

# BRIAN W. JACOBS

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## ACADEMIC EMPLOYMENT

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

## RESEARCH INTERESTS

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

## TEACHING INTERESTS

- Operations Management
- Supply Chain Management
- Sustainable Operations
- Quality Management
- Project Management

## EARNED DEGREES

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

Hendricks, K.B., **B.W. Jacobs**, V.R. Singhal. 2019. Stock Market Reaction to Supply Chain Disruptions from the 2011 Great East Japan Earthquake. Forthcoming at *Manufacturing & Service Operations Management*.

**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**

Quantitative Analysis for Business Operations (MBAA672), 3.0 credit hours, Executive MBA program, Graziadio Business School, Pepperdine University  
2019, 2 sections

Project Management (DESC636), 2.0 credit hours, MS in Applied Analytics and MBA programs, Graziadio Business School, Pepperdine University  
2018, 3 sections

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

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

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

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

### **Curriculum Development**

Course: 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.

Course: 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.

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

Course: 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.

Course: Operations Management (MGT3501), Georgia Institute of Technology – developed and incorporated materials related to environmental management into this established core undergraduate class. Topics include 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

- 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**

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

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

## **PROFESSIONAL MEETINGS**

### *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**

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

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

Editorial Review Board – *Journal of Operations Management* (2013 – present)  
*Production and Operations Management* (2015 – 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*, *International Journal of Operations and Production Management*, *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.

Co-Track Chair – Manufacturing Operations, POMS Annual Meeting, Houston, May 2018.

Co-Track Chair – Sustainable Operations, POMS Annual Meeting, Atlanta, May 2014.

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

Panelist – Manufacturing Skills for Reshoring, POMS Annual Meeting, Houston, May 2018.  
Laying the foundations of a successful academic career, POMS Doctoral Consortium, May 2018.

Judge – 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 – Being Environmentally Responsible in the Supply Chain, DSI Annual Meeting, 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.

Doctoral 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, Eli Broad College of Business faculty representative, 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**

Academy of Management  
INFORMS including MSOM society and ENRE section  
POMS  
DSI