

# 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

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<b>College of Business, Texas A&amp;M University-San Antonio</b>	<b>San Antonio, TX</b>
Assistant Professor of Supply Chain Management (Tenure-Track)	August 2024-Current
<b>G. Brint Ryan College of Business, The University of North Texas</b>	<b>Denton, TX</b>
Research & Teaching Fellow, Jim McNatt Institute of Logistics Research	May 2020 – August 2024
<b>College of Engineering, University of South Florida</b>	<b>Tampa, FL</b>
Research Scholar, CARRT Lab	June - August 2016

## EDUCATION

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<b>The University of North Texas, G. Brint Ryan College of Business</b>	<b>Denton, TX</b>
<b>Ph.D.</b> in Logistics Systems, <b>GPA: 4.0/4.0</b>	June 2024
<i>Dissertation Title:</i> Drones in Last-Mile Delivery: Multifaceted Insights from Stakeholders	
<b>The University of North Texas, College of Information</b>	<b>Denton, TX</b>
<b>Master of Science</b> in Data Science, <b>GPA: 4.0/4.0</b>	
<b>Guru Gobind Singh Indraprastha University</b>	<b>New Delhi, India</b>
<b>Bachelor of Technology</b> in Computer Science and Engineering, <b>GPA: 3.6/4.0</b>	

## PROFESSIONAL EXPERIENCE

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- **Research and Teaching Fellow** at the *University of North Texas*, Denton, TX, May 2020 to Current, Full-Time
- **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

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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 yields empirical insights into trucking and forklift operators' cognitive states and well-being, resulting in streamlined efficiency and enhanced effectiveness across supply chain operations.

## PUBLISHED MANUSCRIPTS (*n* = 7)

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1. Niranjana, S., **Garg, V.**, Gligor, D.M., and Hawkins, T.G. (2024), "Drones in Last-Mile Delivery: A Systematic Review on Efficiency, Accessibility, and Sustainability," accepted and forthcoming in the **Journal of Business & Industrial Marketing**.
2. Patil, K., **Garg, V.**, Gabaldon, J., Patil, H., Niranjana, S., and Hawkins, T.G. (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](#).
3. 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](#).
4. **Garg, V.**, Niranjana, 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](#).
5. 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](#).
6. 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](#).

7. 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

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1. MUREP (Minority University Research and Education Project) – *Graduate Student Researcher*.  
*Grant, NASA, 2022-2023.*
  - **Secured Funding:** \$7,000 from the total \$750,000 for doctoral research endeavors, particularly focusing on public acceptance and institutional pressures in the aerospace supply chain.
  - **Research Focus:** Assisted in analyzing supply chain complexity and resilience, including the effects of isomorphism to support high-volume manufacturing and supply chain innovation.
  - **Outcome and Impact:** The project, in partnership with NASA, aims to uphold U.S. leadership in advanced aeronautics, with UNT at the forefront. It focuses on enhancing supply chain resilience in the AAM Industry, promoting efficiency, risk mitigation, and innovation in aerospace manufacturing.
2. Understanding and Assessing Technology Innovation to Mitigate Distraction and Improve the Performance of Future Forklift Operators – *Graduate Student Researcher*.  
*NSF Grant #2221942, 2022-2024.*
  - **Secured Funding:** \$3,000 from the total \$149,860 grant for my research endeavors for data collection.
  - **Research Focus:** Engaged in interdisciplinary research with robotics, AI, and wearable sensor technology, collaborating with industrial stakeholders in the Dallas-Fort Worth area to enhance worker performance and safety.
  - **Outcome and Impact:** The insights generated aim to improve logistics and forklift operations, with broader applications to occupations like drone pilots, truck drivers, and crane operators.
3. 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. It demonstrated the potential for drone-based healthcare delivery in remote areas and emphasized the transformative role of drone technology in last-mile delivery, informing future policy and implementation.

## Extensive Experience with Graduate & PhD Students

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### Director of Communications, Graduate Student Council (GSC), UNT

- Developed and maintained communication strategies for GSC.
- Managed social media channels and created engaging content for graduate students.
- Implemented marketing initiatives to promote GSC activities and events.

### Graduate Assistant, Department of Rehabilitation and Health Services, UNT

- Assisted the faculty coordinator with administrative tasks for the Master's in Health Services Administration program.
- Managed online program enrollment and supported prospective students in the application process.
- Provided daily interaction and assistance to graduate students in the program.

## INVITED PRESENTATIONS

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- **Keynote lecture (invited) on “Revolutionizing Logistics: A Multifaceted Approach to Delivery and Transportation” at 1<sup>st</sup> 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

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Semester	Course	Description	Location	Overall Teaching Evaluation
2024 Fall	MGMT 3220	Supply Chain and Operations Management	Face-to-Face	Current
2024 Fall	MGMT 4134	Global Logistics Management	Face-to-Face	Current
2024 Spring	LSCM 3960	Logistics and Supply Chain Management	Face-to-Face	4.1/5.0
2023 Fall	LSCM 3960	Logistics and Supply Chain Management	Hybrid	4.6/5.0
2023 Summer	OPSM 4810	Purchasing and Materials Management	Face-to-Face	4.9/5.0
2022 Fall	OPSM 4810	Purchasing and Materials Management	Face-to-Face	4.8/5.0

- **MGMT 3220 – 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 finds 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

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- 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.
- UNT International Travel Grant, 2019.
- Texas Public Education Grant, 2019.
- UNT LIS Information Science Excellence Scholarship, 2019.
- UNT College of Information Dean's Excellence Award, 2018.

## GRADUATE COURSEWORK

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**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

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- 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.
- Institution of Mechanical Engineers (IMechE): Member, 2016-2018.

## **PROFESSIONAL SERVICE**

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- Editorial Review Board Member (Invited), International Journal of Physical Distribution & Logistics Management (IJPDLM), 2023-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 - Present.
- Review Volunteer, Decision Science Institute (DSI) Annual Conference, 2021-Present.
- Director of Communications for Graduate Student Council at UNT, Denton, TX, 2018-2019.
- Volunteer at the Institution of Mechanical Engineers (IMechE), New Delhi, India, 2016-2018.
- Volunteer at Indian Red Cross Society (IRCS) program, New Delhi, India, 2008-2015.