

Dr. Vipul Garg

Assistant Professor of Supply Chain Management
Department of Management and Marketing
Texas A&M University-San Antonio
AACSB Accredited

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ACADEMIC POSITIONS

College of Business, Texas A&M University-San Antonio	San Antonio, TX
Assistant Professor of Supply Chain Management	August 2024-Current
G. Brint Ryan College of Business, University of North Texas	Denton, TX
Research & Teaching Fellow, Jim McNatt Institute of Logistics Research	June 2020 – August 2024
Toulouse Graduate School, University of North Texas	Denton, TX
Graduate Assistant, Advanced Data Analytics Department	November 2018 – May 2020
College of Engineering, University of South Florida	Tampa, FL
Research Scholar, CARRT Lab	June - August 2016

EDUCATION

University of North Texas, G. Brint Ryan College of Business	Denton, TX
Ph.D. in Logistics Systems, GPA: 4.0/4.0	
Dissertation Title: Drones in Last-Mile Delivery: Multifaceted Insights from Stakeholders	
University of North Texas, College of Information	Denton, TX
Master of Science in Data Science, GPA: 4.0/4.0	
Guru Gobind Singh Indraprastha University	New Delhi, India
Bachelor of Technology in Computer Science and Engineering, GPA: 3.6/4.0	

PROFESSIONAL EXPERIENCE

- **Data Scientist** at *Tetra Pak*, Denton, TX, May-August 2019, Full-Time.
- **Product Manager** at *Spulla*, New Delhi, India, July 2017- July 2018, Full-Time.
- **Research Scholar** at *University of South Florida*, Tampa, Florida, June – August 2016, Full-Time.
- **Social Media Strategist** at *Emiisor*, Manhattan, New York, May 2015- May 2016, Part-Time.
- **Data Analyst (User Experience Research)**, *Shanghai Rongheng Information Technology*,

Shanghai, China, May – August 2015, Full-Time.

CORE RESEARCH INTERESTS AND HIGHLIGHTS

My research areas are within Service Operations and Neuro-Operational Excellence, a multidisciplinary research domain synthesizing consumer decision-making and neuroscience insights to redefine supply chain and operational management. My work centers on:

- **Driving Technological Adoption and Innovation:** My research actively investigates how emerging technologies like AI, blockchain, and especially drone technology can revolutionize behavioral patterns in logistics, leading to increased operational efficiency. In service operations, the use of drones for last-mile delivery is a prime example of this drive, showcasing how technological innovation can improve customer satisfaction in omni-channel retailing.
- **Enhancing Operational Decision-Making:** My research advances operational performance by harnessing neuroscientific insights from electroencephalograms (EEG), eye tracking, and Galvanic Skin Response (GSR). This combination provides empirical insights into the cognitive states and well-being of trucking and forklift operators, leading to streamlined efficiency and improved effectiveness across supply chain operations.

PUBLISHED MANUSCRIPTS (*n* = 12)

1. Gupta, R., **Garg, V.**, and Manuj, I. (2025). *"Flying Forward: Lessons Learned from Drone Logistics in Healthcare Supply Chains,"* in the [Supply Chain Management Review](#).
2. Hsu, S., Gligor, D.M., **Garg, V.**, Golgeci, I., and Choi, R. (2025). *"Exploring Supply Chain Capabilities as Drivers for Willingness to Adopt Blockchain Technology Using a Technology–Organization–Environment (TOE) Framework,"* in [Production Planning & Control](#).
3. **Garg, V.**, Niranjana, S., Rana, R., Prybutok, V., & Pohlen, T. (2025). *"Gender perspectives on drone technology adoption in healthcare logistics,"* in [Technological Forecasting & Social Change](#).
4. **Garg, V.**, Gabaldon, J., Niranjana, S., and Hawkins, T. (2025). *"Impact of strategic performance measures on performance: The role of artificial intelligence and machine learning,"* in the [Transportation Research Part E](#).
5. Niranjana, S., **Garg, V.**, Gligor, D.M., and Hawkins, T. (2025). *"Enhancing supply chain sustainability performance: the pivotal role of emerging technologies,"* in the [Journal of Business & Industrial Marketing](#).
6. Purtell, C. T., Manuj, I., Pohlen, T. L., **Garg, V.**, Porchia, J., and Hill, M. J. (2025). *"Innovators and transformers: envisioning a revolution in middle mile logistics with extended range cargo drones,"* in the [International Journal of Physical Distribution & Logistics Management](#).

7. Patil, K., **Garg, V.**, Gabaldon, J., Patil, H., Niranjan, S., and Hawkins, T. (2024). "Firm Performance in Digitally Integrated Supply Chains: A Combined Perspective of Transaction Cost Economics and Relational Exchange Theory," in the [Journal of Enterprise Information Management](#).
8. Gligor, D., Golgeci, I., **Garg, V.**, Idug, I., Ekezie, U., Abadi, J., and Caliskan, F. (2024). "Exploring the impact of punishments on employee effort and performance in the workplace: Insights from England's premier league," in the [European Management Review](#).
9. **Garg, V.**, Niranjan, S., Prybutok, V., Pohlen, T., and Gligor, D.M. (2023). "Drones in Last-Mile Delivery: A Systematic Review on Efficiency, Accessibility, and Sustainability," in the [Transportation Research Part D](#).
10. Bozkurt, S., Welch, E., Gligor, D.M., Gligor, N., **Garg, V.**, and Pillai, KG. (2023). "Unpacking the experience of individuals engaging in fake reviews: The impact on brand satisfaction," in the [Journal of Business Research](#).
11. Gligor, D.M., Golgeci, I., Rego, C., Russo, I., Bozkurt, S., Pohlen, T., Hiatt, B., and **Garg, V.** (2022). "Examining the use of fsQCA in B2B marketing research: benefits, current state and agenda for future research", in the [Journal of Business & Industrial Marketing](#).
12. Goel, S., **Garg, V.**, Garg, D., and Kathait, M. (2019). "Voice transmission through WiFi," in the [International Journal of Information Technology and Management](#).

RESEARCH GRANTS (*n* = 2)

1. Measuring Cognitive Load of Forklift Operators: A Neuroscience Approach – *Principal Investigator*. Internal Grant, Office of Research and Health Sciences, TAMUSA, 2024-2025.
 - **Secured Funding:** \$10,000 to support research investigating the impact of cognitive load on worker retention and turnover in warehouse environments in South San Antonio.
 - **Research Focus:** Examining the role of cognitive load, workplace quotas, and safety concerns on retention, focusing on minority workers, using biosensors like EEG and eye-tracking for real-time cognitive load measurement.
 - **Outcome and Impact:** The study will provide actionable insights for warehouse managers to improve worker retention and safety, with broader implications for improving operational efficiency and local economic conditions in South San Antonio.
2. Graduate Research Experiences Abroad Travel Grant for Short Experiences Abroad (Great Grant for Short Experiences Abroad) – *Principal Investigator*. Grant Award, UNT International, 2022-2023.
 - **Secured Funding:** Successfully obtained the full \$2,500 grant to support specific research endeavors abroad in India.

- **Research Focus:** Contrasted India's liberal regulations with the U.S., highlighting growth factors in the drone industry; analyzed complexities and explored drones' potential in delivering medical supplies to rural areas, emphasizing reliability and importance.
- **Outcome and Impact:** The insights from India's drone industry highlight growth strategies and innovative design approaches. They demonstrate the potential for drone-based healthcare delivery in remote areas and emphasize the transformative role of drone technology in last-mile delivery, informing future policy and implementation.

Media Coverage & Institutional Highlights

["Harnessing Brain Data: Using AI Innovations to Improve Worker Safety and Retention"](#) – Featured on Texas A&M University–San Antonio News (18 April 2025)

["University Students Gain Real-World Experience at National Supply Chain Expo"](#) – Featured on Texas A&M University–San Antonio News (24 April 2025)

["Tariff Talk: How Trump's Trade Policies Affect Texas Consumers"](#) – Quoted as a local expert in Mesquite News (circa May 2025)

Featured in [Spring 2025 Adelante Magazine – Faculty Highlights](#) – Texas A&M University–San Antonio Office of Research & Health Sciences.

Professional Development

1. Trained Facilitator (Level 1) – *Entering Mentoring Curriculum*.
Center for the Improvement of Mentored Experiences in Research (CIMER), University of Wisconsin-Madison, August 2025 - Current.
 - **Program:** CIMER Train-the-Trainers Workshop: Facilitating Entering Mentoring.
 - **Training Focus:** Developed advanced skills in implementing research mentor training, evidence-based facilitation, and culturally responsive mentoring practices.
 - **Outcome and Impact:** Certified to implement mentor training locally and nationally; prepared to strengthen mentoring capacity and improve research training environments
2. Creating an Inclusive and Supportive Learning Environment – *Participant (In Progress)*.
Association of College and University Educators (ACUE) Microcredential, Texas A&M University-San Antonio Partnership, Sept 2025 – Nov 2025.
 - **Program:** ACUE microcredential course endorsed by the American Council on Education (ACE).
 - **Training Focus:** Evidence-based practices for fostering inclusive and supportive classrooms to improve student engagement, retention, and performance.
 - **Outcome and Impact:** prepared to apply inclusive teaching strategies to enhance student learning and success.

INVITED PRESENTATIONS

- **Keynote lecture (invited) on “Revolutionizing Logistics: A Multifaceted Approach to Delivery and Transportation” at 1st International Workshop on Sustainable Technologies for a Better Planet: Challenges & Preparedness for 2050, New Delhi, India, Jan 4-8, 2024.**
- **Guest lecture on “Last Mile Delivery: New Paradigms” at Delhi Technological University Chapter, Institution of Mechanical Engineers, Online, May 30, 2023.**

TEACHING EXPERIENCE

Semester	Course	Description	Location
2025 Fall	MGMT 4330	Global Purchasing/Supply Management	Face-to-Face
2025 Fall	MGMT 3320	Supply Chain and Operations Management	Face-to-Face
2025 Summer	MGMT 4330	Global Purchasing/Supply Management	Online
2025 Summer	MGMT 3320	Supply Chain and Operations Management	Online
2025 Spring	MGMT 4314	Global Logistics Management	Face-to-Face
2025 Spring	MGMT 3320	Supply Chain and Operations Management	Face-to-Face
2025 Spring	MGMT 3320	Supply Chain and Operations Management	Online
2024 Fall	MGMT 3320	Supply Chain and Operations Management	Face-to-Face
2024 Fall	MGMT 4314	Global Logistics Management	Face-to-Face
2024 Spring	LSCM 3960	Logistics and Supply Chain Management	Face-to-Face
2023 Fall	LSCM 3960	Logistics and Supply Chain Management	Hybrid
2023 Summer	OPSM 4810	Purchasing and Materials Management	Face-to-Face
2022 Fall	OPSM 4810	Purchasing and Materials Management	Face-to-Face

- **MGMT 4330 – Global Purchasing/Supply Management, Undergraduate level.**

Study of the procurement of goods and services resulting from internal needs assessment, and the application of principles of negotiation, purchasing processes, pricing, vendor relationship concepts, contract management, receiving, inventory and materials management, and production control, in a supply chain environment with domestic and international suppliers. Sustainability and globalization topics are integrated.

- **MGMT 3320 – Supply Chain and Operations Management, Undergraduate level.**

Provide a basic understanding of the activities and factors affecting operational decision-making. Focusing on the practical aspects of business, this course provides guidelines to analyze problems and find solutions by operations professionals working in a global operations and supply chain management environment.

- **MGMT 4134 – Global Logistics Management, Undergraduate level.**

Studies logistics management strategy, planning, and operations from a domestic and global approach. Topics include global logistics and supply chain strategies, grid design, facility location, transportation and distribution, import-export operations, risk management, customer service, reverse logistics with reference to cultural and current management applications.

- **LSCM 3960 - Logistics and Supply Chain Management, Undergraduate level.**

Analysis and design of logistics and supply chain systems. Topics include transportation, warehousing, inventory control, materials handling and packaging, and plant and warehouse locations within and between firms. Emphasis on concepts and practices that provide firms with a competitive advantage.

- **OPSM 4810 - Purchasing and Materials Management, Undergraduate level.**

From original planning through delivery of finished products, purchasing, inventory control, receiving, storage, production control, traffic, and materials handling. The material is primarily presented in a case-based discussion format, with dialogue encouraged on the issues.

HONORS AND AWARDS

- TAMUSA Rockstar Research Award, 2025.
- TAMUSA Center of Academic Innovation Travel Award, 2024.
- UNT Graduate Student Research Award, 2021-2023.
- CSCMP Donald J. Bowersox Doctoral Symposium Nomination, 2022.
- UNT RCOB Alan G. Mayper Doctoral Scholarship, 2022.
- UNT COB Dean's Ph.D. Student Travel Scholarships, 2021.
- UNT COVID Student Success Award, 2020-2021.
- UNT Differential Tuition Award, 2020-2022.
- UNT TGS Summer Award, 2020.
- UNT Toulouse Graduate School Travel Grant, 2020.

GRADUATE COURSEWORK

Business Research Methods: Applied Multivariate Statistics (PhD); Applied Regression Analysis (PhD); Structural Equation Modeling (PhD); Advanced Issues in Research Design (PhD).

Supply Chain Management: Logistics Theory (PhD); Supply Chain Strategy (PhD); Systems Theory and Experimentation (PhD); Operations Research (PhD).

Data Science and Business Analytics: Data Analytics (MS); Machine Learning (MS); Deep Learning (MS); Data Mining (MS); Predictive Analytics (MS); Data Visualization (MS).

PROFESSIONAL AFFILIATIONS

- Decision Science Institute (DSI): Member, 2021-Present.
- Production and Operations Management Society (POMS): Member, 2022-Present.
- Council of Supply Chain Management Professionals (CSCMP): Member, 2022-Present

PROFESSIONAL SERVICE

- *Editorial Review Board Member (Invited)*, **Marketing Planning & Intelligence (MILP)**, 2025-Present.
- *Reviewer (Invited)*, **International Journal of Production and Operations Management**, 2025-Present.
- *Editorial Review Board Member (Invited)*, **International Journal of Physical Distribution & Logistics Management (IJPDLM)**, 2024-Present
- Reviewer, **Journal of Consumer Behaviour (JCB)**, 2023-Present.
- Reviewer, **Transportation Research Part A**, 2023-Present.
- Reviewer, **Journal of Retailing and Consumer Services**, 2023-Present.
- Reviewer, **International Journal of Consumer Studies**, 2023-Present.
- Review Volunteer, **Association of Collegiate Marketing Educators (ACME)**, 2022 - 2023.
- Review Volunteer, **Decision Science Institute (DSI) Annual Conference**, 2021-Present.
Director of Communications, **Graduate Student Council at UNT**, Denton, TX, 2018-2019