



Dawn H Percy



**Assistant Professor of Marketing and Supply Chain Management Faculty
Advisor for the American Marketing Association Student Chapter**

Ph.D. Florida State University (2002)
M.B.A. Wayne State University (1992)
B.S. Michigan State University (1988)

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Professional Summary

Professor Percy's research has been published in journals such as the Journal of Supply Chain Management, the International Journal of Market Research, the International Review of Retail, Distribution and Consumer Research as well as the proceedings of several national and international conferences.



Courses Taught

MKTG360 Principles of Marketing
MKTG364 Logistics and Materials Management
MKTG464 Supply Chain Management
MKTG510 Marketing Management
SCM380 Introduction to Supply Chain Management
SCM386 Purchasing and Supply Management
SCM365 Logistics
SCM611 Supply Chain Management
SCM628 Purchasing/Outsourcing & Quality

Research Interest & Projects

Dr. Percy teaches undergraduate and graduate courses in Materials of Management and Channels of Distribution and Logistics.

Selected Publications

Percy, D. H. (in press, 2008). Ethical Awareness and Consumption Behavior: An Exploratory Comparison between Environmental and Fair Trade Issues. *International Journal of the Academic Business World*, 2 (Issue 1), 27-34.

Percy, D. H., Giunipero, L. C. , & Wilson, A. (in press, 2007). A Model of Relational Governance in Reverse Auctions. *Journal of Supply Chain Management*, 4-15.

Percy, D. H., Parker, D., & Giunipero, L. C. (in press, 2007). Using Electronic Procurement to Facilitate Supply Chain Integration: An Exploratory Study of US-based Firms. *Mid-American Journal of Business*.

Percy, D. H. & Giunipero, L. C. (in press, 2007). Using Electronic Procurement Applications to Achieve Integration: What Role Does Firm Size Play? . *Supply Chain Management*.

Percy, D. H. & Giunipero, L. C. (in press, 2006). The Impact of Electronic Reverse Auctions on Purchase Price Reduction and Governance Structure: An Empirical Investigation. *International Journal of Services Technology and Management*.