

# BRIAN W. JACOBS

Graziadio Business School, Pepperdine University  
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## ACADEMIC EMPLOYMENT

Professor, Decision Sciences, Pepperdine University, since August 2021  
Associate Professor, Decision Sciences, Pepperdine University, 2018–2021  
Associate Professor, Supply Chain Management, Michigan State University, 2016–2018  
Assistant Professor, Supply Chain Management, Michigan State University, 2009–2016

## RESEARCH INTERESTS

- Operations & Supply Chain Strategy
- Financial/Market Value of Operations Strategies
- Sustainability
- Process Improvement
- Responsible Sourcing

## TEACHING INTERESTS

- Operations Management
- Supply Chain Management
- Project Management
- Sustainable Operations
- Quantitative Analysis

## EARNED DEGREES

*Ph.D., Operations Management (2009)*  
Georgia Institute of Technology, Atlanta, Georgia  
Dissertation Title: *Essays on Operations Strategies*  
Advisors: Dr. Vinod Singhal and Dr. Ravi Subramanian

*M.S., Mechanical Engineering (1987)*  
Massachusetts Institute of Technology, Cambridge, Massachusetts  
Thesis Title: *Applications of the Taguchi Method to Product Innovation*

*B.S., Marine Engineering Systems (1982)*  
U.S. Merchant Marine Academy, Kings Point, New York

## RESEARCH PAPERS

Awaysheh, A., S. Narayanan, **B.W. Jacobs**. 2024. Reducing Industrial Water Consumption: The Impact of Organizational Learning. *Production and Operations Management*, Vol. 33, No. 1, pp. 225-242.

**Jacobs, B.W.**, V.R. Singhal., X. Zhan. 2022. Stock Market Reaction to Global Supply Chain Disruptions from the 2018 US Government Ban on ZTE. *Journal of Operations Management*, Vol. 68, No. 8, pp. 903-927.

Fu, W., **B.W. Jacobs**. 2022. Does Increased Water Efficiency Improve Financial Performance? The Important Role of Operational Efficiency. *International Journal of Operations and Production Management*, Vol. 42, No. 3, pp. 304-330.

**Jacobs, B.W.**, V.R. Singhal. 2020. Shareholder Value Effects of the Volkswagen Emissions Scandal on the Automotive Ecosystem. *Production and Operations Management*, Vol. 29, No. 10, pp. 2230-2251.

Hendricks, K.B., **B.W. Jacobs**, V.R. Singhal. 2020. Stock Market Reaction to Supply Chain Disruptions from the 2011 Great East Japan Earthquake. *Manufacturing & Service Operations Management*, Vol. 22, No. 4, pp. 683-699.

**Jacobs, B.W.**, V.R. Singhal. 2017. The Effect of the Rana Plaza Disaster on Shareholder Wealth of Retailers: Implications for Sourcing Strategies and Supply Chain Governance. *Journal of Operations Management*, Vol. 49, No. 1, pp. 52-66.

**Jacobs, B.W.**, R. Kraude, S. Narayanan. 2016. Operational Productivity, Corporate Social Performance, Financial Performance, and Risk in Manufacturing Firms. *Production and Operations Management*, Vol. 25, No. 12, pp. 2065-2085.

**Jacobs, B.W.**, M. Swink, K. Linderman. 2015. Performance Effects of Early and Late Six Sigma Adoptions. *Journal of Operations Management*, Vol. 36, No. 1, pp. 244-257.

Narasimhan, R., T. Schoenherr, **B.W. Jacobs**, M.K. Kim. 2015. The Financial Impact of FSC Certification in the United States: A Contingency Perspective. *Decision Sciences*, Vol. 46, No. 3, pp. 527-563.

**Jacobs, B.W.** 2014. Shareholder Value Effects of Voluntary Emissions Reduction. *Production and Operations Management*, Vol. 23, No. 11, pp. 1859-1874.

**Jacobs, B.W.**, V.R. Singhal. 2014. The Effect of Product Development Restructuring on Shareholder Value. *Production and Operations Management*, Vol. 23, No. 5, pp. 728-743.

Swink, M., **B.W. Jacobs**. 2012. Six Sigma Adoption: Operating Performance Impacts and Contextual Drivers of Success. *Journal of Operations Management*, Vol. 30, No. 6, pp. 437-453.

**Jacobs, B.W.**, R. Subramanian. 2012. Sharing Responsibility for Product Recovery Across the Supply Chain. *Production and Operations Management*, Vol. 21, No. 1, pp. 85-100.

**Jacobs, B.W.**, V.R. Singhal, R. Subramanian. 2010. An Empirical Investigation of Environmental Performance and the Market Value of the Firm. *Journal of Operations Management*, Vol. 28, No. 5, pp. 430-441.

This research was featured in *B-School Research Tackles the Big Questions*, Bloomberg Businessweek, and *How Markets React to CSR Announcements*, Network for Business Sustainability.

**Jacobs, B.W.**, C. White, K. Morrison. 1992. Completely Synchronous Manufacturing for Automotive Assembly – Some Lessons Learned. *Computers and Industrial Engineering*, Vol. 23, No. 3, pp. 261-265.

## **BOOK CHAPTER**

**Jacobs, B.W.**, R. Subramanian, M. Hora, V.R. Singhal. 2015. Market Value Implications of Voluntary Corporate Environmental Initiatives. Chapter 14 in *Sustainable Supply Chains*, eds.Y. Bouchery, C. Corbett, J. Fransoo, T. Tan. ISBN 978-3-319-29789-7, Springer Publishing.

## **TEACHING**

### **Courses Taught**

Project Management (DESC636), 2.0 credit hours, MS in Business Analytics, MS in Global Business, and MBA programs, Graziadio Business School, Pepperdine University  
2018 – present, 25 sections

Quantitative Analysis for Business Operations (MBAA672), 4.0 credit hours, Executive MBA program, Graziadio Business School, Pepperdine University  
2019 – present, 6 sections

Quantitative Research Methods III (EDBA731C), 2.0 credit hours, Executive DBA program, Graziadio Business School, Pepperdine University  
2019 – present, 5 sections

Quantitative Research Methods I (EDBA731A), 2.0 credit hours, Executive DBA program, Graziadio Business School, Pepperdine University  
2020 – present, 5 sections

Multiple Attribute Decision Analysis (DESC637), 2.0 credit hours, MS in Business Analytics, Graziadio Business School, Pepperdine University  
2023 – present, 3 sections

Quantitative Analysis for Business Operations (DESC656), 4.0 credit hours, Online MBA program, Graziadio Business School, Pepperdine University  
2019 – present, 3 sections

Quantitative Business Analysis (DESC603), 2.0 credit hours, MS in Global Business, Graziadio Business School, Pepperdine University  
2020, 1 section

Production and Operations Management (DESC475), 4.0 credit hours, BSM program, Graziadio Business School, Pepperdine University  
2019, 1 section

Supply Chain Management II (PIM875), 1.5 credit hours, Executive MBA program, Eli Broad Graduate School of Management, Michigan State University  
2011 – 2014, 15 sections, 738 total students

Manufacturing Planning and Control (SCM372), 3.0 credit hours, undergraduate Supply Chain program, Eli Broad College of Business, Michigan State University  
2009 – 2014, 9 sections, 425 total students

Introduction to Supply Chain Management (SCM303), 3.0 credit hours, undergraduate business program, Eli Broad College of Business, Michigan State University  
2015 – 2017, 7 sections, 2,735 total students

Survey of Supply Chain Management (SCM304), 3.0 credit hours, online undergraduate business cognate for non-business majors, Eli Broad College of Business, Michigan State University  
2016 – 2018, 4 sections, 322 total students

Operations Management (MGT3501), 3.0 credit hours, undergraduate Business program, College of Management, Georgia Institute of Technology  
2007 – 2008, 3 sections, 141 total students

### **Doctoral Student Committees**

Dissertation Committee Member for Bradley Gray, EDDBA candidate, Graziadio Business School, Pepperdine University, defense expected in 2025.

External Committee Member for Keno Theile, PhD candidate, Kuhne Logistics University, Hamburg, Germany, defense expected in 2024.

Dissertation Supervisor for Marlene Gonzalez, EDDBA candidate, Graziadio Business School, Pepperdine University, successfully defended in 2024.

Dissertation Committee Member for John Rose, EDDBA candidate, Graziadio Business School, Pepperdine University, successfully defended in 2023.

External Committee Member for Diane Wells MacLennan, PhD candidate, Graduate School of Education and Psychology, Pepperdine University, successfully defended in 2022.

Dissertation Committee Member for Igor Estraykh, EDDBA candidate, Graziadio Business School, Pepperdine University, successfully defended in 2022.

Dissertation Supervisor for Frank Betz, EDDBA candidate, Graziadio Business School, Pepperdine University, successfully defended in 2021.

External Committee Member for Wayne Fu, PhD candidate, Scheller College of Business, Georgia Institute of Technology, successfully defended in 2017.

### **Curriculum Development**

Quantitative Research Methods III (EDBA731C), Pepperdine University – developed this all-new course to prepare EDDBA students for use of quantitative methods in applied academic research, focusing on advanced regression techniques.

Quantitative Research Methods I (EDBA731A), Pepperdine University – developed this all-new course to prepare EDDBA students for use of quantitative methods in applied academic research, focusing on descriptive statistics and hypothesis testing.

Multiple Attribute Decision Analysis (DESC637), Pepperdine University – revamped this course from a focus on utility theory to adopt a more holistic view of multiple attribute decisions, including the application of standardization, weighting schemes, objective functions, and optimization.

Global Marketplace (PIM874), Michigan State University – developed five modules covering global perspectives in supply chain management for this all-new, online course to prepare EMBA students for their experiential learning in international business.

Survey of Supply Chain Management (SCM304), Michigan State University – developed this all-new, online, large-section course to introduce non-business majors to supply chain management through a balanced treatment of operations, logistics, and procurement.

Introduction to Supply Chain Management (SCM303), Michigan State University – revamped this large-lecture course to introduce all undergraduate business majors to supply chain management through a balanced treatment of operations, logistics, and procurement.

Supply Chain Management II (PIM875), Michigan State University – developed this course to focus 2<sup>nd</sup> year EMBA students on process analysis including theory of constraints, supply chain design, lean production, quality management, project management, and strategic sourcing.

Operations Management (MGT3501), Georgia Institute of Technology – developed and incorporated materials related to environmental management into this established core undergraduate class, including environmental management history, ISO 14000 standards, and DfE.

### **Pedagogical Material Development**

*Made in USA*, with John Jiang, James Kim, Ayalla Ruvio, Brent Scott, Anjana Susarla. 2014. Developed in collaboration with a major US retailer, this integrative case study explores the nuances of the Made in USA issue from a multi-disciplinary perspective.

*Concurrent Product Development – the Saturn Vue VTi*, with Stylianos Kavadias, Ioannis Bellos, Wenli Xiao. 2009. This case study illustrates the complexities of global concurrent development for an innovative product, and how project management and organizational structure impact that effort.

*Environmental Management at Jabil Circuit*, with Beril Toktay and Mikey Mulford. 2007. Developed in collaboration with Jabil Circuit, this case study discusses the role of environmental management in the firm as either a compliance strategy or a potential competitive advantage.

### **WORK EXPERIENCE**

GP Deltapoint, General Physics Corporation, Elkridge, Maryland

January 2005 – July 2005: *Principal Consultant* – Taught, coached, and implemented Lean Manufacturing and Total Productive Maintenance in a steel rolling mill

Saturn Corporation, General Motors, Spring Hill, Tennessee

October 2003 – December 2004: *Manufacturing Executive, Stamping and Body Fabrication* – Led 900 people and managed \$120M annual budget in all aspects of daily operations

July 1998 – September 2003: *Chief Manufacturing Engineer, Body* – Led 500 skilled tradesmen and engineers in project work and daily maintenance activities

November 1996 – June 1998: *Project Manager* – Completed \$190M, 400K square foot facility expansion for retooling without disruption to concurrent production

July 1994 – October 1996: *Maintenance Superintendent* – Led 200 skilled tradesmen and engineers in daily maintenance and improvement activities

January 1992 – June 1994: *Industrial Engineering Superintendent* – Led a team of 12 engineers to improve work standards and ergonomics; boosted labor productivity by 18%

March 1988 – December 1991: *Manufacturing General Supervisor, Supplier Quality Engineer*

Central Foundry Division, General Motors, Saginaw, Michigan

January 1987 – February 1988: *Senior Quality Engineer*

Nodular Iron Foundry, General Motors, Saginaw, Michigan

July 1982 – August 1985: *Maintenance Supervisor, Plant Engineer, Powerhouse Engineer*

## AWARDS AND ACHIEVEMENTS

- Julian Virtue Professorship, Pepperdine Graziadio Business School (2024)
- Meritorious Service Award, *Manufacturing & Service Operations Management* (2021)
- Distinguished Service Award as Department Editor, *Journal of Operation Management* (2021)
- Paul Kleindorfer Award in Sustainability, in recognition of scholars who have distinguished themselves through the breadth and innovativeness of their scholarly work on questions related to sustainable operations and the social and environmental impact of business, Production and Operations Management Society (2018)
- Outstanding Senior Editor, *Production and Operations Management* (2017)
- Executive MBA program, 5 years of academic service, Eli Broad College of Business (2015)
- Broad Integrative Fellow, inaugural class, Eli Broad College of Business (2014)
- Reviewer Award for outstanding service, *Journal of Operations Management* (2010 – 2014)
- Certificate of Excellence in Reviewing, *Journal of Operations Management* (2013)
- Best Reviewer Award, *Journal of Operations Management* (2012)
- CETL/BP Outstanding Teaching Assistant Award, Georgia Institute of Technology (2008)
- Professional Engineer, State of Michigan (1987 – 2018)
- Professional Development Assignment to General Motors Europe (1997)
- General Motors Fellowship to MIT (1985 – 1987)
- Commissioned Officer, United States Naval Reserve (1982 – 1991)
- Licensed Engineering Officer, United States Merchant Marine (1982 – 1992)

## FACULTY RESEARCH COLLOQUIUMS

### *Shareholder Value Effects of the 2011 Great East Japan Earthquake*

- Invited by School of Business, University of San Diego, San Diego, California (February 2020).

### *Responsible Customers: Shareholder Value Effects of the 2015 VW Diesel Emission Scandal*

- Invited by Ivey Business School, Western University, London, Ontario (January 2019).
- Invited by Smeal College of Business, Pennsylvania State University, University Park, Pennsylvania (September 2018).

## PROFESSIONAL MEETINGS

### *Shareholder Value Effects of Electric Vehicle Strategies*

- Invited Session, POMS Annual Meeting, Orlando (May 2023).

### *Experiential effects on reducing industrial water consumption*

- Invited Session, POMS Annual Meeting, Orlando (May 2023).
- Invited Session, POMS Annual Meeting, virtual (April 2022).
- DBA and CAR Conference on Applied Research, Pepperdine Graziadio Business School, Malibu, CA (May 2020).

### *Water Efficiency, Profit, and Risk in the Consumer Packaged Goods Industry*

- Invited Session, POMS Annual Meeting, virtual (May 2021).

### *The Role of Market Forces in Corporate Responsible Sourcing – Lessons from Rana Plaza*

- Keynote address, International Scientific Conference: Sustainability of Global Garment Industry, Dhaka, Bangladesh (March 2019).
  - Invited Session, POMS Annual Meeting, Washington, DC (May 2019).
- Responsible Customers: Shareholder Value Effects of the 2015 VW Diesel Emission Scandal*
- Invited Session, POMS Annual Meeting, Houston (May 2018).
  - Invited Session, INFORMS Annual Meeting, Houston (October 2017).
  - Invited Session, POMS Annual Meeting, Seattle (May 2017).
- Shareholder Value Effects of the 2011 Japanese Tsunami*
- Invited Session, POMS Annual Meeting, Seattle (May 2017).
- Closed Loop Supply Chains – Evidence from the Resale Industry*
- Invited Session, POMS Annual Meeting, Orlando (May 2016).
  - Invited Session, POMS Annual Meeting, Washington, DC (May 2015).
  - DSI Annual Meeting, Tampa (November 2014).
- Operational Productivity and Corporate Social Responsibility*
- INFORMS Southeast Michigan chapter (October 2014).
  - POMS International Conference, Singapore (July 2014).
- Effects of the Rana Plaza Tragedy on Shareholder Value*
- Invited Session, POMS Annual Meeting, Atlanta (May 2014).
- Performance Effects of Early versus Late Adoptions of Administrative Innovations*
- Invited Session, POMS Annual Meeting, Denver (May 2013).
- Persistence of Sustainability Capabilities*
- Sponsored Session, INFORMS Annual Meeting, Phoenix (October 2012).
- Firm-Level Emissions: Impacts on Productivity and Profit.*
- Invited Session, POMS Annual Meeting, Chicago (April 2012).
  - Invited Session, INFORMS Annual Meeting, Charlotte (October 2011).
  - Invited Session, POMS Annual Meeting, Reno (May 2011).
- Shareholder Value Effects of Voluntary Emissions Reductions.*
- Invited Session, POMS Annual Meeting, Chicago (April 2012).
  - Invited Session, POMS Annual Meeting, Reno (May 2011).
  - INFORMS Annual Meeting, Austin (November 2010).
- The Effect of Product Development Restructuring on Shareholder Value.*
- Invited Session, POMS Annual Meeting, Vancouver (May 2010).
  - DSI Annual Meeting, New Orleans (November 2009).
  - Invited Session, INFORMS Annual Meeting, San Diego (October 2009).
- An Empirical Investigation of Environmental Announcements and the Market Value of the Firm.*
- Invited Session, INFORMS Annual Meeting, Washington, DC (October 2008).
  - MSOM Annual Meeting, College Park (June 2008).
  - POMS Annual Meeting, San Diego (May 2008).
- Sharing Responsibility for Product Recovery Across the Supply Chain.*
- Invited Session, INFORMS Annual Meeting, Washington, DC (October 2008).
  - Invited Session, POMS Annual Meeting, Dallas (May 2007).
  - Invited Session, INFORMS Annual Meeting, Pittsburgh (November 2006).

## **SERVICE**

### **Academic Community**

Senior Editor – *Production and Operations Management*, Sustainable Operations (2015 – present)

Department Editor – *Journal of Operations Management*, Sustainable Operations (2018 – 2021)

Editorial Review Board – *Journal of Operations Management* (2013 – present)

*Production and Operations Management* (2015 – present)

*International Journal of Operations and Production Management* (2022 – present)

Ad Hoc Referee – *Management Science*, *Manufacturing and Service Operations Management*, *Naval Research Logistics Quarterly*, *Decision Sciences*, *IEEE Transactions on Engineering Management*, *International Journal of Production Research*, *Journal of Business Logistics*, *Journal of Business Ethics*, *California Management Review*, *Journal of Business Research*, *International Journal of Production Economics*, *Operations Management Research*, *Journal of Environmental Management*, *Journal of Environmental Planning and Management*, *Sustainability*, Manufacturing and Service Operations Management Conference, Academy of Management Conference, Decision Sciences Conference, Global SCM Conference

Co-Chair and Organizer, College of Sustainable Operations mini-conference, POMS Annual Meeting, Seattle (May 2017).

### Track Chair

- Sustainable Operations, POMS Annual Meeting, virtual (May 2021).

### Co-Track Chair

- Sustainable Operations, POMS Annual Meeting, Minneapolis (April 2020).
- Manufacturing Operations, POMS Annual Meeting, Houston (May 2018).
- Sustainable Operations, POMS Annual Meeting, Atlanta (May 2014).

Workshop Organizer – Teaching an Entire Course on Sustainability, DSI Annual Meeting, Tampa (November 2014).

### Panelist

- Editors' Panel: Sustainable Operations, POMS Annual Meeting, virtual (May 2021).
- Manufacturing skills for reshoring, POMS Annual Meeting, Houston (May 2018).
- Laying the foundations of a successful academic career, POMS Doctoral Consortium, Houston (May 2018).

### Judge

- JOM Jack Meredith Best Paper Award, 2018 – 2021.
- POMS Paul Kleindorfer Award in Sustainability, 2019.
- POMS Sustainable Operations Student Paper Competition, 2015 – 2018.
- INFORMS Prize for the Teaching of OR/MS Practice Committee, 2017 – 2018.
- MSU Undergraduate Supply Chain Case Competition, 2015 – 2017.
- DSI Best Paper Award Competition, 2015.
- MSU Executive MBA Case Competition, 2015.
- DSI Instruction Innovation Award Competition, 2012 – 2013.



#### Invited Session Chair/Organizer

- Impact of Supply Chain/Ops Strategies on Financial Performance, POMS Annual Meeting, Houston, May 2018.
- Empirical Research in Operations Management, POMS Annual Meeting, Orlando, May 2016.
- Empirical Research on Sustainability and Profitability, POMS Annual Meeting, Washington, DC, May 2015.
- Empirical Research in Sustainable Operations, POMS Annual Meeting, Atlanta, May 2014.
- Empirical Research in Environmental Operations, INFORMS Annual Meeting, Phoenix, October 2012.
- Sustainable Operations and Shareholder Value, POMS Annual Meeting, Chicago, April 2012.
- Empirical Research in Operations, POMS Annual Meeting, Reno, May 2011.
- Green and Financial Market Performance, POMS Annual Meeting, Reno, May 2011.
- Empirical Research in Environmental Operations, INFORMS Annual Meeting, Washington, DC, October 2008.

#### Session Chair

- Corporate Social Responsibility and Labor Rights, Sustainable Garment Conference, Dhaka, March 2019.
- Being Environmentally Responsible in the Supply Chain, DSI Annual Meeting, Tampa, November 2014.
- Operations and Financial Market Performance, POMS Annual Meeting, Reno, May 2011.
- Strategy, Model, and Product Development Restructuring, DSI Annual Meeting, New Orleans, November 2009.

#### **University Community**

Personnel Committee – Graziadio Business School, Pepperdine University, twice elected as 1 of 5 faculty representatives, 2021 – present.

Grievance Committee – Pepperdine University, 1 of 3 elected faculty representatives from Graziadio Business School, 2020 – 2021.

Executive MBA Program Committee – Graziadio Business School, Pepperdine University, 2019 – present.

Executive MBA Innovation and Design Committee – Graziadio Business School, Pepperdine University, 2020 – 2022.

PhD Program Committee – Supply Chain Management Department, Michigan State University, 2016 – 2018.

Undergraduate Curriculum Review Committee – Supply Chain Management Department, Michigan State University, 2016 – 2018.

Faculty Advisor – MSU team participating in National Undergraduate Supply Chain and Operations Case Competition, Carlson School of Management, University of Minnesota, 2015 – 2018.

Energy Transition Committee – Michigan State University, faculty representative for the Eli Broad College of Business, 2010 – 2012 academic years.

PhD Program Committee – Georgia Tech College of Management, sole student representative, 2008 – 2009 academic year.

PhD Program Improvement Task Force – Georgia Tech College of Management, sole student representative, 2007 – 2008 academic year.

### **PROFESSIONAL MEMBERSHIPS**

Institute for Operations Research and the Management Sciences (INFORMS), including the Manufacturing & Service Operations Management (M&SOM) society and the Energy, Natural Resources, and Environment (ENRE) section.

Production and Operations Management Society (POMS), including the Sustainable Operations college.

Decision Sciences Institute (DSI).

Academy of Management (AoM).