

Resume

ROBERT NEIL MEFFORD

Personal Information

Business Address: School of Business and Management
University of San Francisco
2130 Fulton Street
San Francisco, California
94117-1080
Phone :(415) 422-6408
FAX : (415) 422-2502
E-mail : mefford@usfca.edu

Home Address: 215 Estates Drive
Piedmont, California 94611
(510) 658-2384

Educational Background

- Ph.D.** ****International Business****
University of California, Berkeley, California
Completion Date: August, 1983
Dissertation Title: "Determinants of Productivity
Differences in Industrial Plants: An
International Study"
Emphasis: International Business and Economics
and Production/Operations Management
- M.A.** ****Economics****
University of California, Berkeley, California,
June, 1981.
Emphasis: International Economics and Comparative
Economic Systems
- M.B.A.** ****Management****
University of California, Los Angeles, California,
June, 1966.
Emphasis: Marketing and Organizational Behavior
- B.S.** ****Industrial Management****
University of Southern California, Los Angeles,
California, June, 1965.
Emphasis: Production and Operations Management

Teaching Experience

- Professor and Associate Professor** ****University of San Francisco****
San Francisco, California
1985 to present.
- Operations Management, International Business and International Finance courses at the undergraduate and graduate levels and for executive programs. Coordinator of the Decision Sciences and International Business Areas.**
- Visiting Professor** ****University of California****
Berkeley, California
Haas School of Business, September 1987 to present.
- Graduate and undergraduate courses in operations management, international business and international finance.**
- Visiting Professor** ****Copenhagen Business School****
Copenhagen, Denmark,
Fall 1997.
- International Production Management course**
- Assistant Professor** ****Northeastern University****
Boston, Massachusetts,
September, 1982 to December, 1984.
- Production/Operations Management and International Business courses at the undergraduate and graduate levels.**
- Instructor** ****University of San Francisco****
San Francisco, California
September 1979 to August 1985
- Production/Operations Management, Marketing, and Organizational Behavior courses.**
- Teaching Associate** ****University of California****
Berkeley, California,
September, 1981 to June, 1982.
- International Business and Marketing courses.**
- Other Teaching Experience** California State University, Los Angeles, California, 1979, Management course.
- University of Redlands, Redlands, California,

1978-1979, Management and Marketing courses.

**California State University, Long Beach,
California, 1967-1969, Marketing courses.**

**Los Angeles Public Schools, John Muir Jr. High
School, 1969-1970, Science courses.**

**Management
Development**

**Various management development courses and programs in Asia
and the U.S. for executives from Hyundai Precision Industries,
China Resources, Ltd, Guangdong Enterprises, Ltd., Sanwa Bank,
and other firms and universities under the auspices
of USF, UC, and the UN.**

Business Experience

**Assistant
Manager**

****Kaiser Foundation Health Plan**
Los Angeles, California
1976 to 1979.**

**Administrative functions in a prepaid health plan.
Planning, direction and control of operational
areas. Development and installation of new
systems. Budgeting and project responsibilities.
Coordination of administrative areas with the
Medical Group and the hospitals.**

**Executive
Director**

****Los Padres Group Health, Inc.**
San Luis Obispo, California
1975 to 1976.**

**Planning and administrative of a new health
maintenance organization. Arranging financing
and administration of a government grant.
Marketing strategy planning. Facilities
planning and location. Physician recruitment
and development of the organizational structure.
Setting up administrative procedures and
staffing.**

**Operations
Manager**

****Blue Cross of Southern California**
Los Angeles, California
1973-75**

**Responsibilities for the prepaid health plan (HMO)
division in the operational and marketing areas.
Development of management systems and budgeting**

and control functions. Planning of marketing strategy and materials. Coordination with affiliated medical groups.

**Peace Corps
Volunteer**

****United States Government—Peace Corps**
Bucaramanga, Colombia
1970 to 1973.**

Worked with hospitals and a government agency on development of new management systems, facility layout, budgeting, and development of a prepaid health plan (HMO).

Publications and Research

“Offshoring, Lean Production, and a Sustainable Global Supply Chain”, *European Journal of International Management*, Forthcoming. Spring 2010.

“Increasing Productivity in Global Firms: the CEO Challenge”, *Journal of International Management*, V.15(3), 2009.

“Winning, running, and renewing the outsourcing contracts”, *Proceedings of the EuroOMA Conference, Goteborg, Sweden, June 2009 (with Zoran Perunovic and Mads Christoffersen).*

“Technology Transfer, Economic Development, and the Toyota Production System”, *Proceedings of the International Conference on Manufacturing & Service Operations Management*”, Beijing, China, June 2007.

“Applying information technology in global supply chains: cultural and ethical challenges”, *International Journal of Integrated Supply Management*, V. 2(3), 2006.

“Lean Production and Global Economic Development”, *Proceedings of the 4th ANZAM Operations Management Symposium 2006*, Wellington, New Zealand, June 2006.

“The Economic Value of an Ethical Supply Chain,” *Proceedings of the 2nd Management Education Conference*, Ho Chi Minh City, Vietnam, September, 2005.

“Lean Production and the Internet”, *International Journal of Production Economics*, V. 89, 2004 (with P. Bruun)

“Social and Ethical Issues in Applying Information Technology in Global Supply Chains,” *Proceedings of the 7th International Conference on Global Business & Economic Development*, Bangkok, Thailand, January 2003.

“Using the Internet to Implement Lean Production”, *Proceedings of POM 2001*, Orlando, Florida, March 2001.

“Financial Results of Quality Programs”, *Proceedings of the 11th International Seminar on Production Economics*, Innsbruck, Austria, February 2000 (with B. Doyle).

“Transferring World Class Production to Developing Countries: A Strategic Model”, *International Journal of Production Economics*, V. 56-57, 1998 (with P. Bruun).

“The Role of Labor Unions in the Implementation of Continuous Improvement Production Systems”, *Proceedings of the 10th International Working Seminar on Production Economics*, Innsbruck, Austria, February 1998.

“A Framework for Selecting and Introducing Appropriate Production Technology in Developing Countries,” *International Journal of Production Economics*, V.46-47, 1996 (with P. Bruun).

“A Model for Transferring World-Class Production Systems to Developing Countries,” *Proceedings of the Ninth International Working Seminar on Production Economics*, Innsbruck, Austria, February 1996 (with P. Bruun).

"Appropriate Production Technology in Developing Countries", *Proceedings of the Eighth International Working Seminar on Production Economics*, Innsbruck, Austria, February 1994 (with P. Bruun).

"Improving Service Quality: Learning from Manufacturing", *International Journal of Production Economics*, V.30-31, 1993.

"The Strategic Importance of the Third World to Multinational Firms", *International Trade and Finance in the 1990's*, K. Fatemi (Ed.), International Trade & Finance Association Conference Proceedings, Marseilles, France, June 1991.

"Quality and Productivity: The Linkage," *International Journal of*

***Production Economics*, V.24, 1991. This article also appears in *Production Economics: Issues and Challenges for the 90's*, Ed. by R.W. Grubbstrom and H.H. Hinterhuber, 1991, Elsevier, Amsterdam.**

"The Debt Crisis of Developing Countries: How are Multinational Firms Responding?", *Journal of Labor Problems*, Spring 1990 (with N.F. Matsuura).

"Are Quality and Productivity Compatible?" *Incentive*, March, 1990.

"The Productivity Nexus of New Inventory and Quality Control Techniques," *Engineering Costs and Production Economics*, Vol. 17, 1989. This paper also appears in *Production Economics: State-of-the-Art and Perspectives*, Ed. by R.W. Grubbstrom and H.H. Hinterhuber, 1989, Elsevier, Amsterdam.

"The Effect of Unions on Productivity in a Multinational Manufacturing Firm," *Industrial and Labor Relations Review*, October, 1986.

"Determinants of Productivity Differences in International Manufacturing", *Journal of International Business Studies*, Spring 1986.

"Introducing Management into the Production Function," *The Review of Economics and Statistics*, February 1986.

Professional Affiliations

**Institute of Operations Research and Management Science
(INFORMS)**

The Academy of International Business (AIB)

Production and Operations Management Society (POMS)

Financial Management Association (FMA)