

**MARY MARGARET ROGERS**

*Anderson Schools of Management  
University of New Mexico  
Albuquerque, NM 87131  
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**Education**

The Ohio State University. Columbus, Ohio  
Ph.D. in Business Administration, August, 1990

Major Field: Logistics  
Minor Field: Systems Engineering  
Dissertation: The Effect of Information Technology in Retail Logistics

The Ohio State University Columbus, Ohio  
M.S. in Business Administration, December, 1988

Virginia Polytechnic Institute and State University. Blacksburg, Virginia  
M.B.A., December, 1982 Concentration: Marketing

Central Methodist College. Fayette, Missouri  
B.S., May, 1981 Major: Accounting

**Employment History**

University of New Mexico, Albuquerque, New Mexico  
Anderson Schools of Management  
August, 2000 to present  
Assistant Professor of Marketing

Emporia State University. Emporia, Kansas  
School of Business  
August, 1994 to July, 2000  
Assistant Professor of Marketing  
Granted tenure and promotion to Associate Professor during 1999-2000 school year.

Drake University. Des Moines, Iowa  
College of Business and Public Administration  
August, 1990 to July, 1994  
Assistant Professor of Marketing

The Ohio State University. Columbus, Ohio  
September, 1986 to August, 1990  
Graduate teaching assistant

Missouri Western State College, St. Joseph, Missouri  
August, 1983 to July, 1986  
Instructor of Business

## **Teaching Activities, post Ph.D.**

University of New Mexico

August, 2000 to present

Undergraduate courses taught:

1. Marketing Management (introductory, required class for BBA core)
2. Logistics Systems Management (marketing elective; required for Mktg/POM double major)
3. Retailing Management (marketing elective)
4. Supply Chain Management (marketing elective; required for Mktg/POM double major)

Graduate courses taught:

5. Marketing Management (introductory, required class for MBA core)
6. Strategic Logistics Management (marketing elective; required for Mktg/POM double major)
7. Strategic Supply Chain Management (marketing elective; required for Mktg/POM double major)

Emporia State University

August, 1994-July, 2000

Undergraduate courses taught:

1. Principles of Marketing (introductory, required class for BBA core)
2. Marketing Logistics (marketing elective)
3. Retailing Management (marketing elective)
4. Marketing Management (required, capstone course for Mktg major)

Graduate courses taught:

5. Logistics Management (MBA elective)

Drake University

August, 1990 to July, 1994

Undergraduate courses taught:

1. Principles of Marketing (introductory, required class for BBA core)
2. Marketing Logistics (marketing elective)
3. Principles of Retailing (marketing elective)

Graduate courses taught:

4. Logistics Management (MBA elective)
5. International Marketing (MBA elective)

## Refereed Journals

1. Weber, Mary Margaret and Prasad Kantamneni, "Factors Underlying Use of Point-of-Sale and Electronic Data Interchange in Retailing Logistics." *Supply Chain Management: An International Journal* Vol. 7, No. 5, 2002, p. 311-317.
2. Weber, Mary Margaret. "Measuring Supply Chain Agility in the Virtual Organization." *International Journal of Physical Distribution and Logistics Management* Vol. 32, No. 7, p. 577-590.
3. Kirk, Delaney J. and Mary Margaret Weber, "Managing Human Resources at Midwest International Tileworks." *Journal of Applied Case Research*, Vol. 3, No. 1, Fall 2001, p. 1-6.
4. Weber, Mary Margaret and Delaney J. Kirk, "Teaching Teachers to Teach Cases: It's Not What You Know, It's What You Ask." *Marketing Education Review*, Vol. 10, No. 2, Summer 2000, p. 59-67.
5. Weber, Mary Margaret, "Calculating the Cost of Variances in the Supply Chain: Determining Supplier and Buyer Effect on Inventory Performance." *Industrial Marketing Management* Vol. 29, No. 1, January, 2000, p. 57-64.
6. Weber, Mary Margaret and William L. Weber, "Determining Efficiency of POS and EDI in Retailing Organizations." *Journal of Business and Behavioral Sciences*. Vol. 5, No. 1, Spring 1999, p. 48-62.
7. Weber, Mary Margaret; James L. Dodd, Robert E. Wood, and Harry I. Wolk, "Process Improvement Through Marketing Variance Analysis." *Journal of Business and Industrial Marketing*, Vol. 12 (2), 1997, p. 103-117.
8. Weber, Mary Margaret, "A Framework for Analyzing Sources of Variance in the Supplier-Buyer Relationship: Determining the Contribution of Buyer Planning and Supplier Performance to Total Variance," *The Journal of Marketing Theory and Practice*, Vol 4 (2), Spring, 1996, p. 61-71.
9. Ellis, Randi S.; Mary Margaret Weber; and Diana Reed, "Human Resource Strategy and the Changing Labour Pool: A Marketing Perspective." *Bond Management Review*, Bond University, Australia, November, 1991, p. 77-82.
10. Ellram, Lisa; La Londe, Bernard J.; and Weber, Mary Margaret. "Retail Logistics." *International Journal of Physical Distribution and Materials Management*, Vol. 19, No. 12, 1989, p. 29-39.

## Refereed Proceedings

1. Weber, Mary Margaret, "Measuring the Need for Virtual Logistics Organizations." *Decision Sciences Institute National Meeting*, November 2002, (forthcoming).
2. Weber, Mary Margaret and William L. Weber, "Using DEA to Measure Fatality Related Efficiency in the U.S. Trucking Industry." *Decision Sciences Institute National Meeting*, November 2002, (forthcoming).
3. Weber, Mary Margaret and Jim Stephens, "Hopkins Manufacturing." *Southwest Case Research Association Conference*, March, 2000, p. 17.
4. Kirk, Delaney and Mary Margaret Weber. "Managing Human Resources at Midland International Tileworks." *Southwest Case Research Association Conference*, March, 2000, awarded best paper at conference (left out of proceedings).
5. Weber, Mary Margaret, "Case Discussion Leadership in the Classroom" *Southwest Academy of Management Annual Conference*, March, 1999, p.247.
6. Weber, Mary Margaret and Prasad Kantamneni, "Use of Point of Sale and Electronic Data Interchange in Retailing: Using Factor Analysis to Determine Underlying Benefits and Barriers to Adoption" *Southwest Marketing Association Annual Conference*, March, 1998, p. 137-142.
7. Weber, Mary Margaret, "Measuring Efficiency of EDI in Retailing" *Western Decision Sciences Annual Conference*, March, 1997, p. 439.
8. Weber, Mary Margaret and William L. Weber, "Examining Efficiency of POS and EDI in Retail Organizations." *Southwest Marketing Association Annual Conference*, March, 1997, p. 135-142.
9. Weber, Mary Margaret and Delaney J. Kirk, "Developing a Human Resource Marketing Model for Managing a Diverse Workforce." *International Conference on Recent Advances in Retailing and Services Science*, June, 1996, p. 203.
10. Weber, Mary Margaret, "Information Technology in Retail Logistics." *Western Decision Science Institute's Annual Conference*, April 1995, p. 320-322.
11. Weber, Mary Margaret, "Analyzing Variance In The Vendor-Buyer Relationship: Determining The Impact Of Buyer Planning On Vendor Performance." *Midwest Decision Science Institute's Annual Conference*, April 1994, p. 90-91.
12. Weber, Mary Margaret; Ellis, Randi S.; and Reed, Diana, "A Human Resource Marketing Model for Multicultural Applications." *Proceedings of the International Academy of Management and Marketing*, April, 1991.

13. Cooper, Martha C.; Ellram, Lisa; Bucey, Krickett; and Weber, Mary Margaret, "Logistics Practice in Retailing: Emphasis on Information Management and Transfer in Leading-Edge Firms." *Proceedings of the AMS/ACRA 1988 National Retailing Conference*, October, 1988.

#### **Invited Proceedings**

1. Weber, Mary Margaret, "Information Technology in Retailing: Impact on the Supply Chain." *Proceedings of the Council of Logistics Management*, October, 1990.
2. La Londe, Bernard J.; and Weber, Mary Margaret, "Career Patterns in Logistics: Profile 1987." *Proceedings of the Council of Logistics Management*, September, 1987.

#### **Refereed Presentations**

1. Kirk, Delaney and Mary Margaret Weber, "Case Discussions in the Classroom: How to Develop Discussion Leadership Skills" *Organizational Behavior Teaching Conference*, June, 1999.
2. Weber, Mary Margaret, "Case Management in the Classroom." Presentation at Southwest Case Research Association Conference, February, 2001.
3. Weber, Mary Margaret and William L. Weber, "Determining Efficiency of POS and EDI in the Logistics Activities of Retailing Firms." *American Society of Business and Behavioral Sciences*, February, 1998. (paper was accepted for conference proceedings but left out)
4. Weber, Mary Margaret and William M. Moore, "Using Quick Response—Retailing Version of JIT—As a Competitive Strategy: Implications for Technology and Human Resources Management," *2<sup>nd</sup> Annual American Marketing Association Global Marketing Conference*, November 24-26, 1991.

#### **Work under Review**

1. Weber, Mary Margaret and William L. Weber, "Productivity and Efficiency in the Trucking Industry: Accounting for Traffic Fatalities" *Transportation Journal*—asked to revise and resubmit.

#### **Other Publications**

1. Weber, Mary Margaret, "Establishing E-Business Standards at Deere & Company." John Deere Supply Management Case Book, National Association of Purchasing Management, 2001, p. 75-82.

### **Awards and Honors**

- Southwest Case Research Association Best Paper Award, March, 2000 for Kirk, Delaney and Mary Margaret Weber. "Managing Human Resources at Midland International Tileworks."
- Emporia State University School of Business Award for Outstanding Accomplishment and Contribution in Research, 1995
- Awarded Best Theoretical Paper at the 1991 Annual Conference of the International Academy of Management and Marketing for "A Human Resource Marketing Model for Multicultural Applications." (with Randi Ellis and Diana Reed).
- Dissertation Proposal Award from Center for Telecommunications Management at University of Southern California-- National Competition
- Omicron Delta Kappa, National Honor Society
- Delta Mu Delta, National Honor Society in Business
- Kappa Mu Epsilon, National Honor Society in Mathematics

### **Professional Memberships**

- Society for Marketing Advances
- Council of Logistics Management
- Southwest Case Research Association  
(track chair for 2001 conference)
- Southwest Marketing Association  
(track chair for 1999 conference)
- Decision Sciences Institute

### **Review Activity**

- Review Board of the *Journal of Applied Case Research*
- 2001 ad hoc reviewer for *International Journal of Physical Distribution and Logistics Management*
- 2000 ad hoc reviewer for Southwest Management Associate Review for Innovative Teaching Track
- 1996 ad hoc reviewer for Central Plains Small College Computing Conference
- 1996 ad hoc reviewer for *Journal of Retailing and Consumer Services*
- 1995 ad hoc reviewer for National Decision Sciences Annual Meeting
- 1993 ad hoc reviewer for Transportation and Logistics Educator's Conference
- 1993 ad hoc reviewer for *International Journal of Physical Distribution and Logistics Management*

## **Grants**

- Anderson Schools of Management Mossman Funding, 2002-2003. Amount \$2500.
- Anderson Schools of Management Harley Davidson Funding, Summer, 2002. Amount \$2500
- Ford Development funds, 2000-2003
- ESU School of Business Summer Research Grant, Summer, 1999. Amount \$1000
- Faculty Research and Creativity Grant from Emporia State University, awarded for Summer, 1997 through Spring, 1998. Amount \$3730
- Faculty Research and Creativity Grant from Emporia State University, awarded for Summer, 1995 through Spring, 1996. Amount \$5760.
- Faculty Research Award from Drake University, awarded December, 1993. Approximate amount \$5000.
- Drake Information Systems Center Research Grant, awarded May, 1991. Amount \$2000.