

## Beth Davis-Sramek

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### EDUCATION

- 2006 Doctor of Philosophy in Business Administration, University of Tennessee, Major: Logistics; Minor: Marketing.
- 1994 Master of Business Administration, Tennessee Technological University.
- 1992 Bachelor of Science, Tennessee Technological University, Major: Finance.

### EXPERIENCE

- 1. University of Tennessee – Marketing and Logistics Knoxville, TN; Associate Director of Sales Forecasting Management Forums 2004–2005.
- 2. Virginia Intermont College – College of Business Bristol, VA; Instructor 2001–2002.
- 3. East Tennessee State University – Management and Marketing Johnson City, TN: Instructor 2000-2001.
- 4. CNA Insurance Companies – Nashville, TN: Marketing Representative; Estate & Business Planning Analyst; Life Specialist 1995-1998.

### RESEARCH INTERESTS

Supply chain relationships and integration mechanisms, with an emphasis on the downstream impact on customer outcomes such as loyalty and commitment.

### REFEREED JOURNAL ARTICLES

- 1. Meek, William R., Beth Davis-Sramek, Melissa A. Baucus, and Richard N. Germain, “Commitment in Franchising: the Role of Collaborative Communication and a Franchisee’s Propensity to Leave,” *Entrepreneurship Theory & Practice* (forthcoming).
- 2. Germain, Richard N., Beth Davis-Sramek, P.S. Raju, and Subhash Lonial, “The Impact of Relational Supplier Exchange on Financial Performance: A Study of the Hospital Sector,” *Journal of Business Logistics* (forthcoming).
- 3. Davis-Sramek, Beth, Theodore P. Stank, and Richard N. Germain (2010), “The Impact of Order Fulfillment Service On Retailer Merchandising Decisions In The Consumer Durables Industry,” *Journal of Business Logistics*, Vol. 31, No. 2, 215-230.
- 4. Davis-Sramek, Beth, Richard N. Germain, and Karthik Iyer (2010), “Supply Chain Technology: The Role of Environment in Predicting Performance,” *Journal of the Academy of Marketing Science*, Vol. 38, No. 1, 42-55.
- 5. Davis-Sramek, Beth, Cornelia Droge, John T. Mentzer, and Matthew B. Myers (2009), “Creating Commitment and Loyalty Behavior Among Retailers: What are the Roles of Service Quality and Satisfaction?” *Journal of the Academy of Marketing Science*, Vol. 37, No. 4, 440-454.
- 6. Davis-Sramek, Beth, Brian S. Fugate, and Thomas J. Goldsby (2009), “Operational Collaboration Between Shippers and Carriers in the Transportation Industry,” *International Journal of Logistics Management*, Vol. 20, No. 3, 245-447.
- 7. Davis-Sramek, Beth, John T. Mentzer, and Theodore P. Stank (2008), “Creating Consumer Durable Retailer Customer Loyalty through Order Fulfillment Service Operations,” *Journal of Operations Management*, Vol. 26, No. 6, 781-797. **(Finalist for 2008 Best Paper Award)**

8. Baucus, Melissa, William I. Norton, Jr., Beth Davis-Sramek, and William R. Meek (2008), "Ethics and NASCAR: Who's at the Wheel?" *Business Horizons*, Vol. 51, No. 5, 379-389.
9. Davis-Sramek, Beth and Brian S. Fugate (2007), "State of Logistics: A Visionary Perspective," *Journal of Business Logistics*, Vol. 28, No. 2, 1-34.
10. Esper, Terry L., Brian S. Fugate, and Beth Davis-Sramek (2007), "Logistics Learning Capability: Sustaining the Competitive Advantage Gained Through Logistics Leverage," *Journal of Business Logistics*, Vol. 28, No. 2, 57-81.
11. Davis-Sramek, Beth, Brian S. Fugate, and Ayman Omar (2007), "Functional/Dysfunctional Supply Chain Exchanges," *International Journal of Physical Distribution and Logistics Management*, Vol. 37, No. 1, 43-63.
12. Davis, Beth R. and John T. Mentzer (2006), "Logistics Service Driven Loyalty," *Journal of Business Logistics*, Vol. 27, No. 2, pp. 53-73.
13. Stank, Theodore P., Beth R. Davis, and Brian S. Fugate (2005), "A Strategic Framework for Differentiating SCM from Logistics," *Journal of Business Logistics*, Vol. 26, No. 2, 27-45.

#### **CONFERENCE PROCEEDINGS / ABSTRACTS**

1. Davis, Donna F., Beth Davis-Sramek, Susan L. Golicic, and Teresa McCarthy-Byrne (2011), "A Theory of Captive Relationships in Distribution Channels," *Academy of Marketing Science 2011 Annual Conference*, Coral Gables, FL.
2. Davis-Sramek, Beth (2007), "Creating Loyalty in the Era of Retail Power: An Empirical Approach in the Consumer Durables Industry," *American Marketing Association 2007 Summer Conference*, Miami, FL.
3. Davis, Beth R. (2005), "The Loyalty-Satisfaction Relationship: New Directions and a Research Agenda," *American Marketing Association 2005 Summer Conference*, San Francisco, CA.
4. Fugate, Brian S. and Beth R. Davis (2005), "Does Feedback System Effectiveness Moderate the Market Orientation-Performance Relationship?" *Academy of Marketing Science 2005 Annual Conference*, Tampa Bay, FL.
5. Davis, Beth R. and Brian S. Fugate (2005), "Managing SC Relationships in a Capacity Constrained Environment: A Tactical Perspective," *Academy of Marketing Science 2005 Annual Conference*, Tampa Bay, FL.
6. Fugate, Brian S., Beth R. Davis, and Duke Leingpibul (2005), "The Adoption Pattern of Modeling in Logistics: An Historical Analysis," *Council of Supply Chain Management 2005 Professionals Educators' Conference*, San Francisco, CA.
7. Davis, Beth R., Brian S. Fugate, and Theodore P. Stank (2004), "Maintaining Logistics Identity in a Supply Chain Era," *Council of Logistics Management 2004 Annual Educator's Conference*, Philadelphia, PA.
8. Davis, Beth R. and Brian S. Fugate (2004), "Functional/Dysfunctional Business-to-Business Exchanges," *Academy of Marketing Science 2004 Annual Conference*, Vancouver, B.C. Canada.

#### **RESEARCH IN PROCESS**

1. Fugate, Brian S., Chad Autry, Beth Davis-Sramek, and Richard N. Germain, "The Effect of Global Reach on Knowledge Management Behaviors and Performance," manuscript under second review to *Decision Science*.
2. Omar, Ayman, Beth Davis-Sramek, John T. Mentzer, and Matthew B. Myers, "On the Value of Orientation, Integration, and Flexibility in Buyer-Supplier Relationships: A Global Analysis," manuscript under second review to *Journal Business Logistics*.

3. Omar, Ayman, Brian S. Fugate, and Beth Davis-Sramek, "Transitioning to Supply Chain Orientation: Exploring an Operations Manager's Perspective," manuscript under second review to *Journal of Business Logistics*.
4. Bonney, Frederick and Beth Davis-Sramek, "Lessons from the Battle Field: Applying Situational Awareness in Business Decision Making," manuscript under review to *Organizational Science*.
5. Baucus, Melissa A., Richard N. Germain, Beth Davis-Sramek, and William R. Meek, "A Latent Growth Approach for Examining Franchisor Screening of Franchisees," manuscript under preparation targeted to *Journal of Business Venturing*.
6. Omar, Ayman, Beth Davis-Sramek, and Richard Germain, "Using 'Fit' Theory to Examine Manufacturer-Global Supplier Relationships and the Impact on Performance," manuscript under preparation targeted to *Journal of Operations Management*.
7. Davis-Sramek, Beth, Brian S. Fugate, and Chad Autry, "The Effect of Retailer Exclusivity on Relationship Commitment," manuscript under preparation targeted to *Journal of Retailing*.

#### **NON-REFEREED PRESENTATIONS**

- Davis-Sramek, Beth and Theodore P. Stank (2009), "Creating Consumer Durable Retailer Customer Loyalty through Order Fulfillment Service Operations," Academy of Management Annual Conference.
- Davis-Sramek, Beth and Brian S. Fugate (2008), "The State of Logistics: A Visionary Perspective," CSCMP Doctoral Symposium.
- Davis, Beth R., Brian S. Fugate, and Kenneth B. Kahn (2004), "Forecasting Control: Scorecards to Dashboards," The University of Tennessee College of Business' Sales Forecasting Management Conference, Knoxville, Tennessee.

#### **SERVICE AND AWARDS**

- University of Louisville, College of Business Faculty Research Award, 2007.
- University of Louisville, Advisory Board for the Logistics and Distribution Institute, 2007+.
- University of Louisville, Graduate Grievance Committee, 2009+.
- Marketing 301 Outcomes Committee, 2006+.
- Ph.D. Program
  - Faculty Mentor, 2006-2007; 2010-2011.
  - Dissertation Committee Member, 2008-2010.
  - Philosophy of Science Seminar, 2009.
- University of Tennessee, Comps seminar for PhD students, 2010 and 2011
- University of Tennessee, Annual Logistics Doctoral Symposium panelist, 2011
- Editorial and Review Activities
  - Editorial Review Boards:
    - Journal of Operations Management
    - Journal of Business Logistics
  - Supply Chain and Retailing Track Chair for 2010 Academy of Marketing Science Conference
  - Ad hoc reviewer for: Journal of the Academy of Marketing Science, International Journal of Logistics Management, International Journal of Physical Distribution and Logistics Management

- Scholarship Funding
  - Integrated Value Chain Forum Endowment (2005), The University of Tennessee, Department of Marketing and Logistics. \$1,500 funding for dissertation research.
  - The Davis, Golicic, McCarthy Annual Research Award (2005), \$1,000 funding for dissertation research.
  - Whirlpool Corporation Funding. Research partnership and \$5000 funding for dissertation research (2005).
- Participant in the Council of Logistics Management Doctorial Symposium (2004).

## **MEMBERSHIPS**

1. Council of Supply Chain Management Professionals (formerly CLM)
2. Academy of Management
3. Academy of Marketing Science

## **TEACHING**

1. Demand Management (2004)
2. Marketing & Supply Chain Management (2004, 2005)
3. Intermediate Logistics (2004, 2005)
4. Seminar in Logistics Strategy (2006).
5. Introduction to Marketing (2006, 2007).
6. Marketing Channels (2006, 2007).
7. Logistics Management (2008-present).
8. Supply Chain Management (2009-present).

**DISSERTATION:** *The Impact of Logistics Service Quality in Creating Customer Loyalty.*

Description: Drawing from the loyalty, service quality, satisfaction, commitment, relationship marketing, social exchange theory, and logistics literature, the dissertation extends the logistics service literature by both addressing measurement issues and also looking at the impact of logistics service on customer loyalty. The dissertation also broadens the loyalty literature by conceptualizing that loyalty is manifested through the relationship between affective commitment and purchasing behavior. It further theorizes that the strength of this relationship is affected by the level of calculative commitment, leading to the identification of loyalty “types,” each one having different strategic implications. The dissertation also addresses the role of satisfaction by positing that satisfaction has a linear relationship to affective commitment and a nonlinear relationship to purchasing behavior.