

Marketing and Supply Chain Management Focus Statement

A.1 Please update your one-page focus area document that you submitted last spring, and include the faculty that participate in each of the areas of focus.

The focus of the Department of Marketing & Supply Chain Management is: to create, develop and disseminate nationally recognized expertise in **Customer Relationship Management and Global Supply Chain Management**. The Global Supply Chain Management aspect of our focus requires an assertive internationalization of our research, outreach and curriculum activities. At present, we are leveraging our existing business and academic relationships in Latin America. We are working closely with the Robert Wang Center for International Business Research and the FedEx Center for Supply Chain Management to 1) explore new student segments in Latin America, 2) pursue faculty and student exchanges, 3) initiate language & cultural training and development for our faculty, and 4) create applied research initiatives with Latin American businesses. The Customer Relationship Management aspect of our focus requires a coordinated enhancement of our traditional marketing curriculum, research and outreach activities to encompass 1) integrated marketing communications, 2) database marketing, and 3) emerging information technology.

The Department of Marketing and Supply Chain Management is actively reconsidering the Customer Relationship Management component of our focus. Given recent initiatives with local companies, and existing as well as evolving expertise, we believe that Strategic Brand Management offers our department a unique competitive niche, and an opportunity to develop nationally recognized excellence.

At present, the following faculty are active in the Global Supply Chain Management focus:

Dr. Ernest Nichols
Dr. Mehdi Amini
Dr. Katrina Savitskie
Dr. James Rakowski
Dr. Neil Southern
Dr. Satish Mehra
Dr. Michael Vineyard

At present, the following faculty are active in the Customer Relationship Management focus:

Dr. Emin Babakus
Dr. Balaji Krishnan

Under a new, Strategic Brand Management focus, the following faculty would be active:

Dr. Dan Sherrell

Dr. Marla Stafford
Dr. Alan Bush
Dr. Gregory Boller
Dr. Balaji Krishnan
Dr. Emin Babakus
Dr. Jeff Thieme
Dr. Peter Tat

A.2 Identify those areas that fit within the University's areas of focus and within your College's areas of focus.

The mission of The University specifically references the delivery of high quality undergraduate and graduate programs, the pursuit and dissemination of new knowledge through research, the transfer of knowledge and collaboration with business and government institutions, providing leadership and services to address societal challenges, enabling a diverse student population to participate meaningfully in a global society, and securing recognition for The U of M as a leading metropolitan university. Through these activities, The U of M will be viewed among the great metropolitan research universities in the U.S.

The mission of the Fogelman College is to offer a diverse student population a rigorous and relevant business curriculum to the Mid-South Region and beyond, supported and strengthened by research and community outreach. Our undergraduate and master's programs emphasize preparation of students for successful careers and leadership roles in a technology-driven and globally competitive marketplace. The doctoral program prepares students for teaching, research, and professional careers and acts as a research catalyst to stimulate faculty scholarly endeavors. We believe that our College mission is clearly supportive of goals and emphasis areas of the University.

In addition, the College is developing partnerships with alumni and friends which will enable it to develop programs that can achieve national recognition. These focus areas are marketing and supply chain management, accounting for the service industry, and hospitality and resort management.

Within the College, the academic offerings of the Department of Marketing & Supply Chain Management provide an essential component of the undergraduate and master's degree programs. All undergraduate and master's students must develop competence in a coordinated set of courses in all departments that, taken together, establish the foundation knowledge and skills in business and economics. The Department of Marketing & Supply Chain Management offers courses to support the majors and concentrations for those students seeking specializations in this department. In addition, the Department of Marketing & Supply Chain Management works with various corporate and community

organizations to establish productive relationships and provide learning opportunities for our students and avenues for service and research for our faculty.