

Marvin E González
González@m@cofc.edu
School of Business
Decision Sciences and MIS
Marketing & Supply Chain Management
College of Charleston
Phone: 843-953-4276

EDUCATIONAL BACKGROUND

- 1993-1996:** **PhD**, Purdue University, West Lafayette, IN.
Research Area: Logistics, Simulation, and Operations Management.
Dissertation: Determining the Importance of Supplier Selection Process in Manufacturing.
Advisor: Dr. Carl Eckelman
- 1991-1992:** **Master of Science in Systems and Engineering**, Monterrey Institute of Technology, (ITESM) Monterrey, México
Research area: Dynamic Simulation
Specialization: Quality Control and Systems
- 1984-1987:** **Bachelor in Industrial Engineering**, Institute of Technology, Costa Rica

ACADEMIC EXPERIENCE: (Students evaluation available upon request)

College of Charleston

2007-Present

Associate Professor, Decision Sciences, Operations Management and MIS, Marketing and Supply Chain Management department, School of Business.

Assistant Professor, Decision Sciences, Operations Management and MIS, Marketing and Supply Chain Management. College of Business

2003-2007

Instituto de Empresa

2001-2003

Associate Professor, Supply Chain Management Professor
Graduate Business School, Madrid Spain

The University of Arizona

1999-2001

Associate Visiting Professor, Advanced Statistics and Quality Control
Systems and Industrial Engineering Department. Tucson, Arizona.

Southern Illinois University

Fall and Spring 1998

Associate Visiting Professor, Operations Management and Statistics
College of Business, Illinois.

Monterrey Institute of Technology (ITESM)

1997-1998

Associate Professor and Information Technology Director
Industrial Engineering School, Monterrey, Mexico

Costa Rica Institute of Technology, (ITCR)

1995-1997

Associate Professor, Industrial Engineering School
Cartago. Costa Rica

Costa Rica Institute of Technology, (ITCR)

1988-1995

Assistant Professor Industrial Engineering School

Universidad Latina de Costa Rica

1990-1997

Adjunct professor, School of Business Graduate Program

INDUSTRIAL AND CONSULTING EXPERIENCE

Quality Center, ITESM, Mexico,
Quality Systems Consultant

PROMICO (International Program for Small and Micro Companies),
Costa Rica. Senior Consultant

F & G Associate, Consulting Group. Cartago, Costa Rica.
Senior Consultant.

Toshi S.A. San Jose, Costa Rica.
Production and Quality Manager.

Cofersa, San Jose, Costa Rica.
Senior Consultant

DEMASA Corporation, San Jose, Costa Rica.
Plant Engineering.

COURSES TAUGHT (at the College of Charleston)

Business Statistics (DSCI 232)
Production and Operations Management (DSCI 304)
Global Operations Management (DSCI 314)
Research Methods (HONS 390)
International Benchmarking (DSCI 360)
Doing Business in Costa Rica (INTB 360)

BOOK PUBLISHED:

González, M. (2001a). *QFD: Quality Function Deployment: A road for listen the Customer Expectations*. Mexico D.F: Mc-Graw Hill International.
Quesada, G., & González, M. (2010). *Business for Managers: A Step a Step Approach*: MPG Services Publications.

JOURNAL PUBLICATIONS:

González, M., Quesada, G., Mueller, J., & Mueller, R. (2011). A curriculum design in International Business. *Journal of International Education in Business*, 5(1).

Quesada, G., González, M., Mora-Monge, C., & Hartley, M. (2011). Quality Practices in Developing Countries: An Empirical Analysis. *International Journal of the Academic Business World*.

Mora- Monge, C., Arash A., & González, M. (2010). Assessing the Impact of Web-Based Electronic Commerce Use on the Organizational Benefits of a firm: An empirical study. *Benchmarking: An International Journal*, 17(6).

Quesada, G., González, M., Mueller, J., & Mueller, R. (2010). Impact of e-procurement on procurement practices and performance. *Benchmarking: An International Journal*, 17(4).

Quesada, G., González, M., & Kent, T. (2008). A Road for Achieving an International Measure and Understanding on Leaders' Behaviors. *Leadership Organization Development Journal*, 29(4).

Quesada, G., Rachamadugu, R., González, M., & Martínez, J. L. (2008). Linking Order Winning and External Supply Chain Integration Strategies. *Supply Chain Management: International Journal*, 13(4), 296-303.

- González, M.,** Quesada, G., Gourdin, K., & Hartley, M. (2008). Designing a SCM Academic Program Using QFD and Benchmarking Analysis. *Quality Assurance in Education*, 16(1).
- González, M.,** Mueller-Dentiste, R., & Mack, R. (2008). An Alternative Approach in Service Quality; e-Banking case. *Quality Management Journal*, 15(1).
- Mora-Monge, C., Rao, S., **González, M.,** & Quesada, G. (2008). A Study of AMT in North America: A Comparison between Developed and Developing Countries. 19, 7.
- Mora-Monge, C., Rao, S., & **González, M.** (2007). Strategic Considerations of Advanced Manufacturing Technologies in Latin-America: A Co-alignment Analysis. *International Journal of Services and Operations Management*, 3(4).
- Mora-Monge, C., Rao, S., & **González, M.** (2006). Performance Measurement of AMT: a cross-regional study. *Benchmarking: An International Journal*, 13(1/2), 135-146.
- González, M.,** Quesada, G., Gavidia Jose, & Ignacio, U. (2006). Conceptual design of an e-health strategy for the Spanish health care system. *International Journal of Health Care Quality Assurance*.
- González, M.,** Quesada, G., Urrutia de Hoyos, I., & Mack, R. (2005). Building an ABC Hospital Model Using QFD and Benchmarking. *Benchmarking: An International Journal*, 12(4).
- González, M.,** Quesada, G., Muller, R., & Mora-Monge, C. (2004). QFD Strategy House: An Innovative Tool for Linking Marketing and Manufacturing Strategies. *Journal Marketing and Intelligence & Planning*, 22(3-4).
- González, M.,** Quesada, G., Picado, F., & Carl, E. (2004). Customer Satisfaction using QFD: e- Banking case. *International Journal of Managing Service Quality*, 14(4).
- González, M.,** Quesada, G., & Carlo, M.-M. (2004). Determining the Importance of Supplier Selection Process in Manufacturing: A Study Case. *International Journal of Physical Distribution and Logistics Management*, 34(6).
- González, M.,** Quesada, G., & Terry, B. (2003). Improving Product Design using Quality Function Deployment: The School Furniture Case in Developing Country. *Quality Engineering Journal*, 16(1).
- González, M.,** Acuña, J., & Eckelman, C. (2002). Differences Between Pull and Push Systems in the Furniture Industry. *ASQ Quality Press*.
- González, M.** (2001b). Six Sigma; An Optimal solution using a Simulation Approach. *American Society for Engineering Education*, 12.
- Quesada, G., & **González, M.** (2000). Tools for a Continuous Improvement Culture. *Actualidad Económica*, 15(2).
- González, M.** (1997). Quality and Human Factor in the Organization's Development. *Industrial Production Journal*, 2(2).
- González, M.,** Acuña, J., & Eckelman, C. (1997). Implementation of Hybrid Systems in the Furniture Industry. *Tecnología en Marcha*.
- Quesada, G., & **González, M.** (1997a). Design of Quality Strategies focused on Customer Service (ECSEC). *Industrial Production Journal*, 2(1).
- González, M.,** & Eckelman, C. (1997a). A Dynamic Simulation Application, C in a Manufacturing Process. *Industrial Production Journal* 1.
- González, M.,** & Eckelman, C. (1997b). A Dynamic Simulation Application to a Manufacturing Process. *Industrial Production Journal*, 1(2).

Quesada, G., & **González, M.** (1997b). QFD: An Effective Methodology for Product Planning. *Industrial Production Journal*, 2(2).

González, M. (1997). An Introduction to Quality Function Deployment. *Industrial Production Journal*, 1(2).

González, M., Acuña, J., & Eckelman, C. (1992). The Customer Expectations on the Furniture Industry A Marketing or Manufacturing Strategy? *Industrial Production Journal*, 1(1).

González, M. (1992). Dynamic Models for Continuous Quality Improvement: A Solution for the Enterprises. *Desarrollo Tecnológico* 12(1), 13-28.

González, M. (1993). Dynamic Simulation in the Service Industry. *Tecnología en Marcha*, 14.

González, M. (1988). Quality and Productivity, Tools for the Development. *Tecnología en Marcha*.

PROCEEDING AND CONFERENCES:

González, M. (2011, June 18-20). ***Exploring the customer satisfaction in a global context: The case of elite soccer league websites.*** Paper presented at the **Global Business and Social Science Research Conference Proceedings**, Beijing, China

González, M., & Quesada, G. (2011). *An International Study on Manufacturing Competitive Priorities.* Paper presented at the 11th Annual Hawaii International Conference on Business, Honolulu, Hawaii, USA.

González, M., Quesada, G., Mueller, R., & Mueller, J. (2011). *Building an International Business Curriculum using an Innovative Methodology.* Paper presented at the 11th Annual Hawaii International Conference on Business, Honolulu, Hawaii, USA.

Quesada, G., **González, M.**, & Mora-Monge, C. (2011). ***Consumer Behavior for Green Products: Costa Rica versus USA.*** Paper presented at the 42 nd Decision Sciences Annual Meeting.

Mora-Monge, C., Davis, J., Quesada, G., & **González, M.** (2011). ***Developing Inter-organizational Supply Chain Capabilities in a 'Flat' World: The Moderating Role of National Culture*** Paper presented at the 42 nd Decision Sciences Annual Meeting, Boston, MA.

González, M., Quesada, G., Davis, J., & Mora Monge, C. (2011). ***Evaluating Website Customer Satisfaction of Sport Management Organizations*** Paper presented at the 42 nd Decision Sciences Annual Meeting, Boston, MA.

González, M. (2010). *QFD Model in Green Supply Chain Management: Nafta Countries comparison.* Paper presented at the IIEE Congress (Proyecto Ingeniería Industrial; Soluciones Globales), Jalisco, Guadalajara.

González, M., Quesada, G., Mora-Monge, C., & Reyes, G. (2010). *Greening Supply Chain Management: A Preliminary report among Mexican Firms.* Paper presented at the 41st Annual Meeting Annual of Decision Science, San Diego California

Quesada, G., **González, M.**, & Mora-Monge, C. (2010). *Greening Supply Chain Management: NAFTA situation, Postsecondary Annual Meeting; FIPSE.* Minneapolis, MN.

González, M., & Quesada, G. (2008). *A Customer Driven Curriculum for International Business Major.* Paper presented at the **39th Annual Meeting of Decision Sciences Institute**, Baltimore, Maryland.

Quesada, G., & **González, M.** (2008). *An empirical investigation of factors influencing Web-Based Electronic Commerce Use - A Supply Chain Perspective.* Paper presented at the **39th Annual Meeting of Decision Sciences Institute**, Baltimore, Maryland.

González, M., Quesada, G., & Trinkley, B. (2007). *An Efficiency Model Study to Evaluate the Impact of Port Security Activities on Port Productivity.* Paper presented at the **International Symposium and Workshop on Global Supply Chain, Inter-modal Transportation and Logistics.**, Toledo, Ohio.

- Quesada , G., & **González**, M. (2007). *Assessing the Impact of Web Based Electronic Commerce on the Organizational Benefits of a Firm: An Empirical Study*. Paper presented at the **38th Annual Meeting of Decision Sciences Institute**, Phoenix, Arizona.
- González**, M., Quesada , G., & Mora-Monge, C. (2007). *Getting inside e-Procurement technologies to Study Their Usage Impact on Procurement Practices and Performance*. Paper presented at the **38th Annual Meeting of Decision Sciences Institute**, Phoenix, Arizona.
- González**, M., & Quesada , G. (2006a). *Designing A Supply Chain Management Academic Curriculum Using QFD and Benchmarking*. Paper presented at the **37th Annual Meeting of Decision Sciences Institute**, Washington, D.C.
- González**, M., & Quesada , G. (2006b). *Strategic Manufacturing Priorities Among Continents: An Empirical Study*. Paper presented at the **37th Annual Meeting of Decision Sciences Institute**, Washington, D.C.
- Quesada, G., **González** Marvin, & Kent, T. (2006). *Leader Behavior: An International Comparison* Paper presented at the **37th Annual Meeting of Decision Sciences Institute**, Washington, D.C.
- González**, M., Quesada , G., Hartley, M., & Gourdin, K. (2006). *A case Study in Designing a Supply Chain Management Curriculum Using Quality Function Deployment*. Paper presented at the **Southeastern Informs Conference Proceedings**, Myrtle Beach, SC.
- Hartley, M., & Marvin, G. (2006). *Carolinas-Virginia Salaries Rebound, Results of the 2005 ISM-CV Salary Survey*. Paper presented at the Summer Conference, Wrightville Beach, NC.
- González**, M., & Quesada , G. (2005). *Supply Chain Management Academic Program: A design proposal using QFD*. Paper presented at the **6th Annual North American Research Symposium on Purchasing and Supply Chain Management** , Tempe, Arizona.
- Kent, T., Quesada, G., & Marvin, G. (2005). *Leadership in Spanish Speaking Cultures*. Paper presented at the **Society for the Advancement of Management Proceedings**, Las Vegas, NV.
- Mora-Monge, C., Rao, S., & **González**, M. (2004). *Co-alignment Analysis of the Impact of AMT Investments and Planning on Performance*. Paper presented at the **35th Annual Meeting of Decision Sciences Institute**.
- González**, M., Quesada , G., & Urrutia de Hoyos, I. (2004). *Planning an ABC Model Using QFD and Benchmarking Approach*. Paper presented at the **35th Annual Meeting of Decision Sciences Institute**, Boston MA.
- González**, M., Quesada , G., & Carlo, M. M. (2003). *Systematic Selection of Variables in the Chair Manufacturing Industry*. Paper presented at the **34th Annual Meeting of Decision Sciences Institute**, Washington D.C.
- González**, M., Quesada , G., & Mueller, R. (2003). *QFD Strategy House: An Innovative Tool for Linking Marketing and Manufacturing Strategies*. . Paper presented at the **34th Annual Meeting of Decision Sciences Institute**, Washington, DC.
- Mora Monge, C., **González**, M., & Quesada , G. (2003). *An analysis of Advanced Manufacturing Technology Investment and Implementation Barriers in NAFTA*. Paper presented at the **34th Decision Sciences Institute Annual Meeting**, Washington D.C.
- Mora Monge, C., González Marvin, & Rao, S.** (2003). *Performance Measurement of AMT: A Cross Regional study*. Paper presented at the **Business Excellence '03**, Portugal.
- González**, M., Quesada, G., & Martinez, J. L. (2002). *An Intercontinental Empirical Study on Supplier, Customer and Performance Priorities Considering Market Aims*. Paper presented at the **AMS 2002 Multicultural Marketing Conference**, Valencia, Spain.
- González**, M., Quesada, G., & Diaz, B. (2002). *Differences in Strategic Manufacturing Priorities among North American, South American, European, Asian and Australian Manufacturing Companies: An Empirical Study*. Paper presented at the **DSI Decision Science Conference**, San Diego, CA.

- González, M.** (2002a). *International Manufacturing Practices; An Empirical Study in 12 Different Countries Worldwide*. Paper presented at the **Euroma**, Norway.
- González, M.** (2002b). *Production and Operations Management Discipline in European Business Schools*. Paper presented at the **Inform**s, San Francisco CA.
- González, M.** (2001a). *QFD and Supply Chain Management; Real Cases and Experiences*. Paper presented at the **Instituto Empresa**, Madrid, Spain.
- González, M.** (2001b). Six Sigma; An Optimal solution using a Simulation Approach. **American Society for Engineering Education**, 12.
- González, M., & Quesada, G.** (2001). *Six Sigma; An Optimal solution using a Simulation Approach*. Paper presented at the 12th Annual Meeting of the Production and Operations Management Society, Lake Buena Vista, FL.
- González, M.** (2000). *Implementation, Planning and Performance of Advanced Manufacturing Technologies-A Report of a Multinational Study*. . Paper presented at the **MBAA Annual Meeting** , Chicago, ILL.
- Quesada , G., Mora Monge, C., **González, M.**, & Rao, S. (2001). *Advanced Manufacturing Technologies: A Preliminary Report of an Empirical Field Research in USA, Costa Rica and Mexico*. Western Paper presented at the **Decision Sciences Institute Conference (WDSI)**, Vancouver, Canada.
- González, M., Quesada , G., & Rao, S.** (1999). *Quality Management in Costa Rican and Mexican Companies: A Comparison*. Paper presented at the **37th Annual Meeting of Decision Sciences Institute**, New Orleans.
- González, M., & Quesada, G.** (1999a). *A Customer Satisfaction Model: A Tool For Quality Product Improvement*. Paper presented at the Midwest Business Administration Association (MBAA) 5th Annual Meeting, Chicago, ILL.
- González, M., & Quesada, G.** (1999b). *QFD as a Marketing and Manufacturing Strategy*. Paper presented at the **Midwest Business Administration Association (MBAA) 5th Annual Meeting**, Chicago, ILL.
- Quesada , G., Rao, S., & **González, M.** (1999a). *International Quality Practices and Results: Comparisons between Small/Medium and Large Companies in Mexico, Taiwan and Costa Rica* Paper presented at the **Decision Sciences Institute Annual Meeting**.
- Quesada , G., Rao, S., & **González, M.** (1999b). *Quality Management Practices and Quality Results: A comparison of Costa Rican and Mexican Companies*. Paper presented at the **30th Decision Sciences Institute Annual Meeting**, New Orleans.
- Quesada, G., Lim, Y., & **González, M.** (1999). *Integrated New Product/Process Development: How are Firms really Implementing it?* Paper presented at the **Decision Sciences Institute (DSI) National Conference**., New Orleans.
- Quesada, G., & González, M.** (1999). *Integrated New Product/Process Development: How are Firms really Implementing it?* . Paper presented at the **38th Annual Meeting of Decision Sciences Institute**, New Orleans.
- Quesada, G., & **González, M.** (1999a). *The Link between Information Technology and Manufacturing Strategies*. Paper presented at the **Americas Conference on Information Systems**, Milwaukee, WI.
- Quesada , G., & **González, M.** (1999). *The Role of Information System in the Manufacturing field*. Paper presented at the **Association for Information Systems and the International Conference on Information Systems**, Wisconsin.
- González, M.** (1998). *Design of a Quality Strategy Focused on Customer Service; A conceptual Model*. Paper presented at the I Expo -Conference; **International Business and Competitive Meeting**., Monterrey, México.

González, M. (1997a). *Application of ARENA Software on the Building Project Management.* Paper presented at the **The First Seminar on Computer Systems Applied to the Civil Engineering**, San José, Costa Rica.

González, M. (1997b). *An Approach for Quality Product Improvement.* Paper presented at the **Tenth World Productivity Congress**, Santiago de Chile.

González, M. (1997c). *A Methodology for the Processes Quality Improvement: A Dynamic Approach.* Paper presented at the **I Regional and III National Quality Conference**, San Jose, Costa Rica.

González, M., & Eckelman, C. (1994). *The Application of System Dynamic to the Kitchen Cabinet Industry Through the Use of Dynamic Simulation Software.* Paper presented at the **International Symposium on Computers in Furniture and Cabinet Manufacturing**, Atlanta, Georgia.

González, M. (1992). *A Dynamic Model for the Quality Continuous Improvement.* Paper presented at the **X Congreso Latinoamericano de Control de Calidad**, Guatemala.

González, M., & Fernandez, S. (1992). *Quality Tools Applied To Civil Engineering.* Paper presented at the **Colegio Federado de Ingenieros y Arquitectos**, National Meeting.

RESEARCH IN PROGRESS:

Green supply chain practices US and Mexico

Target journal: Journal of Supply Chain Management

In conjunction with, Dr. Carlo Mora-Monge (New Mexico State University, Gioconda Quesada, College of Charleston)

Consumer readiness for green friendly products.

Target journal: JIBS

In conjunction with, Dr. Carlo Mora-Monge (New Mexico State University, Gioconda Quesada, College of Charleston)

e-commerce: International applications

Target journal: Information & Management or International Journal of Electronic Commerce.

In conjunction with, Dr. Carlo Mora-Monge (New Mexico State University, Gioconda Quesada, College of Charleston).

Sport management: Is it a Marketing Strategy?

Target journal: Sport Management Review

In conjunction with, Dr. Carlo Mora-Monge (New Mexico State University), Gioconda Quesada, College of Charleston and Joshua Davis (College of Charleston)

GRANT EXPERIENCE

Co-Director, FIPSE GRANT: Greening the Supply Chain

Grant Number: P116N070022, funded by US Department of Education (2009-2010)

Workshop: QFD a Tool to improve the Green Supply Chain Management

Investigator (s): **González**, Marvin, Quesada Gioconda. Guadalajara Mexico

Sponsor: Institute of Industrial Engineering (IEE) Mexico. April 2010.

Amount: \$3,500

February 4, 2010 - February 5, 2010

Online Distance Learning Course Development

Investigator(s): **González** Marvin

Sponsor: FIPSE

Amount: \$2500

June 9, 2009 - June 30, 2009

School Furniture in Developing Countries: Costa Rica Study Case

Investigator(s): Marvin E **González**; Carl Eckelman,

Sponsor: Purdue University, and Institute of Technology of Costa Rica
Total Amount: \$125500
January 1, 2092 – August 1996

School Furniture in Developing Countries: Mexican Schools: A Study Case
Investigator(s): Marvin E **González**; Humberto Cantu
Sponsor: Instituto Tecnológico de Estudios Superiores de Monterrey, México
Total Amount: \$12000
July 1997– December 1997

RESEARCH AWARDS

Business Research conference best paper 2010

Emerald Literati Network. Outstanding paper Award. 2006.
Decision Sciences Institute. National Conference. Service paper Awards. Best paper of the year. 2006
Informs 2005. Best paper Award.
Nominated by Department Management for Distinguished Research Award 2006
Nominated by Department of Marketing and Supply Chain Management for Distinguished Research Award 2008

RESEARCH GRANTS

2004 School of Business and Economics Summer grant
2005 Research and Development Grant as junior faculty
2006 School of Business and Economics Summer Grant
2008 Global Trade Initiative Summer Grant
2010 School of Business and Economics Summer grant
2011 School of Business and Economics Summer grant

OTHER RESEARCH PUBLICATIONS

González M., Quesada G. and Benavides J. Optimization of the Customer Expectations: The Case of the National Bank of Spain. **Case Study**. Instituto de Empresa, Graduate Business School Competition. 2005.

González M., Garro E. and Quesada G. Resource Planning in the Service Sector using Forecast Modeling: The Costa Rican Amusement Park. **Case Study**. Instituto de Empresa, Graduate Business School Competition. 2005

González M., Rao S., G Quesada. 2000-2001. A model for developing an effective distance learning process (EDLP). NSF Project under my supervision.

RESEARCH INTERESTS

Port Security and Logistics Operations Management,
Supply Chain Management,
Project Management,
Operations Research,
Information Systems applications, and
Information Technology

SERVICE

Tenure and Promotion Committee (College of Charleston Committee)
School Curriculum Committee 2008
Discover Informatics Supply Chain Management cognitive coordinator from 2005-present
R & D Committee member (College of Charleston committee), 2008-
Global Trade Initiative Collaborator from 2007
Organization committee member of 1st International Symposium and Workshop on Global Supply Chains
International Business Committee member (2004- to 2009)
School of Business and Economics Honors Program Committee (2006-2008)
Student Development Committee, Chair (2005-2007),
Undergrad Research and Advisory Liaison – URALC Member (College of Charleston committee) 2007-2011
Graduate Curriculum Committee, Secretary (College of Charleston committee) 2005-2006

OTHER INFORMATION

Spanish: Native Language English: Reading, Writing, Speaking Skillful in most computer languages, Engineering software and general application software.

MEMBERSHIPS:

Global Trade Initiative member (South Carolina)
The American Society Engineering Education
QFD Institute
Decision Sciences Institute
American Marketing Association
American Society for Quality
Institute of Industrial Engineers
Colegio de Ingenieros Tecnólogos de Costa Rica

PROFESSIONAL REFERENCES

Dr Rene Mueller, Professor

International Business Program Director,
College of Charleston, SC
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Dr. Carlo Mora-Monge, Associate Professor

Las cruces, New Mexico State University
Accounting and Information System Department
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Dr. Emmanuel Fernández

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