

SUSAN L. GOLICIC, PhD

Director, Supply Chain Forum and Associate Professor
Department of Management College of Business Colorado State University
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Research and Teaching Interests

Program of research: supply chain management with an emphasis in managing interfirm relationships, innovation and sustainability in the supply chain, particularly at the shipper/carrier interface. Also interested in research methodology as it pertains to supply chain research.

Teaching interests: supply chain management, logistics strategy, transportation, global supply chain management. Instructed classes at undergraduate, graduate and executive levels.

Education

Doctor of Philosophy in Business Administration, Logistics major and Marketing minor. The University of Tennessee, 2003. Dissertation: An Examination of Interorganizational Relationship Magnitude and Its Role in Determining Relationship Value.

Master of Business Administration, Logistics and Operations Management concentrations. The University of Tennessee, 1997.

Graduate Courses, Environmental Engineering. Rensselaer Polytechnic Institute, 1991-1992.

Bachelor of Science, Chemical Engineering major. Wayne State University, 1989.

Research

Journal Articles (Refereed)

Signori, Paola, Daniel J. Flint, and Susan L. Golicic, "Toward Sustainable Supply Chain Orientation: Mapping Managerial Perspectives," *International Journal of Physical Distribution and Logistics Management*, 45(6) 2015: 536-564.

Ellram, Lisa M. and Susan L. Golicic¹, "Adopting Environmental Transportation Practices," *Transportation Journal*, 54(1) 2015: 55-88.

Autry, Chad W., Brent D. Williams and Susan L. Golicic, "Relational and Process Multiplexity in Vertical Supply Chain Triads: An Exploration in the U.S. Restaurant Industry," *Journal of Business Logistics*, 35(1) 2014: 52-70.

Golicic, Susan L., and Carlo D. Smith, "A Meta-Analysis of Environmentally Sustainable Supply Chain Management Practices and Firm Performance," *Journal of Supply Chain Management*, 49(2) 2013: 78-95. Summarized in the 60 Second Supply Chain Manager Series, "Go Green," Institute for Supply Management Podcast
<http://www.ism.ws/education/content.cfm?ItemNumber=24087&navItemNumber=23314>.

¹ Equal authorship

SUSAN L. GOLICIC, PhD

Davis, Donna F., Susan L. Golicic, Courtney Boerstler, Sunny Choi and Hanmo Oh, "Does Marketing Suffer from Methods Myopia?" *Journal of Business Research*, 66 2013: 1245-1250.

Golicic, Susan L. and Donna F. Davis, "Implementing Mixed Methods Research in Logistics and Supply Chain Management," *International Journal of Physical Distribution and Logistics Management*, 42(8/9) 2012: 726-741.

Fugate, Brian S., Rodney W. Thomas II, and Susan L. Golicic, "Understanding the Impact of Coping with Time Pressure on Collaborative Buyer-Supplier Relationships," *International Journal of Physical Distribution and Logistics Management*, 42(7) 2012: 697-725.

Golicic, Susan L., Donna F. Davis and Brian S. Fugate, "Examining Market Information and Brand Equity Through Resource Advantage Theory: A Carrier Manager Perspective," *Journal of Business Logistics*, 33(1) 2012: 20-33.

Golicic, Susan L. and John T. Mentzer, "Transportation Relationships in the Supply Chain: Questioning Extant Theories and Methods," *Transportation Journal*, 50 (4) 2011: 315-345.

Golicic, Susan L. and Helder J. Sebastiao, "Supply Chain Strategy in Emerging Markets: The Role of Supply Chain Development in the Commercialization Process," *Journal of Business Logistics*, 32 (3) 2011: 254-273.

Davis, Donna F., Susan L. Golicic, and Courtney Boerstler, "Multiple Method Research in Marketing," *Journal of the Academy of Marketing Science*, 39 (3) 2011: 467-479.

Marquardt, Adam, Susan L. Golicic and Donna F. Davis², "Exploring the Branding of B2B Services," *Journal of Services Marketing*, 25 (1) 2011: 47-57.

Autry, Chad and Susan L. Golicic³, "Evaluating Buyer-Seller Relationship - Performance Spirals: A Longitudinal Study," *Journal of Operations Management*, 28, 2010: 87-100. **Winner of the 2010 JOM Best Paper Award.**

Davis, Donna F., and Susan L. Golicic, "Gaining Comparative Advantage in Supply Chain Relationships: The Mediating Role of Market-Oriented IT Competence," *Journal of the Academy of Marketing Science*, 38 (1) 2010: 56-70.

Flint, Daniel J. and Susan L. Golicic⁴, "Searching for an Edge through Sustainability: A Qualitative Study in the New Zealand Wine Industry" *International Journal of Physical Distribution and Logistics Management*, 39 (10) 2009: 841-860.

Davis, Donna F., Susan L. Golicic and Adam J. Marquardt, "Measuring Brand Equity for Logistics Services," *International Journal of Logistics Management*, 20 (2) 2009: 201-212.

² Equal authorship

³ Equal authorship

⁴ Equal authorship

SUSAN L. GOLICIC, PhD

Sebastiao, Helder J. and Susan L. Golicic, "Supply Chain Strategy for Nascent Firms in Emerging Technology Markets," *Journal of Business Logistics*, 29 (1) 2008: 75-91.

Davis, Donna F., Susan L. Golicic and Adam Marquardt⁵, "Branding a B2B Service: Does a Brand Differentiate a Logistics Service Provider?" *Industrial Marketing Management*, 37 (2) 2008: 218-227.

Golicic, Susan L., "A Comparison of Shipper and Carrier Relationship Strength," *International Journal of Physical Distribution and Logistics Management*, 37 (9), 2007: 719-739.

Golicic, Susan L. and John T. Mentzer, "An Empirical Examination of Relationship Magnitude," *Journal of Business Logistics*, 27 (1) 2006: 81-108.

McCarthy, Teresa M., Donna F. Davis, Susan L. Golicic and John T. Mentzer, "The Evolution of Forecasting Management: A 20-Year Longitudinal Study of Sales Forecasting Practices," *Journal of Forecasting*, 25 (5) 2006: 303-324.

Golicic, Susan L. and John T. Mentzer, "Exploring the Drivers of Interorganizational Relationship Structure," *Journal of Business Logistics*, 26 (2) 2005: 47-71.

Golicic, Susan L., S. Allen Broyles, and Robert B. Woodruff, "A Conceptual Look at the Influence of Relationship Structure on the Disconfirmation Process in the Business-to-Business Context," *Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior*, 16, 2003: 119-131.

Golicic, Susan L., Teresa M. McCarthy, and John T. Mentzer, "Conducting a Market Opportunity Analysis for the Air Cargo Industry," *Transportation Journal*, 42 (4) 2003: 5-15.

Golicic, Susan L., John T. Mentzer and James H. Foggin, "Relationship Magnitude and Its Role in Interorganizational Relationship Structure," *Journal of Business Logistics*, 24 (1) 2003: 57-76.

Golicic, Susan L., Donna F. Davis, Teresa M. McCarthy, and John T. Mentzer, "The Impact of e-Commerce on Supply Chain Relationships," *International Journal of Physical Distribution and Logistics Management*, 32 (10) 2002: 851-871.

McCarthy, Teresa M., and Susan L. Golicic, "Implementing Collaborative Forecasting to Improve Supply Chain Performance," *International Journal of Physical Distribution and Logistics Management*, 32 (6) 2002: 431-454.

Journal Articles (Non-Refereed)

DeTienne, Dawn, Susan L. Golicic and Morgan Swink⁶, "The 5th Element to Supply Chain Innovation: Sustaining and Improving Innovations," *CSCMP Hot Topics*, in process 2015.

⁵ Equal authorship

⁶ Equal authorship

SUSAN L. GOLICIC, PhD

DeTienne, Dawn, Susan L. Golicic and Morgan Swink⁷, “Delivering Successful Supply Chain Innovations: Lessons from CSCMP’s Supply Chain Innovation Award Winners,” *CSCMP Explores*, (Winter) 2015.

Smith, Carlo D. and Susan L. Golicic⁸, “The Payoff from Environmentally Sustainable Supply Chain Practices,” *CSCMP Hot Topics*, (November) 2013.

Ellram, Lisa M., Wendy L. Tate and Susan L. Golicic, “Keep Your Supply Chain Healthy – In Bad Times and Good,” *Supply Chain Quarterly*, (3rd Quarter) 2010.

Golicic, Susan L., Courtney N. Boerstler and Lisa M. Ellram, “Greening the Transportation in Your Supply Chain,” *Sloan Management Review*, 51, (2) 2010: 47-55. [5 year impact factor 2.317] Reprinted in *Corporate Environmentalism and the Greening of Organizations*, Sage Publications, (Summer) 2013 publication.

Golicic, Susan L., Courtney N. Boerstler and Lisa M. Ellram, “Greener, Cheaper,” *Wall Street Journal*, October 26, 2009.

McCarthy, Teresa M., Donna F. Davis, Susan L. Golicic and John T. Mentzer, "Commentary on Benchmarking Forecast Accuracy" (invited), *Foresight: The International Journal of Applied Forecasting*, Issue 11, (Fall) 2008: 21-23.

Golicic, Susan L., “Guest Editorial,” *International Journal of Physical Distribution and Logistics Management*, 38, (7) 2008.

Golicic, Susan L., L. Michelle Bobbitt, Robert Frankel, and Stephen R. Clinton, “And Who Will Teach Them? An Investigation of the Logistics Ph.D. Market,” *Journal of Education for Business*, 80 (September/October) 2004: 47-52.

Golicic, Susan L., and Donna F. Davis, "Hypermediaries in the Supply Chain: For Better or For Worse?" *Business Horizons*, 46 (May-June) 2003: 77-82.

Golicic, Susan L., Donna F. Davis, Teresa M. McCarthy, and John T. Mentzer, "Bringing Order Out of Chaos: Forecasting e-Commerce," *Journal of Business Forecasting*, 20 (Spring) 2001: 7-13. Reprinted in *Operations Management*, Dushkin/McGraw-Hill, (Fall) 2002 publication.

Mentzer, John T., James H. Foggin, and Susan L. Golicic, “Supply Chain Collaboration: Enablers, Impediments, and Benefits,” *Supply Chain Management Review*, 4 (September-October) 2000: 52-58.

Books, Chapters and Case Studies

Flint, Daniel J., Paola Signori, and Susan L. Golicic, *A Contemporary Global View of Wine Marketing and Supply Chain Management*, forthcoming, Palgrave Macmillan Publishers, 2015.

⁷ Equal authorship

⁸ Equal authorship

SUSAN L. GOLICIC, PhD

Medland, Steve and Susan L. Golicic, "Implementing Lean at Kramer Sports," Council of Supply Chain Management Professionals case study, 2010 (<http://cscmp.org/resources/casestudy.asp#/resources/case-study/academic-case.asp>).

Davis, Donna F., Susan L. Golicic and Adam Marquardt⁹, "Business to Business Service Brands" in Branding Strategies in B2B Marketing, Advances in Business Marketing and Purchasing Series Volume 16, Arch G. Woodside and Mark Glynn eds., Amsterdam: JAI, an Imprint of Elsevier Science, 2009.

Golicic, Susan L. and Beth Anne Whalen, "For Sale Magnets, Inc.: Managing the Supply Chain of a Small Business," Council of Supply Chain Management Professionals case study, 2008 (<http://cscmp.org/resources/casestudy.asp#/resources/case-study/academic-case.asp>).

Golicic, Susan L. and Kate L. Vitasek, "Interfunctional Coordination," in Handbook of Global Supply Chain Management, John T. Mentzer, Matthew B. Myers, and Theodore P. Stank eds., 2006, Thousand Oaks, CA: Sage Publications, 427-442.

Golicic, Susan L., Donna F. Davis and Teresa M. McCarthy, "A Balanced Approach to Research in Supply Chain Management," in Research Methodologies in Supply Chain Management, Herbert Kotzab, Martin Muller, Gerard Reiner, and Stefan Seuring eds., 2005, Heidelberg: Physica-Verlag, 15-30.

McCarthy, Teresa M. and Susan L. Golicic, "Interfirm Demand Integration: A Case Study of Supply Chain Integration Processes," in Research Methodologies in Supply Chain Management, Herbert Kotzab, Martin Muller, Gerard Reiner, and Stefan Seuring eds., 2005, Heidelberg: Physica-Verlag, 251-266.

Conference Proceedings

Golicic, Susan L., Daniel J. Flint and Paola Signori, "The Triple Bottom Line in the Global Wine Industry," 2016 Academy of Wine Business Research Conference.

Golicic, Susan L., Monique U. Murfield, Donna F. Davis, and Teresa M. McCarthy-Byrne, "The Importance of Supply Chain Relationships in Omnichannel Fulfillment," 2015 Academy of Marketing Sciences World Marketing Congress.

Golicic, Susan L., Donna F. Davis, Beth Davis-Sramek, and Teresa M. McCarthy-Byrne, "Institutional Pressures and Relationships in the Wine Supply Chain," 2014 Academy of Wine Business Research Conference. **Recipient of the Best Conference Paper Award.**

Flint, Daniel J., Paola Signori and Susan L. Golicic, "The Challenge of Cohesive Brand Positioning: Convergence of Innovative, Modern, Traditional and/or Classic," 2014 Academy of Wine Business Research Conference.

⁹ Equal authorship

SUSAN L. GOLICIC, PhD

Golicic, Susan L. and Daniel J. Flint, “Co-creating Experiential Stories – Differentiating a Winery in the Global Wine Industry,” 2013 Academy of Wine Business Research Conference.

Flint, Daniel J. and Susan L. Golicic, “Telling the Story or Selling the Experience: Winery Managers’ Perceptions from Around the World,” 2013 Academy of Marketing Science Conference.

Golicic, Susan L., Carlo D. Smith and Brianne Major, “A Meta-Analysis of Environmental Sustainability and Financial Performance,” 2011 International Conference on Business and Sustainability. **Recipient of the Sustainability Accounting, Management and Policy Journal Best Conference Paper Award.**

Flint, Daniel J., Susan L. Golicic and Paola Signori, “Sustainability: The Very Essence of the Wine Industry,” 2011 Academy of Wine Business Research Conference.

Davis, Donna F., Beth Davis-Sramek, Susan L. Golicic, and Teresa M. McCarthy-Byrne, “A Theory of Captive Relationships in Distribution Channels,” 2011 Academy of Marketing Science Conference.

Autry, Chad W., Brent D. Williams and Susan L. Golicic, “Relational Connectivity in Supply Chain Triads: An Empirical Study,” 2011 Production and Operations Management Society Conference.

Jarvis, Wade and Susan L. Golicic, “The Impact of Product Repeat Purchasing on Supply Chain Strategy,” 2010 Australia New Zealand Marketing Academy Conference.

Jarvis, Wade and Susan L. Golicic, “Should Consumer Purchasing Behavior Influence Supply Chain Strategy?” 2010 Society for Marketing Advances Conference.

Davis, Donna F., Susan L. Golicic, Courtney Boerstler, Sunny Choi and Hanmo Oh, “Does Marketing Suffer from Methods Myopia?” 2010 KAMS/SMA Global Marketing Conference.

Flint, Daniel J. and Susan L. Golicic, “The Tension between Business and Romance: A Qualitative Study in the Global Wine Industry,” 2010 Academy of Marketing Science Conference.

Golicic, Susan L. and Daniel J. Flint, “Searching for an Edge through Sustainability: A Qualitative Study in the New Zealand Wine Industry” 2009 Society for Marketing Advances Conference. **Recipient of the Louis Stern and Adel El Ansary Best Marketing Channels Manuscript Award.**

Golicic, Susan L., Donna F. Davis and Brian S. Fugate, “The Impact of Information on Building Brand Equity in Logistics,” 2009 CSCMP Supply Chain Management Educators Conference.

Davis, Donna F. and Susan L. Golicic, “Perspectives on Multiple Methods Research Design,” 2008 Academy of Marketing Science Conference special session.

SUSAN L. GOLICIC, PhD

Autry, Chad and Susan L. Golicic, "Evaluating Interfirm Relationship - Performance Spirals: A Longitudinal Study," 2007 Society for Marketing Advances Conference. **Recipient of the Donald J. Bowersox Best Logistics and Supply Chain Manuscript Award and Best Paper in Track Award.**

Golicic, Susan L. and Steve Medland, "Size Might Matter: A Case Study of Lean Implementation in an SME," 2007 Society for Marketing Advances Conference.

Davis, Donna F., and Susan L. Golicic, "Leveraging IT Resources for Comparative Advantage in Trade Relationships: The Mediating Role of Market-Oriented IT Competence," 2007 Academy of Marketing Science World Marketing Congress.

Davis, Donna F., Susan L. Golicic and Sabrina Sattler, "Multiple Method Research in Marketing," 2007 Academy of Marketing Science World Marketing Congress.

Golicic, Susan L., "Two Sides to Every Story: A Comparison of Carrier and Shipper Relationship Views," 2006 Society for Marketing Advances Conference. **Recipient of the Louis Stern and Adel El Ansary Best Marketing Channels Manuscript Award.**

Sebastiao, Helder J. and Susan L. Golicic, "An Emergent Supply Chain Strategy for Entrepreneurial Technology Firms," 2005 Council of Supply Chain Management Professionals Educators Conference.

Marquardt, Adam, Susan L. Golicic, and Donna F. Davis, "The Current State of Logistics Service Branding," 2004 Academy of Marketing Science Conference, 27, 106.

Rieger, Keith, Donna F. Davis, and Susan L. Golicic, "The Role of Innovative Information Technology Competence in the Firm's Decision Making," 2004 Academy of Marketing Science Conference, 27, 85.

Davis, Donna F. and Susan L. Golicic, "A Balanced Approach to Research in Logistics and Supply Chain Management," 2003 Council of Logistics Management Educators Conference.

McCarthy, Teresa M., Donna F. Davis, and Susan L. Golicic, "The Evolution of Forecasting Management: A 20-Year Longitudinal Study of Forecasting Practices," 2002 International Institute of Forecasters Conference.

Golicic, Susan L., and Donna F. Davis, "Hypermediaries and Their Impact on Interorganizational Relationships," 2002 Academy of Marketing Science Conference, 25, 163.

Bobbitt, L. Michelle, and Susan L. Golicic, "Assessing the Recruiting Practices of Logistics Ph.D. Programs," 2001 Council of Logistics Management Educator's Conference.

SUSAN L. GOLICIC, PhD

Davis, Donna F., Susan L. Golicic, Teresa M. McCarthy, and John T. Mentzer, "Building a Theory of Sales Forecasting for E-Commerce," 2001 Winter Conference Proceedings, American Marketing Association, 12, 22-23.

Burgin, Stephen W., Susan L. Golicic and Teresa M. McCarthy, "Leveraging Collaborative Forecasting to Optimize Supply Chain Performance," 2000 Conference Proceedings, Council of Logistics Management, 243-252.

Bratton Tricia W., James H. Foggin, Susan L. Golicic, John T. Mentzer, and Francis J. Quinn, "Supply Chain Collaboration: The Enablers, Impediments, and Benefits," 2000 Conference Proceedings, Council of Logistics Management, 11-24.

Presentations

Golicic, Susan L., Daniel J. Flint and Paola Signori, "The Triple Bottom Line in the Global Wine Industry," 2016 Academy of Wine Business Research Conference, Adelaide, Australia.

Golicic, Susan L., Monique U. Murfield, Donna F. Davis, and Teresa M. McCarthy-Byrne, "The Importance of Supply Chain Relationships in Omnichannel Fulfillment," 2015 Academy of Marketing Sciences World Marketing Congress, Bari, Italy.

Swink, Morgan and Susan L. Golicic, "Supply Chain Innovation," invited webinar presentation by the APQC, 2015.

Swink, Morgan, Susan L., Golicic and Dawn L. DeTienne, "An Exploratory View of Supply Chain Innovations: Retrospectives of CSCMP's Supply Chain Innovation Award Winners and Finalists," 2014 Decision Sciences Institute Conference, Tampa, FL.

Golicic, Susan L., "Trends in the Distribution of Global Retail Products," invited presentation as part of the 2014 International Operations and Supply Chain Forum, Council of Supply Chain Management Professionals, Lima, Peru.

Golicic, Susan L., Morgan Swink and Dawn L. DeTienne, "Supply Chain Innovation," 2014 Council of Supply Chain Management Professionals Conference, San Antonio, TX.

Golicic, Susan L., Morgan Swink and Dawn L. DeTienne, "An Exploratory View of Supply Chain Innovations: Retrospectives of CSCMP's Supply Chain Innovation Award Winners and Finalists," 2014 Council of Supply Chain Management Professionals Educators Conference, San Antonio, TX.

Golicic, Susan L., Donna F. Davis, Beth Davis-Sramek, and Teresa M. McCarthy-Byrne, "Institutional Pressures and Relationships in the Wine Supply Chain," 2014 Academy of Wine Business Research Conference, Geisenheim, Germany.

SUSAN L. GOLICIC, PhD

Flint, Daniel J., Paola Signori and Susan L. Golicic, “The Challenge of Cohesive Brand Positioning: Convergence of Innovative, Modern, Traditional and/or Classic,” 2014 Academy of Wine Business Research Conference, Geisenheim, Germany.

Golicic, Susan L. and Daniel J. Flint, “Co-creating Experiential Stories – Differentiating a Winery in the Global Wine Industry,” 2013 Academy of Wine Business Research Conference, St. Catharines, Ontario.

Flint, Daniel J. and Susan L. Golicic, “Telling the Story or Selling the Experience: Winery Managers’ Perceptions from Around the World,” 2013 Academy of Marketing Science Conference, Monterey Bay, CA.

Golicic, Susan L. “Sustainable Operations and the Global Wine Industry” invited presentation as part of the 2013 Production and Operations Management Conference, Denver CO.

Ellram, Lisa M. and Susan L. Golicic, “Environmentally Sustainable Transportation,” invited webinar presentation of research results for EPA SmartWay working groups, 2011.

Golicic, Susan L., Mellie Pullman, Alex Sokol-Blosser and Tony Sotor, “Sustainability, Passion and Profitability in the Wine Industry,” invited presentation as part of the 2011 International Conference on Business and Sustainability - Authenticity, Portland, OR.

Golicic, Susan L., Carlo D. Smith and Brianne Major, “A Meta-Analysis of Environmental Sustainability and Financial Performance,” 2011 International Conference on Business and Sustainability - Authenticity, Portland, OR.

Flint, Daniel J., Susan L. Golicic and Paola Signori, “Sustainability: The Very Essence of the Wine Industry,” 2011 Academy of Wine Business Research Conference, Bordeaux, France.

Davis, Donna F., Beth Davis-Sramek, Susan L. Golicic, and Teresa M. McCarthy-Byrne, “A Theory of Captive Relationships in Distribution Channels,” 2011 Academy of Marketing Science Conference, Coral Gables, FL.

Autry, Chad W., Brent D. Williams and Susan L. Golicic, “Relational Connectivity in Supply Chain Triads: An Empirical Study,” 2011 Production and Operations Management Society Conference, Reno, NV.

Golicic, Susan L., Kenneth J. Petersen and Jill Bamburg, “Integrating Sustainability into Business Curriculum,” educational special session, 2010 International Conference on Business and Sustainability – Profitable Sufficiency, Portland, OR.

Jarvis, Wade and Susan L. Golicic, “The Impact of Product Repeat Purchasing on Supply Chain Strategy,” 2010 Australia New Zealand Marketing Academy Conference, Christchurch, New Zealand.

SUSAN L. GOLICIC, PhD

Jarvis, Wade and Susan L. Golicic, "Should Consumer Purchasing Behavior Influence Supply Chain Strategy?" 2010 Society for Marketing Advances Conference, Atlanta, GA.

Davis, Donna F., Susan L. Golicic, Courtney Boerstler, Sunny Choi and Hanmo Oh, "Does Marketing Suffer from Methods Myopia?" 2010 KAMS/SMA Global Marketing Conference.

Flint, Daniel J. and Susan L. Golicic, "The Tension between Business and Romance: A Qualitative Study in the Global Wine Industry," 2010 Academy of Marketing Science Conference, Portland, OR.

Golicic, Susan L., "Supply Chain Strategy in Emerging Markets: A Case Study Analysis," University of Alabama-Birmingham, 2010, invited visiting scholar.

Flint, Daniel J. and Susan L. Golicic, "Searching for Competitive Advantage Through Sustainability: Using Sustainability in the Supply Chain for Differential Advantage in the Wine Industry," invited presentation as part of The Sustainability of Green Marketing Practices Panel, 2010 American Marketing Association Winter Conference, New Orleans, LA.

Golicic, Susan L. and Daniel J. Flint, "Searching for an Edge through Sustainability: A Qualitative Study in the New Zealand Wine Industry" 2009 Society for Marketing Advances Conference and Supply Chain Management and Industrial Distribution Symposium, New Orleans, LA.

Golicic, Susan L., Donna F. Davis and Brian S. Fugate, "The Impact of Information on Building Brand Equity in Logistics," 2009 CSCMP Supply Chain Management Educators Conference, Chicago, IL.

Golicic, Susan L., "Shipper and Carrier Relationships," 2008 Denver Transportation Club invited speaker, Denver, CO.

Davis, Donna F. and Susan L. Golicic, "Perspectives on Multiple Methods Research Design," 2008 Academy of Marketing Science Annual Conference, Vancouver, British Columbia.

Autry, Chad and Susan L. Golicic, "Evaluating Interfirm Relationship - Performance Spirals: A Longitudinal Study," 2007 Society for Marketing Advances Annual Conference and Supply Chain Management and Industrial Distribution Symposium, San Antonio, TX.

Golicic, Susan L. and Steve Medland, "Size Might Matter: A Case Study of Lean Implementation in an SME," 2007 Society for Marketing Advances Annual Conference, San Antonio, TX.

Golicic, Susan L., "The Role of the Environment in Logistics Planning," 2007 International Conference on Business and Sustainability, Portland, OR.

SUSAN L. GOLICIC, PhD

Davis, Donna F., and Susan L. Golicic, "Leveraging IT Resources for Comparative Advantage: The Mediating Role of Market-Oriented IT Competence," 2007 Academy of Marketing Science World Marketing Congress, Verona, Italy.

Davis, Donna F., Susan L. Golicic and Sabrina Sattler, "Multiple Method Research in Marketing," 2007 Academy of Marketing Science World Marketing Congress, Verona, Italy.

Whalen, Peter S. and Susan L. Golicic, "The Implications of Marketing's Definitive Ambiguity on Sales and Marketing Integration" 2007 Academy of Marketing Science Annual Conference, Coral Gables, FL.

Golicic, Susan L., "Two Sides to Every Story: A Comparison of Carrier and Shipper Relationship Views," 2006 Society for Marketing Advances Conference and Supply Chain Management and Industrial Distribution Symposium, Nashville, TN.

Sebastiao, Helder J. and Susan L. Golicic, "An Emergent Supply Chain Strategy for Entrepreneurial Technology Firms," 2005 Council of Supply Chain Management Professionals Educators Conference, San Diego, CA.

Golicic, Susan L., "Buyer-Seller Relationships," 2005 Willamette Valley Chapter of the Institute for Supply Management invited speaker, Eugene, OR.

Golicic, Susan L., "Reverse Logistics and Sustainable Supply Chain Management," 2005 Sustainable Business Group invited speaker, University of Oregon, Eugene, OR.

Crum, Michael, Patricia Daugherty, Thomas Freese, Susan Golicic and Scott Keller, "Academic Careers – Why a Logistics/Supply Chain Ph.D. Should Be In Your Future," 2004 Council of Logistics Management Conference, Philadelphia, PA.

Golicic, Susan L., Donna F. Davis and Teresa M. McCarthy, "A Balanced Approach to Research in Supply Chain Management," 2004 Research Workshop on Research Methodologies in Supply Chain Management, University of Oldenburg, Germany.

McCarthy, Teresa M. and Susan L. Golicic, "Interfirm Demand Integration: A Case Study of Supply Chain Integration Processes," 2004 Research Workshop on Research Methodologies in Supply Chain Management, University of Oldenburg, Germany.

Marquardt, Adam, Susan L. Golicic, and Donna F. Davis, "The Current State of Logistics Service Branding," 2004 Academy of Marketing Science Conference, Vancouver, British Columbia.

Rieger, Keith, Donna F. Davis, and Susan L. Golicic, "The Role of Innovative Information Technology Competence in the Firm's Decision Making," 2004 Academy of Marketing Science Conference, Vancouver, British Columbia.

SUSAN L. GOLICIC, PhD

Davis, Donna F. and Susan L. Golicic, "Hypermediaries in the Supply Chain," invited New E-Business Model panel member, SMC³ 49th Annual Winter Meeting, 2004, Atlanta, GA.

Zacharia, Zach G., Nancy W. Nix, Joel L. Sutherland, Susan L. Golicic, and Donna F. Davis, "Managing Supply Chain Interactions in a Web Enabled Environment," special session for the 2003 Society for Marketing Advances Conference, New Orleans, LA.

Davis, Donna F. and Susan L. Golicic, "A Balanced Approach to Research in Logistics and Supply Chain Management," 2003 Council of Logistics Management Educators Conference, Chicago, IL.

Golicic, Susan L., S. Allen Broyles, and Robert B. Woodruff, "A Conceptual Look at the Influence of Relationship Structure on the Disconfirmation Process in a Business-to-Business Context," 2003 Consumer Satisfaction/Dissatisfaction and Complaining Behavior Conference, Provo, UT.

Davis, Donna F., Susan L. Golicic, Gary Maciejewski, and Don Osterberg, "Industry-University Collaboration," 2003 University of Tennessee Supply Chain Management Strategy Forum, Knoxville, TN.

McCarthy, Teresa M., Donna F. Davis, and Susan L. Golicic, "The Evolution of Forecasting Management: A 20-Year Longitudinal Study of Forecasting Practices," 2002 International Institute of Forecasters Conference, Dublin, Ireland.

Golicic, Susan L., "Supply Chain Collaboration: Is It All It's Cracked Up to Be?" 2002 University of Tennessee Sales Forecasting Management Forum, Knoxville, TN.

Golicic, Susan L., "Hypermediaries and Their Impact on Interorganizational Relationships," 2002 University of Tennessee Annual Doctoral Symposium, Knoxville, TN.

Bobbitt, L. Michelle, and Susan L. Golicic, "Assessing the Recruiting Practices of Logistics Ph.D. Programs," 2001 Council of Logistics Management Educator's Conference, Kansas City, MO.

DiLullo, Jeffrey, James H. Foggin, and Susan L. Golicic, "What Have We Learned About Collaborative Planning and Forecasting?" 2001 Council of Logistics Management Annual Conference, Kansas City, MO.

Golicic, Susan L., "Supply Chain Relationships," 2001 University of San Diego Supply Chain Forum, San Diego, CA.

Davis, Donna F., Susan L. Golicic, Teresa M. McCarthy, and John T. Mentzer, "Building a Theory of Sales Forecasting for E-Commerce," 2001 American Marketing Association Winter Educators Conference, Scottsdale, AZ.

SUSAN L. GOLICIC, PhD

Foggin, James H., and Susan L. Golicic, "Supply Chain Collaboration: The Enablers, Impediments, and Benefits," 2000 Middle Tennessee Council of Logistics Management Roundtable, Nashville, TN.

Foggin, James H., and Susan L. Golicic, "Supply Chain Collaboration," 2000 University of Tennessee Supply Chain Management Strategy Forum, Knoxville, TN.

Bratton, Tricia W., James H. Foggin, Susan L. Golicic, John T. Mentzer and Francis J. Quinn, "Benefits, Impediments, and Enablers of Supply Chain Collaboration," 2000 Council of Logistics Management Conference, New Orleans, LA.

Burgin, Stephen W., Susan L. Golicic and Teresa M. McCarthy, "Leveraging Collaborative Forecasting to Optimize Supply Chain Performance," 2000 Council of Logistics Management Conference, New Orleans, LA.

Golicic, Susan L., "Collaboration and Forecasting," 2000 University of Tennessee Sales Forecasting Management Forum, Knoxville, TN.

Working Papers

Davis, Donna F., Beth Davis-Sramek, Susan L. Golicic, and Teresa M. McCarthy-Byrne¹⁰, "When Institutions Create Constrained Choice: An Examination of Institutional Pressures in Supply Chain Relationships," under review with Journal of Business Logistics.

Golicic, Susan L., Daniel J. Flint and Paola Signori, "Achieving Business Sustainability through Resilience," in process.

Flint, Daniel J., Paola Signori and Susan L. Golicic, "The Tension Among Brand Position Choices," under revision for Journal of the Academy of Marketing Science.

Ellram, Lisa M. and Susan L. Golicic¹¹, "The Role of Legitimacy in Pursuing Environmentally Responsible Transportation Practices," under review with International Journal of Physical Distribution and Logistics Management.

Miller, Jason W., Brian S. Fugate and Susan L. Golicic, "How Do Firms Respond Following Regulatory Changes?" under second review with Academy of Management Journal.

Miller, Jason W., Susan L. Golicic and Brian S. Fugate, "Developing and Testing a Dynamic Theory of Motor Carrier Safety," under revision for Journal of Business Logistics.

Grants and Gift Generation

Canada Transportation Act Review Project Authority - \$24,499CAN – invited grant to conduct benchmark research on international sustainable transport policies, 2014.

¹⁰ Equal authorship

¹¹ Equal authorship

SUSAN L. GOLICIC, PhD

Colorado State University College of Business Summer Research Grant - \$3500 – awarded to support innovation and sustainability research in the global wine supply chain, 2014.

Council of Supply Chain Management Professionals Research Grant - \$25,000 – awarded to support supply chain innovation research, 2014.

Colorado State University College of Business Research Grant - \$2000 – awarded to support supply chain strategy research survey, 2013.

Colorado State University College of Business Summer Research Grant - \$3000 – awarded to support innovation and sustainability research in the global wine supply chain, 2012.

Institute for Supply Management Professional Research Development Grant - \$10,000 – awarded to support sustainable supply chain transportation research, 2011.

Colorado State University Office of International Programs - \$2000 – awarded to support travel for innovation and sustainability research in the France wine supply chain, 2011.

Colorado State University Office of International Programs - \$2000 – awarded to support travel for innovation and sustainability research in the New Zealand wine supply chain, 2009.

Texas Tech University - \$5,000 – awarded to co-researcher to support resource advantage and branding research, 2003.

University of Tennessee Scholarly Research Grant - \$2500 – awarded to support dissertation research, 2002.

Standard Corporation - \$5,000 – funded to support dissertation research, 2002.

FedEx, Lucent Technologies, and Cendian - \$22,500 – funded to support e-commerce forecasting research, 2000.

Awards, Honors and Certifications

Reviewer of the Year Award, Journal of Supply Chain Management, 2015.

Reviewer of the Year Award, Journal of Business Logistics, 2014.

CSU Sabbatical, 2014-2015.

Academy of Wine Business Research Best Conference Paper Award, 2014.

Nominated for the Colorado State University Alumni Association Best Teacher Award, 2012.

Highly Commended Reviewer Award, International Journal of Physical Distribution and Logistics Management, 2012.

Sustainability Accounting, Management and Policy Journal, International Conference on Business & Sustainability Best Paper Award, 2011.

Academy of Management, Journal of Operations Management Best Paper Award, 2010.

CSU College of Business Excellence in Research Award, 2009-2010.

Dean's Scholar, Colorado State University, 2009-2013.

Certified Senior Cellar Manager and Executive Sommelier, International Wine Guild, 2010.

Certified Cellar Manager, International Wine Guild, 2009.

Society of Marketing Advances Louis Stern and Adel El Ansary Best Marketing Channels Manuscript Award, 2009.

Visiting Fellow, University of Western Australia, 2009.

Society of Marketing Advances Donald J. Bowersox Best Logistics and Supply Chain Manuscript Award and Best Track Paper, 2007.

Society of Marketing Advances Louis Stern and Adel El Ansary Best Marketing Channels Manuscript Award, 2006.

Society for Marketing Advances Doctoral Dissertation Proposal Competition Winner, 2002.

SUSAN L. GOLICIC, PhD

University of Tennessee Doctoral Symposium presenter, 2002.
Council of Logistics Management Doctoral Consortium fellow, 2000 and 2002.
University of Tennessee MBA Outstanding Leadership Award, 1997.
Phi Kappa Phi Honor Society, 1997.
Beta Gamma Sigma Business Honor Society, 1997.
Wake Forest Marketing Case Competition, University of Tennessee Team, 2nd Place 1997.
Chrysler Individual Quality Participation Awards, 1996.
Sarah Alice and Tommy Bronson Excellence MBA Fellowship, 1995-1997.
George Westinghouse Signature Award of Excellence, 1994.

Service

Service to the University

Advising and Mentoring

Faculty Advisor and Doctoral Dissertation Chair, Angie Robinson, Systems Engineering, 2015-present.
Doctoral Dissertation Committee Member, Pavlina McGrady, Human Dimensions of Natural Resources, 2013-15.
GSSE Team Mentor, Cohort 7 – Fresco de Dentro, 2013-14.
GSSE Team Mentor, Cohort 6 – Luciernaga, 2012-13.
Honors Thesis Committee Member, Dustin Kaufman, 2012, “Strategic Sourcing: Implementing the Indirect Side of Your Company.”
GSSE Team Mentor, Cohort 5 – Mayan Terra, 2011-12.
Graduate Thesis Committee Member, Lisa Curwen, Design and Merchandising, 2011-12, “Challenges and Solutions of Sustainable Apparel Product Development: A Case Study of Eileen Fisher.”
Honors Thesis Advisor, Qu Jiang, 2011-12, “Innovation and Sustainability in the Wine Supply Chain: A Research Study of the Chinese Wine Industry.”
Honors Thesis Advisor, Kevin Keegan, 2011-12, “The Evolution of Technology in Supply Chain Management.”
Honors Thesis Committee Member, Kyle Fritch, 2011-12, “Supply Chain Obstacles with Small, Young Firms and Best Practices to Overcome Them.”
CIS Masters Plan B Committee Member, John Yeany, 2011, “Entity Relationship Diagramming Tool.”
CIS Masters Plan B Committee Member, Brody Taylor, 2010, “The Moot House Invoice Overhaul.”
Honors Thesis Advisor, Rachel Phillips, 2009-10, “Product Sustainability: A Logistics Driven Approach.”
Honors Thesis Advisor, Kara Svendson, 2009-10, “A Look at Current Changes in the Supply Chains of Dell, HP and Sun Microsystems and the Effects on Company Performance.”
GSSE Masters Plan B Committee Member, Diane Dodd, 2008, “Building Wheelchair Workshop Sustainability: The Customization of Supply Chains in Southern Africa.”
Dissertation Committee Member, Peter Whalen, 2006-08, “Marketing Improvisation.”
Dissertation Committee Member, Adam Marquardt, 2005-07, “Buyer-Seller Relationship Quality and Brand Equity in the Thoroughbred Consignment Industry.”

SUSAN L. GOLICIC, PhD

Dissertation Committee Member, Helder Sebastiao, 2005-07, “The Role of Market Driving in Successful Commercialization.”

Committee Work

Chair, SCM Faculty Search Committee, 2015.

Member, SCM Faculty Search Committee, 2013.

Member, Global Social and Sustainable Enterprise Admissions Committee, 2013 – 2014.

Member, Global Social and Sustainable Enterprise Faculty Committee, 2012 – present.

Member, School of Global Environmental Sustainability Curriculum Committee, 2011-2014.

Member, Department of Management Chair Search Committee, 2012.

Member, SCM Faculty Search Committee, 2011.

Member, College of Business Faculty Advisory Committee, 2010-2012.

Member, CSU School of Global Environmental Sustainability, 2008-present.

Member, Oregon Executive MBA Academic Committee, 2005-2008.

Member, University of Oregon Executive MBA curriculum task force, 2007.

Member, Sustainable Advantage Advisory Council, 2007.

Member, Departmental Faculty Search Committees, 2006-07.

Member, University of Oregon New Building Committee, 2005-06.

Member, University of Oregon Department of Marketing curriculum task force, 2003-04.

Other

Advisory Board Member, SEE Conference, 2013-14.

Faculty Lead on managing the CSU Supply Chain Forum, 2011-12.

Faculty Participant on informal task force to examine COB relationships with foreign universities, 2011-12.

Faculty Participant in events to launch SCM Company Forum and build stronger company-university partnerships for the SCM program, 2011-12.

Faculty Participant, International Design Development Summit held at Colorado State, 2010.

SAP Alliance Proposal and Implementation Team, 2010.

Faculty Advisor, Operation Stimulus (SCM) Case Competition Team, 2008-09.

Faculty Advisor, University of Oregon Collegiate AMA Chapter, 2005-08.

Organizer, University of Oregon Center for Sustainable Supply Chain Management activities, 2005 - 2008.

Facilitator, University of Oregon MBA and undergraduate independent studies, 2004-08.

Advisor, University of Tennessee Graduate Logistics Case Competition team, 2000-02.

Service to the Profession

Journal Review

Editorial Board Member, Journal of Supply Chain Management, 2011 - present.

Editorial Board Member, Journal of Business Logistics, 2010 - present.

Editorial Board Member, International Journal of Physical Distribution and Logistics Management, 2011 - 2015.

Editorial Review Member, Industrial Marketing Management, 2006 – 2011.

Reviewer, Journal of Business Logistics, 2002 - 2010.

Reviewer, Journal of Operations Management, Decision Sciences Journal, International Journal of Operations and Production Management, Journal of the Academy of Marketing Science,

SUSAN L. GOLICIC, PhD

Academy of Wine Business Research, 2007 - present.

Association Positions

Ex-officio Member, CSCMP Academic Strategies Committee, 2015 – present.

Member, CSCMP Research Strategies Committee, 2012 - present.

Member, CSCMP Education Strategies Committee and Member, Global Virtual Roundtable Committee, 2009 – 2011.

Chair, CSCMP Roundtable Education Process Team and Member, CSCMP Roundtable Advisory Committee, 2008 – 2009.

Director, Doctoral Student Recruiting, Supply Chain Management and Industrial Distribution Symposium, 2008 – 2009.

Member, CSCMP Roundtable Education Process Team, 2006-08.

Vice President, Publications and Track Chair, Supply Chain Management and Industrial Distribution Symposium, 2007-08.

Secretary, Council of Supply Chain Management Professionals Portland Roundtable, 2003-05.

Member, Institute for Supply Management, 2002 – present.

Member, Academy of Marketing Science, 2000 – present.

Member, Council of Supply Chain Management Professionals, 1997 – present.

Conference Activities

Chair, Council of Supply Chain Management Professionals Educator's Conference, 2016.

Track Chair, Council of Supply Chain Management Professionals Educator's Conference, 2015.

Session Chair, Academy of Wine Business Research Conference, 2014.

Session Chair, Academy of Wine Business Research Conference, 2013.

Track Chair, Working Together: Industry/Academic Research in Action, Council of Supply Chain Management Professionals Manager's Conference, 2012.

Track Chair, Council of Supply Chain Management Professionals Educator's Conference, 2011.

Track Chair, Society for Marketing Advances conference and Supply Chain Management and Industrial Distribution Symposium, 2008.

Track Chair, Council of Supply Chain Management Professionals Educator's Conference, 2005.

Session Chair, Academy of Marketing Science World Marketing Congress, 2007.

Session Chair, Academy of Marketing Science conference, 2004, 2010.

Session Discussant, Academy of Marketing Science conference, 2002, 2008.

Reviewer, Australia New Zealand Academy of Marketing conference submissions, 2010.

Reviewer, Society for Marketing Advances conference submissions, 2005, 2007, 2009, 2010.

Reviewer, Academy of Marketing Science conference submissions, 2004, 2006, 2008, 2010.

Reviewer, Council of Supply Chain Management Educator's conference submissions, 2004, 2006, 2008, 2009, 2010.

Other

Technical Reviewer, Walmart Sustainable Transportation Supplier Survey, 2013.

Technical Peer Reviewer, EPA SmartWay Shipper Emissions Calculation Tool and Associated Documents, 2011.

Reviewer/Judge, Society of Logistics Engineers Dissertation Competition, 2007, 2008.

Reviewer of 2nd Edition, Sales Forecasting Management: A Demand Management Approach, Sage Publications, 2004.

SUSAN L. GOLICIC, PhD

Participant in Supply Chain Delphi Study, University of Newcastle, Australia, 2003.
Facilitator/presenter, The Logistics Forum (Richmond Events), 2001.

Service to the Community

President and Treasurer, my Team Triumph Rocky Mountain Chapter nonprofit organization, Northern Colorado, 2011-present.

Volunteer, Larimer County Food Bank, 2008-present.

Homeowners Association Board Member, Hearthfire Subdivision, Fort Collins, CO, 2010-2011.

Volunteer, Partners Mentoring Youth fund-raising events, Fort Collins, CO, 2009-2010.

Volunteer, Blue Sky Marathon race events, Fort Collins, CO, 2009.

Volunteer, annual Jog for Jim 5K for Parkinson's disease, Eugene, OR, 2006, 2007.

Volunteer, Committed Partners for Youth fund-raising events, Eugene, OR, 2005-06.

Corporate Affiliations Involving Research, Consulting, and Executive Education

Advanced Energy, Alticor, Applied Micro Circuits Corporation, Bacardi, Bridgeport Distribution, Burley Design Cooperative, Cascade Business Solutions, Cendian, Chattanooga Metropolitan Airport Authority, Coca-Cola Company, Commerx, Continental Tire, DaimlerChrysler, Dell, Eagle Global Logistics, Eastman Chemical Company, FedEx, HP, Interland, John Deere, Karmax Metal Stamping, King Retail Solutions, LaVelle Vineyards, Lucent Technologies, Micro Motion, Motorola, Otterbox, Nike, Peerless Pump, Philips Consumer Electronics, PlastiLine, Sara Lee Intimate Apparel, Schneider Specialized Carriers, SMC3, Spring Industries, Standard Corporation, SteelWedge, Stolle Machinery, Transplace, Union Pacific Railroad, Walmart, The Welsh Rabbit Cheese Shop, Whirlpool, Williamson Dickie, Woodward.

Professional Experience

Colorado State University, Fort Collins, Colorado

Associate Professor, Department of Management 2011 – present

Director, Supply Chain Forum 2015 – present

Member, School of Global Environmental Sustainability 2009 – present

Herbert Family Research Fellow 2011 – 2015

Assistant Professor, Department of Management 2008 – 2011

Conduct scholarly research and teach undergraduate and graduate business majors in supply chain management. Provide service to the university, college, profession and community.

University of Oregon, Eugene, Oregon

Assistant Professor, Department of Marketing 2003 – 2008

Conducted scholarly research and taught undergraduate and graduate business majors in supply chain management, logistics and marketing. Mentored doctoral students through research assistantships and dissertation research. Provided service to the college, profession and community.

University of Tennessee, Knoxville, Tennessee

Research Associate, Associate Director of Sales Forecasting and Supply Chain Management Forums, Department of Marketing and Logistics 1999 – 2003

SUSAN L. GOLICIC, PhD

Conducted various research and consulting projects in supply chain management and forecasting practices. Assisted in the planning and preparation of forum meetings and annual conferences. Presented research and conducted workshops at executive supply chain and forecasting forums.

DaimlerChrysler, Auburn Hills, Michigan

Logistics Analyst, Belvidere Assembly Plant 1998 – 1999

Prepared, implemented and managed annual logistics and transportation strategy for Belvidere Assembly Plant.

Materials Supervisor, Sterling Heights Assembly Plant 1997

Supervised daily activities of unionized plant material handlers.

Materials Supervisor (Intern), Trenton Engine Plant 1996

Supervised daily activities of unionized material handlers and completed special projects.

University of Tennessee, Knoxville, Tennessee

Research Associate, Department of Marketing and Logistics 1996 – 1997

Assisted Eastman Chemical in improving their global sales forecasting process and PlastiLine with future marketing plans through marketing research.

Scientific Ecology Group, Oak Ridge, Tennessee

Radiological/Environmental Engineer 1992 - 1995

Managed mobilization and daily operations of \$100,000+ survey projects for government clients. Prepared business development proposals and technical reports for various projects.

Knolls Atomic Power Laboratory, Schenectady, New York.

Radiological Engineer 1990 – 1992

Prepared and approved standard operating procedures for site facilities. Provided radiological control oversight for radiochemistry labs, hot cell facility, and test reactor.

SUSAN L. GOLICIC, PhD

References

Dr. Lisa M. Ellram
James Evans Rees Distinguished Professor of Distribution
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Dr. Sarah F. Gardial
Dean, Tippie College of Business
The University of Iowa
108 John Pappajohn Business Building, Suite C120
Iowa City IA 52242-1994
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Professor Emeritus of Marketing
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1208 University of Oregon
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Harry J. and Vivienne R. Bruce Chair of Excellence in Business
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