
Neil Southern

School of Business Administration

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

Teaching

Courses Taught

Buyer-Seller Communications
Carrier Management
Distribution Concepts
Global Marketing
Logistics Management
Management of Marketing Strategies
Marketing Management
Marketing Principles
Multinational Marketing
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

Honors:

1997 - Distinguished Professor, International Distribution on Education Academy.

Awards:

1998 - College Teaching Meirit Award 1997-1998, University of Memphis.

Research/Intellectual Contributions:

Refereed Articles

- 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. (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. (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.
- 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).
- 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.
- 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. (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. & Farris, M. T. (1982). Federal Regulatory Policy Affecting Private Carrier Trucking. *The I.C.C. Practitioners Journal*, 503-529.
- 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 .

Acceptance Date: 1997

Research Grants

Funded-External

- 2001 - Southern, N., "The Tennessee Movers Association Scholarship in Transportation", (\$4,600).
- 1988 - Southern, N., "Job Training Needs Profile for Schering Plough Corp", State Technical Institute, (\$5,500).
- 1986 - Southern, N., "A Survey of Educators - Intrastate Regulation", Federal Express Corporation, (\$15,000).
- 1984 - Southern, N., "Warehouse Training Program", Daniel International Corp., (\$53,126).
- 1984 - Southern, N., "Economic Impact of the Motor Carrier Industry in the Memphis Area", Memphis Motor Carriers Association, Inc., (\$2,000).
- 1984 - Southern, N., "Riverfront Rail Study", City of Memphis, (\$55,000).

Service:

Service to the University

College assignments:

Member:

2009-2010: 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

2001-2002: University of Memphis, MBA Program: Marketing Majors

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

Member:

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

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

1997-1998: University Undergraduate Grade Appeal Committee

1997-1998: College Faculty Liaison Advising Committee
1995-1996 through 1997-1998: University of Memphis, Honors' College Committee
1995-1996 through 1996-1997: University of Memphis, Undergraduate Recruitment and Placement
1990-1991 through 1994-1995: University of Memphis, College Scholarships Committee
1990-1991 through 1994-1995: University of Memphis, External Affairs

Service to the Profession

Member: Committee/Task Force

2007-2008: Traffic Club of Memphis (Local).
2007-2008: Council of Supply Chain Management Professionals (Local).
2007-2008: Memphis Regional Labor Study (Regional).
1982-1983 through 1984-1985: Memphis Uniport Association, Mayor's Blue Ribbon Rail Committee (Regional).
1982-1983 through 1984-1985: Memphis Uniport Association, Road Transportation Committee (Regional).
1982-1983 through 1984-1985: Memphis Uniport Association, Academic Committee (Regional).

Officer: Organization / Association

1982-1983 through 1987-1988: Transportation Studies Institute, Director (National).
1986-1987: Delta Nu Alpha Transportation Fraternity (National).

Other Professional Service Activities

2004-2005 through 2005-2006: Memphis Regional Labor Study (Regional).
1991-1992 through 2005-2006: Council of Logistics Management, Education Advisor (Local).
1966-1967 through 2005-2006: Traffic Club of Memphis (Local).
1959-1960 through 2005-2006: Intersate Commerce Commission Certified Practitioner (National).
1959-1960 through 2005-2006: Delta Nu Alpha Transportation Association (National).
1988-1989 through 1993-1994: Traffic Club of Memphis, Director (Regional).
1991-1992: Council of Logistics Management, Memphis Roundtable President, Memphis, Tennessee (Regional).
1982-1983 through 1990-1991: The Associated Transportation Club of Memphis (Regional).
1982-1983 through 1990-1991: Association of Transportation Practitioners (National).
1982-1983 through 1990-1991: Transportation Research Forum (National).
1982-1983 through 1990-1991: Purchasing Management Association of Memphis (Regional).
1984-1985 through 1986-1987: National Transportation State Regulatory Specialists (National).
1984-1985: National Defense Transportation Assoc (National).

Service to the Community

Board-Member

2008-2009: The R. Neil Southern Logistics Scholarship at the University of Memphis, Advise and select recipient of the R. Neil Southern Logistics Scholarship
2008-2009: 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

2008-2009: The Traffic Club of Memphis, Advise concerning transportation, logistics, and supply chain activities

Other Community Service Activities

2008-2009: MIFA Memphis Interfaith Association, Deliver Meals on Wheels weekly in the Memphis area

Other

Other Honors and Awards

Honors:

2001: Transportation Person of the Year, Transportation Clubs International.

Awards:

1980: The Mark Robeson Transportation Scholarship, Arizon State University.

Memberships

American Society of Transportation and Logistics Certified Member
Council of Logistics Management Education Advisor
Delta Nu Alpha Transportation Association

Last updated: 10-Mar-09 (01:22 PM)