
Neil Southern, Ph.D.

Clinical Professor of Marketing

Department of Marketing
School of Business Administration
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Academic Background

Ph.D. Arizona State University, Tempe, AZ, Marketing, 1981
M.S. University of Tennessee, Knoxville, TN, Transportation, 1957
B.A. University of Tennessee, Knoxville, TN, Sociology, 1954

Work Experience

Academic Experience

Clinical Professor, The University of Mississippi, Southaven Campus (2004 - Now).
Visiting Professor, University of Pittsburgh (1999 - 1999). Semester at Sea Program.
Associate Professor, University of Memphis (1981 - 2004).
Faculty Associate, Arizona State University (1978 - 1981).
Assistant Professor, Memphis State University (1976 - 1978).
Adjunct Instructor, Memphis State University (1970 - 1976).

Non-Academic Experience

National

Manager of Distribution, Schering Plough Corp (1966 - 1976).

International

Manager of Transportation, Aluminum Co. of America (1962 - 1964).
Manager of Export Import Division, Aluminum Co of America (1960 - 1962).

Teaching

Courses Taught

Buyer-Seller Communications, Carrier Management, Distribution Concepts, Global Marketing, Logistics Management, Management of Marketing Strategies, Marketing Management, Marketing Management, Marketing Policy and Strategy, Marketing Principles, Multinational Marketing, Operations Management I, Purchasing, Retail Strategy, Sales Fundamentals, Sales Management, Strategic Marketing, Transportation Management

Teaching Skills

3010 Principles of Marketing 1976-1990 4530 - International Marketing 1998-2004 351, 354 552 - Mktg. 2004 - present

Teaching Honors and Awards

Award

1998: College Teaching Merit Award 1997-1998 University of Memphis.

Honor

1997: Distinguished Professor International Distribution on Education Academy.

Research/Intellectual Contributions:

Refereed Articles

- Southern, R. N. (in press, 2011). Historical Perspective of the Logistics and Supply Chain Management Discipline. *Transportation Journal*.
- Dobie, K., Rakowski, J. P., & Southern, R. N. (in press, 1998). Managerial Proactivity: Attracting and Retaining the Essential Driver Force. *The Journal of Transportation Law, Logistics and Policy*.
- Dobie, K., Rakowski, J. P., & Southern, R. N. (1998). Motor Carrier Road Driver Recruitment in a Time of Shortages: What Are We Doing Now? *Transportation Journal*, 37 (3), 5-12.
- Dobie, K., Rakowski, J. P., & Southern, R. N. (1996). Getting Out The Message: Media and Message for Effective Driver Recruitment. *Journal of Transportation Management*, 8 (1), 24-34.
- Rakowski, J. P., Southern, R. N., & Jarrell, J. L. (1991). The Changing Structure of the U. S. Trucking Industry: Implication for Logistical Managers. *Journal of Business Logistics*, 14 (1), 111-130.
- Southern, N. & Rakowski, J. P. (1990). Our Analysis of the Changing Nature of the Deregulated Trucking Industry. *Business Perspectives*, 4-6.
- Southern, N., Rakowski, J. P., & Godwin, L. R. (1989). Motor Carrier Road Driver Recruitment in a Time of Shortages. *Transportation Journal*, 20 (4), 42-48.
- Rakowski, J. P., Southern, R. N., & Godwin, L. R. (1989). Recruiting and the Truck Driver Shortage: Is the Industry Reactive or Proactive? *Transportation Practitioners Journal*, 56 (4).
- Cunningham, W. ., Rakowski, J. P., & Southern, R. N. (1987). Interstate Deregulation in the Motor Carrier Industry: A Survey of Transportation Educators. *Transportation Practitioners Journal*, 55 (1), 41-53.
- Ponzurick, T. & Southern, R. N. (1984). Deregulation of Piggyback: It's impact on the Memphis Railroad Industry. *Mid-South Journal of Business*, 19-22.
- Cunningham, W. A., Rakowski, J. P., & Southern, R. N. (1984). Intrastate Deregulation in the Motor Carrier Industry: A Survey of Transportation Educators. *Transportation Practitioners Journal*.
- Southern, N. & Farris, M. T. (1982). Federal Regulatory Policy Affecting Private Carrier Trucking. *The I.C.C. Practitioners Journal*, 503-529.
- Southern, N. (1982). Marketing of Motor Carriers Under Deregulation. *Industrial Marketing*.
- Southern, N. (1982). Structure of the Private Motor Carrier Industry. *The Private Carrier*, 129-133.
- Southern, N. (1981). Effects on Private Carriers of Recent Changes in Federal Regulatory Policy. *The Private Carrier*, 11-18.
- Southern, N. (1979). Should the Trucking Industry Be Regulated? *Arizona Purchaser*.

Book

- Southern, N. R. (1997). *Transportation and Logistics Basics: A Handbook for Transportation and Logistics Professionals and Students* Continental Traffic Publishing Company.

Working Papers

- Southern, R. Neil (2011). "The Feasibility of Re-regulation in the Transportation Industry" targeted for *Transportation Practitioners Journal*.

Research Grants

Funded

- 2001: Southern, N., The Tennessee Movers Association Scholarship in Transportation(\$4,600.00).
- 1988: Southern, N., Job Training Needs Profile for Schering Plough Corp(\$5,500.00), State Technical Institute.
- 1986: Southern, N., A Survey of Educators - Intrastate Regulation(\$15,000.00), Federal Express Corporation.
- 1984: Southern, N., Warehouse Training Program(\$53,126.00), Daniel International Corp..
- 1984: Southern, N., Economic Impact of the Motor Carrier Industry in the Memphis Area(\$2,000.00), Memphis Motor Carriers Association, Inc..
- 1984: Southern, N., Riverfront Rail Study(\$55,000.00), City of Memphis.

Service:

Service to the University

College Assignments

Member:

2009-2010 – 2010-2011: The University of Mississippi College of Business Clinical Faculty Committee: Serve on the College of Business Clinical Faculty Committee

University Assignments**Chair:**

2001-2002: University of Memphis, Annual Fund Committee

Faculty Advisor:

2002-2003: University of Memphis, MBA Program: Marketing Majors

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1981-1982 – 1997-1998: University of Memphis, Delta Nu Alpha Transportation Advisor

Member:

2001-2002: University of Memphis, College Extended Programs/Distance Learning

1998-1999 – 2003-2004: University of Memphis, Logistics and Supply Chain Task Force

1997-1998: University Undergraduate Grade Appeal Committee

1997-1998: College Faculty Liaison Advising Committee

1995-1996 – 1997-1998: University of Memphis, Honors' College Committee

1995-1996 – 1996-1997: University of Memphis, Undergraduate Recruitment and Placement

1990-1991 – 1994-1995: University of Memphis, College Scholarships Committee

1990-1991 – 1994-1995: University of Memphis, External Affairs

Service to the Profession**Member: Committee/Task Force**

2010 – 2011: Memphis Regional Labor Study (Regional).

2010 – 2011: Council of Supply Chain Management Professionals (National).

2010 – 2011: Traffic Club of Memphis (Local).

1982 – 1984: Memphis Uniport Association, Mayor's Blue Ribbon Rail Committee (Regional).

1982 – 1984: Memphis Uniport Association, Road Transportation Committee (Regional).

1982 – 1984: Memphis Uniport Association, Academic Committee (Regional).

Officer: Organization / Association

1982 – 1987: Transportation Studies Institute , Director (National).

1986: Delta Nu Alpha Transportation Fraternity (National).

Other Professional Service Activities

2004 – 2005: Memphis Regional Labor Study (Regional).

1991 – 2005: Council of Logistics Management, Education Advisor (Local).

1966 – 2005: Traffic Club of Memphis (Local).

1957 – 2005: Intersate Commerce Commission Certified Practitioner (National).

1957 – 2005: Delta Nu Alpha Transportation Association (National).

1988 – 1993: Traffic Club of Memphis , Director (Regional).

1991: Council of Logistics Management , Memphis Roundtable President, Memphis, Tennessee (Regional).

1982 – 1990: The Associated Transportation Club of Memphis (Regional).

1982 – 1990: Association of Transportation Practitioners (National).

1982 – 1990: Transportation Research Forum (National).

1982 – 1990: Purchasing Management Association of Memphis (Regional).

1984 – 1986: National Transportation State Regulatory Specialists (National).

1984: National Defense Transportation Assoc (National).

Service to the Community

Board-Member

2011: The R. Neil Southern Logistics Scholarship at the University of Memphis, Advise and select recipient of the R. Neil Southern Logistics Scholarship

2011: Regional Logistics Council, Memphis, TN, Coordinate supply chain and logistics educational activities at the various universities in the Mid-South area

Chair of a Committee

2010: The Traffic Club of Memphis, Advise concerning transportation, logistics, and supply chain activities

Member of a Committee

2011: The Traffic Club of Memphis

Other Community Service Activities

2011: MIFA Memphis Interfaith Association Meals on Wheels

2010: MIFA Memphis Interfaith Association, Deliver Meals on Wheels weekly in the Memphis area

Other

Other Honors and Awards

2001: Transportation Person of the Year Transportation Clubs International.

1980: The Mark Robeson Transportation Scholarship Arizona State University.

Memberships

American Society of Transportation and Logistics Certified Member

Council of Logistics Management Education Advisor

Delta Nu Alpha Transportation Association

Interstate Commerce Commission Certified Practitioner

Traffic Club of Memphis

Last updated by member on 20-Mar-11 (07:31 PM)