

G. Scott Webb

Associate Teaching Professor of Global Supply Chain Management
Marketing and Global Supply Chain Department • 660 TNRB
Brigham Young University • Provo, UT 84602
Email: scott_webb@byu.edu
Cell: (801)-473-2981

EDUCATION

- 2011 Ph.D., Supply Chain Management Department
 The Eli Broad Graduate School of Management,
 Michigan State University, East Lansing, MI
 Major: Logistics Minor: Operations Management
- 1999 Master of Science, Operations and Management Department,
 Air Force Institute of Technology, Dayton Ohio
 Major: Logistics Management
- 1994 Bachelor of Arts
 Albertson College of Idaho, Caldwell Idaho
 Major: Experimental Psychology
-

PUBLICATIONS AND RESEARCH

Journal Publications

Fawcett, Stanley & Fawcett, Amydee & Knemeyer, August & Brockhaus, Sebastian & Webb, G. Scott (2021).

“Overcoming the collaborative challenge: commitment as a super-ordinate enabler of value co-creation.” *International Journal of Physical Distribution & Logistics Management*. Vol 51(9)

Brau, Rebekah Inez, Gardner, John W., Webb, G. Scott and McDonald, Jason K. (2019), “Teaching Plan-Do-Study-Act (PDSA) in a Supply Chain Context: A Paper Football In-Class Activity” *Decision Sciences the Journal of Innovative Education*, Vol 17 Iss: 1

Stanley E. Fawcett , Matthew W. McCarter , Amydee M Fawcett , G Scott Webb , Gregory Magnan , (2015) "Why supply chain collaboration fails: the socio-structural view of resistance to relational strategies", *Supply Chain Management*, Vol. 20 Iss: 6

Webb, G. Scott, Thomas, Stephanie P., and Liao-Troth, Sara (2014); “Teaching Supply Chain

Management Complexities: A SCOR Model Based Classroom Simulation” *Decision Sciences the Journal of Innovative Education*, 12(1). (Winner of 2014 DSJIE best teaching brief)

Mackelprang, A.W., Robinson, J., Bernardes, E. and Webb, G. S. (2014) "The Relationship Between Supply Chain Integration and Performance: A Meta- Analytic Evaluation and Implications for Supply Chain Management Research", *Journal of Business Logistics* March 2014, 35(1): 71-96.

Closs, D., Jacobs, M., Swink, M., & Webb, G. S. (2008); “Toward a theory of competencies for the management of product complexity: Six case studies”, *Journal of Operations Management*, 2008, 26(5), 590 - 610

Fawcett, S. E., Ritchie, J. B., Wallin, C., and Webb, G. S. (2009); “The art of war: Managing the intricacies of supply chain power and trust.” *Decision Sciences the Journal of Innovative Education*, 7(1):239-247. (Winner of DSI best teaching brief and CSCMP Most Innovative Teaching Award)

Conference Proceedings and Presentations:

Mackelprang, A.W., J.L. Robinson, and G.S. Webb. Supply Chain Integration: A Meta-Analysis and Future Directions. CSCMP Educators’ Conference (2012). (Winner of the 2012 Young Researchers Award)

Webb, G. Scott, Thomas, Stephanie P., and Liao-Troth, Sara (2014); “The SCOR Model Supply Chain Game” CSCMP Educators’ Conference (2012). (Winner of 2012 Teaching Innovations Award)

Arora, A., and G.S. Webb. Measuring the Effect of Market Turbulence on Supply Chain Collaboration and Firm Performance. CSCMP Educators’ Conference (2012).

Aviles, M., and G.S. Webb. Fragile Supply Chains: the Impact of Off-shoring Exposure to Risk on Agility. CSCMP Educators’ Conference (2012).

Webb, G. Scott, “RFID, Future, Past, and Present.” And “Selected RFID Case Studies” Invited presentation to GS1 - Peru - Lima, Peru November 2011

Webb, G. Scott, “Product Variety: cost, revenue and profit” Invited presentation to CSCMP roundtable. Lima, Peru November 2011

Webb, G. Scott, “The Complexity Paradox.” Invited presentation to a joint meeting of the

National Association of Purchasing Managers and APICS the Association for Operation Management, Salt Lake City Chapter. Salt Lake City, Utah April 2009

Webb, G. Scott, "The Complexity Paradox." Invited presentation to the National Association of Purchasing Managers, Utah Valley Chapter. Provo Utah November 2008

Fawcett, Stanley, Chad Allred, Cynthia Wallin and G. Scott Webb. "Market and Collaboration Orientations: A Longitudinal Perspective" Council of Supply Chain Management Professionals Educators Conference, Denver Colorado, October 2008.

Webb, G. Scott and Morgan Swink. "Supply Chain Complexity: An Investigation into the Effects of Structural Variety, Operational Uncertainty, and Demand Uncertainty on Supply Chain Performance." Decision Science Annual Conference, Phoenix AZ November 2007.

Webb, G. Scott and Kenneth K. Boyer. "An Integrative Theory of Services within the Supply Chain" Decision Sciences Mini-Conference on Service Operation Management, Pittsburg, PA May 2007

Closs, David J. and G. Scott Webb. "Managing Product Portfolio Complexity." CSCMP Annual Conference, San Antonio TX 2006

Porter, Timothy W. Captain (USAF) and Captain (USAF) Gregory S. Webb. "ERP Metrics: Information Integration Success from the Customer's Perspective", Military Operations Research Society 71st Conference. Quantico, Virginia 2003.

TEACHING EXPERIENCE

Assistant and Associate Professor - Brigham Young University

Introduction to Supply Chain Management (GSCM 201 and 211)
Supply Chain Logistics (GSCM 404)
Supply Chain Strategy (GSCM 420)

MBA Logistics Management (MBA 529)
MBA Savage Consulting Group (MBA 563)

EMBA (Operations Management)

Assistant Professor – Georgia Southern University

Logistics Capstone Seminar (LOGT 4263)
Logistics and Intermodal Transportation Class (LOGT 4231)
Transportation Management (LOGT 3231)
PhD Seminar in Logistics Simulation (LOGT 9632)

Dissertation Committee member for "The Industrial Dynamics of Order Rationing, Shortage Gaming, and Retail Promotions Demand Shock: A Discrete Event Simulation Experiment" by Sara Liao-Troth (2013)

Instructor - Brigham Young University

Supply Chain Operations (BUSM 361)
Supply Chain Logistics (BUSM 468)
Strategic Logistics Management (MBA 529)

RELEVANT WORK EXPERIENCE

2002-2004: US Air Force Consulting

Analyst for the Air Force Logistics Management Agency, a forward operating agency of the Air Force Chief of Logistics. Published research and conducted analysis on AF dirty data, ERP implementation, enterprise database warehouse feasibility, equipment purchasing strategies, and strategic readiness.

1999-2002: US Air Force Information Systems Program Office

Team leader for 12 logistics subject matter experts. My team developed the functional requirements for the AF ERP system. Additionally, we prioritized and coordinated work to maintain the USAF's legacy supply systems.

Purchasing: Source selection team member for \$120 million ERP development contract.

1995-1997: US Air Force Logistics Officer

Officer in charge of the hazardous materials warehouse and aircraft parts warehouse. Responsible for source reduction, storage, and shipping of hazardous materials at McChord AFB, Washington. Supervisor of 40 Airmen.

A team leader for the hazardous materials team that won the 1996 Governor's Award for Pollution Prevention.

PROFESSIONAL ACTIVITIES

Reviewer

Ad-hoc reviewer for the Journal of Business Logistics 2010 – 2016

Ad-hoc reviewer for the Quality Management Journal 2018 - present

Case Study Competition Coach

Brigham Young University Undergraduate case study team for 2012 - Present

Team won third place at the Minnesota National Case Competition 3 times **and 2nd place in 2022**

Team won either first or second place for 4 consecutive years at the Weber State regional case competitions.

Team placed second at the Michigan State University simulation competition 2018 and 2019

Brigham Young University MBA case competition team for 2013 - 2022

2017 – First place Deloitte National MBA Case Competition

2018, 2019 – Second Place Deloitte National MBA Case Competition

2016, **2018, 2020, 2021 – First place Texas Christian University National MBA Case Competition**

2017, **2019 – Second place Texas Christian University National MBA Case Competition**

2022 – Fourth place TCU National MBA Case Competition

Brigham Young University MBA case study team for 2007, 2008, and 2009 FedEx Freight International Case Study Competition, Arkansas. Team won second place 2007 and first place 2008.

Georgia Southern University – Operation Stimulus 2010-11 team coach and Intermodal Association of North America (IANA) case competition coach. Team won second place at the IANA competition.

Michigan State University MBA case study team at 2006 FedEx Freight International Case Study Competition, Arkansas. Team won second place.

Service rendered

BYU GSCM undergrad case competition facilitator 2021 – present

Undergraduate supply chain club faculty advisor 2020 - present

Undergraduate admissions committee 2017-present

Savage Scholar Study Abroad Director, 2016 – present

MBA learn-do-become (experiential learning) committee 2017 - present

Global supply chain area leader 2017-2020

Faculty leader and organizer of Sneakers4Africa 2022-2023

MBA selection committee 2018-2020

Undergraduate curriculum committee 2018-2020

Developed and ran the first Undergraduate Supply Chain Case Competition at BYU.

Judge for the BYU/Price Waterhouse Coopers annual MBA strategy case competition.

Developed and ran the Brian Hancock Supply Chain Video Competition at BYU.

Global Business Study Abroad assistant director, Spring 2014

Global Business Study Abroad Director, Spring 2015

- This study abroad was featured in the Marriott School Magazine, “Pack Your Bags, Business School Abroad”

Business Fundamentals Study Abroad Faculty – 2023

Director of Latin America Study Abroad – Spring 2024

Consulting Studies

I have led over 60 consulting studies, some for Fortune 100 companies, with 120 MBA students from 2017 – present. The estimated overall savings of these studies are \$50M.

AFFILIATIONS

Member, Council of Supply Chain Management Professionals
Member, Decision Sciences Institute

MEDIA APPEARANCES

KSL News, 28 October 2021 – Discussed how Covid created port issues and supply chain shortages.

The Lisa Show – Episode 447. Discussed supply chain during Covid.

AWARDS AND HONORS

2022 Marketing and Supply Chain Management Department Outstanding Service Award
2020 Marketing and Supply Chain Management Department Outstanding Teacher Award
2018 MBA Elective Professor of the Year

2016 Marketing and Supply Chain Management Department Outstanding Teacher Award
2014 Marketing and Supply Chain Management Department Outstanding Service Award
2014 Outstanding Teaching Brief from the Decision Sciences Journal of Innovative Education
2013 Cengage, Pride/Ferrell Innovations in Teaching Award from The Society for Marketing Advancements

2012 CSCMP National Young Researchers Award

2012 CSCMP National Teaching Innovations Award

2009 BYU, MBA Supply Chain Teacher of the Year

2008 BYU, Undergraduate Supply Chain Teacher of the Year

2008 National Teaching Innovation Award, CSCMP Educators Conference

2007 Scholarship to attend Services Mini-Conference, Decision Sciences Institute

2006 CSMCP Doctoral Consortium Scholarship

2004-2007 Recipient of Air Force Institute of Technology sponsorship for PhD program

2004 Company Grade Officer of the Quarter, Tenant Units. Maxwell AFB, AL

Best of 100 USAF Officers.

2001 Company Grade Officer of the Year. Headquarters Standard Systems Group,
Logistics System Program Office. Gunter Annex, AL. Best of 150 officers.

1996 Company Grade Officer of the Quarter. McChord AFB

1996 Washington State Governor's award for Pollution Prevention
