

# **Robert E. Hooker**

Center for Supply Chain  
Management & Sustainability  
Department of Marketing  
Muma College of Business  
University of South Florida  
rhooker@usf.edu

## **Education**

Ph.D. Business Administration, The Florida State University (2010)

Interests:

Supply Chain Management, Technology and Innovation, Retailing, Sustainability

Master of Business Administration, The Florida State University (2005)

Concentration:

Marketing & Supply Chain Management

Bachelor of Science, The Florida State University (2002)

Double Major:

Finance and Risk Management & Insurance

## **Professional Experience**

The University of South Florida, Tampa, FL

Associate Professor (2018-Present)

Assistant Professor (2011-2018)

The Florida State University, Tallahassee, FL

Instructor (2010-2011)

Graduate Teaching/Research Assistant (2005-2010)

First Command Financial Services, Fort

Worth, TX Consultant, Analytics

(2005)

State of Florida, Department of Management Services,

Tallahassee, FL MBA Supply Chain

Management/Purchasing Researcher (2005)

First Command Financial Services,

Tampa, FL Marketing Specialist

(2003-2004)

JPMorgan Chase, Chicago, IL/Detroit, MI

Banking Analyst Commercial Bank (2002-2003)

## **Select Awards and Honors**

**U.S. Fulbright Scholar (U.S. Department of State)**, Supply Chain Management, 2017  
Research/Teaching posting at Stockholm School of Economics, Stockholm, Sweden (U.S. State Department roster 2016-2020)

**Outstanding Faculty Award**, University of South Florida, One of approximately 25 awards given system wide (2017)

**USF Global Medal**, University of South Florida (2018)

**Outstanding Reviewer**, Journal of Business Logistics, Council of Supply Chain Management Professionals (2008)

**Research Fellow**, Supply Chain Disruption Research Laboratory (SCDrl), Rutgers Business School (2017-Present)

**Associated Faculty**, Patel College of Global Sustainability, University of South Florida (2018-Present)

**Associate**, Center for Supply Chain Management & Sustainability (CSCMS), University of South Florida (2014-Present)

**Global Faculty Fellow**, Global Citizens Project, University of South Florida (Fall 2017)

## **Research Interests**

Primary research focuses on supply chain management. This includes sustainability and reverse logistics, open innovation strategies for new product development, omni-channel, and supply chain resilience.

## ***Grant Activities***

**U.S. Department of Agriculture**, Project ID: 3210-1020-02, Southeast Partnership for Advanced Renewables from Carinata (SPARC), Supply Chain Risk and Resilience Modeling, \$61k, (2018-2019, Awarded)

**U.S. Department of Agriculture**, Project ID: 3210-1020-01, Southeast Partnership for Advanced Renewables from Carinata (SPARC), Fuel Optimization Transportation Modeling, \$57k, (2018-2019, Awarded)

**U.S. Department of State**, Project ID: P000974, Supply Chain Research Project Grant with Swedish Government, \$3.1k, (2017, Awarded)

**Nordic Innovation Center** (Associate Research Recipient), \$1M, (2010-2012, Awarded)

**Global Faculty Fellowship Grant**, \$1.4k, (Fall 2017, Awarded)

### ***Refereed Journal Articles***

Hooker, R.E., Wasko, M.W., Paradise, D.B., Teigland, R., Hofacker, C. (Forthcoming), "Beyond Gaming: Linking Flow, Brand Attitudes, and Purchase Intent in Realistic and Emergent Three-dimensional Virtual Environments," *Information Technology & People*.

Hooker, R.E., Lewis, C.C., Wasko, M.W., Worrell, J.L., and Yoon, T. (2016), "E-Lance Enabled Network Exchanges within Supply Chains: The Influence of Network Governance and Social Control Mechanisms on Network Success," *International Journal of Information Systems and Supply Chain Management*, 9(2), pp. 1-20.

Plank, R.E., and Hooker, R.E. (2014), "Sales and Operations Planning: Using the Internet and Internet Based Tools to Further Supply Chain Integration," *Journal of Research in Interactive Marketing*, 8(1), pp.18-36.\*

Giunipero, L.C., Hooker, R.E., Denslow, D. (2012), "Purchasing and Supply Management Sustainability: Drivers and Barriers," *Journal of Purchasing and Supply Management*, 18(4), pp. 258-269.\*\*

Giunipero, L.C., Hooker, R.E., Joseph-Mathews, S., Yoon, T., and Brudvig, S. (2011), "A Decade of SCM Literature: Past, Present, and Future Implications," *Russian Management Journal (Featured as a "Modern Classic")*, 9(2), pp. 15-27.

Di Gangi, P.M., Wasko, M., and Hooker, R.E. (Dec. 2010), "Getting your customers' ideas to work for you: Building user innovation communities," *MIS Quarterly Executive*, 9(4), pp. 213-228.

Giunipero, L.C., Hooker, R.E., Joseph-Mathews, S., Yoon, T., and Brudvig, S. (Oct. 2008), "A Decade of SCM Literature: Past, Present, and Future Implications," *Journal of Supply Chain Management*, 44(4), pp. 66-86.\*\*\*

\*2015 "Highly Commended Paper Award" (*Emerald LiteratiNetwork*)

\*\**One of Decision Sciences "Top 25 Hottest Articles"*(*ScienceDirect*)

\*\*\**One of the Top 10 most downloaded articles in JSCM history*

### ***Books***

Stock, J.R. and Hooker, R.E., *Logistics Management* (New York: McGraw-Hill/Irwin, Forthcoming January 2020).

### ***Refereed Book Chapters***

Shaheen, I., Azadegan, A., and Hooker, R.E. (Forthcoming). "Leadership for Mitigating Ripple Effects in Supply Chain Disruptions: A Paradoxical Role." In Ivanov, D., A. Dolgui, and B. Sokolov (Eds.) *Handbook of Ripple Effects in the Supply Chain*, NY, USA: Springer Publishing.

Hooker, R.E., Denslow, D., and Giunipero, L.C. (2013). "Environmental Sustainability in the Supply Chain: A Review of Past Literature and Discussion of Potential Drivers and Barriers." In Lindgreen, A., F. Maon, J. Vanhamme, and S. Sen (Eds.) *Sustainable Value Chain Management*, Farnham, UK: Gower Publishing.

Stoecklin-Serino, C., Paradice, D.B., and Hooker, R.E. (2011). "An Examination of the Impacts of Brand Equity, Security, and Personalization on Trust Processes in an E-Commerce Environment: An Updated Discussion." In Clarke, S. and A. Dwivedi (Eds.) *Organizational and End-User Interactions: New Explorations*, IGI Global, Hershey, PA.

Hooker, R.E., Lewis, C., Smith, H., Wasko, M., Worrell, J.L., & Yoon, T. (2007). "Governing E- Collaboration in E-Lance Networks." In N. Kock (Ed.), *Encyclopedia of E-Collaboration*. Hershey, PA: Idea Group.

### ***Refereed Conference Proceedings***

Liu, D., and Hooker, R.E. (2017). "Relational Ties and Knowledge Transfer in the New Product Alliance: the moderation role of relational formalization," *Proceedings from the 2017 Annual Decision Sciences Conference*, Washington D.C.

Lukina, I., Liu, D., Azadegan, A., and Hooker, R.E. (2017). "Leadership in the Face of Major Supply Chain Disruptions: Baseline and Contextual Traits," *28<sup>th</sup> Annual Production and Operations Management Society Conference*, Seattle, WA.

Lukina, I., and Hooker, R.E. (2017). "Value Creation for Emergency Supply Chain Members," *Academy of Marketing Science Annual Conference*, San Diego, CA.

Lukina, I., Azadegan, A., and Hooker, R.E. (2017). "Leadership in the Face of Varying Supply Chain Disruptions," *Annual Meeting of the Academy of Management*, Atlanta, GA.

Combs, S., and Hooker, R.E. (2016). "Exchange Relationships between Leaders and Subordinates in Product Recall Crises." *Proceedings of the 2016 Annual Decision Sciences Institute Conference (Abstract Only)*. Austin, TX.

Shoemaker, M., Plank, R.E., and Hooker, R.E. (2016). "Developing a Measure for Understanding the Frequency and Purpose of Using Social Media in the Supply chain." *Proceedings of the National Conference in Sales Management*. Milwaukee, WI.

Azadegan, A., and Hooker, R.E. (2015). "Leadership in the Face of Complex Emergency Incidents: Lessons from Supply Chain Managers." *Proceedings of the 17<sup>th</sup> Annual Emergency Management Higher Education Symposium*. Federal Emergency Management Agency (FEMA-DHS) Emergency Management Institute, Emmitsburg, MD.

Hooker, R.E., Wasko, M., and Paradice, D.B. (2009). "Linking Flow, Brand Attitudes, and Purchase Intent in Virtual Worlds." *Proceedings of the Thirtieth Annual International Conference on Information Systems*. Track: Web2.0 and Social Media Analytics, Phoenix, AZ.

Hooker, R.E., Wasko, M., and Paradice, D.B. (2009). "Corporate Brand Equity Engagement for Marketing within Virtual Worlds." *Fortieth Annual Decision Sciences Institute Conference (Abstract Only)*, Track: Virtual World, New Orleans, LA.

Hooker, R.E. (2008). "Second Life: Sociological Orientation as a Focus for Marketing." *Proceedings of the Thirty-ninth Annual Decision Sciences Institute Conference (Abstract Only)*. Track: E-Commerce, Baltimore, MD.

Hooker, R.E., & Paradise, D.B. (2008). "Second Life: Community and Society as a Focus for Marketing Approaches." *Proceedings of the Fourteenth Annual Americas Conference on Information Systems*. Track: E-business & E-Commerce, Toronto, CA.

Hooker, R.E., Lewis, C., Smith, H. Wasko, M., Worrell, J.L., & Yoon, T. (2007). "E-Collaboration Technologies Supporting e-Lance Networks." *Proceedings of the Thirteenth Annual Americas Conference on Information Systems*, Track: E-business & Services: Business models for the Digital Economy, Keystone, CO.

### ***Conference Presentations***

Sekar, S., Hooker, R.E. (2019). "Supply Chain Resilience on Business Continuity Programs: The Role of Anticipated, Inherent, and Adaptive Resilience," *Academy of Marketing Science Annual Conference*, Vancouver, B.C.

Liu, D., and Hooker, R.E. (2017). "Relational Ties and Knowledge Transfer in the New Product Alliance: the moderation role of relational formalization," *Proceedings from the 2017 Annual Decision Sciences Conference*, Washington D.C.

Lukina, I., Liu, D., Azadegan, A., and Hooker, R.E. (2017). "Leadership in the Face of Major Supply Chain Disruptions: Baseline and Contextual Traits," *28<sup>th</sup> Annual Production and Operations Management Society Conference*, Seattle, WA.

Lukina, I., and Hooker, R.E. (2017). "Value Creation for Emergency Supply Chain Members," *Academy of Marketing Science Annual Conference*, San Diego, CA.

Lukina, I., Azadegan, A., and Hooker, R.E. (2017). "Leadership in the Face of Varying Supply Chain Disruptions," Annual Meeting of the Academy of Management, Atlanta, GA.

Combs, S., and Hooker, R.E. (2016). "Exchange Relationships between Leaders and Subordinates in Product Recall Crises." *2016 Annual Decision Sciences Institute Conference*. Austin, TX.

Shoemaker, M., Plank, R.E., and Hooker, R.E. (2016). "Developing a Measure for Understanding the Frequency and Purpose of Using Social Media in the Supply chain." *National Conference in Sales Management*. Milwaukee, WI.

Azadegan, A., and Hooker, R.E. (2015). "Leadership in the Face of Complex Emergency Incidents: Lessons from Supply Chain Managers." *17<sup>th</sup> Annual Emergency Management Higher Education Symposium*. Federal Emergency Management Agency (FEMA-DHS) Emergency Management Institute, Emmitsburg, MD.

Hooker, R.E. (2015). "Supply Chain Sustainability: Addressing Drivers and Barriers." *38<sup>th</sup> Annual Warehousing Education and Research Council (WERC) Conference*. Orlando, FL.

"Getting Your Customer's Ideas to Work for You: Building User Innovation Communities for Your Business."(2009) with P. Di Gangi and M. Wasko, *Thirtieth Annual International Conference on Information Systems (ICIS)*. Track: SIM Workshop on Enterprise and Industry Application of Web 2.0, Phoenix, AZ.

“Linking Flow, Brand Attitudes, and Purchase Intent in Virtual Worlds.” (2009) with M. Wasko and D. Paradice. *Thirtieth Annual International Conference on Information Systems (ICIS)*, Track: Web2.0 and Social Media Analytics, Phoenix, AZ.

Di Gangi, P., Wasko, M., and Hooker, R.E. (2009). “Getting Your Customers Ideas to Work for You.” *Thirtieth Annual International Conference on Information Systems*. Society for Information Management., Phoenix, AZ.

“Corporate Brand Equity Engagement for Marketing within Virtual Worlds.” (2009) *Fortieth Annual Decision Sciences Institute Conference (DSI)*, Track: Virtual World, New Orleans, LA.

“Flow, Brand Attitudes, and Purchase Intent in Virtual Worlds.” (2009) Annual Meeting of the *Academy of Management (AOM)*, Track: OCIS Doctoral Consortium, Chicago, IL.

"Sociological Underpinnings of Second Life: A Delphi Study," (2008) with David B. Paradice, *Thirty-ninth Annual Decision Sciences Institute Conference*. Track: E-Commerce, Baltimore, MD.

"The Role of Community and Society in Virtual World Marketing," (2008) *Virtual FSU: Learning and Research in Second Life--Conference for Teaching and Learning at The Florida State University (also simulcast worldwide within "Second Life")*, Tallahassee, FL.

"Second Life: Community and Society as a Focus for Marketing Approaches," (2008) with D. Paradice, *Americas' Conference on Information Systems (AMCIS)*. Track: E-business & E-Commerce: Virtual Worlds and Immersive Business, Toronto, CA.

"Network Governance in the E-Lance Economy," (2007) with C. Lewis, M. Wasko, J. Worrell, and T. Yoon, *Americas' Conference on Information Systems (AMCIS)*. Track: E-business & Services: Business models for the Digital Economy, Keystone, CO.

### ***Select Invited Presentations***

Hooker, R.E. (2017). “Disruptive Technologies and Innovative Business Models Impacting Supply Chain Strategy: A Three Part Lecture Series to Faculty, Staff, and Students of the Stockholm School of Economics,” Stockholm, Sweden.

Hooker, R.E. (2017), “Sustainable Supply Chain Management,” Invited Presentation, Patel College of Global Sustainability, University of South Florida, Tampa, FL.

Hooker, R.E. (2011), “Assessing Flow, Brand Attitudes, and Purchase Intent in Virtual Worlds,” (2011). Invited Presentation, University of Central Florida, Orlando, FL.

Hooker, R.E. (2011), “Web 3.0 Technologies for Marketing and Supply Chain,” Invited Presentation, University of Alabama at Birmingham, Birmingham, AL.

Hooker, R.E. (2010), “Creating Cognitively Immersive Brand Experiences for B2C Virtual World Marketing,” Invited Presentation, *TechExpo 2010*, Industry Executive Session, Social Media and Communication, In association with TechAlliance, Tallahassee, FL.

### ***Dissertation***

"Creating a Unified Flow Dimension for Examining Brand Attitudes and Purchase Intent in Virtual

Worlds" (*Defended: April 2010*)

Committee: *David Paradise (Co-chair), Molly Wasko (Co-chair), Charlie Hofacker, Deborah Armstrong, and Robin Teigland*

## **Teaching**

### ***Select Courses Taught***

Supply Chain Management (Undergrad/Grad)	Marketing Strategy (Grad)	Project Management (Undergrad/Grad)
Marketing Research (Undergrad/Grad)	Marketing Management (Undergrad)	Systems Foundations (Undergrad)
Marketing Management Problems (Undergrad Capstone)	E-business (Grad)	Operations Controls and Data Management (Undergrad)
Marketing Foundations (Undergrad)	Technology Management (Undergrad/Grad)	Knowledge Management/Business Intelligence (Grad)

### ***Curriculum Development***

USF Supply Chain Management Major (BS/MS): Active partner in co-developing supply chain management major at University of South Florida. Accepted as a Global Faculty Fellow for certification of undergraduate supply chain management course as a Global Citizens Project designated course.

Project Management and Knowledge Management/Business Intelligence: Co-developed courses taught at undergraduate and graduate levels at Florida State University. These include traditional and online degree delivery mediums.

### ***Dissertation and Thesis Committees***

Lisa Monahan (2017), "Hate is a Strong Word: The Influence of Hate-Acknowledging Advertising on Brand Outcomes," Ph.D., Business.

Ismail Uluturk (2017), "Hierarchical Tree Search for Binary Classification Problem," Ph.D. Proposal, Engineering.

Ercan Elibol (2015), "Energy Efficient Walking of a Humanoid Robot," Ph.D. Dissertation Proposal, Engineering.

James Cooper (2016), "The Effects of the Catastrophe Model RMS V11 on the Property Insurance Marketplace, in Terms of Premiums, Ratings, and Capacity," Honors Thesis, Business.

Dominique Rocco (2015), "Alignment of Needs Analysis: Creating a customer loyalty program for college students in the airline industry," Honors Thesis, Business.

EMBA Transport Logistics/MS Supply Chain Thesis Committee – Ecole de Management de Normandie (2013)

## **Select Research and Academic Service**

Associate, Center for Supply Chain Management & Sustainability (USF)  
Editorial Review Board - *Journal of Supply Chain Management*  
Reviewer - *Journal of Business Logistics*  
Reviewer - *Journal of Cleaner Production*  
Reviewer - *European Journal of Information Systems*  
Reviewer - *Psychology & Marketing*  
Reviewer - Sustainable Value Chain Management, Encyclopedia of E-Collaboration  
Track Chair (Supply Chain) - AMS  
Reviewer - AMA, AOM, ICIS, AMCIS, ICSS  
Managing Editor - CAIS (2008-2009)  
Conference Co-coordinator – New Ventures in Virtual Worlds Conference  
(McCombs Business School – University of Texas at Austin, 2009)  
USF Muma College of Business Undergraduate Curriculum Committee (2018-Present)  
USF Marketing Department Curriculum Committee (2017-Present)  
USF Global Pathway (2018-Present)  
Florida Supply Chain Summit Organizing Committee (2018-Present)  
USF Search Committees (Supply Chain, Strategy, IS/DS, and Entrepreneurship (2011-2013)  
USF CES Committee (2011-2012)  
USF AACSB Committee (2011-2012)  
USF STEM Committee (2012)  
USF Graduate Committee (2011-2012)  
FSU College of Business Dean Search Committee (2005 & 2006)  
FSU MBA Association Founding President & Legacy Advisor (2004-2005, 2005-Present)

## **Professional Memberships**

Council for Supply Chain Management Professionals  
Institute for Supply Management  
Decision Sciences Institute  
Academy of Management  
Academy of Marketing Science

## **Select Interviews**

“United Airlines to Charge Some Customers for Overhead Bin Space,” NBC News, December 2016

“Fake Apps Tricking Online Shoppers,” CBS News, November 2016

“Veterans and Making the Most of Memorial Day,” Wallethub, May 2016.

“Protecting your Online Shopping Privacy and the Omnichannel Effect,” CBS News, March 2016.

“Cyber Monday,” CBS News, November 2015.

“Outlet vs Traditional Mall Product Quality,” CBS News, October 2015.



“Talk Back Florida: Shopping Tricks,” Radio interview aired December 13, 2014 (Featured on NewsTalk Florida).

“Florida State and the Virtual Consumer,” Radio interview aired on July 26, 2010 (Featured on PBS Radio).

“Researchers Find Link Between Immersion and Virtual Buying Habits,” July 1, 2010 (Featured online at CNBC, Europress, EuroInvestor, AOL News, IGN, etc.).

“Virtual-Worlds Researcher's Advice to Retailers: Go With the 'Flow',” July 6, 2010 (Featured online at USA Today, Newswise, ScienceDaily, IGN, etc.).

“The Next Big Tech Money Maker: Virtual Goods,” January 11, 2010 (Featured online at TechSqueeze, New Times Broward-Palm Beach/ Village Voice, etc.).

“Planet Calypso and Florida State University Researchers Team up to Study Virtual Buying Habits,” November 20, 2009, (Featured online at CBS Financial, BNET, IGN, etc.).