

Madhav Pappu

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EDUCATION

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- 1993 to 1999
- Ph.D.**, The University of Tennessee, Knoxville, TN (Dec 1999)
- Major: Logistics & Transportation
 - Minor: Information Systems Management
 - Dissertation Topic: “*The Three Faces of Inter-Organizational Relationships: Towards a Theory of Logistics Partnerships, Strategy, and Inter-Organizational Learning*”.
 - Passed Major Comprehensive examinations with **Distinction**
 - Taught several undergraduate courses in logistics and transportation, including *Global Logistics*.
 - Nominated for College of Business Administration Graduate Teaching Award

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- 1991 to 1993
- M.B.A.**, The University of Tennessee, Knoxville, TN (Dec 1994)
- Concentration: Strategic Management
 - Minor: Logistics & Transportation
 - Participated in several research projects at the University of Tennessee Transportation Research Center

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- 1989 to 1991
- M.E., (Civil Engineering)**, Virginia Tech, Blacksburg, VA (Dec 1993)
- Concentration: Transportation Engineering
 - Assisted teaching graduate level course in systems dynamics

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- 1975 to 1980
- B.E., (Mechanical Engineering)**, Andhra University, India (July 1980)
- Concentration: Marine Engineering
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ACADEMIC EXPERIENCE

- Sep 2009
to
Current
- CLINICAL ASSISTANT PROFESSOR**, Information & Operations Management Department, Mays Business School, Texas A&M University, College Station, TX.
- Teaching courses in Global Supply Chain Management and Operations Management
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ASSISTANT PROFESSOR, Industrial Distribution Program, ETID Department, College of Engineering, Texas A&M University, College Station, TX.

- Taught broad range of Undergraduate and Graduate courses, both in-class and on-line, in *Distribution Logistics*, *Supply Chain Management*, and *Global Distribution*.
 - Generated nearly \$400,000 in research funding
 - Developed and facilitated a forum for independent distributors, which identifies value creation and deployment strategies in a highly competitive distribution environment.
 - Actively involved in developing and promoting the distribution program through participation in association meetings, conferences and seminars
 - Established one of the country's first University-based Laboratory for developing solutions and testing of RFIID equipment in distribution environments
 - Secured approximately \$50,000 in software funding from companies such as Aegis International, Dallas, TX, for integration with the RFIID Lab's IT system.
 - Presented RFIID Exhibits at Chicago, IL (RFIID Frontline Conference), Grapevine, TX (WERC Conference) and Milwaukee, WI (Rockwell Automation 100th Anniversary Fair)
 - Mentored award-winning, student team for the NEDA Case Competition
- Jan 2003
to
July 2007

DIRECTOR, RFIID LABORATORY:

- Established strategic partnerships with companies such as GlobeRanger (a leading RFIID Company in Richardson, TX) and secured nearly \$200,000 in software donations and technical support for use of their middleware
 - Actively participated in the Dallas-Fort Worth based "RFIID Hub"
 - Invited to attend the first and second U.S Senate sponsored, "RFIID Caucus" meetings; as one of four panel members, presented on the role of academic institutions in the promotion of RFIID in business environments.
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ASSISTANT PROFESSOR, Dept. of Marketing, University of North Texas, Denton, TX.

- Developed and taught several courses, many of which were on-line, in Logistics Management, including *Supply Chain, Management*, *Global Logistics* and *Introduction to Transportation*.
 - Developed strong ties with outside institutions such as the Transportation Club of Dallas, US-Mexico Chamber of Commerce, DFW-Mexico Logistics Group, and various other industries
 - Served on several department and college level committees
 - Actively involved in various student organizations such as LogSA.
- July 1999
to
Dec 2002
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ADJUNCT ASSISTANT PROFESSOR, Dept. of Economics & Transportation/Logistics
North Carolina A&T State University, Greensboro, NC.

- Jan 1997
to
June 1999
- Taught courses in Logistics Management, including *Purchasing/ Procurement*, and *Materials Management*
 - Developed strong ties with institutions such as the Kenan Institute for Private Enterprise
 - Consistently received EXCELLENT performance reviews and student evaluations
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INDUSTRY EXPERIENCE

CEO & FOUNDER, Uurva Consultants, LLC., College Station, TX

- Feb 2009
to
Present
- Provide consulting services on logistics, transportation, distribution and supply chain issues to small and medium-size companies.
- Administer monthly survey to capture key economic data for members of the Industrial Supply Association
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BUSINESS DEVELOPMENT MANAGER, MACOM Technology Solutions (previously Tyco Electronics), Lowell, MA

Based on strong technical knowledge and understanding of the WiFi-based active RFiD space, an in-depth understanding of customers and their market needs, and exceptional listening and communication skills, built a solid foundation for growth of the business unit. This resulted in sales of over \$500,000 (in a very nascent market) and inquiries for the purchases of thousands more of these tags, including their inclusion in a proposal for one of the largest implementations of a WiFi-based active RFiD system.

- August
2007
to
February
2009
- Built solid foundation for business unit's growth;
 - Frequently traveled to client sites to learn about their needs and develop 'out-of-the-box' solutions;
 - Developed an entry strategy into the lucrative medical device segment and established strong relationships with many large healthcare providers and pharmaceutical companies such as Roche Diagnostics and GlaxoSmithKline (GSK), and professional organizations such as the Healthcare Industry Business Communications Council (HIBCC);
 - Trained several Accounts Executives and Marketing Managers in RFiD Sales; Developed several international opportunities;
 - Coordinated new research initiatives with universities;
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MARINE ENGINEER

Denholm Ship Management, Hong Kong; ESSAR Shipping Co. Ltd., India; United Arab Shipping Company, Monaco; Shipping Corporation of India, Ltd., India.

- July 1981
to
June 1989
- As a Senior Engineer (**Chief and Second Engineer**), coordinated at-sea and in-port activities with navigation department. Supervised crew operations and monitored work assignments. Managed inventory, planned and scheduled dry-dock repairs, and trained junior engineers. Operated and maintained all engine room and deck equipment with additional responsibility

for upkeep and optimal functionality of all safety equipment, including life boats and fire extinguishing equipment. Trained and managed junior engineers and staff.

As a Junior Engineer (**Third, Fourth and Fifth Engineer**) assisted senior staff in running and maintenance of shipboard machinery, overhaul and testing of safety equipment, and running logs of all activities. Developed expertise in the maintenance and operation of boilers, auxiliary diesel generators, pumps and main propulsion engines.

Types of ships served on included: Oil Tankers, Bulk Carriers, Container Vessels, General Cargo Ships and Passenger Cruise Liners

RESEARCH EXPERIENCE (FUNDED PROJECTS)

TITLE	SPONSORS	DATES	AMOUNT
<i>Trucking Industry Responses in a Changing World of Tolling and Rising Fuel Prices</i>	Southwest Region Transportation Center	Sep 2006 – Aug 2007	\$50,000
<i>The Analysis & Dissemination of Economic Indicators – Phase II</i>	Industrial Supply Association (ISA)	April 2005 – April 2006	\$33,312
<i>RFiD For Automated Inventory Tracking: A Proposal To Military Property Warehouse</i>	Military Property Warehouse (Corps of Cadets, Texas A&M Univ.)	Feb. 2005 – Aug. 2005	\$70,000
<i>Survival in the Second Automotive Century: Developing Collaborative Value Chain Practices with Strategic Supplier Partners</i>	HISCO-Motorola	Feb. 2005 – May 2005	\$10,000
<i>Improving Visibility, Viability and System Accountability: An Analysis of the Military Property Warehouse's Supply Chain</i>	Military Property Warehouse (Corps of Cadets, Texas A&M Univ.)	Jul. 2004 – Jan. 2005	\$13, 205
<i>The Analysis & Dissemination of Economic Indicators – Phase I</i>	Industrial Supply Manufacturers Association	Aug. 2003 – Dec. 2004	\$31,323
<i>Business Trends in Industrial Distribution</i>	Industrial Distribution Association (IDA)	Aug. 2003 – Dec. 2004	\$31,415
<i>Energy Metering Systems in Mexico-Feasibility Analysis & Optimal Distribution Channel Strategy</i>	Equipment Controls Company (ECCO)	Oct. 2003 – May 2004	\$68,639
<i>Inventory Optimization</i>	Webb Distribution	Sep. 2003 – Jul. 2004	\$88,235

RESEARCH EXPERIENCE (OTHER)

- **Panama Global Trans Park Project Proposal**

Worked with the Kenan Institute of Private Enterprise, University of North Carolina, Chapel Hill to develop winning proposal seeking to establish a “Global Trans Park” in ‘reverted areas’ of Panama’s Canal Zone.

- **Transportation Network Design and Analysis**

This research project was a part of a larger research grant, and was conducted by the University of Tennessee Transportation Center. Transportation networks of Mexico, United States of America, and Canada were digitized using TRANSCAD, a Geographic Information Systems software package. Information on all nodes and links were then entered into a database created in FoxPro. The result was a dynamic transportation network model, capable of simulating various routing alternatives, and generating different transportation solutions.

- **Analysis of Alternatives to the Panama Canal**

The research objective was to evaluate several alternatives to the existing Panama Canal. Using data provided by the Panama Canal Commission (PCC) and the statistical package SAS, a series of statistical analysis and tests were performed. Projections of canal demand for the years 1995 through 2040 (also provided by the PCC), were used to generate a “Vessel Arrival Patterns” code. This code was used as input to a “Waterway Locks Capacity” model, which compared all prospective alternatives to the existing system.

- **1991 Council of University Transportation Centers (CUTC) Member Profile**

Survey responses, related to information on the activities of university transportation centers, were analyzed and a report presented to CUTC.

GRANTS/SCHOLARSHIPS/FELLOWSHIPS

GRANT	SPONSORS	TYPE	DATES	STATUS	AMOUNT
<i>Faculty Abroad Seminar</i>	Texas A&M University	Competitive	2005	Granted	\$2,500.00
<i>International Travel Grant</i>	University of North Texas	Competitive	2002	Granted	\$1,600.00
<i>Charn Uswachoke International Development Grant</i>	University of North Texas	Competitive	2001-2002	Granted	\$2,600.00
<i>Undergraduate Instructional Development Grant</i>	University of North Texas	Competitive	2001-2002	Granted	\$15,600.00
<i>Faculty Research Grant</i>	University of North Texas	Competitive	2001	Granted	\$4,000.00
<i>International Travel Grant</i>	University of North Texas	Competitive	2001	Granted	\$1,600.00
<i>Junior Faculty Summer Research Fellowship</i>	University of North Texas	Competitive	2000	Granted	\$5,000.00
<i>Travel Scholarship</i>	NAPM	Competitive	2000	Granted	\$1,000.00

TEACHING EXPERIENCE

- **“Global Distribution”** **Graduate Level, On-Line, MID Course**
This course conducts a comprehensive inquiry into global distribution theory and practices. It adopts a contemporary approach to global supply chain management, embracing a viewpoint that exchange relationships transcend the physical movement of goods and services. The multifarious nature of distribution channels (logistics, wholesaling, retailing, transportation or other components of global distribution) presents many challenges and opportunities for organizations and individuals. After completing this course, one would be able: To appreciate a broadened perspective of global supply chain management, discuss the behavioral and structural aspects of global exchange relationships, describe the interface between supply chain management and the marketing concept, articulate how internal and external environments impact global distribution strategies, and apply global supply chain models and theories to real-world channels management scenarios.
- **“Industrial Distribution Processes”** **Graduate Level, On-Line, MID Course**
The purpose of this course is to equip managers in Industrial Distribution with an understanding of the philosophy of research and how to successfully develop and complete a project in which industrial distribution processes are analyzed for cost reduction, process improvements or other strategic purpose.
- **“Supply Chain Management”** **Graduate Level, MBA/MID Course**
In recognition of the developments, in today’s logistics systems, caused by the fierce competition in global markets, which has forced manufacturing enterprises into investing heavily in logistics systems and supply chains, this course is about the design and management of those supply chains. This is a Graduate-Level, MBA Course in this course we review state of the art planning models and practical tools for inventory control, distribution management and multi-plant coordination. The emphasis is on exploring robust tools and ‘off-the-shelf’ software packages that have been proven effective in many industries. In particular issues addressed include: Optimal design of the logistics network; Adequate safety stock levels and the risk-pooling concept; Integrating Decision Support Systems (DSS) in the management of the supply chain; The need for Enterprise Resource Planning (ERP) and the integration of DSS and ERP; Cost effective distribution strategies; and Strategic alliances and Outsourcing.
- **“Distribution Logistics”** **Undergraduate Course**
This is an Undergraduate Degree course designed to enable juniors and seniors understand the impact of the global business environment on firm’s decisions in their international logistics operations and discuss various cultural, political, legal, financial, and marketing issues influencing global logistics and transportation operations.
- **“Purchasing & Procurement”** **Undergraduate Course**
This course examines the acquisition of goods and services by industrial firms and public institutions. It explores the purchasing process as it applies to raw materials, components, capital equipment, and services. An overview of management principles regarding the determination of requirements, the procurement decision process, buying functions, and the management of materials is accomplished. Purchasing’s relationship with other entities both within and without the organization receives special attention.

- **“Materials Management”** **Undergraduate Course**
 This is an introductory course, which examines the management of material flow through the supply chain from point(s) of origin to final consumer(s). Activities studied include physical supply, operation planning and control, and physical distribution. Materials management tools and techniques, such as Materials Requirements Planning (MRP), Manufacturing Resource Planning (MRPII), Distribution Resource Planning (DRP), and Just-In-Time Manufacturing (JIT) are especially emphasized.
- **“Introduction to Transportation”** **Undergraduate Course**
 Undergraduate students are introduced to different modes of transportation, operating characteristics, costing and pricing methods, service elements, and other related issues. A major portion of this course is devoted to teaching students the importance of intermodal transportation, customer service, quality control processes, management strategies, and the use of a “total-systems-approach”.
- **“Business Environment”** **Undergraduate Course**
 This course provides an understanding of the evolution of American business and discusses the growing responsibilities facing both the company and its leaders. It also covers business functions, the nature and problems of establishing a business enterprise, elementary mathematical problems and computer concepts for business.
- **“Applied Systems Engineering”** **Graduate Level Course**
 Assisted in instructing and grading this Graduate level course. It is designed to introduce students to concepts, applications, and uses of the “systems approach”, and to the Systems Methodology of analysis using “Dynamic Modeling” (DYNAMO).

PUBLICATIONS (Refereed)

- Lou E. Pelton and **Pappu, M.**, “Pelton’s Pruning Principles,” *Journal of Marketing Channels*, Volume 12, Number 2, p: 1-4, 2004. (Editorial Article)
- **Pappu, M.**, “The Evolution of Industrial Distribution,” *Journal of Marketing Channels*, Volume 12, Number 1, p: 1-6, 2004. (Editorial Article)
- **Pappu, M.**, “Inter-Organizational Relationships in an Environment of Change” *Institute of Supply Management*, Volume 14, No. 1, p: 8, 2003.
- **Pappu, M.**, and Mundy, R. A., “Strategic Partnerships and Organizational Learning: Using the “Three-Face Model” to Understand Transportation Buyer-Seller Relationships,” *Transportation Journal*, 42(1), 2002.
- Paswan, A. K., **Pappu, M.**, Young, J. A., “Goal Orientation And Relational Norms In The Context of Indian Market”, *Journal of International Consumer Marketing*, Volume 15, Number 1, 2002.
- **Pappu, M.**, and Strutton, D., “Strategic Inter-Organizational Relationships (IORs) and Strategic Franchises: A Review of Theoretical Perspectives,” *Journal of Marketing Channels*, Volume 8, Number ½, p: 111-131, 2000.

PUBLICATIONS (Non-Refereed)

Research Reports:

- **Pappu, M.**, "ISA Quarterly Economic Report", October 2004 to Current
- **Pappu, M.**, "ISA Monthly Economic Report", October 2004 to Current
- **Pappu, M.**, "2003: Trends in Industrial Distribution Report. Industrial Supply Association (ISA), 2004.

Case Studies:

- **Pappu, Madhav**, "Inter-Organizational Relationships in an Environment of Change" Case Book Supply Management Cases 2000, 109-116, Deere Case Writing Workshop, March 2000.

Editor-Reviewed, Practitioner Journal:

- **Pappu, M.**, Singhal, R., and Zoghi, B., "RFiD in Hospitals: Issues and Solutions", RFID Journal, January 2005.

CONFERENCE PROCEEDINGS

- Sharada Vadali, and Katie Womack, and **Pappu, M.**, "Freight Route Decision Making in the Presence of Tolling: Evidence from Texas Focus Groups", Proceedings of the 88th Annual Transportation Research Board Conference, Washington, DC, January 11 – 15, 2009.
- Dheeraj Sharma, **Pappu, M.**, Scott Inks, and Thomas Baird, "An Examination of Antecedents of Customer Satisfaction in E-tailing Environments", Proceedings of the Association of Collegiate Marketing Educators (ACME) Conference (and the 5th IDEA Conference), Houston, TX, March 6 – 8, 2008.
- **Pappu, M.**, and Mary E. Johnson, "A Case for WiFi-Based Active RFID Systems", Proceedings of the Association of Collegiate Marketing Educators (ACME) Conference (and the 5th IDEA Conference), Houston, TX, March 6 – 8, 2008.
- **Pappu, M.**, and Mary E. Johnson, "Challenges Facing Regional Distributors in a Global Environment", Proceedings of the 4th Industrial Distribution Educators Association (IDEA) Conference, San Diego, CA, March 13 – 17, 2007.
- **Pappu, M.**, and Mary E. Johnson, "RFiD Return on Investment in a Rental and Sales Warehouse", Proceedings of the 4th Industrial Distribution Educators Association (IDEA) Conference, San Diego, CA, March 13 – 17, 2007.
- Mary E. Johnson, and **Pappu, M.**, "Framework for Application of Lean in Distribution", Proceedings of the 4th Industrial Distribution Educators Association (IDEA) Conference, San Diego, CA, March 13 – 17, 2007.
- **Pappu, M.**, "RFiD in the Warehouse – A Case Study", Proceedings of the 4th Industrial Distribution Educators Association (IDEA) Conference, San Diego, CA, March 13 – 17, 2007.
- Mary E. Johnson, and **Pappu, M.**, "Applying the Nine Wastes of Lean to Administrative Processes and Warehouse Processes", Proceedings of the 3rd Industrial Distribution Educators Association (IDEA) Conference, Oklahoma City, OK, March 1 – 3, 2006.
- **Pappu, M.**, and Idimidakala, Vijay, K., "A Scheduling Algorithm for Dynamic Vehicle Dispatching", Proceedings of the 2nd Industrial Distribution Educators Association (IDEA) Conference, Dallas, TX, March 4 – 6, 2005.
- **Pappu, M.**, Singhal, R., and Zoghi, B., "Item-Level Identification of Products in Industrial Distribution",

Proceedings of the 2nd Industrial Distribution Educators Association (IDEA) Conference, Dallas, TX, March 4 – 6, 2005.

- **Pappu, M.**, and Urs, N., “*Value Chain Management in Industrial Distribution*”, Proceedings of the 2nd Industrial Distribution Educators Association (IDEA) Conference, Dallas, TX, March 4 – 6, p: xx-xx, 2005.
- **Pappu, M.**, Lyster, T., Krishnanji, V. S., and Zoghi, B., “*Making Investments in Radio Frequency Identification (RFID) Enabled Supply Chains Payback*”, Proceedings of the 1st Industrial Distribution Educators Association (IDEA) Conference, Orlando, FL, March 3 – 5, p: 92-100, 2004.
- **Pappu, M.**, and Krishnanji, V. S., “*Managing the MRO Supply Chain of Small Scale Industrial Companies*”, Proceedings of the 1st Industrial Distribution Educators Association (IDEA) Conference, Orlando, FL, March 3 – 5, p: 74-83, 2004.
- **Pappu, M.**, and Mundy, R. A., “*Can Supply Chain Alliances Create Real Value? The Case Of Third Party Logistics Service Providers*”, Conference Proceedings of the 11th Annual International 2002 IPSERA Conference, University of Twente, Enschede, The Netherlands, March 25-27, 2002.
- **Pappu, M.**, “*A Systems Approach to Modern Port Planning and Management*,” Conference Proceedings of the Institute of Marine Engineers (India) Millennium Seminar, p: 107-116, 2001.
- Paswan, A. K., **Pappu, M.**, and Ganesh, G., “*Learning Augmentation Services: A Consumer Perspective*”, American Marketing Association Summer Educator’s Conference, Washington, D.C., 2001.
- Paswan, A. K., Young, J. A., and **Pappu, M.**, “*Goal Orientation and Channel Support Activities in the Indian Market*”, Proceedings of the Tenth Biennial World Marketing Congress, 2001.
- **Pappu, M.**, Mundy, R. A., and Paswan, A. K., “*New Channel Dynamics: An Investigation of Traditional And Web-Based Transportation Brokerage Services*,” Conference Proceedings of the 10th International Annual IPSERA Conference, p: 967-976, 2001
- **Pappu, M.**, and Herndon, N. C., “*The Eruption and Destruction of Logistics Relationships: Brokering Value in the Supply Chain*,” Proceedings of the AMA Summer Marketing Educators' Conference, 2000.
- **Pappu, M.**, and Strutton, D., “*Strategic Inter-organizational Learning and Channel Relationships*,” Proceedings of the 2000 Academy of Marketing Science Multicultural Conference, Scott M. Smith, Ed., Miami, FL: Academy of Marketing Science, 2000.
- **Pappu, M.**, “*The Three Faces of Inter-Organizational Relationships: A Theoretical Model Describing Logistics Relationships, Strategy, and Inter-Organizational Learning*,” Conference Proceedings of the 9th International Annual IPSERA Conference, 2000.
- **Pappu, M.**, and Dicer, G. N., “*Strategic Planning of Marine Terminal Operations: A Systems Perspective*,” Conference Proceedings of the 2nd Annual Transportation Management Conference, p: 147-165, 1995
- **Pappu, M.**, and Mundy, R. A., “*Strategic Planning of Intermodal Operations: A Systems Dynamics Approach*,” Conference Proceedings of the 1995 Annual Intermodal Distribution Education Academy, p: 110-121, 1995.

CONFERENCE PRESENTATIONS

- Sharada Vadali, Katie Womack, and **Pappu, M.**, “*Freight Route Decision Making in the Presence of Tolling: Evidence from Texas Focus Groups*”, 88th Annual Transportation Research Board Conference,

Washington, DC, January 11 – 15, 2009.

- **Pappu, M.**, “Value of WiFi Sensor-Tags in Asset Management: A Case Study at Tyco’s North Carolina Distribution Center”, The Fourth Annual RFIID Symposium, Hankamer School of Business, Baylor University, Waco, TX, September 18 – 19, 2008.
- Dheeraj Sharma, **Pappu, M.**, Scott Inks, and Thomas Baird, “An Examination of Antecedents of Customer Satisfaction in E-tailing Environments”, Association of Collegiate Marketing Educators (ACME) Conference (and the 5th IDEA Conference), Houston, TX, March 6 – 8, 2008.
- **Pappu, M.**, and Mary E. Johnson, “A Case for WiFi-Based Active RFIID Systems”, Association of Collegiate Marketing Educators (ACME) Conference (and the 5th IDEA Conference), Houston, TX, March 6 – 8, 2008.
- **Pappu, M.**, and Mary E. Johnson, “Challenges Facing Regional Distributors in a Global Environment”, 4th Industrial Distribution Educators Association (IDEA) Conference, San Diego, CA, March 13 – 17, 2007.
- **Pappu, M.**, and Mary E. Johnson, “RFIID Return on Investment in a Rental and Sales Warehouse”, 4th Industrial Distribution Educators Association (IDEA) Conference, San Diego, CA, March 13 – 17, 2007.
- Mary E. Johnson, and **Pappu, M.**, “Framework for Application of Lean in Distribution”, 4th Industrial Distribution Educators Association (IDEA) Conference, San Diego, CA, March 13 – 17, 2007.
- **Pappu, M.**, “RFIID in the Warehouse – A Case Study”, 4th Industrial Distribution Educators Association (IDEA) Conference, San Diego, CA, March 13 – 17, 2007.
- **Pappu, M.**, “An Inventory Management and Item-Rental System: Using Radio Frequency Identification (RFIID) For Gaining Improved Efficiencies”, The Second Annual RFIID Symposium, Hankamer School of Business, Baylor University, Waco, TX, September 28 – 29, 2006.
- Mary E. Johnson, and **Pappu, M.**, “Applying the Nine Wastes of Lean to Administrative Processes and Warehouse Processes”, 3rd Industrial Distribution Educators Association (IDEA) Conference, Oklahoma City, OK, March 1 – 3, 2006.
- **Pappu, M.**, and Idimidakala, Vijay, K., “A Scheduling Algorithm for Dynamic Vehicle Dispatching”, 2nd Industrial Distribution Educators Association (IDEA) Conference, Dallas, TX, March 4 – 6, 2005.
- **Pappu, M.**, Singhal, R., and Zoghi, B., “Item-Level Identification of Products in Industrial Distribution”, 2nd Industrial Distribution Educators Association (IDEA) Conference, Dallas, TX, March 4 – 6, 2005.
- **Pappu, M.**, and Urs, N., “Value Chain Management in Industrial Distribution”, 2nd Industrial Distribution Educators Association (IDEA) Conference, Dallas, TX, March 4 – 6, 2005.
- **Pappu, M.**, and Griffin, J., “Evolution of Industrial Distribution”, 1st Industrial Distribution Educators Association (IDEA) Conference, Orlando, FL, March 3 – 5, 2004.
- **Pappu, M.**, Lyster, T., Krishnanji, V. S., and Zoghi, B., “Making Investments in Radio Frequency Identification (RFIID) Enabled Supply Chains Payback”, 1st Industrial Distribution Educators Association (IDEA) Conference, Orlando, FL, March 3 – 5, 2004.
- **Pappu, M.**, and Krishnanji, V. S., “Managing the MRO Supply Chain of Small Scale Industrial Companies”, 1st Industrial Distribution Educators Association (IDEA) Conference, Orlando, FL, March 3 – 5, 2004.
- **Pappu, M.**, and Mundy, R. A., “Can Supply Chain Alliances Create *Real* Value? The Case Of Third Party Logistics Service Providers”, the 11th Annual International 2002 IPSERA Conference, University of Twente, Enschede, The Netherlands, March 25-27, 2002.
- **Pappu, M.**, “GIS and Supply Chain Management: A Systems Perspective,” Key Note Address at the 3-Day National Workshop on Geographic Information Systems, Hyderabad, India, July 23-25, 2001.

- **Pappu, M.**, “A Systems Approach to Modern Port Planning and Management,” Presentation at the Institute of Marine Engineers (India) Millennium Seminar, Visakhapatnam, India, July 19-21, 2001.
- **Pappu, M.**, Mundy, R. A., and Paswan, A. K., “New Channel Dynamics: An Investigation of Traditional And Web-Based Transportation Brokerage Services” 10th International Annual IPSERA Conference, Jönköping International Business School, Sweden, April 08-11, 2001.
- Paswan, A. K., **Pappu, M.**, and Ganesh, G., “Learning Augmentation Services: A Consumer Perspective”, at the 2001 American Marketing Association Summer Educator’s Conference, Washington, D.C., August 11-14, 2001.
- Paswan, A. K., Young, J. A., and **Pappu, M.**, “Goal Orientation and Channel Support Activities in the Indian Market”, the Tenth Biennial World Marketing Congress, Cardiff, Wales, UK, June 2001.
- **Pappu, M.**, “Nurturing Inter-Organizational Relationships: An Application of the Three-Face Model,” Presented at 35th Annual SOLE/TRANSLOG Meeting, New Orleans, August 8, 2000.
- **Pappu, M.**, and Herndon, N. C., “The Eruption and Destruction of Logistics Relationships: Brokering Value in the Supply Chain,” Presented at the 2000 AMA Summer Marketing Educator’s Conference, Chicago, August 6, 2000.
- **Pappu, M.**, and Mundy, R. A., “Nurturing Inter-Organizational Relationships: An Application of the Three-Face Model,” Presented at 17th International Intermodal Expo (IDEA 2000), Atlanta, April 10, 2000.
- **Pappu, M.**, “The Three Faces of Inter-Organizational Relationships: A Theoretical Model Describing Logistics Relationships, Strategy, and Inter-Organizational Learning,” Presented at Conference 2000, University of Western Ontario, ON, Canada, May 24-27, 2000.
- **Pappu, M.**, and Dicer, G. N., “Strategic Planning of Marine Terminal Operations: A Systems Perspective,” Presentation at the 2nd Annual Transportation Management Conference, May 25-27, 1995.
- **Pappu, M.**, and Mundy, R. A., “Strategic Planning of Intermodal Operations: A Systems Dynamics Approach,” Presented at 12th International Intermodal Expo (IDEA 1995), May 9-11, 1995.

CONFERENCE SESSION CHAIR/DISCUSSANT

- **Chair**, 7th Annual Industrial Distribution Education Association (IDEA) Conference, Dallas, March 2-6, 2010
- **Chair**, 6th Annual Industrial Distribution Education Association (IDEA) Conference, Oklahoma City, February 24-27, 2009
- **Chair**, 5th Annual Industrial Distribution Education Association (IDEA) Conference, Houston, March 6-8, 2008
- **Chair**, 4th Annual Industrial Distribution Education Association (IDEA) Conference, San Diego, March 13-17, 2007
- **Discussant**, 2006 Academy of Marketing Science Annual Conference, Supply Chain Management Track, San Antonio, TX, May 25, 2006
- **Session Chair**, 3rd Annual Industrial Distribution Education Association (IDEA) Conference, Oklahoma City, OK, March 1-3, 2006
- **Session Chair**, 2nd Annual Industrial Distribution Education Association (IDEA) Conference, Dallas, March 4-6, 2005
- **Editor**, Journal of Marketing Channels: Special issue on Industrial Distribution

- **Co-Chair**, 1st Annual Industrial Distribution Education Association (IDEA) Conference, Orlando, March 3-6, 2004
- **Track Chair**, “Logistics, Transportation and Distribution” 2003 Association of Collegiate Marketing Educators (ACME) Conference, AMA Summer Marketing Educator’s Conference, Houston, March 04-08, 2003
- **Chair**, Supply Chain Management Session, 11th International Annual IPSERA Conference, University of Twente, Enschede, The Netherlands, March 25-27, 2002
- **Expert Panel Discussant**, Competitividad a Traves de la Logistica de Transporte, organized by the National Chamber of Commerce. Other panellists included Bolivia’s Vice Minister of Transportation, the Superintendent of Transportation, President of the National Chamber of Commerce, and the President of Universidad Privada Boliviana. Topic: “Logistics, Transportation and Systems Thinking in a Competitive World” La Paz, Bolivia, August 29, 2001.
- **Chair**, E-Commerce Session, 10th International Annual IPSERA Conference, Jönköping International Business School, Sweden, April 08-11, 2001
- **Expert Panel Discussant**, 35th Annual SOLE/TRANSLOG Meeting, New Orleans, August 8, 2000.
- **Chair**, Relationship Marketing SIG, 2000 AMA Summer Marketing Educator’s Conference, Chicago, Aug 6, 2000.

INVITED TALKS

- Topic: “*Bringing IT Together: Internet Commerce, RFIID and Other Technology Solutions for Industrial Distribution*”, MRO Exhibition Speaker Series, Oslo, Norway, November 2, 2006.
- Topic: “*RFID-ID: Wireless Technology for Industrial Distribution*”, 22nd Annual National Association of Hoses and Accessories Distribution (NAHAD) Convention, Colorado Springs, CO, April 11, 2006.
- Topic: “*The Basics of RFID: What it Means to Channels of Distribution*”, Department of Marketing, Oklahoma State University-Tulsa Campus, Tulsa, Dec. 28, 2004.
- Topic: “*Inventory Management and Other Issues*”, Independent Distributors, Inc., (IDI) Annual Convention, Toronto, Canada, January 22, 2004.
- Topic: “*Distributor Inventory Management for the 21st Century*”, Ceilings and Interior Systems Construction Association (CISCA) Annual Convention, Las Vegas, NV, February 2-3 2003.
- Topic: “*Strategic Supply Chain Management: Improving Business Performance*”, Guest Speaker, National Defense Transportation Agency, Dallas, Texas, November 15, 2001.
- Topic: “*Logistics-101*”, Guest Speaker, Muffakam Jha College of Business, Hyderabad, India, July 23, 2001.
- Topic: “*E-Logistics-101*”, Main Guest Speaker, US-Mexico Chamber of Commerce, Dallas, Oct. 25, 2000
- Topic: “*The Evolution of Transportation*”, Main Guest Speaker, Transportation Club of Dallas, May 9, 2000
- Topic: “*Learning and Leadership*”, Guest Speaker, 1999 Spring Awards Ceremony, AGGIE BATTALION, North Carolina A&T State University ROTC, April 22, 1999.

WORKSHOPS/SEMINAR ATTENDED

- **Process Modeling – Using is/Modeler**, Irving, TX, June 13-15, 2006.
- **Wakonse South Conference on College Teaching**, Canyon of the Eagles Lodge and Nature Park, TX, April 1-3, 2005.
- **Managing Management Time**, College Station, TX, Dec 20, 2004.
- **Level-3 Force Matrics Business Partner Basic RFIID Systems Course**, Baltimore, MD, June 21-23, 2004.
- **Using LogicNet 5.0**, Chicago, IL, Feb. 15, 2003
- **Teaching Supply Chain Management**, Darden School, University of Virginia, Charlottesville, VA, June 27-29, 2001.
- **Systems Thinking**, Washington, D.C, May 21-24, 2001
- **Deere Case Writing Workshop**, Moline, IL, March 29 - April 01, 2000.
- **Using WebCT**, University of North Texas, 6-segment workshop, October-November, 1999
- **Designing Web Based Surveys using MS Frontpage**, University of North Texas, 2 segments, November 1999
- **Product Realization Consortium Workshop**, North Carolina A&T State University, Greensboro, NC, July 21-22, 1997
- **Logistics Executive Program**, Management Development Center, University of Tennessee, Knoxville, TN, April 28 - May 3, 1996
- **Global Logistics Program**, Management Development Center, University of Tennessee, Knoxville, TN, September 12-17, 1994

WORKSHOPS/SEMINARS CONDUCTED

- **“Integrated Supply Chain Management”**, Delhi, Mumbai and Chennai, India, December 4-12, 2006.
- **“Integrated Supply Chain Management, Lean Distribution and RFIID”**, Sapience Inc., Shanghai, China, March 2006.
- **“Integrated Supply Chain Management and RFIID”**, Sapience Inc., Shanghai, China, October 2005.
- **“RFIID and Channels of Distribution”**, Shanghai, China, April 2005.
- **“Operations Management”**, Association of Equipment Distributors (AED), College Station, TX, October 2004.
- **“Transportation Management”**, Schulich School of Business, York University, Toronto, Canada, September 12, 2004.
- **“Operations Management”**, Schulich School of Business, York University, Toronto, Canada, July 15, 2004.
- **“Supply Chain Integration”**, Certificate of Distribution Management (CDM), College Station, TX, June 19, 2003.
- **“Transportation Management”**, Certificate of Distribution Management (CDM), College Station, TX, June 19, 2003.
- **“Transportation Management”**, Master Halco, College Station, TX, February 2003
- **“Operations Management”**, Building Suppliers Corporation (BSC), College Station, TX, February 27,

2003

- **“Supply Chain Integration”**, Certificate of Distribution Management (CDM), College Station, TX, June 19, 2003
- **“Transportation Management”**, Certificate of Distribution Management (CDM), College Station, TX, June 19, 2003
- **“Improving Business Performance: A Systems Perspective”**: 2-Hour workshop/seminar given to Faculty, staff and students at Universidad Real, La Paz, Bolivia, August, 29, 2001.
- **“Supply Chain and Transportation Management”**: 2-Hour workshop/session given to Faculty, staff and students at Universidad Real, La Paz, Bolivia, August, 28, 2001.
- **“Improving Business Performance: A Systems Perspective”**: 3-hour workshop/seminar given to top-level executives of the Contraloria General de la Republica, La Paz, BOLIVIA, August 28, 2001.
- **“Systems Thinking and Productivity Chains”**: 3-hour workshop given to the General Manager and senior economic staff of the National Industry Chamber, La Paz, Bolivia, August 27, 2001.
- **“Systems Thinking and Productivity Chains”**: 3-hour workshop given to senior consultants of the Consejo Departamental de Competitividad, Cochabamba, Bolivia, August, 25, 2001.
- **“Systems Thinking and Supply Chain Management”**: 3-hour workshop given to top management at Zofrapat, Cochabamba, Bolivia, August, 25, 2001.
- **“Systems Thinking”**: One 2-Hour session given to Faculty, Staff and Students at Universidad Privada Boliviana, Cochabamba, Bolivia, August, 24, 2001
- **“Improving Business Performance: A Systems Approach”**: 3-hour workshop/seminar given to over 50 members of Fundación Ingenieros Industriales San Simon, Cochabamba, Bolivia, August, 24, 2001.
- **“Supply Chain and Transportation Management”**: 3-hour workshop/seminar given to over 50 members of Fundación Ingenieros Industriales San Simon, Cochabamba, Bolivia, August, 23, 2001.
- **“Strategic Procurement and Inventory Management of Strategic Spares”**: 2½-hour Workshop given to senior management of Transportadora de Electricidad (TDE) S.A., Cochabamba, Bolivia, August, 22, 2001.
- **“Inter-organizational Relations, Systems Thinking and Knowledge Management”**: 2½-hour workshop given to senior management of Cybercia, Cochabamba, Bolivia, August, 22, 2001.
- **“Value Added Chains: Strategic Supply Chain Management”**: 3-hour workshop given to senior management at Coca Cola, Cochabamba, Bolivia, August, 22, 2001.
- **“Supply Chain Management and Systems Thinking”**: 4½-hour workshop/seminar given to members of the Chamber of Industry, Cochabamba, Bolivia, August, 22, 2001.
- **“Transportation Management”**: One 2-Hour session given to Engineering students at Universidad Privada Boliviana, Cochabamba, Bolivia, August, 21, 2001.
- **“Logistics 101: Introduction to Logistics”**: Five 2-Hour sessions given to Marketing majors at Universidad Privada Boliviana, Cochabamba, Bolivia. August 20-24, 2001.

COMMITTEES SERVED ON

Masters:

- Idimidakala, Vijay, Graduate Student, Computer Science, Texas A&M University, July, 2006
- Rahman, Nadim U., Graduate Student, Economics (Non-Thesis option), Texas A&M University, April 15th, 2005
- Kamaraju, Shivcharan V., Industrial Engineering, Texas A&M, University, 2004
- Sameer Bhoite, Mechanical Engineering, Texas A&M University, 2004

- Nittala-Venkata, Lakshmana P., Computer Science, Texas A&M University, 2004
- Lee Daton, School of Merchandizing & Hospitality Management, Univ. of North Texas, 2003

Doctorate:

- Rohit Singhal, Computer Engineering, Texas A&M University (Chair: Gwan S. Choi and Rabi N. Mahapatra)
- Rocio Barrientos, Doctorado Multidisciplinario en Ciencias Del Desarrollo, Universidad Mayor de San Andres, Cides Centro de Investigacion y Desarrollo, (Chair: Dr. Miguel Angel Rivera).

AWARDS, HONORS, Etc.,

- Frequent reviewer for Journal of Marketing Channels
- Reviewer: Industrial Distribution Educator Association Conference, 2004; 2005
- Reviewer: AMA Summer Marketing Educators Conference, 2003
- Reviewer: Association of Collegiate Marketing Educators (ACME) Conference
- Elected **Chairperson**, Transportation Club of Dallas, 2000-2001
- Recognized as one of the "Pioneers" of Distributed Learning at the University of North Texas, December 1999.
- Member of the Beta Gamma Sigma Honor Society, The University of Tennessee at Knoxville Chapter.
- Advisor, Transportation Club, School of Business & Economics, NC A&T State University
- Awarded, **William Way Jr. Scholarship** (four years in a row) by the Department of Marketing, Logistics & Transportation, University of Tennessee, Knoxville, TN.
- Developed a 30-minute video on the "Evolution of Transportation". (Edited and spliced several clips from other transportation-related videos).
- Certified **First Class Marine Engineer**; licensed to operate on merchant ships
- Nominated, President Andhra University College of Engineering Students Union
- Awarded, Hindustan Shipyard Welfare Society **Merit Scholarship**

PROFESSIONAL AFFILIATIONS

- Council of Supply Chain Management Professionals
- Institute of Supply Management
- Institute of Marine Engineers (India)

COMPUTER SKILLS

- Experienced on IBM mainframes, PCs, and Apple Macintosh, and operating systems such as UNIX, VAX, and CMS
- Experienced in software such as MS-Word, Excel, PowerPoint, SAS, FoxPro, Atlas-GIS, TRANSCAD, NUD*IST, and STELLA®/Ithink®
- Developed simulation models of business and logistics systems using STELLA®