

**CHRIS I. ENYINDA, PHD; PHD.**  
*Professor of Transportation, Logistics/Supply Chain Management,  
& International Business*

**Office Address**

Department of Management & Marketing  
School of Business  
Alabama A & M University  
Box 429, Normal, AL 35762  
Office Phone: (256) 372-5610  
Fax (256)372-5492  
[chris.enyinda@aamu.edu](mailto:chris.enyinda@aamu.edu)

**Home Address**

106 Peterson Place  
Huntsville, AL 35811  
256-701-6598 (H)  
256-679-8414 (C)

**ACADEMIC BACKGROUND**

**Ph.D.** in Transportation and Logistics. North Dakota State University, Fargo, December, 2008.

*Major Concentration Area: Logistics and Supply Chain Management*

*Supporting Areas: Transportation Economics/Regulation and Military Logistics*

**Dissertation Topic:** *“Modeling Risk Management in Pharmaceutical Industry Global Supply Chain Logistics using Analytic Hierarchy Process Model.”*

**Ph.D.** in Applied Economics. The University of Tennessee, Knoxville, May 1995.

*Major Concentration Area: Marketing and Price Analysis*

*Secondary Concentration Area: Logistics and Transportation Management*

*Supporting Area: Economics*

**Dissertation Topic:** *“An Econometric Analysis of Multimedia Advertising Effects on Consumers' Purchase Decisions at the Supermarket Level Using Scanner-Derived Data.”*

**MBA** - Alabama A & M University, Normal, AL, July 1999.

*Major Area: Management*

**M.S** - Alabama A & M University, Normal, AL, May 1983.

*Major Area: Economics*

*Supporting Area: Management*

**B.S** - Alabama A & M University, Normal, AL, December 1981.

*Major: Agribusiness Management*

*Minor: Economics*

## HONORS/AWARDS

**Best Paper Award for 2009:** Best Paper in Supply Chain Management (International Business Track), International Academy of Business and Public Administration Disciplines, Memphis, TN, October 22-25, 2009.

**School of Business Outstanding Research Award for 2009 (First Place):** Alabama A & M University.

**School of Business Outstanding Research Award for 2008 (Second Place):** Alabama A & M University.

**Best Paper Award for 2009:** Best Paper in Supply Chain Management (International Business Track), International Academy of Business and Public Administration Disciplines, Dallas, TX, April 23-25, 2009.

**Best Paper Award for 2009:** Best Paper in Supply Chain Management Track, American Society of Business and Behavioral Science, Las Vegas, Nevada, February 19-21, 2009.

**Best Paper Award for 2008:** Best Paper in Supply Chain Management Track, Global Academy of Business and Economic Research International Conference, Orlando, Florida, September 17-19.

**Faculty Senator:** Alabama A & M University, 1998 – 2008.

**Service Award:** International Academy of African Business and Development, 2005.

**School of Business Representative:** Alabama A&M University Research Council, 2002 – 2005.

**School of Business Representative:** R & D - Intellectual Property Right Review Committee, 2005 – 2008.

**Best Research Paper Award for 2005:** Best Paper in Logistics and Supply Chain Management Track, American Society of Business and Behavioral Sciences, Las Vegas, Nevada, February.

**Track Chair:** Logistics and Supply Chain Management, the International Academy of Business and Public Administration Disciplines, 2005.

**Service Award:** International Academy of Business and Public Administration Disciplines, 2005.

**Track Chair:** Logistics and Supply Chain Management, American Society of Business and Behavioral Sciences, 2004

**Intra-Campus Research Grant Award (\$1,000),** Office of Research and Development, 2005.

**Track Chair:** Logistics, Supply Chain Management and Urban Issues, International Academy of African Business and Development, 2004 - Present.

**Track Co-Chair:** Ecological/Environmental/Agricultural Issues, International Academy of African Business and Development, 2005.

**Best Research Paper Award for 2004:** Best Paper in International Business Track, the International Academy of Business and Public Administration Disciplines Conference, Tunica, Mississippi, May 24-26

**Track Chair:** International Business, the International Academy of Business and Public Administration Disciplines, 2004.

**Service Award:** International Academy of Business and Public Administration Disciplines, 2004.

**Track Chair:** Logistics and Supply Chain Management, American Society of Business and Behavioral Sciences, 2003.

**Track Chair:** Logistics and Supply Chain Management, American Society of Business and Behavioral Sciences, 2002.

**Faculty Fellowship Award:** U.S Department of the Army, Office of the Assistant Secretary for Manpower and Reserve Affairs, Equal Employment Opportunity/Civil Right Agency, Washington, DC, July 21-August 20, 2003.

**Best Research Paper Award for 2003:** Best Paper in Logistics and Supply Chain Management Track, American Society of Business and Behavioral Sciences, Las Vega, Nevada, February.

**Outstanding Researcher for 2000-2001:** Research & Development, Alabama A & M University

**NASA/MSFC Summer Faculty Fellowship:** May 17, 2000 – July 30, 2001.

**NASA/MSFC Summer Faculty Fellowship:** May 15, 2001 – July 30, 2000.

**Reviewer:** Journal of African Business, 2000 – Present.

**Service Award:** Dedicated Service as Track Chair, International Academy of African Business and Development, 2000.

**Track Chair:** Foreign Direct Investment, International Academy of African Business and Development, 1999-2002.

**Co-editor and Reviewer:** The African Economic and Business Review, 1997 – 2001.

**Best Research Paper Award for 1999:** Best Paper in Retailing, Society for Marketing Advances Track.

**Graduate Faculty:** Admitted to Full Membership, 1995 – Present.

**Thesis Committee Member:** Department of Agribusiness Management, Alabama A & M University.

**Faculty Fellowship Award:** Direct Marketing Institute for Professors by the Donald & Geraldine Foundation and Direct Marketing Educational Foundation, February 13, 1997.

**Track Chair:** Channels of Distribution, Logistics, & Retailing, Academy of Business Administration, 1997-1998.

**Best Research Paper Award for 1995:** Best Paper in Sales Management, Advertising, Public Relations & Sales Promotion, Southern Marketing Association.

**An award/ Recognition for an Outstanding Support:** Professional awareness and program of a seminar/workshop on "Competitive Advantage through Strategic Total Quality Management. By Energy Systems Waste Management Organization Y-12 Plant; a division of Lockheed Martin Marietta Energy Systems, Inc. October 19, 1995.

## **ADMINISTRATIVE EXPERIENCE/LEADERSHIP POSITION**

**Coordinator of Logistics/Supply Chain Management and International Business Programs, 2000 - Present**

Dept. of Management and Marketing, School of Business, Alabama A & M Uni., Normal, AL

**Team Lean Leader:** Lean Supply Chain Management, 2003-2007

Department of Management and Marketing, School of Business, Alabama A & M University

**Advisor:** AAMU Association of Logistics and Supply Chain Management, 1998-Present.

**Advisor:** AAMU International Business Association, 2006-Present.

**President:** International Academy of African Business and Development, 2007 - 2010.

**Vice President:** International Academy of African Business and Development, 2004 -2007.

**President/CEO:** Cidges Management Services Consulting.

**Chair:** School of Business Promotion and Tenure Committee, 2008 – Present.

**Chair:** Faculty Affairs Committee, Faculty Senate, 2003 – 2008.

**Chair:** School of Business Research Committee, 2003 – 2005.

## **HISTORY OF FULL TIME TEACHING EXPERIENCE**

**Visiting Logistics and Supply Chain Management Professor, January 5-23, 2009** – School of Business, Ghana Institute of Management and Public Administration (GIMPA), Accra, Ghana.

**Graduate Research Assistant, August 2006-December 2007** - Department of Transportation and Logistics, Upper Great Plains Transportation Institute & Department of Transportation and Logistics, North Dakota State University, Fargo, ND

**Visiting Logistics and Supply Chain Management Professor, August 23-24, 2005** – Department of Transportation and Logistics, Upper Great Plains Transportation Institute & Department of Transportation and Logistics, North Dakota State University, Fargo, ND.

### **Professor 2002-Present**

Department of Management & Marketing, School of Business  
Alabama A & M University, Normal, AL

### **Associate Professor 1998-2002**

Department of Management & Marketing, School of Business  
Alabama A & M University, Normal, AL

### **Assistant Professor 1993-1998**

Department of Management & Marketing, School of Business  
Alabama A & M University, Normal, AL

### **Instructor, 1984-1993**

Department of Business Administration, School of Business  
Alabama A & M University, Normal, AL

### **Graduate Research and Teaching Assistant, 1989-1993**

Department of Ag/Applied Economics and Department of Marketing, Logistics and Transportation, the University of Tennessee, Knoxville, TN

## **TEACHING RESPONSIBILITIES**

**MBA Program:** Graduate Courses Taught (1984-Present)

Managerial Economics; Survey of Economics; International Logistics and Marketing; Logistics and Supply Chain Management; Logistics Strategy and Policy; Independent Research in Logistics and

Supply Chain Management; Supply Chain Risk Management; Production/Operations Management; International Business; Global Issues in Business; Basic Management and Marketing; Quantitative Business Analysis; and Managerial Economics.

**Undergraduate Course (1984-Present)**

Transportation Management; Supply Chain Risk Management; International Logistics and Supply Chain Management; Advanced Procurement and Contract Management; Purchasing and Supply Chain Management; Production/Operations Management; Introduction to Logistics and Supply Chain Management; Cost and Price Analysis; Advanced Logistics and Supply Chain Management; Strategic Logistics and Supply Chain Management; Negotiation Techniques and Supply Chain Management; Human Resource Management; Entrepreneurship; International Business; International Management; Global Marketing; Quality and Lean Management; Principles of Management; Principles of Marketing; Statistics and Quantitative Methods; Organizational Behavior and Theory; and Micro and Macro Economics

**Instructor (1983-1984)**

Department of Economics and Finance, School of Business, Alabama A & M University, Normal, AL

**Undergraduate Graduate Courses:** Managerial Economics, Intermediate Microeconomics, Microeconomics I/Macroeconomics II, Business Statistics I/II

**HISTORY OF PART-TIME TEACHING EXPERIENCE**

**Adjunct Professor (2008-2009)**

South University – Online

**Courses Taught:** Economics (Micro and Macro) and Supply Chain Management

**Adjunct Professor (1998-Present)**

Leadership Education for the Adult Professional (LEAP): Adult Completion Program

Oakwood College, Huntsville, AL

**Courses Taught:** Managerial Economics, Marketing, Human Resource Management, and Organizational Behavior and Theory

**Adjunct Professor (1998-Present)**

Department of Business and Information Technology, Oakwood College, Huntsville, AL

**Courses Taught:** Macro/Micro Economics, Managerial Economics, Marketing Research, Principles of Marketing, Consumer Behavior, Advertising and Promotion, Production/Operations Management, and Principles of Management

**Lecturer (Summer 1999-Summer 2000; Fall 2005)**

Department of Economics and Finance

College of Administrative Science

University of Alabama in Huntsville (UAH)

**Courses Taught:** Macroeconomic Theory and Microeconomic Theory

### **Adjunct Professor (April 2004-October 2004 - Online)**

School of Business Administration

American Intercontinental University-Dunwoody Campus, Atlanta, GA

**MBA Courses Taught:** Macro/Microeconomics, Marketing Research, Operations Management, Sales Management, Marketing Management, International Business Operations, Health Economics, Health Management, Lean Supply Chain Management, logistics and supply chain management

### **Adjunct Professor, 1990-1991**

Business Division, Knoxville College, Knoxville, TN

**Courses taught:** Macro/Micro Economics, Managerial Economics, Small Business Management/Entrepreneurship, Human Resources Management, Transportation Management, Production/Operations Management, Marketing Management, and Principles of Management

### **TEACHING METHODS USED**

Discussion of contemporary and/or emerging issues in global transportation management, logistics, and supply chain management; global business; continuous process improvement techniques (total quality management/ lean thinking philosophy/lean supply chain management), Case Method; Management & Marketing Reports, Ethical & Social Issues in Global Business Reports; Documentary firms/Videos; Quest Speakers; Experiential Exercises; Role Playing; PowerPoint Presentation; and Executive Quotations.

### **TEACHING INTERESTS**

Transportation Management; Negotiation techniques and supply chain management; Lean Supply Chain Management; Logistics and Supply Chain Risk Management; Project Management; Purchasing and Supply Management; Advanced Procurement and Contract Management; Cost and Price Analysis; Global logistics and Supply Chain Management; Production/Operations Management; Quality Management (Lean Management/6-SigmaHealthcare Economics/Management and Marketing; Pharmaceutical/Healthcare Marketing and Supply Chain Management; Supply Chain Economics, International Business Management; Global Marketing; Management & Marketing; Consumer Behavior; Quantitative Methods & Statistics; Marketing Research; and ); Economics (Macro and Micro).

### **RESEARCH INTERESTS**

Pharmaceutical and Healthcare Marketing and Supply Chain Management; Humanitarian Supply Chain Management; Supply Chain Risk Management/Enterprise Risk Management; Global Transportation Management and Security; Military Logistics and Supply Chain Management; Global Logistics and Supply Chain Management; Supply Chain Intelligence; Corporate Social Responsibility Supply Chain; Green Supply Chain; Retail Logistics and Supply Chain; Lean Supply Chain Management; and Food Supply Chain Safety and Security.

### **TEACHING EFFECTIVENESS**

Student teaching evaluations range from very good to excellent; Innovative teaching methods are often used.

## **Curriculum Developed in Logistics/Supply Chain Management and International Business Programs**

### **Business Administration (BS) - Concentration in Logistics and Supply Chain Management**

Some of the prominent courses that I developed are as follows:

- Supply chain risks management
- Advanced logistics and supply chain management
- Strategic logistics and supply chain management
- Purchasing and supply chain management
- Negotiation techniques and supply chain management
- International logistics and supply chain management

### **Business Administration (BS) - Concentration in International Business Curriculum Development in International Business**

Responsible in developing the following courses:

- International Business
- International Management
- International Logistics and Supply Chain Management

### **MBA in Logistics and Supply Chain Management**

Developed the following courses for MBA in Logistics and Supply Chain Management:

- Logistics and supply chain management
- International marketing and logistics/supply chain management
- Adaptive supply chain management
- Logistics and supply chain risk management
- Independent research in logistics and supply chain management
- Strategic supply chain planning.

## **CONSULTING EXPERIENCE AND GRANT PROPOSALS**

- Educational Testing Service (ETS): Advanced Placement Program – AP Reader in Economics, 2006 - Present
- Lean Management – Rolls-Royce Mentor-Protégé Program, 2006 – 2007 (Dr. Emeka Dunu – Co-P.I.) Manzi Metals, Inc. - Provided Training on Lean Culture/Lean, Lean Distribution, Lean Transportation, Lean Supply Chain Management, Supplier Relationship Management, and Value Stream Mapping
- Lean Manufacturing – Rolls-Royce Mentor-Protégé Program, 2006 (Dr. Emeka Dunu – Co-P.I.) - \$34,123
  - The Purdy Corporation (Aerospace Manufacturing) - Provided Training on Lean Culture/Lean Manufacturing and Value Stream Mapping
- Supplier Relationship Management and Development - Boeing Mentor-Protégé Program, sponsored by the U.S. Navy, 2005 (Dr. Emeka Dunu – Co-P.I.) - \$25,439
  - DACA (a Machine Tooling Company) - Provided Training on Principles of Supply Management, Transportation, Lean Supply Chain Management, Forecasting and Materials Management, Negotiations, Supplier Management, Inventory Management
- Lean Management - Teledyne Brown Engineering, 2005

- Provided Training on Lean Office Administration
- Cost Effective Supply Chain Management – Boeing Mentor-Protégé Program, Sponsored by the U.S. Navy, 2004 (Dr. Emeka Dunu – Co-P.I.) - \$42, 748
  - Precision Machine Manufacturing Company - Provided Training on Cost-Effective Supply Chain Management and Lean Supply Chain Management
- American Intercontinental University – Dunwoody, Atlanta, GA, April 2004
  - Developed Supply Chain Management Concentration for the MBA Program (\$10,500)
- Supply Chain Management - Mentor-Protégé Program, Sponsored by U.S. Air Force and U.S. Navy, 2003 (Dr. Emeka Dunu – Co-P.I.) - \$34,057
- Logistics University (Log U)/Redstone Arsenal Civilian Personnel
  - Taught Logistics and Transportation Management Courses
- ISS, Inc./DOD Mentor-Protégé Program
  - Conducted Marketing Research under the auspices of AAMU Research Institute, Integrated Solutions and Services (ISS), Inc., and Science Applications International Corporation. January 2003.
- PrSM Corporation/DOD Mentor-Protégé Program
  - Conducted Decontamination & Decommissioning Marketing Research under the auspices of AAMU Research Institute, September 2002.
- THA, Inc./DOD Mentor-Protégé Program
  - Conducted Computer Security Marketing Research under the auspices of AAMU Research Institute, September 2002.
- Training and Workforce Planning for Organizational Excellence and Quality Management – Federal Highway Administration, U.S. Department of Transportation, 2001 (Co-P.I. – Dr. Emeka Dunu).
- How Changes in Goods Movement Impact Disadvantaged Populations - Federal Highway Administration, U.S. Department of Transportation, 2001 (Co-P.I. – Dr. Emeka Dunu).
- Energy Systems Waste Management Organization Y-12 Plant; a division of Lockheed Martin Marietta Energy Systems, Inc., Oak Ridge, TN. Total Quality Management Consultant, March 15, 1995
  - Conducted workshop on Total Quality Management

## **BOOK CHAPTER**

Enyinda, C. I., S. Ogburia, and A. O. Ogbuehi. The Political Economy of Privatization in Post-Military Nigeria. In *Dimensions of African Business and Development* (edited by Sonny Nwankwo, et al.), SHU Press, England, UK, 2003.

## **BOOK**

Dunu, S., C. I. Enyinda, Sr., and H. Jamshidi. *Applied Mathematics and Statistics for Business*. Normal: Alabama A & M Printing Services, 1995.

## MANUSCRIPTS SUBMITTED

- Enyinda, C. I., Ogbuehi, A. and Mbah, C. H. N. (2009). "Risk Management in Global Pharmaceutical Outsourcing Market Utilizing Multi-criteria Decision Making Approach." Submitted to the International Journal of Pharmaceutical and Healthcare Marketing on November 15, 2009.
- Enyinda, C. I. (2009). "An Analysis of Strategic Supplier Selection Process and Evaluation in a Generic Pharmaceutical Firm Supply Chain" **Accepted for Publication in the Peer reviewed Proceedings and P at the American Society of Business and Behavioral Sciences Annual Conference, Las Vegas, Nevada, February 2010.**
- Enyinda, C. I. (2009). "A Decision Support System for Supplier Selection in a Chemical Firm Supply Chain: A Case Study Leveraging Analytic Hierarchy Process." 20th Annual North American Research/Teaching Symposium on Purchasing and Supply Chain Management (to be held in March 11-12, 2010, Tempe, Arizona).
- Enyinda, C. I. (2009). "A Decision Support System Model for Enterprise Risk Management in Higher Education." Accepted for Publication in Alabama A & M University Research Magazine, August.

## REFEREED JOURNAL PUBLICATIONS

- Enyinda, C. I., Mbah, C. H., and Ogbuehi, A. (January/February 2010). An Empirical Analysis of Risk Mitigation in the Pharmaceutical Industry Supply Chain: A Developing Country Perspective." Thunderbird International Business Review, Vol. 52, No. 1, pp. 45-54 **(Forthcoming)**.
- Enyinda, C. I., Briggs, C. and Bachkar, K. (2009). "Applying Analytic Hierarchy Process Framework for Assessing Risk in Pharmaceutical Supply Chain Outsourcing." The Journal of Business and Accounting **(Forthcoming)**.
- Enyinda, C. I. and Tolliver, D. (2009). "Taking Counterfeit Drugs out of Pharmaceutical Supply Chain Logistics Network in Nigeria: A Multilayered Mitigation Approach." Journal of African Business, Volume 10, Issue 2, 2009, pp. 218 – 234.
- Enyinda, C. I., Dunu, E., and Andrea Hawkins. (Summer/Fall 2009). "Improving HIV/AIDS Healthcare Supply Chain in Sub-Saharan Africa through New Partnership for Supply Chain Management." Journal of Global Business Issues, Vol. 3, Issue 2, 95-103.
- Enyinda, C. I., Briggs, C. and Hawkins, A. (Fall 2009). "Improving Strategic Risk Management within Pharmaceutical Supply Chain." International Journal of Business, Marketing, and Decision Sciences, Vol. 2, No. 2, pp. 1-15.

- Enyinda, C. I., Briggs, C., and Koo, W. (January/June 2009). "The Role of Competitive Intelligence Leverage in Supply Chain Risk Management Strategy." *Global Review of Business and Economic Research*, Vol. 5 No.1, pp. 1-19.
- Mbah, C.H., Ogbuehi, A., and **Enyinda, C. I.** (2009). "An Investigation of Country-of-Origin Effect on the International Marketing of Star Lager Brand in the Great Lakes States Market Area of the United States." *The International Journal of Business & Economics Research*, Vol. 8, No. 8, pp. 45-51.
- Enyinda, C. I. and Szmerekovsky, J. (2008). "Sense and Respond Supply Chain: A Prescription for Mitigating Vulnerability in the U.S. Pharmaceutical Value Chain." *The Journal of Global Business Issues*, Vol. 2, issue 2 Summer/Fall, pp. 95-103.
- Enyinda, C. I. and Szmerekovsky, J. (2008). "Leveraging Lean Supply Chain for Value Chain Management: A Comparative Assessment of Military and Commercial Organizations." *Journal of Business and Behavioral Sciences*, Volume 18, Number 1, summer, pp. 165-181.
- Enyinda, C. I. and Obuah, E. (2007). "The Political Economy of U.S. Global Trade Supply Chain Security Measures: Implications for Trade under African Growth and Opportunity Act." *Journal of Sustainable Development in Africa*, Volume 9, No. 1, pp. 117-132.
- Enyinda, C. I. and Dunu, E. (2005). "Managing Global Logistics and Supply Chains in the New Security Environment: Challenges and Implications for Multinational Firms." *Journal of Business and Behavioral Sciences*, Volume 13, Number 1, Fall, pp. 122-136.
- Enyinda, C. I. (2005). "Newspaper and Broadcast Advertising Impact on Shoppers' Price Sensitivity at the Retail Level." *Journal of Business and Behavioral Sciences*, Volume 12, Number 2, Spring, pp. 108-121.
- Enyinda, C. I., Williams, M. and Ogburia, S. (2005). "Global Outsourcing of Services under the Threat of New Protectionism: The Next Battleground for Free Trade." *International Journal of Business and Public Administration*, Volume 2, Number 1, Spring.
- Enyinda, C. I. and Elike, E. (2003). "An Econometric Analysis of Variables Associated With Demand for Meat Groups: Results Based On Metropolitan Data." *Journal of Industrial, Business & Economic Research* (ISSN: 1118-9487), Vol. 7, No. 2, Jun-Dec.
- Enyinda, C. I., E. E. Obuah, and A. O. Ogbuehi. 2000. "Multinational Enterprises' Role in the Development and Growth of Regional Economic Integration in West Africa: An Assessment and Trade Policy Implications." *Journal of African Business*.
- Enyinda, C.I. and A. O. Ogbuehi. 1997. "An Empirical Analysis of Retail Price and Multimedia Advertising Effects on Sales Performance," *Journal of Food Products Marketing*, Vol. 4(1).

Enyinda, C. I. 1995. "The Relevance of Retail Industry Scan Data in Applied Demand Analysis", The Journal of the Alabama Academy of Science.

## **BEST PAPER AWARDS (REFEREED PROCEEDINGS PUBLICATIONS)**

Enyinda, C. I., Tolliver, D., and Briggs, C. (2009). "A Sensitivity Analysis for Multi-Attribute Global Supply Chain Logistics Outsourcing Risk Management." In the Proceedings of the International Academy of Business and Public Administration Disciplines, October 22-25, 2009, at Memphis, TN (**Best Paper Award in International Business Track**).

Enyinda, C. I., Briggs, C. and Hawkins, A. (2009). "Multi-criteria Decision Making Approach for Improved Strategic Risk Management within Pharmaceutical Supply Chain." In Proceedings of the International Academy of Business and Public Administration Disciplines (**Best Paper Award in International Business Track**).

Enyinda, C. I., Briggs, C. and Bachkar, K. (2009). "Managing Risk in Pharmaceutical Global Supply Chain Outsourcing: Applying Analytic Hierarchy Process Model." In Proceedings of American Society of Business and Behavioral Sciences (**Best Paper Award in Supply Chain Management Track**).

Enyinda, C. I., Briggs, C., and Koo, W. (2008). "The Role of Competitive Intelligence Leverage in Supply Chain Risk Management Strategy." In Proceedings of Global Academy of Business and Economic Research (**Best Paper Award in Supply Chain Management Track**).

Enyinda, C., Ogbuehi, A., and Briggs, C. (2008). "Global Supply Chain Risks Management: A New Battleground for Gaining Competitive Advantage." In Proceedings of American Society of Business and Behavioral Sciences (**Best Paper Award in Supply Chain Management Track**).

Enyinda, C. I. (2005). "Managing Global Logistics and Supply Chains in the New Era of Homeland Security Regulations and Compliance: Challenges and Implications for Multinational Firms." In Proceedings of 2005 American Society of Business and Behavioral Sciences (**Best Paper Award in Logistics and Supply Chain Management Track**).

Enyinda, C. I., Williams, M., and Ogburia, S. (2004). "Global Outsourcing of Services under the Threat of New Protectionism: The Next Battleground for Free Trade." In Proceedings of 2004 the International Academy of Business and Public Administration Disciplines (**Best Paper Award in International Business Track**).

Enyinda, C. I. and Dunu, E.S. (2003). "Logistics and Transportation Within NAFTA in the New War Economy: Issues and Implications for Just-in-Time Supply Chain Management Strategy." In Proceedings of 2003 American Society of Business and Behavioral Sciences (**Best Paper Award in Logistics and Supply Chain Management Track**).

Enyinda, C. I. and Jungki Lee. 1999. "An Investigation of the Influence of Advertising on Consumers' Price Sensitivity: A Demand System Estimation Calibrated on Optical Scanner Data." In Proceedings of Society for Marketing Advances (**Best Paper Award in Retailing Track**).

Enyinda, C. I. 1995. "An Estimation of Short-Run Advertising Elasticity of Demand for Variable Weight Products Using Supermarket Level Scan Data." In Proceedings of 1995 Southern Marketing Association (**Best Paper in Sales Management, Advertising, Public Relations and Sales Promotion Track**).

## **REFEREED PROCEEDINGS PUBLICATIONS**

Enyinda, C. I., Ogbuehi, A. and Mbah, C. H. N. (2009). "Risk Management in Global Pharmaceutical Outsourcing Market: An Empirical Multi-criteria Decision Making Approach." In Proceedings of the Society for Marketing Advances Annual Conference, New Orleans, Louisiana, November 4-7, 2009.

Enyinda, C. I., Gebremikael, F. and Manu, F. (2009). "An Examination of Pharmaceutical Supply Chain Vulnerability and Risk: Evidence from an Emerging Economy." In Proceedings of 2009 Society of Business, Industry, and Economics.

Bukenya, J. O. and Enyinda, C. I. (2009). "The Effect of the Healthcare Supply Chain Logistics Expenditures on Economic Growth." In Proceedings of 2009 the International Academy of African Business and Development.

Enyinda, C. I., Mbah, C. H. N., Manu, F. and Adase, S. (2009). "Quantification of Risk Management in Ghanaian Pharmaceutical Industry Supply Chain." In Proceedings of 2009 the International Academy of African Business and Development (Forthcoming).

Enyinda, C. I., Briggs, C. and Hawkins, A. (2009). "Multi-criteria Decision Making Approach for Improved Strategic Risk Management within Pharmaceutical Supply Chain." In Proceedings of the International Academy of Business and Public Administration Disciplines.

Enyinda, C. I., Briggs, C. and Bachkar, K. (2009). "Managing Risk in Pharmaceutical Global Supply Chain Outsourcing: Applying Analytic Hierarchy Process Model." In Proceedings of American Society of Business and Behavioral Sciences.

Enyinda, C. I., Briggs, C., and Koo, W. (2008). "The Role of Competitive Intelligence Leverage in Supply Chain Risk Management Strategy." In Proceedings of Global Academy of Business and Economic Research

Enyinda, C. I., Briggs, C., Tolliver, D., and Mbah, C. (2008). "Lean Supply Chain Implementation: Transforming Nigerian Military Supply Chain Value Stream into a Lean Sustainment Enterprise

for the 21st Century In Proceedings of 2008 the International Academy of African Business and Development, (University of Florida, Gainesville, FL, May 20-24), ISBN: 0-9765288-3-5, Vol. 9, pp. 617-628.

Enyinda, C. I., Ogbuehi, A. and Briggs, C. (2008). "Global Supply Chain Risks Management: A New Battleground for Gaining Competitive Advantage." In Proceedings of American Society of Business and Behavioral Sciences, Volume 15 No 1, pp. 278-292.

Enyinda, C. I. and Tolliver, D. (2007). "Taking Counterfeit Drugs out of the Pharmaceutical Supply Chain Logistics Network in Sub-Saharan Africa: Evidence from Nigeria and Multilayered Mitigation Approach" In Proceedings of 2007 the International Academy of African Business and Development.

Enyinda, C. I, Tolliver, D. and Szmerekovsky, J. (2007). "Mitigating and Managing Global Supply Chain Risks and Security: Leveraging RFID Technology." In Proceedings of 2007 Society for Advancement of Management.

Enyinda, C. I. and Szmerekovsky, J. (2007). "Sense and Respond Logistics Model: A Prescription for Mitigating the U.S. Pharmaceutical Supply chain Vulnerabilities and the Risk of Counterfeit Drug." In Proceedings of 2007 the International Academy of Business and Public Administration Disciplines.

Enyinda, C. I. and Szmerekovsky, J. (2007). "Managing Value Chain through Lean Supply Chain Logistics: A Comparison of Military and Commercial Organizations." In Proceedings of 2007 American Society of Business and Behavioral Sciences.

Enyinda, C. I. (2006). "Improving HIV/AIDS Healthcare Supply Chain Logistics in Sub-Saharan Africa: Leveraging the New Partnership for Supply Chain Management." In Proceedings of 2006 International Academy of African Business and Development.

Enyinda, C. I. and Dunu, E. (2006). "A Dose of Lean Thinking Philosophy: Prescription for Healing Ailing Healthcare Supply Chain Logistics." In Proceedings of 2006 American Society of Business and Behavioral Sciences.

Enyinda, C. I., Obuah, E. and Ojadi, F. (2005). International Trade Supply Chain Logistics in the New Security Environment: Impact on African Growth and Opportunity Act." In Proceedings of 2005 International Academy of African Business and Development.

Enyinda, C. I. (2004). "Implementing Lean Logistics and Supply Chain Management: The New Battlegrounds for Building Differentiation and Sustainable Strategic Competitive Advantage." In Proceedings of 2004 American Society of Business and Behavioral Sciences.

Enyinda, C. I. and Ogbuehi, O. A. (2004). "Stimulating Trade and Foreign Direct Investment Inflows in Nigeria: A Matter of Transportation Logistics Infrastructure Investments." In Proceedings of 2004 International Academy of African Business and Development.

- Obuah, E. and **Enyinda, C.I.** (2004). "Regional Economic Integration among Failing or Failed States in Economic Community of West African States: Implications for Foreign Direct Investment." In Proceedings of 2004 International Academy of African Business and Development.
- Enyinda, C. I., Kenea, H. and Williams, A. (2003). "Issues and Critical Strategies for Improving U.S. Businesswomen Success in International Business Negotiations." In Proceedings of 2003 American Society of Business and Behavioral Sciences.
- Enyinda, C. I. (2002). "On Global Logistics and Supply Chain Management in Post-September 11 Era within NAFTA: New Challenges for Global Marketing." In Proceedings of 2002 Atlantic Marketing Association.
- Enyinda, C. I. (2002). "Averting the Sting of Bullwhip Effect in Supply Chain Management Through Collaborative B2B E-Commerce: Marketing Performance Implications." In Proceedings of 2002 Society for Marketing Advances.
- Ogbuehi, A. O., **Enyinda, C. I.** and Mbah, Chris. (2002). "Assessing the Impact of the Internationalization of Information Technology Services on Emerging Markets." In Proceedings of 2002 Decision Sciences Institute.
- Enyinda, C. I. 2001. "Second Generation Reusable Launch Vehicle Development and Global Competitiveness of U.S. Space Transportation Industry: Critical Success Factors Assessment." **Research Reports-2001 NASA/ASEE Summer Faculty Fellowship Program (NASA/CR-2002-211840).**
- Enyinda, C. I. and C. Chukwuogor-Ndu. 2001. Logistics/Transportation Problems and Challenges in Sub-Saharan Africa: Implications for Economic Growth and Development." In Proceedings of 2001 International Academy of African Business and Development.
- Chukwuogor-Ndu, C. and **C. I. Enyinda.** 2001. Recent Trends in FDI: Strategies for Attracting More FDI Flows to Africa in the 21<sup>st</sup> Century." In Proceedings of 2001 International Academy of African Business and Development.
- Enyinda, C. I. 2000. NASA/MSFC Logistics Services Department Benchmarking Study: The Planning Phase." **Research Reports-2000 NASA/ASEE Summer Faculty Fellowship Program (NASA/CR-2001-210797).**
- Enyinda, C. I. and J. Lee. 2000. "A Comparative Analysis of Newspaper and Broadcast Advertising on Food Shoppers' Price Sensitivity: Implications for Retail Media Strategy." In Proceedings of 2000 Society for Marketing Advances.
- Enyinda, C. I., A. O. Ogbuehi, and U. Elike. 2000. "International Trade Liberalization and Labor Standards in Globalization Era: Evidence from Developing Nations." In Proceedings of

2000 International Academy of African Business and Development.

Enyinda, C. I., S. Ogburia, and A. O. Ogbuehi. 2000. "The Political Economy of Privatization in Post-Military Nigeria." In Proceedings of 2000 International Academy of African Business and Development.

Enyinda, C. I. and J. Lee. 2000. "The Short-Run Electronic Media Advertising on Shoppers' Price Sensitivity: A Retail-Level Analysis." In Proceedings of 2000 Association of Marketing Theory and Practice.

Enyinda, C. I., A. O. Ogbuehi, and Horace Rice. 2000. "Sweatshop Operations in Developing Nations: Ethics and Social Responsibility of U.S. Multinational Enterprises." In Proceedings of 2000 International Academy of Business Disciplines.

Ogbuehi, O. A., S. Nwankwo, J. F. Aiyeku, and **C. I. Enyinda**. 1999. "Free Trade in a Dynamic Global Environment: The Construct, the Evidence, and Trade Policy Implications." In Proceedings of the Academy of Marketing Science.

Enyinda, C. I., E. E. Obuah, and A. O. Ogbuehi. 1998. "Assessment of Multinational Enterprises' Role in the Development and Growth of Regional Economic Integration in West Africa." In Proceedings of 1998 Academy of International Business.

Enyinda, C. I. and A. O. Ogbuehi. 1998. "An Examination of Short-Term Retail Grocery Advertising Effects on Consumer Elasticities." In Proceedings of 1998 Western Decision Sciences Institute.

Enyinda, C. I. and A. O. Ogbuehi. 1997. "Organizing Retail Level Scanning Data for Marketing Research: The Case of Variable Weight Products." In Proceedings of 1997 Atlantic Marketing Association.

Enyinda, C. I. and Okwudili Onianwo. 1997. "An Empirical Measurement of a Local Retail Advertising and its Carryover (Lagged) Effects on Food Sales: A Trial Using Scanner Data." In Proceedings of 1997 Southern Marketing Association.

Enyinda, C. I., D. B. Eastwood, A. O. Ogbuehi, and S. Dunu. 1996. "Econometric Measurement of Multimedia Advertising Effects on Demand Elasticities: An Exploratory Study of Consumer Demand Behavior Using Scanner Data." In Proceedings of 1996 Southern Marketing Association.

Enyinda, C.I. 1996. "Advertising as Information: Incorporating Its Effects into Almost Ideal Demand System." In Proceedings of 1996 Academy of Economics and Finance.

Enyinda, C. I. and A. O. Ogbuehi. 1996. "A Multimedia Advertising and Promotion Influence On Retail Sales Performance: A Weekly Time series Analysis." In Proceedings of 1996 Association of Marketing Theory and Practice.

Enyinda, C. I. and A. O. Ogbuehi. 1996. "A Theoretical and Empirical Analysis of Marginal Effects of Advertising on Elasticities of Demand: A Systems Approach." In Proceedings of 1996 Academy of Business Administration.

Ogbuehi, O. A. and **C. I. Enyinda**. 1996. "A Marketing Education Paradigm for Small- and Medium-Sized Firms." In Proceedings of 1996 Southern Marketing Association.

Jamshidi, H., D. S. Ang, and **C. I. Enyinda**. 1996. "Batch and Scheduling Part Families in Multi-Product Production Facility." In Proceedings of 1996 American Society of Behavioral Sciences.

Enyinda, C. I. 1995. "An Econometric Analysis of Multimedia Advertising Effects on Consumers' Purchase Decisions at the Supermarket Level Using Scanner-Derived Data." Ph.D. Dissertation. The University of Tennessee, Knoxville.

Enyinda, C. I. 1992. "Logistics Quality: Delivering Better through Monitoring." Working Paper. The University of Tennessee, Knoxville.

Enyinda, C. I. 1991. "Logistics Problems in Relations to Economic Development in West Africa." Working paper. The University of Tennessee, Knoxville.

## **OTHERS**

Enyinda, C. I. "Total Quality Management in Higher Education: Deming's 14 Points Applied to Alabama A & M University." Campus Intercom, Alabama A & M University, Vol. 35, Dec. 1997.

## **PRESENTATIONS**

Enyinda, C. I, Tolliver, D. and Szmerekovsky, J. (2007). "Mitigating and Managing Global Supply Chain Risks and Security: Leveraging RFID Technology." In Proceedings of 2007 Society for Advancement of Management, March 25-28, 2007.

Enyinda, C. I. and Szmerekovsky, J. (2007). "Managing Value Chain through Lean Supply Chain Logistics: A Comparison of Military and Commercial Organizations." American Society of Business and Behavioral Sciences, 14<sup>th</sup> Annual Meeting February 22-25, 2007.

Enyinda, C. I. (2006) "Developing Transportation and Supply Chain Logistics Professionals in Sub-Saharan Africa: Impetus for Trade and Economic Development." In proceedings of International Academy of African Business and Development (IAABD) International Conference, Accra, Ghana, May 23-27

Enyinda, C. I. (2006). "HIV/AIDS Healthcare Supply Chain Logistics in Nigeria: The Case of Rivers State." Rivers State Foundation Annual Conventions, Bethesda, Maryland, September 01-04, 2006

- Enyinda, C.I. "Improving Logistics & Transportation Infrastructure Development in Rivers State of Nigeria: Policy Responses and Economic Development Implications." Paper Presented at the Rivers State Foundation Annual Convention, August 29-September 1, 2003.
- Enyinda, C. I. 2002. "An Assessment of Logistics and Supply Chain Management in Franchising: Some Relevant Issues in Food Retailing Industry."
- Enyinda, C. I. and Elike, E. (1999). "An Econometric Analysis of Variables Associated With Demand for Meat Groups: Results Based On Knoxville Metropolitan Data. In Proceedings of 1999 Academy of Economics and Finance.
- Enyinda, C. I. 1997. "Demand Response to Supermarket Advertising/Promotion in a Local Market in Tennessee: An Exploratory Empirical Examination." Paper Presented at the American Society of Business and Behavioral Sciences Annual Conference, Las Vegas, Feb. 2-6, 1997.
- Enyinda, C. I. 1997. "Consumer Demand Behavior in a Local Market in Tennessee: Managerial Economics Implications." Paper Presented at the Academy of Economics and Finance Annual Conference, Lafayette, LA, Feb. 12-15, 1997.
- Enyinda, C. I. and A. O. Ogbuehi. 1996. "Market Reforms in Eastern Europe: Issues and Considerations for Global Marketing." Paper Presented at the Association for Global Business National Conference, Dallas, TX, Nov. 21-24, 1996.

## **WORK IN PROGRESS**

- Green and Corporate Social Responsibility Supply Chain Management: Growing Imperatives for Sustainable Competitive Advantage
- Managing Risk in Retail Supply Chain
- A Study in the Application of AHP Decision Model in Supplier Selection for a Military Helicopter Spare Parts Supply Chain
- Multi-criteria Decision Making Approach for Supplier Selection in an Aerospace Organization
- Managing Risk in Cocoa Supply Chain Using Analytic Hierarchy Process Model: Evidence from Ghana and Implications for COCOBOD
- Managing Risk in the U.S. Food Supply Chain: Implications for Food Supply Chain Security and Integrity
- Supplier Selection in Ghanaian Banking Industry: An AHP Application
- Supply Chain Risk Management: Leveraging Swarm Intelligence Approach
- Supply Chain Intelligence: Key Source for Gaining Differentiated Competitive Edge
- Supply Chain Risk Intelligence: Key Lever for Avoiding Supply Chain Disruption
- Managing Reputation Risk in the Retail Industry Supply Chain: A Comparative Assessment of Wal-Mart, Target, and Costco
- The Political Economy of Transportation Logistics Infrastructural Development and Investment in the Niger Delta of Nigeria: Evidence from Rivers State

- Impact of Government Policies on Transportation Logistics and Supply Chain Development: The African Context
- Streamlining Air Transportation Industry in Nigeria through Lean Philosophy: Implications for Safety and Efficiency
- Meeting Africa's Talent Pool Gap in Logistics and Supply Chain Management

### **SEMINAR/WORKSHOP PRESENTED**

Fundamentals of Research Methods: An Overview of the Essentials. Presented to School of Business faculty, 17 February 1999.

Total Quality Management: Making it an Integral Part of the New Attitude at Alabama A & M University. Presented at the Annual Faculty/Staff Conference, 14-15 August 1997.

Writing for Professional Publication/Call for Papers Seminar. Sponsored by the Department of Business & Information Systems Management, Oakwood College, May 27-28.

Competitive Advantage through Strategic Total Quality Management. Paper presented at the Professional Awareness and Appreciation Seminar at Martin Marietta Energy Systems, Oak Ridge, Tennessee, March 1995.

### **THESIS COMMITTEE**

Department of Agribusiness Management

### **TRAINING/SEMINAR ATTENDED**

Lean Enterprise Value/Lean Aerospace Initiative, Massachusetts Institute of Technology, June 15-17, 2004.

Faculty Development Consortium: Instructional Technology Conference, March 20-22, 1997, Auburn University.

The Teacher Training Program (TTP) Workshop at the 24th Annual Meeting of the Academy of Economics and Finance, 15 February 1997.

Hands-on Application of Research Strategy, Design, and Data Analysis. Southern Management Association, New Orleans, Louisiana, Nov. 6-10, 1996.

Grant-writing Workshop, Stillman College, 07 May 1996.

Learn About Local Resources to Sell your Product Overseas. Co-Sponsors: NEAR SBDC, Chamber of Commerce of Huntsville/Madison County, College of Administrative Science, the University of Alabama in Huntsville, and the U.S. Department of Education, February 15, 1995.

Inventory Control and the Customer and Changes within and Teamwork" American Production and Inventory Control Society - Tennessee Valley Chapter, September 12, 1995.

Total Quality in Higher Education: Creating Customer Value. A Workshop by the Management Development Center, University of Tennessee, Knoxville, June 5-10, 1995.

International Business Seminar Series. North Alabama International Trade Association, January 25, 1995.

Fifth Space Logistics Symposium, Society of Logistics Engineer, 1993.

TQM Seminar Sponsored by CareerTrack Management Consultants, 1993.

Writing for Professional Publications. College of Continuing Studies, University of Alabama, Tuscaloosa, 1988.

## **SERVICE TO THE UNIVERSITY, SCHOOL OF BUSINESS, and DEPARTMENT**

Coordinator - Logistics/Supply Chain Management and International Business Programs (1995-2009): Played primary role in developing Concentrations in Logistics/Supply Chain Management and International Business.

Chair, Faculty Affairs Committee (Faculty Senate) – 2003 - 2009

Faculty Senator, 1998-2009.

Member, Research Council Committee, 2002-2005.

Chair, School of Business, Intellectual Contributions/Faculty Development Committee, 2000-2002.

University-Wide Research Committee Member, 1997-2003.

Chair, Search Committee for Chairmanship Position, Department of Management & Marketing, May 1998.

Member, Search Committee for Dean, School of Business, June 1997.

Chair, Search Committee for Faculty position in the Dept. of Management and Marketing, April 1996.

Chair, Curriculum Content and Evaluation Committee, 1995-1996.

Member, Assistantship, Scholarship, and Research Committee of the Graduate Council, 1995-1996.

Facilitator, Operation Jump-Start, for Freshmen Students, 1995-1997.

Member, Undergraduate Programs Accreditation Council, 1995-1996.

Co-Advisor, American Production and Inventory Control Society, Alabama A & M Chapter, 1994 - Present.

Committee Member, Financial Resources, Facilities, and Equipment, 1988 - 1989.

Committee Member, School of Business Honor Day, 1988-1989.

Advisor, African Students' Association, 1983-1985; 1995 -Present.

Committee Member, Conference on Entrepreneurship and Economic Development, 1987.

Advisor, International Students' Association, 1983-1986.

### **SERVICE TO THE COMMUNITY**

Conducted Workshop for FamilyFinders on Total Quality Time Management, 2001

Judge, Miss Alabama Teen USA Pageant 1988.

Voter Registration Drive and Scholarship Drive for Black Students under the auspices of Alpha Phi Alpha, Inc., 1988.

### **GREEK (FRATERNITY) MEMBERSHIP**

Alpha Phi Alpha (Delta Theta Lambda Chapter)

### **PROFESSIONAL AFFILIATIONS**

American Society of Transportation and Logistics, Council of Supply Chain Management Professionals, Society of Logistics Engineers, Institute of Supply Management, Society For Marketing Advances, American Society of Business and Behavioral Sciences, International Academy of African Business and Development, The International Academy of Business and Public Administration Disciplines, and Association for Global Business.

### **References upon Request**