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ACADEMIC BACKGROUND

D.B.A. Kennesaw State University, Kennesaw, GA, Marketing, 2016

M.B.A. Southeastern Louisiana University, Hammond, LA, Business Administration 2012

B.B.A. Mississippi State University, Mississippi State, MS, Marketing (Transportation), 2004

RESEARCH

Interests— Demand and Supply Integration, Marketing and Data Analytics, Quantitative Research Methods, Supply Chain Management

*DISSERTATION**: “FROM OFFSHORING TO RESHORING: MANUFACTURING LOCATION DECISIONS IN A SLOW STEAM WORLD”

This dissertation employs nonparametric quantitative methods such as Wilcoxon signed-rank tests and partial least squares structural equation modeling (PLS-SEM) to develop a conceptual framework and empirically test the efficacy of reshoring decisions by using a longitudinal event study based on secondary data. Grounded in transaction cost economics and resource-based theory, the study develops a theoretical framework to identify the drivers and boundary conditions for reshoring decisions for multinational supply chains. Implications are provided for marketing and supply chain executives, commerce and economic development officials, and future academic research endeavors.

DISSERTATION COMMITTEE

Joe F. Hair, PhD, Professor of Marketing and Senior Scholar, Kennesaw State University, Kennesaw, GA 30144

Chad W. Autry, PhD, Professor of Supply Chain Management, University of Tennessee, Knoxville, TN 37996

Armen Tashchian, PhD, Professor of Marketing, Kennesaw State University, Kennesaw, GA 30144

*2017 Dissertation of the Year: Council of Supply Chain Management Professionals

INTELLECTUAL CONTRIBUTIONS:

Publications

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M., (2019) "When to Use and How to Report the Results of PLS-SEM," *European Business Review*. 31(1): 2-24.

Hair, J. F., Harrison, D. E., & Risher, J. J. (2018). "Marketing Research in the 21st Century: Opportunities and Challenges," *Brazilian Journal of Marketing*. 17(5): 666-699.

Risher, J. J. & Hair, J. F. (2017). "Robustness of PLS Across Disciplines," *Academy of Business Journal*. Vol 1: 47-55.

Submitted Works

Risher, J. J., Harrison, D. E., & LeMay, S. A. (2019). "Last Mile *Non-Delivery*: Consumer Investment in Last Mile Infrastructure," under review at International Journal of Logistics Management.

Risher, J. J., Hair, J. F., & Autry, C. W. (2019). "From Offshoring to Reshoring: A Framework for Manufacturing Location Decisions," preparing for resubmission.

Working Papers

Risher, J. J. & Hair, J. F. "Secondary Structures: The Benefits and Pitfalls of PLS-SEM in Archival Research," *Preparing for submission* (Target journal: Journal of Business Research).

LeMay, S. A., Risher, J. J. & Harrison, D. E. " A Latent-Class Approach to Delivery Risks: Exploring the Usefulness of FIMIX-POS in Operations Research," " *Data analysis in progress* (Target journal: Transportation Journal).

Risher, J. J. "Whither Rightshoring? Toward a Theoretical Toolbox for Country of Origin Decisions," *Data collection in progress* (Target journal: Supply Chain Management: An International Journal).

Risher, J. J. & LeMay, S. A. "Assessing the Effect of CSA 2010 on Driver Turnover," *Conceptual development stage* (Target journal: Journal of Business Logistics).

Risher, J. J. & Harrison, D. E. "Automatic Success: A Multi-Method Study of the Financial Impact of Salesforce Automation Adoption," *Conceptual development stage* (Target journal: Journal of the Academy of Marketing Science).

Presentation of Refereed Papers

Harrison, D. E., Aijan, H., Hair, J. F., Risher, J. J., Petrescu, M. & Krishen, A. S. (2018, November). *Advanced Analytics: The Impact on Marketing and Evolution from Descriptive to Predictive*. Society of Marketing Advances Annual Conference, West Palm Beach, FL.

Risher, J. J. & Harrison, D. E. (2017, November). *Last Mile Non-Delivery: A Risk-Reward Perspective of Online Consumption*. Presented for the Retail and Distribution Symposium in conjunction with the Society of Marketing Advances Annual Conference, Louisville, Kentucky.

Macdonald, J. R., Coyle, T., Pettit, T. J., Risher, J. J., & Tate, W. L. (2017, November). *The Right Shoring Decision: Strategic and Operational Considerations for the Future of America*. 48th Annual Meeting of the Decision Sciences Institute, Washington, District of Columbia.

Risher, J. J. (2017, September). *From Offshoring to Reshoring: A Conceptual Framework for Manufacturing Location Decisions in a Slow-Steam World*. Presented for the Doctoral Dissertation Award Ceremony, Council of Supply Chain Management Professionals Academic Research Symposium, Atlanta, Georgia.

ACADEMIC EXPERIENCE

Assistant Professor of Quantitative Methods (August 2019 - Present), *Southeastern Oklahoma State University*, Durant, Oklahoma

- BUS 2633 Business Statistics (1 section)
- MNGT 3243 Production and Operations Management (2 sections)

Visiting Assistant Professor of Supply Chain Logistics (August 2018 – July 2019), *University of West Florida*, Pensacola, Florida

- GEB 4361 International Business (1 section)
- MAR 3023 Marketing Fundamentals (4 sections)
- TRA 4202 Logistics Systems and Analytics (1 section)
- TRA 4570 Purchasing and Supply Chain Management (1 section)

Adjunct Professor (January 2019 – May 2019), *University of Mobile*, Mobile, Alabama

- MKT 517 Marketing Administration (1 section)

Assistant Professor of Marketing (August 2016 – May 2018), *Southeastern Louisiana University*, Hammond, Louisiana

- MRKT 303 Principles of Marketing (8 sections)
- MRKT 444 Marketing Management (5 sections)

Adjunct Instructor (January 2016 – May 2016), *Kennesaw State University*, Kennesaw, Georgia
- MKTG 4500 Internet Marketing and Global Business (1 section)

SERVICE:

Service to the Profession

Academic Conference: Panelist

2018: Council of Supply Chain Management Edge Annual Conference, Nashville, Tennessee. Doctoral Symposium Panel Writing an Award-Winning Dissertation.

2017: Council of Supply Chain Management Edge Annual Conference, Atlanta, Georgia. Meet the Academics Panel

Reviewer: Article / Manuscript

2018: Ad-hoc Reviewer – Journal of Product and Brand Management

2018: Ad-hoc Reviewer - Journal of Business Research

2017: Society for Marketing Advances Symposium on Retailing and Distribution, Louisville, Kentucky.

Reviewer: Conference Paper

2018: Atlantic Marketing Annual Conference,

2017: Society for Marketing Advances Annual Conference, Louisville, Kentucky.

2015: National Conference for Sales Management, Houston, Texas.

Service to the University

Department Assignments

Member:

Southeastern Louisiana University

2016-2017: Marketing Curriculum Committee

2016-2017: Discipline Curriculum Team (DCT) – Marketing

2017-2018: Faculty Search Committee

Other Institutional Service Activities:

University of West Florida

2018: Co-Advisor – Supply Chain Logistics Association.

Southeastern Louisiana University

2017: PLS- SEM Path Modeling Workshop: Coordinated and conducted seminar on Partial Least Squares Structural Equations Modeling using the SmartPLS 3.0 software.

2017 - Southeastern Literary Rally: Participated/Judged in Southeastern Louisiana University Literary Rally

2017 - Student mentoring to identify and suggest resources to help students improve performance.

2017 - Marketing Advisory Board: Met with members of the marketing advisory board to discuss and gain insights concerning the updated College of Business Mission and Strategy.

2017 - Marketing Advisory Board: Met with marketing advisory board to discuss changes in curriculum to enhance the preparedness and professionalism of Southeastern graduates. This included detailed discussions about developing the proper skill sets and setting realistic expectations needed for entry level graduates to succeed in today's business climate.

Faculty Development

Research-Related Conference/Seminar

2018: Society for Marketing Advances Annual Conference, West Palm Beach, FL.

2018: Council of Supply Chain Management Professionals Academic Research Symposium, 2018 Edge Conference, Nashville, TN.

2017: 48th Annual Meeting of the Decision Sciences Institute, Washington, D.C.

2017: Society for Marketing Advances Annual Conference, Louisville, KY.

2017: Council of Supply Chain Management Professionals Academic Research Symposium, 2017 Edge Conference, Atlanta, Georgia.

2016: Academy of Marketing Science Annual Conference, Orlando, Florida.

2016: Winter American Marketing Association Educators' Conference, Las Vegas, Nevada.

Professional Seminars / Workshops

2016: Atlanta Roundtable of CSCMP Seminar on Business Development at Porche America, Atlanta, Georgia. Atlanta Roundtable of Council of Supply Chain Management Professionals seminar featuring Dr. Norman L. Firchau, President and CEO, Porsche Consulting Inc.

Honors & Awards

Award

2017 Doctoral Dissertation Award, Council of Supply Chain Management Professionals Academic Research Symposium.

Certifications

Collaborative Institutional Training Initiative (CITI) – 7301309, 2018

Social and Behavioral Code of Conduct

Social and Behavioral CGP Best Practices for Clinical Research

HIPPA Training for Biomedical Research

CITI Export Control Course

Harassment & Discrimination Prevention, 2018

FERPA Basics, 2018

National Institutes of Health Office of Extramural Research Protecting Human Research Participants, 2371960, 2017

Memberships

Academy of Marketing Science, 2014-2019

American Marketing Association, 2014-2019

Atlanta, GA Roundtable of Council of Supply Chain Management Professionals, 2014-2019

Council of Supply Chain Management Professionals, 2012-2019

Decision Sciences Institute, 2017-2019
Society for Marketing Advances, 2017-2019
Toastmasters - Southeastern Louisiana University Chapter, 2017-2018

PROFESSIONAL SUMMARY:

Experienced leader with proven expertise in operations management, process improvement, and implementing business partnerships. Articulate and persuasive with exceptional problem solving and interpretation skills; able to effectively relate to everyone on any level.

PROFESSIONAL EXPERIENCE

Terminal Manager, Central Transport, Baton Rouge, LA 2011-2012
Day to day management of Baton Rouge, Louisiana facility. Turned around historically unprofitable facility within three months by driving a culture of operational excellence with terminal staff. Set, drive and measure terminal KPI's. Coordinate with corporate office and centralized operations team on daily execution. Recruit and retain drivers in order to minimize actual and opportunity costs associated with turnover and idle assets. Effectively communicate with customers and brokers to ensure strategically beneficial business partnerships.

Load Planner, Transport Service Company, Geismar, LA 2010-2011
Recruited and retained drivers in order to minimize actual and opportunity costs associated with turnover and idle assets. Managed and directed tank fleet of 130 assets, including company drivers and owner-operators. Effectively communicated with customers and brokers to ensure strategically beneficial business partnerships. Efficiently planned and coordinated front and back haul load assignments. Scheduled equipment maintenance and repair to minimize service and schedule disruption and maximize asset use. Scheduled work assignments for 17 shop and tank wash employees.

Logistics Planner, Matheson Tri-Gas, Irving, TX 2007-2009
Reduced transportation costs by making freight flow adjustments to increase payloads and reduce empty miles. Monitored production and inventory for 3 Air Separation Units, 3 On-Site Plants, and 3 Pipeline Supplies. Monitored customer inventories and usage rates and adjusted production and delivery schedules to ensure win-win outcomes for customers and Company. Improved customer satisfaction and retention by preventing outages while minimizing transportation costs. Managed and directed tank fleet of 35 company assets and 100+ company and contracted drivers. Coordinated responses to all safety and service issues; implemented incident reviews to prevent further occurrences. Enforced compliance with all Company safety standards, OSHA, DOT, DOD, FDA & EPA regulations.

Line Haul Coordinator, Con-Way Freight, Fort Worth, TX 2004-2007
Directed transportation activities of Southwestern Region's 40 Service Centers. Reduced

transportation costs by making freight flow adjustments to increase payloads and eliminate empty miles. Evaluated and authorized manpower requirements for 5 break-bulk facilities (up to 250 employees). Reduced labor cost and improved efficiency by eliminating unnecessary terminal linehaul runs. Monitored equipment utilization and coordinated movement to regulate equipment pools for 38 terminals. Enforced compliance with all Company safety standards, OSHA, DOT, & EPA regulations. Initiated traffic accident investigations and implemented incident reviews to prevent further occurrences. Authorized towing and repair expenditures for equipment breakdowns. Acted as decision maker regarding need and use of third party carriers for cross-country freight transport.

Freight Operations Supervisor, *Con-Way Freight*, Richland, MS

Led, educated and developed 100+ company associates. Conducted weekly employee communication meetings. Communicated and implemented company policies. Monitored and improved employee performance levels. Planned workforce and workloads to ensure optimum performance and production. Partnered with 20+ locations to coordinate efficient and cost-effective freight transport. Assisted customers to ensure satisfaction and service level goal achievement. Ensured all Company safety standards, OSHA, DOT & EPA regulations were followed. Identified and process OS&D and HazMat shipments.

Package Handler, *United Parcel Service*, Columbus, MS

1996-2004

Sorted and loaded packages in specified sequence in order to meet customer deadline guarantees. Identified and followed required regulations for HazMat, time-sensitive and high-value shipments. Dispatched 5-7 drivers and planned workloads to meet Company and customer metrics. Worked with customers to make efficient decisions regarding service needs and to complete required forms. Communicated with customers regarding delivery times and locations. Trained new employees in efficient sorting and loading techniques.