

# CURRICULUM VITAE

## RUDOLF LEUSCHNER, PH.D.

### **Business Address**

Department of Supply Chain Management  
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### **CURRENT POSITION**

**Associate Professor of Supply Chain Management**  
**Director of Rutgers Business School Online Programs**  
**Co-Director of the Master of Supply Chain Management Program**  
**Curriculum Coordinator for the Supply Chain Management MBA Concentration**  
July 2017 – current  
Department of Supply Chain Management  
Rutgers Business School, Newark and New Brunswick  
Rutgers University

### **EDUCATION**

- **Ph.D. in Business Administration**  
**The Ohio State University, 2010**
  - Dissertation Title: “The Impact of Product, Price, Promotion and Place/Logistics on Customer Satisfaction and Share of Business: A Multi-Industry Analysis”
  - Major in Logistics and minor in Marketing
- **Master of Arts in Business Administration, 2008**  
The Ohio State University
- **Master of Business Administration, 2006**  
University of Nevada, Emphasis in Supply Chain Management
- **Bachelor of Science in Business Administration with Distinction, 2004**  
University of Nevada, major in International Business, minors in Economics and Marketing

### **RESEARCH INTERESTS**

My primary research focuses on supply chain finance. A second research interest is supply chain strategy, combining different elements of supply chain management into a cohesive direction for a firm. A third research interest is customer service, especially the integration of marketing and logistics aspects and their impact on customer satisfaction and business outcome. Generalizable evidence is obtained through replication research, where the same study is repeated under different circumstances. A specific technique I often employ is meta-analysis, which is summary and aggregation of results of existing studies to offer generalizable evidence of overall population effects.

## ACADEMIC SUMMARY

- **Assistant Professor of Supply Chain Management**  
July 2011 – June 2017  
Rutgers Business School, Newark and New Brunswick, Rutgers University
- **Researcher at the Global Supply Chain Forum**  
January 2011 – June 2011  
Fisher College of Business, The Ohio State University
- **Graduate Associate**  
September 2006 – December 2010  
Department of Marketing and Logistics, Fisher College of Business, The Ohio State University
- **Research Fellow**  
January 2006 – May 2006  
Center for Logistics Management, University of Nevada
- **Graduate Assistant**  
August 2004 – December 2005  
College of Business Administration, University of Nevada
- **Reverse Logistics Executive Council Fellowship**  
June 2005 – July 2005  
Center for Logistics Management, University of Nevada

## PUBLICATIONS

### Peer Reviewed Journal Articles

1. Sokolinskiy, Oleg Sopranzetti, Ben, Rogers, Dale, and Leuschner, Rudolf “Inventory Management and Endogenous Demand: Investigating the Role of Customer Referrals, Defections, and Bankruptcy,” conditional acceptance at *Decision Sciences*.
2. Leuschner, Rudolf and Douglas M. Lambert. (2016) “Establishing Logistics Service Level Strategies that Increase Sales,” *Journal of Business Logistics*, 37(3): 247-270.  
2014 Impact factor: 1.83, acceptance rate: 8%.
3. Melamed, Benjamin, Rudolf Leuschner, Weiwei Chen, Dale S. Rogers, and Min Cao (2016) “Inventory Turns and Finite-Horizon Little’s Laws,” *Annals of Operations Research*, DOI 10.1007/s10479-016-2157-9
4. Quarshie, Anne M., Asta Salmi, and Rudolf Leuschner. (2016) “Sustainability and corporate social responsibility in supply chains: The state of research in supply chain management and business ethics journals,” *Journal of Purchasing and Supply Management*, 22(2): 82-97,  
DOI:10.1016/j.pursup.2015.11.001, Google Scholar Citations: 5.
5. Dobrzykowski, D. David, Rudolf, Leuschner, Paul C. Hong, and James J. Roh. (2015) “Examining Absorptive Capacity in Supply Chains: Linking Responsive Strategy and Firm Performance.” *Journal of Supply Chain Management*, 51: 3–28, DOI: 10.1111/jscm.12085, Google Scholar Citations:64.  
*2015 Harold E. Fearon Best Paper Award Finalist*  
2014 Impact Factor: 3.88, acceptance rate: 8%.
6. Leuschner, Rudolf, Craig R. Carter, Thomas J. Goldsby, and Zachary Rogers (2014) “Third-Party Logistics: A Meta-Analytic Review and Investigation of Its Impact on Performance,” *Journal of Supply Chain Management*, 50(1), 21-43, DOI: 10.1111/jscm.12046, Google Scholar Citations: 32.  
2013 Impact Factor: 3.72, acceptance rate: 8%.
7. Leuschner, Rudolf, Dale S. Rogers, and Francois Charvet (2013) “A Meta-Analysis of Supply Chain Integration and Firm Performance,” *Journal of Supply Chain Management*, 49(2): 34-57, DOI: 10.1111/jscm.12013, Google Scholar Citations: 76.  
2011 Impact Factor: 2.65, acceptance rate: 8%,
8. Leuschner, Rudolf, Francois Charvet, and Dale S. Rogers (2013) “A Meta-Analysis of Logistics Customer Service and Firm Performance,” *Journal of Supply Chain Management*, 49(1): 47-63, DOI:

- 10.1111/jscm.12000, Google Scholar Citations: 15.  
2011 Impact Factor: 2.65, acceptance rate: 8%.
9. Leuschner, Rudolf, Douglas M. Lambert, and A. Michael Knemeyer (2012) "Logistics Performance, Customer Satisfaction and Share of Business: A Comparison of Primary and Secondary Suppliers," *Journal of Business Logistics*, 33(3): 209-225, Google Scholar Citations: 6.  
2010 Impact factor: 3.905, acceptance rate: approximately 10%.
  10. Carter, Craig R., Rudolf Leuschner, and Dale S. Rogers (2007) "A Citation Analysis of the Journal of Supply Chain Management: An Examination of Social Networks," *Journal of Supply Chain Management*, 43(2): 15–28, DOI: 10.1111/j.1745-493X.2007.00028.x, Google Scholar Citations: 34.
  11. Rogers, Dale S. and Rudolf Leuschner (2004) "Supply Chain Management: Retrospective and Prospective," *Journal of Marketing Theory and Practice*, 12(4): 60-65, DOI: 10.1080/10696679.2004.11658533, Google Scholar Citations: 25.

Summary: (199 Google Scholar Citations, H-index = 6)

### **Non Peer Reviewed Articles**

12. Rogers, Dale S., Leuschner, Rudolf, & Choi, Thomas Y. (2016) "The Rise of FinTech in Supply Chains," *Harvard Business Review: Online Forum on Operations in a Connected World*, <https://hbr.org/2016/06/the-rise-of-fintech-in-supply-chains>.
13. Rogers, Dale S., Leuschner, Rudolf, & Choi, Thomas Y. (2016) "Funding the Supply Chain and the Organization," *Inside Supply Management*, 27(2): 28-29.

### **Book Chapters**

14. Lambert, Douglas M., Rudolf Leuschner, and Dale S. Rogers, "Implementing and Sustaining the Supply Chain Management Processes," in Douglas M. Lambert (editor), *Supply Chain Management: Processes, Partnerships, Performance*, Fourth Edition, Sarasota, FL: Supply Chain Management Institute, 2014, pp. 239-256.
15. Lambert, Douglas M., Rudolf Leuschner, and Dale S. Rogers, "Implementing and Sustaining the Supply Chain Management Processes," in Douglas M. Lambert (editor), *Supply Chain Management: Processes, Partnerships, Performance*, Third Edition, Sarasota, FL: Supply Chain Management Institute, 2008, pp. 235-254.

### **Editorials**

16. Rogers, Dale S. and Rudolf Leuschner (2015) "Supply Chain Finance Special Issue Editorial Note," *Supply Chain Forum: An International Journal*, 16(3): 2-3, DOI: 10.1080/16258312.2015.11716347.

### **Reports**

17. Rogers, Dale S., Leuschner, Rudolf, & Choi, Thomas Y. (2016) *Supply Chain Financing: Funding the Supply Chain and the Organization*, CAPS Research, ISBN 978-1-940404-16-5

## **WORK IN PROGRESS**

### **Under Review**

- "Searching for Funding in your Supply Chain," with Dale Rogers and Thomas Choi, *Harvard Business Review*.
- "Cross-Sector Social Interactions and Systemic Change in Disaster Response: A Qualitative Study" with Anne Quarshie, second round review at the *Journal of Business Ethics*.
- "Managing Work Structure in the Supply Chain," first round review at *Supply Chain Forum: An International Journal*.

## Other manuscripts not yet submitted

### Supply Chain Finance

- “Supply Chain Financing: Towards a Unified Theory in Supply Chain Management,” with Dale S. Rogers, and Thomas Choi, conceptual development, target: *Journal of Supply Chain Management*.
- “Capacity Creation with Supply Chain Finance” with Ben Melamed, Dale S. Rogers, and Ben Sopranzetti, conceptual development, target: *Journal of Business Logistics*.
- “Supply Chain Finance: A Preferred Arrangement for Cash-Strapped Buyers” with Ben Melamed, Dale S. Rogers, and Ben Sopranzetti, conceptual development, target: *Decision Sciences*.

### Supply Chain Strategy

- “Meta-Analysis in Supply Chain Management Research,” with Craig Carter and Dale Rogers, conceptual development, , target: *Journal of Supply Chain Management*.
- “Supply Chain Strategy Meta-Analysis”, with David Dobrzykowski, Tobias Schoenherr, and Zachary Rogers, data collection stage, target: *Journal of Operations Management*.
- “Humanitarian Supply Chains: On the formation and strengthening of organizational collaborations” with Arash Azadegan, Constantin Blome, and Jess Bonan-White, data analysis complete, writing in progress, to be submitted to the *Journal of Business Ethics* in September 2016.

### Logistics Customer Service

- “Sustainable Logistics in Brazil and the United States: An Exploratory Study,” with Dale S. Rogers, data analysis stage, target: *International Journal of Physical Distribution and Logistics Management*.
- “Do the Components of the Marketing Mix Affect Customer Satisfaction and Share of Business Differently by Industry and Over Time?”, with Douglas Lambert, data collection complete, writing in progress, to be submitted to the *Journal of the Academy of Marketing Sciences* in Spring 2017.

## PRESENTATIONS

- "Cross-Sector Social Interactions and Systemic Change in Disaster Response: A Qualitative Study" with Anne Quarshie at CSSI 2016 symposium in Toronto, April 2016  
*Won 2016 Routledge Best Paper Award in Social Partnership*
- “Dissertation Focus,” presented to Annual Logistics Doctoral Symposium, Michigan State University, Lansing Michigan, April 2016.
- “Towards the Perfect Order: Techniques for improving total delivery quality” RVCF 2015 Annual Spring Conference, May 2015.
- “A structured quantitative review of supplier relationship management” with Nezir Altay, Laura Birou, and Heather Lutz, DSI 2014 Annual Meeting in Tampa, FL, November, 2014.
- “A Review and Examination of Supply Chain Strategies” with David Dobrzykowski, DSI 2014 Annual Meeting in Tampa, FL, November 2014.
- “Investigating Dissimilar, Non-financial Interorganizational Relationships in the Face of Disasters” with Anne Quarshie and Arash Azadegan, DSI 2014 Annual Meeting in Tampa, FL, November 2014.
- “Surviving and Thriving in the Doctoral Program,” at Donald J. Bowersox Doctoral Symposium during the CSCMP Annual Global Conference on Monday, September 22 in San Antonio, TX.
- “Supply Chain Finance”, The Global Supply Chain Forum, Columbus, Ohio (October 2013).
- “Reverse Logistics in Brazil,” with Dale S. Rogers and Cesar Lavalle, Council of Supply Chain Management Professionals Annual Global Conference, Atlanta, GA, October 2012.
- “Current Trends in Logistics,” presented to the Rutgers Center for Supply Chain Management, Advisory Board Meeting, New Brunswick, NJ, July 2012.
- “Sustainable Logistics in Brazil and the United States: An Exploratory Study,” with Dale S. Rogers, Academy of Marketing Science Conference in New Orleans, LA, May 2012.

- “The Job Search Process and Strategies for Success,” presented to Annual Logistics Doctoral Symposium, The Ohio State University, Columbus, Ohio, March 2012.
- “A Meta-Analysis of Supply Chain Collaboration,” with Francois Charvet, DSI Conference in Boston, MA, November, 2011.
- “A Meta-Analysis of Logistics Service Performance,” with Francois Charvet, CSCMP Supply Chain Educators Conference in Philadelphia, PA, October, 2011.
- “Mapping the Sustainable Supply Chain” with Dale S. Rogers at the 4th Annual International Conference on Business and Sustainability in Portland, Oregon (November 2010)
- Proposal of the research topic: “Sustainable Supply Chain Mapping”, The Global Supply Chain Forum (April 2010)
- Results of the dissertation research: “The Impact of Product, Price, Promotion and Place/Logistics on Customer Satisfaction and Share of Business: A Multi-Industry Analysis,” The Global Supply Chain Forum (April 2010)
- Proposal of the Dissertation Topic: “The Impact of Product, Price, Promotion and Place/Logistics on Customer Satisfaction and Share of Business: A Multi-Industry Analysis,” The Global Supply Chain Forum (April 2009)
- Proposal of research topic: “Managing Work Structure in the Supply Chain,” The Global Supply Chain Forum (March 2008)
- Results of research: “Implementing and Sustaining the Supply Chain Management Processes,” The Global Supply Chain Forum (October 2007)
- Proposal of research topic: “Implementing and Sustaining the Supply Chain Management Processes,” The Global Supply Chain Forum (July 2006)

## **FUNDED RESEARCH**

- Center for Advanced Purchasing Studies (CAPS) Focus Study (2014-2015): “Supply Chain Finance: Funding the Supply Chain and the Organization,” \$47,500, Co-Principal Investigator: Rudolf Leuschner (50%).
- Rutgers Business School Research Resources Committee (2013-2014): “Supply Chain Finance”, \$6,400, Principal Investigator: Rudolf Leuschner (100%).

## **Member of The Global Supply Chain Forum research team:**

- Dissertation: “The Impact of Product, Price, Promotion and Place/Logistics on Customer Satisfaction and Share of Business: A Multi-Industry Analysis,” 2009-2010, \$5,000, Principal Investigator.
- “Work Structure in the Supply Chain,” 2008, \$1,000, Principal Investigator.
- “Implementing and Sustaining the Supply Chain Management Processes,” 2006-2008, \$3,000, Co-principal Investigator (33%).

## **Research Fellow, Center for Logistics Management, University of Nevada:**

- KENCO: “Sustainable Supply Chain” (2006), \$30,000, Co-principal Investigator (20%).
- KENCO: “The Third Party Logistics Service Company”, 2006, \$10,000, Co-principal Investigator (10%).
- Genco: “Value of third party logistics”, 2005-2006, \$10,000, Co-principal Investigator (10%).
- Philips Consumer Electronics North America: “Customer Returns Study”, 2005–2006, \$5,000, Co-principal Investigator (33%).

## **OTHER FUNDING**

- Received an advance of \$40,000 in 2016 to develop the *Supply Chain Management* MOOC specialization on Coursera as Principal Investigator (with Arash Azadegan as Co-PI).
- Secured \$8,000 in sponsorships and equivalents for the 2016 Rutgers Ten Plus Dual Supply Chain Case Challenge.

- Secured \$7,250 in sponsorships and equivalents for the 2015 Rutgers Ten Plus Dual Supply Chain Case Challenge.

## TEACHING

### Rutgers University

#### Face-to-Face Classes

Course Name	Number of Times Taught (Years)	Level	Overall Instructor Rating Average	Overall Course Rating Average
Demand Analysis/ Management for Value Chains	6 (2012-2016)	Graduate	4.17	4.09
Supply Chain Management Strategies	4 (2013-2015)	Graduate	4.10	4.05
Supply Chain Professional Skills Development	1 (2014)	Graduate	4.50	4.40
Demand Planning and Fulfillment	6 (2011-2013)	Undergraduate	4.12	4.09

#### Online Classes

Course Name	Number of Times Taught (Years)	Level	Overall Instructor Rating Average	Overall Course Rating Average
Demand Management	2 (2015-2016)	Graduate	4.30	4.38
Supply Chain Management Strategies	2 (2015-2016)	Graduate	3.92	3.99

#### Massive Open Online Courses

- Developed and delivered the first ever [Supply Chain Management](#) Specialization Certification program on [Coursera](#), consisting of four four-week courses and one six-week capstone course, which I developed.

#### Executive Education

- 2016 Rutgers SCM Certification Program, “Setting Efficient Service Levels,” June 10th, 2016.
- 2016 Rutgers Mini-MBA™: Supply Chain in a Digitized Network, “Innovation and Agile Development in a Digital Age” April 12, 2016.
- 2015 Rutgers SCM Certification Program, “Setting Efficient Service Levels,” June 11th, 2015.
- 2014 Rutgers SCM Certification Program, “Case Study: VF Brands—Global Supply Chain Strategy,” June 12th, 2014.

## **The Ohio State University**

- Undergraduate “Logistics Management” two quarters, average rating of 4.3 (out of 5)
- Undergraduate “Transportation Management” three quarters, average rating of 4.2 (out of 5)

## **SERVICE**

### **Committees at Rutgers Business School**

- Academic Standing Committee (2013-current)
- Courses of Study Committee (2014-2015)
- Case Competition Ad-Hoc Committee (2014)
- Teaching Methods and Innovations Committee (2012-2013)

### **Supply Chain Management Department:**

- Co-Chair of the Rutgers Ten Plus Dual Supply Chain Case Challenge, an University case competition for Undergraduate and MBA students (2015-current).
- Co-Director of the Master of Supply Chain Management Program (2014- current)
- Co-organizer of the Rutgers Regional Case Competition (2013-2014)
- Academic coordinator for the MBA specialization (2012-current)
- Case competition coordinator for Supply Chain major (2012-2013)
- Academic coordinator for the New Brunswick (2011-2012)
- Organizer of Rutgers Center for Supply Chain Management Summit, October 2014, “Supply Chain Finance”, New Brunswick, NJ.

## **PROFESSIONAL ACTIVITIES**

### **Editor**

- Special Issue, “Supply Chain Finance”, Co-Guest Editor: *Supply Chain Forum: An International Journal*
- Associate Editor, responsible for Supply Chain Management, at the *Rutgers Business Review*

### **Reviewer**

- Editorial Review Board: *Journal of Supply Chain Management*
- Ad Hoc Referee for the *Journal of Business Logistics*
- Ad Hoc Referee for *Decision Sciences Journal*
- Ad Hoc Referee for *International Journal of Physical Distribution and Logistics Management*
- CSCMP Doctoral Dissertation Award, Reviewer 2014

### **Professional Memberships**

- Council of Supply Chain Management Professionals
- Decision Sciences Institute
- Academy of Management
- Academy of Marketing Science

## **HONORS**

- Jack and Mary Lambert Ph.D. Scholarship, The Ohio State University (2010)
- Nominated and selected for the CSCMP Doctoral Symposium in September 2009
- Received the ISM Scholarship for the 15th IFPSM Summer School in Salzburg (July 2010)
- Named to the University of Nevada, College of Business, Deans List, five times (2001-2004)

## **LANGUAGES**

- German (native)
- English (fluent at native level)
- Romanian (native)
- French (basic)

Last updated: 8 September 2017