strategic Competition”  
(Target Journal: Supply Chain Management: An International Journal)

Lin, N., & **Liu, H.**, “Supply Chain Efficiency and Its Role in Shaping Short-Selling Activity”  
(Target Journal: Management Science)

**Liu, H.**, Mackelprang, A.W., Burke, G.J., & Singhal, C. “The Joint Effect of Tangible and Intangible Assets on Operational Performance”  
(Target Journal: Journal of Operations Management)

**Liu, H.**, Mello, J., & Leslie, S., “Exploring Managerial Perceptions on the Adoption and Impact of Artificial Intelligence in the Trucking Industry”  
(Target Journal: Transportation Journal)

## **Conference Presentations**

**Liu, H.**, “Unlock Success: How Organizational Resilience Bridges Resources and Performance” *presented at the 55<sup>th</sup> Northeast Decision Sciences Institute Annual Conference*, March 2025

**Liu, H.**, “Preparing Supply Chain Professionals: Using Digital Sticky Notes in Teaching Supply Chain in a Synchronous Class” *presented at the 55<sup>th</sup> Decision Sciences Institute Annual Conference*, November 2024

**Liu, H.**, Mackelprang, A.W., Burke, G.J., & Singhal, C. “The Joint Effect of Tangible and Intangible Assets on Operational Performance” *presented at CSCMP Supply Chain Academic Research Symposium Virtual Conference*, September 2020

**Liu, H.**, Hanna, M.D. “Using Kahoot! in Operations and Supply Chain Management Class” *presented at the 50<sup>th</sup> Southeast Decision Sciences Institute Annual Conference*, Charleston, South Carolina, February 2020

**Liu, H.**, Mackelprang, A.W., & Hinterplattner, M. “The Red Queen Effect in Competitive Strategy” *presented at the 50<sup>th</sup> Decision Sciences Institute Annual Conference*, New Orleans, Louisiana, November 2019

**Liu, H.**, Ellis, S.C., Gerschberger, M., & Haider, C. “The Physical Internet and the Distribution of Benefits amongst Participants” *presented at CSCMP Supply Chain Academic Research Symposium*, Nashville, Tennessee, September 2018

## **Awards**

- Summer research grants at Arkansas State University \$10,000, 2025
- Alabama State University Faculty Research Awards \$6,000, 2022
- Third Place Graduate Student Paper at 50<sup>th</sup> Southeast Decision Sciences Institute Annual Conference, 2020

## **Academic Service**

- Journal Article Review: Transportation Journal, 2024 2025  
Humanities and Social Sciences Communications, 2025
- Book Chapter Review: Prospect Press, 2025
- Daugherty Logistics Doctoral Symposium, 2025
- Ad hoc Reviewer: Southwest Decision Sciences Institute Annual Conference 2026  
Southeast Decision Sciences Institute Annual Conference 2023  
Decision Sciences Institute Annual Conference, 2020
- Session chair of Supply Chain Management Session at Decision Sciences Institute Annual Conference, 2020 2023

## **Professional Association**

- Membership-Decision Sciences Institute