

## **Eve D. Rosenzweig**

Goizueta Foundation Term Professor  
Information Systems & Operations Management  
Goizueta Business School

1300 Clifton Road  
Emory University  
Atlanta, GA 30322

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## **EDUCATION**

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### **The University of North Carolina, Chapel Hill, NC**

Ph.D., August 2002

Major Area: Operations, technology, and innovation management

Minor Area: Empirical research methods

### **Georgia State University, Atlanta, GA**

M.S., Management: Operations management concentration, August 1997

### **Case Western Reserve University, Cleveland, OH**

B.S., Management: Operations management concentration, May 1992

## **EXPERIENCE**

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### **Academic Appointments**

#### **Emory University, Goizueta Business School**

Professor: September 2018 to present

Associate Professor: September 2008 to September 2018

Assistant Professor: September 2002 to September 2008

### **Other Experience**

#### **Nordson Corporation, Atlanta, GA**

Materials Analyst, in which various job rotations included scheduling and managing a custom-order production line and machine shop, purchasing, customer service, and inventory control, 1994–1997.

#### **Frito-Lay, Inc., Wooster, OH**

Warehouse Manager responsible for managing a work group (25 employees), scheduling employees, and coordinating work across the production, shipping, and logistics functions, 1992–1994.

## HONORS, AWARDS & RECOGNITION

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- Ranked among top 50 operations management scholars worldwide for research productivity over the 15-year period of 2001-2015 (see Koufteros et al., 2020)
- Runner up for the *International Journal of Operations and Production Management* Best Paper Award, 2019
- Goizueta Foundation Term Professor, September 2018 to present
- Evening MBA Distinguished Elective Educator Award, 2015
- Goizueta Business School Research Grant, March 2008
- Emory Williams Distinguished Teaching Award, 2005
- Recognized for Excellent Teaching, *Emory Scholars Program* Graduate Scholars' Brunch, May 2004
- 2004 Stan Hardy Award, which is given annually to highlight the best paper in Operations Management
- Honorable Mention, *Decision Sciences Institute* Elwood S. Buffa Doctoral Dissertation Award, 2003
- Recipient of the University of North Carolina at Chapel Hill CATO dissertation funding, January 2000
- 1<sup>ST</sup> place in Triangle Chapter/2<sup>ND</sup> place in Southeast region–1999 APICS Fogarty Student Paper Competition. Porath, C. L. & E. D. Rosenzweig, "Using Resource Management to Cope with the Relocation Crisis: A Change in Supply Chain Perspective."
- APICS Certified in Production and Inventory Management (CPIM), 1995
- Frito-Lay, Inc. "Most Valuable Warehouse Performer," 1994

## RESEARCH

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### Research Interests

- Operations strategy
- Empirical operations management
- Performance measurement
- Learning
- Technology-enabled business-to-business (B2B) operations

### Publications

Roth, A. V. & E. D. Rosenzweig, 2020. "Advancing Empirical Science in Operations Management Research: A Clarion Call to Action," *Manufacturing & Service Operations Management*, 22 (1): 179-190.

Wuttke, D., E. D. Rosenzweig & S. Heese, 2019. "An Empirical Analysis of Supply Chain Finance Adoption," *Journal of Operations Management*, 65 (3): 242-261. *This paper was featured in the SCF Briefing (a global source for news and analysis of the supply chain finance sector), <http://www.scfbriefing.com/the-voice-of-academia-david-wuttke-of-ebis-universitat-wiesbaden/>.*

Rosenzweig, E. D., C. C. Queenan, & K. Kelley, 2019. "Virtuous Cycles of Service Quality: An Empirical Test," *International Journal of Operations and Production Management*, 39 (2): 357-380. *This paper was runner up for the 2019 International Journal of Operations and Production Management Best Paper Award.*

Rosenzweig, E. D. & E. Bendoly, 2016. "An Investigation of Competitor Networks in Manufacturing Strategy and Implications for Performance" in *Factors Affecting Firm Competitiveness and Performance in the Modern Business World*, A. Vlachvei, O. Notta, K. Karantininis, and N. Tsounis (Eds.), IGI Global, Hershey, PA. *Authors contributed equally to the paper.*

Easton, G. S. & E. D. Rosenzweig, 2015. "Team Leader Experience in Improvement Teams: A Social Networks Perspective," *Journal of Operations Management*, 37: 13-30.

Easton, G. S. & E. D. Rosenzweig, 2012. "The Role of Experience in Six Sigma Project Success: An Empirical Analysis of Improvement Projects," *Journal of Operations Management*, 30 (7-8): 481-493. *Authors contributed equally to the paper.*

Rosenzweig, E. D., T. Laseter & A. V. Roth, 2011. "Through the Service Operations Looking Glass: Influence of Industrial Sector, Ownership, and Service Offerings on B2B e-Marketplace Failures," *Journal of Operations Management*, 29 (1): 33-48.

Rosenzweig, E. D. & G. S. Easton, 2010. "Tradeoffs in Manufacturing? A Meta-Analysis and Critique of the Literature," *Production and Operations Management*, 19 (2): 127-141 (lead article).

Rosenzweig, E. D., 2009. "A Contingent View of e-Collaboration and Performance in Manufacturing," *Journal of Operations Management*, 27 (6): 462-478.

Bendoly, E., Rosenzweig, E. D. & J. Stratman, 2009. "The Efficient Use of Enterprise Information for Strategic Advantage: A Data Envelopment Analysis," *Journal of Operations Management*, 27 (4): 310-323. *Authors are listed in alphabetical order.*

Menor, L., M. Kristal & E. D. Rosenzweig, 2007. "Examining the Influence of Operational Intellectual Capital on Capabilities and Performance," *Manufacturing & Service Operations Management*, 9 (4): 559-578.

Rosenzweig, E. D. & A. V. Roth, 2007. "B2B Seller Competence: Construct Development and Measurement Using a Supply Chain Strategy Lens," *Journal of Operations Management*, 25 (6): 1311-1331.

Bendoly, E., E. D. Rosenzweig & J. Stratman, 2007. "Performance Metric Portfolios: A Framework and Empirical Analysis," *Production and Operations Management*, 16 (2): 257-276. *Authors are listed in alphabetical order.*

Ketzenberg, M., E. D. Rosenzweig, A. Marucheck & R. Metters, 2007. "A Framework for the Value of Information in Inventory Replenishment," *European Journal of Operational Research*, 182 (3): 1230-1250.

Boyer, K., M. Swink, & E. D. Rosenzweig, 2005. "Operations Strategy Research in the POMS Journal," *Production and Operations Management*, Invited, 14 (4): 442-449.

Rosenzweig, E. D. & A. V. Roth, 2004. "Towards a Theory of Competitive Progression: Evidence in High-Tech Manufacturing," *Production and Operations Management*, 13 (4): 354-368. *This paper was listed in the "Top 10" published papers in the Production and Operations Management journal as of April 17, 2009.*

Voss, C. A., A. V. Roth, E. D. Rosenzweig, K. Blackmon & R. Chase, 2004. "A Tale of Two Countries' Conservatism, Service Quality and Feedback on Customer Satisfaction," *Journal of Service Research*, 6 (3): 212-230. *This paper was featured in The Economist, 371 (8372): 73, and on MSNBC.com, <http://www.msnbc.msn.com/id/6731779>.*

Rosenzweig, E. D., A. V. Roth & J. Dean, 2003. "The Influence of an Integration Strategy on Competitive Capabilities & Business Performance: An Exploratory Study of Consumer Products Manufacturers," *Journal of Operations Management*, 21 (4): 437-456. *This paper won the 2004 Stan Hardy Award, which is given annually to highlight the best paper in Operations Management.*

Rosenzweig, E. D., A. V. Roth & T. Neal, "B2B Ties that Bind," *ZDNet Tech Update*, November 21, 2002.

### **Manuscripts in Preparation**

Easton, G. S. & E. D. Rosenzweig, "An Empirical Analysis of Improvement Trajectories in Six Sigma Systems," Goizueta Business School, 2020.

Rosenzweig, E. D. & A. V. Roth, "Operations-Based Archetypes of Business-to-Business (B2B) Marketspaces," Goizueta Business School, 2020.

Roth, A. V. E. D. Rosenzweig & C. Tang, "Making Sense Out of a Chaotic World: A Framework and Research Agenda for 21<sup>st</sup> Century Operations Management," Clemson University, 2020.

### **Developing Projects**

Rosenzweig, E. D. & G. S. Easton, "Six Sigma and Cumulative Capabilities: Comparing Improvement Projects in a Manufacturing and Services Setting," Goizueta Business School, 2020.

Rosenzweig, E. D., C. C. Queenan, & K. Kelley, "Employee Feedback, National Culture, and Performance: A Longitudinal Analysis," Goizueta Business School, 2020.

### **Referred Proceedings**

Rosenzweig, E. D. & A. V. Roth, "Navigating Business-to-Business (B2B) Marketplaces: A Model, Propositions and Pre-Test, Design-Stage Scale Development," *Proceedings of the 32<sup>nd</sup> Decision Sciences Institute Annual Meeting*, San Francisco, CA, November 19, 2001.

Rosenzweig, E. D. & A. V. Roth, "Testing Competitive Progression Theory in Hi-Tech Manufacturing," *Proceedings of the 31<sup>st</sup> Decision Sciences Institute Annual Meeting*, Orlando, FL, November 20, 2000.

Rosenzweig, E. D., A. V. Roth & J. Dean, "The Influence of Integration Intensity on Competitive Capabilities & Business Performance: An Exploratory Investigation of Consumer Products Manufacturers," *Proceedings of the 30<sup>th</sup> Decision Sciences Institute Annual Meeting*, New Orleans, LA, November 22, 1999.

### **Conference Presentations**

Rosenzweig, E. D. & C. C. Queenan, "Employee Feedback, National Culture, and Performance: A Longitudinal Analysis," *INFORMS International Meeting*, Cancun, Mexico, June 2019.

Rosenzweig, E. D., C. C. Queenan, & K. Kelley, "It's a Virtuous Cycle! The Role of Feedback Loops in Reinforcing Service Quality," *Production & Operations Management Society International*, Sydney, Australia, December 2017.

Wuttke, D., E. D. Rosenzweig & S. Heese, "An Empirical Analysis of Supply Chain Finance Adoption," *INFORMS Annual Meeting*, Houston, TX, October 2017.

Wuttke, D., E. D. Rosenzweig & S. Heese, "An Empirical Analysis of Supply Chain Finance Adoption," *INFORMS Annual Meeting*, Nashville, TN, November 2016.

Wuttke, D., E. D. Rosenzweig & S. Heese, "An Empirical Analysis of Supply Chain Finance Adoption," *Production & Operations Management Society*, Orlando, FL, May 2016.

Rosenzweig, E. D., C. C. Queenan & K. Kelley, "Service Excellence in US Hotels: A Longitudinal Analysis," *Production & Operations Management Society*, Washington, D.C., May 2015.

Easton, G. S. & E. D. Rosenzweig, "Types of Team Leader Experience: Disentangling the Effects on Quality Improvement Project Success," *Production & Operations Management Society*, Atlanta, GA, May 2014.

Invited Panel Participant: "Detecting Small Effects and the Role of Statistical Power in OM Empirical Research," *Production & Operations Management Society*, Atlanta, GA, May 2014.

Easton, G. S. & E. D. Rosenzweig, "Types of Team Leader Experience: Disentangling the Effects on Quality Improvement Project Success," *Production & Operations Management Society*, Denver, CO, May 2013.

Rosenzweig, E. D., C. C. Queenan & K. Kelley, "National Culture and the Service-Profit Chain: A Longitudinal Study in the Hotel Industry," *Production & Operations Management Society*, Denver, CO, May 2013.

Invited Panel Participant: "Dual Careers," *Production & Operations Management Society*, Denver, CO, May 2013.

Easton, G. S. & E. D. Rosenzweig, "The Role of Experience in Six Sigma Project Success: An Empirical Analysis of Improvement Projects," *Production & Operations Management Society*, Chicago, IL, April 2012.

Easton, G. S. & E. D. Rosenzweig, "The Role of Experience in Six Sigma Project Success: An Empirical Analysis of Improvement Projects," *Goizueta Business School Research Festival*, Atlanta, GA, October 2011.

Easton, G. S. & E. D. Rosenzweig, "An Empirical Analysis of Improvement Trajectories in Six Sigma Systems," *Production & Operations Management Society*, Reno, NV, April 2011.

Rosenzweig, E. D. & A. V. Roth, "Operations-Based Archetypes of Business-to-Business (B2B) Marketspaces," *Production & Operations Management Society*, Vancouver, Canada, May 2010.

Rosenzweig, E. D., "Analyzing Operations Strategies for Effective Supply Chain Design and Management using Archival Data," *INFORMS Annual Meeting*, Washington, D.C., October 2008.

Rosenzweig, E. D., "A Contingent View of E-collaboration and Performance in Manufacturing," *Production & Operations Management Society*, Dallas, TX, May 2007.

Bendoly, E., Rosenzweig, E. D. & J. Stratman, "Choices in Operational Information Focus: Implications for Strategic Efficiency and Paths to Profitability," *Production & Operations Management Society*, Dallas, TX, May 2007. *Authors are listed in alphabetical order.*

Bendoly, E., Rosenzweig, E. D. & J. Stratman, "Choices in Operational Information Focus: Implications for Strategic Efficiency and Paths to Profitability," *Decision Sciences Institute Annual Meeting*, San Antonio, TX, November 2006. *Authors are listed in alphabetical order.*

Bendoly, E., Rosenzweig, E. D. & J. Stratman, "Performance Metric Portfolios: A Framework Grounded in Operations Strategy," *Production & Operations Management Society*, Boston, MA, April 2006. *Authors are listed in alphabetical order.*

Bendoly, E., Rosenzweig, E. D. & J. Stratman, "Implementing the Balanced Scorecard: Performance Metric Portfolio Selection using an Operations Strategy Lens," *Production & Operations Management Society*, Chicago, IL, May 2005. *Authors are listed in alphabetical order.*

Laseter, T., Rosenzweig, E. D. & A. V. Roth, "B2B eMarketplace Failures," *Production & Operations Management Society*, Chicago, IL, May 2005.

Bendoly, E., Rosenzweig, E. D. & J. Stratman, "Implementing the Balanced Scorecard: Performance Metric Portfolio Selection using an Operations Strategy Lens," *Production & Operations Management Society*, Cancun, Mexico, May 2004. *Authors are listed in alphabetical order.*

Rosenzweig, E. D., A. V. Roth & J. Dean, "The Influence of an Integration Strategy on Competitive Capabilities and Business Performance: An Exploratory Study of Consumer Products Manufacturers," *Midwest Decision Sciences Institute Meeting*, Invited, Cleveland, OH, April 16, 2004.

Rosenzweig, E. D. & G. S. Easton, "Meta-Analysis and the Cumulative Capability Model," *34<sup>th</sup> Decision Sciences Institute Annual Meeting*, Washington, D.C., November 23, 2003.

Invited Panel Participant: "New Faculty Consortium: Stages in an Academic Career—RESEARCH," *34<sup>th</sup> Decision Sciences Institute Annual Meeting*, Washington, D.C., November 22, 2003.

Rosenzweig, E. D., "Seller-Buyer Relationships and Environmental and Contextual Factors in the B2B Arena," *INFORMS Annual Meeting*, Atlanta, GA, October 19, 2003.

Rosenzweig, E. D., A. V. Roth & W. Gilland, "Web-Based Survey Best Practices for the Operations Management Researcher Toolkit," *Production & Operations Management Society*, Savannah, GA, April 7, 2003.

Rosenzweig, E. D. & A. V. Roth, "Navigating Business-to-Business (B2B) Marketplaces: A Model for Seller Competence & Performance," *INFORMS Annual Meeting*, San Jose, CA, November 18, 2002.

Rosenzweig, E. D. & A. V. Roth, "Navigating Business-to-Business (B2B) Marketplaces: A Model, Propositions and Pre-Test, Design-Stage Scale Development," *INFORMS Annual Meeting*, Miami Beach, FL, November 7, 2001.

Rosenzweig, E. D., "Navigating Business-to-Business (B2B) Marketplaces: A Conceptual Model & Research Propositions," *Performance Excellence Conference III Meeting*, Chapel Hill, NC, June 6, 2001.

Invited Panel Participant: "New Rules of e-Business," *31<sup>st</sup> Decision Sciences Institute Annual Meeting*, Orlando, FL, November 19, 2000.

Rosenzweig, E. D. & A. V. Roth, "Distribution Channels as Multiple Strategic Options for the Firm: Emerging Issues for Operations Strategy," *Production & Operations Management Society*, San Antonio, TX, April 2, 2000.

Invited Panel Participant: "Scale Development for Theory Building and Testing in Operations Management," *30<sup>th</sup> Decision Sciences Institute Annual Meeting*, New Orleans, LA, November 20, 1999.

Rosenzweig, E. D., A. V. Roth & J. Dean, "Supply Chain Integration: An Empirical Analysis of Integration Intensity and Competitive Capabilities," *Production & Operations Management Society*, Charleston, SC, March 21, 1999.

Rosenzweig, E. D. & A. V. Roth, "Supply Chain Integration: An Empirical Analysis of Future Integrative Improvement Paths," *INFORMS Annual Meeting*, Seattle, WA, October 26, 1998.

### **Invited Talks**

- Arizona State University, W.P. Carey School of Business (2017)
- University of South Carolina, Darla Moore School of Business (2017)
- University of Notre Dame, Mendoza College of Business (2016)\*  
    \**Robert Vecchio Distinguished Speaker for Operations Management*
- EBS Business School, Institute for Supply Chain Management (2014)
- University of Notre Dame, Mendoza College of Business (2008)
- University of Virginia, Darden Business School (2006)
- University of Maryland, Robert H. Smith School of Business (2003)
- University of Southern California, Marshall School of Business (2002)
- The Ohio State University, Fisher College of Business (2002)
- University of Minnesota, Carlson School of Management (2002)
- Boston College, Carroll School of Management (2002)
- Emory University, Goizueta Business School (2002)
- Georgetown University, McDonough School of Business (2001)
- University of Virginia, Darden Business School (2001)
- Georgia State University, J. Mack Robinson College of Business (2001)



## PROFESSIONAL SERVICE

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### Journal Service

- Associate Editor, *Manufacturing & Service Operations Management*, January 2021 to present
- Senior Editor, Global Operations Strategy Department of *Production and Operations Management*, July 2007 to present
- Editorial Board Member, *Production and Operations Management*, September 2002 to July 2007
- Associate Editor, *Journal of Operations Management*, July 2008 to present
- Editorial Board Member, *Journal of Operations Management*, April 2007 to July 2008
- Editorial Board Member, *Manufacturing & Service Operations Management*, January 2005 to December 2009
- Invited Editorial Board Member, *Manufacturing & Service Operations Management*, Special Issue on Applications of Empirical Science in Operations Management, October 2004 to August 2006
- Editorial Board Member, *Journal of Supply Chain Management*, March 2007 to March 2010
- Ad hoc reviewer for *Management Science* and *Manufacturing & Service Operations Management*

### Conference Service

- Doctoral Consortium Co-Chair, *Production and Operations Management Society Meeting*, Seattle, WA, 2017
- Invited session chair, *Production and Operations Management Society Meeting*, Seattle, WA, 2017
- Invited session chair, *Production and Operations Management Society Meeting*, Orlando, FL, 2016
- Reviewer, *Production and Operations Management Supply Chain College Student Paper Competition*, Atlanta, GA, 2014
- Invited session chair, *Production and Operations Management Society Meeting*, Atlanta, GA, 2014
- Reviewer, *Production and Operations Management Supply Chain College Student Paper Competition*, Denver, CO, 2013
- Invited session chair, *Production and Operations Management Society Meeting*, Denver, CO, 2013
- Reviewer, *Production and Operations Management Society 4<sup>th</sup> World Conference*, Amsterdam, Netherlands, 2012
- Reviewer, *Production and Operations Management Supply Chain College Student Paper Competition*, Chicago, IL, 2012
- Track chair, *Production and Operations Management Society Meeting*, Service Operations Track, Vancouver, Canada, 2010
- Invited session chair, *Production and Operations Management Society Meeting*, Dallas, TX, 2007

- Reviewer, *Decision Sciences Institute* Elwood S. Buffa Doctoral Dissertation Competition, 2006
- Track chair, *Production and Operations Management Society Meeting*, Empirical Research in Operations Management Track, Boston, MA, 2006
- Reviewer, *Decision Sciences Institute* Elwood S. Buffa Doctoral Dissertation Competition, 2005
- Invited session chair, *Production and Operations Management Society Meeting*, Chicago, IL, 2005
- Reviewer, *Decision Sciences Institute Annual Meeting*, Boston, MA, 2004
- Invited session chair, *Production and Operations Management Society Meeting*, Savannah, GA, 2003
- Reviewer, *Decision Sciences Institute Annual Meeting*, San Diego, CA, 2002
- Invited session chair, *INFORMS Annual Meeting*, Miami, FL, 2001
- Session chair, *Production and Operations Management Society Meeting*, San Antonio, TX, 2000
- Reviewer and manuscript discussant, *Decision Sciences Institute Annual Meeting*, New Orleans, LA, 1999
- Session chair, *Production and Operations Management Society Meeting*, Charleston, SC, 1999
- Session chair, *INFORMS Annual Meeting*, Seattle, WA, 1998

#### **Professional Society Service**

- *Production and Operations Management Society*, Secretary (elected member to the POM Board), February 2014 to December 2015
- *Production and Operations Management Society* College of Supply Chain Management, Treasurer, May 2011 to May 2014
- *Production and Operations Management Society (POMS) Chronicle*, member of the *Interviews* team, August 2008 to August 2013
- *Production and Operations Management Society* Education Committee, May 2007 to May 2008
- *Production and Operations Management Society* Membership Survey Committee, October-November 2007

#### **University Service**

- ISOM Area Coordinator, September 2018 to present
- GBS Director of Registrar's Services Search Committee, September-October 2019
- Strategic Plan Steering Committee, June 2016 to August 2018
- Personnel Committee, August 2015 to July 2017
- ISOM Candidate Search Committee, August 2016 to February 2017 (co-chair of committee); August 2015 to February 2016; August 2014 to March 2015; August 2009 to February 2010 (co-chair of committee); August 2008 to November 2008 (co-chair of committee); June 2007 to March 2008; November 2006 to March 2007; October 2005 to March 2006
- *Goizueta Women in Business (GWIB)* faculty advisor, October 2011 to September 2016

- MBA Program Committee, September 2013 to August 2015; November 2006 to September 2010
- University Commission on Liberal Arts Committee, October 2013 to April 2014
- BBA Program Committee, September 2010 to September 2012; September 2004 to November 2006
- Faculty MBA Admit Outreach, January 2010 to April 2010
- MBA Admissions-Curriculum-Placement Committee, June 2009 to December 2009
- MBA Curriculum Implementation Committee, October 2007 to October 2008
- Ad Hoc Committee on Tenure Review, July 2005 to May 2006

## **TEACHING EXPERIENCE**

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### **Emory University, Goizueta Business School**

- Operations Strategy, MBA elective (2009 – present)
- Operations Strategy, BBA elective (2009 – 2016, 2020)
- Process and Systems Management, MBA core (2009, 2011 – 2012)
- Information, Technology, and Operations, MBA core (2004 – 2008)
- Introduction to Operations Management, BBA core (2003 – 2005)

### **The University of North Carolina, Kenan-Flagler Business School**

- Operations Management, UG core (2000)

## **PROFESSIONAL AFFILIATIONS**

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- Production and Operations Management Society (POMS)
- Institute for Operations Research and the Management Sciences (INFORMS)
- Academy of Management