
Neil Southern, Ph.D.

Instructional Assistant Professor of Marketing

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

Academic Experience

Instructional Assistant Professor, The University of Mississippi, Southaven Campus (2004 - Present), Southaven, Mississippi.

Associate Professor, University of Memphis (1981 - 2004), Memphis, Tennessee.

Visiting Professor, University of Pittsburgh (1999 - 1999), Pittsburgh, Pennsylvania. Semester at Sea Program

Faculty Associate, Arizona State University (1978 - 1981), Tempe, Arizona.

Assistant Professor, Memphis State University (1976 - 1978), Memphis, Tennessee.

Adjunct Instructor, Memphis State University (1970 - 1976), Memphis, Tennessee.

Non-Academic Experience

National

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

International

Manager of Transportation, Aluminum Co. of America (1962 - 1964), Lausanne, Switzerland.

Manager of Export Import Division, Aluminum Co of America (1960 - 1962), New York, New York.

Refereed Articles

Cosenza, R. M., Southern, R. N., Cosenza, T. A., & Wilson, J. W. (2013). An Analysis of Professional Drivers and Owner Operators Using Importance/Performance Methods. *Journal of Transportation Management*, 23 (2), 57-70.

Southern, R. N. (2012). Historical Perspective of the Logistics and Supply Chain Management Discipline. *Transportation Journal*.

Southern, R. N. & Cosenza, R. M. (2011). Regulation of Rail Line Abandonments: A Perspective of the Policies of the Interstate Commerce Commission and the Surface Transportation. *The Journal of Transportation Law, Logistics and Policy*, 78 (4), 255-270.

- 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. (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. & 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. N. (2016). "Importance and Performance as a Tool for Managing Fleet Driver Turnover/Retention,."

Research Grants

Funded

- 2001: Southern, N. The Tennessee Movers Association Scholarship in Transportation, Principal Investigator.
- 1988: Southern, N. Job Training Needs Profile for Schering Plough Corp, Principal Investigator, State Technical Institute.
- 1986: Southern, N. A Survey of Educators - Intrastate Regulation, Principal Investigator, Federal Express Corporation.

1984: Southern, N. Riverfront Rail Study, Principal Investigator, City of Memphis.

1984: Southern, N. Economic Impact of the Motor Carrier Industry in the Memphis Area, Principal Investigator, Memphis Motor Carriers Association, Inc..

1984: Southern, N. Warehouse Training Program, Principal Investigator, Daniel International Corp..

Service to the University

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:

1998-1999 – 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 – 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

Unassigned

College Assignments

Member:

2013-2014: The University of Mississippi College of Business Clinical Faculty Committee: Serve on the College of Business Clinical Faculty Committee

Service to the Profession

Member: Committee/Task Force

2016: Memphis Regional Labor Study.

2016: Council of Supply Chain Management Professionals.

2010 – 2012: Traffic Club of Memphis.

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

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

1982 – 1984: Memphis Uniport Association, Academic Committee.

Officer: Organization / Association

1982 – 1987: Transportation Studies Institute . Director

1986: Delta Nu Alpha Transportation Fraternity .

Other Professional Service Activities

2016: Traffic Club of Memphis.

2016: Council of Logistics Management. Education Advisor

2016: Memphis Regional Labor Study.

1957 – 2005: Interstate Commerce Commission Certified Practitioner.

1957 – 2005: Delta Nu Alpha Transportation Association.

1988 – 1993: Traffic Club of Memphis . Director

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

1982 – 1990: Associated Transportation Club of Memphis.

1982 – 1990: Association of Transportation Practitioners.

1982 – 1990: Transportation Research Forum.

1982 – 1990: Purchasing Management Association of Memphis.

1984 – 1986: National Transportation State Regulatory Specialists.

1984: National Defense Transportation Assoc.

Service to the Community

Board-Member

2016: The R. Neil Southern Logistics Scholarship at the University of Memphis, Advise and select recipient of the R. Neil Southern Logistics Scholarship

2015: Regional Logistics Council, Memphis, TN, Coordinate supply chain and logistics educational activities at the various universities in the Mid-South area

Member of a Committee

2015: The Traffic Club of Memphis

2015: The Traffic Club of Memphis, Advise concerning transportation, logistics, and supply chain activities

Other Community Service Activities

2016: MIFA Memphis Interfaith Association, Deliver Meals on Wheels weekly in the Memphis area

Other Honors and Awards

2012: Hall of Fame, Knoxville High School. Hall of Fame.

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

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

Teaching Honors and Awards

Award

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

Honor

1997: , International Distribution on Education Academy. Distinguished Professor.

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