

Tracy D. Johnson-Hall, PhD
www.linkedin.com/in/tracyjohnsonhall

PERSONAL INFORMATION

Dr. Tracy Johnson-Hall
Miller 3058
(757) 221-2657
tracy.johnsonhall@mason.wm.edu

April 7, 2025

Clinical Professor
Operations & Information Systems Management
Raymond A. Mason School of Business

EDUCATION

Clemson University , PhD, Management (Operations and Supply Chain Management)	2012
The Pennsylvania State University , Master of Business Administration	2008
Vanderbilt University , Bachelor of Engineering (Civil and Environmental Engineering)	1991

ACADEMIC POSITIONS

William & Mary, Raymond A. Mason School of Business, Williamsburg, VA <i>Clinical Professor, Operations and Information Systems Management</i> <i>Faculty Director, BBA Program</i> <i>Clinical Associate Professor, Operations and Information Systems Management</i> <i>Assistant Professor, Operations and Information Systems Management</i>	2024-present 2024-present 2021-2024 2012-2021
Clemson University, College of Business and Behavioral Sciences, Clemson, SC <i>Instructor of Record, Department of Management</i>	2009-2012

HONORS, PRIZES AND AWARDS

Alfred N. Page Service Award (2023)
Flex MBA Teaching Excellence Award (2018)
Thomas and Teri Dungan BBA Teaching Excellence & Innovation Fellowship (2015-2016)
College of Business and Behavioral Science Graduate Student Teaching Award (2010-2011)
Outstanding MBA Student Award – The Pennsylvania State University (2008)
Rotary International Global Exchange Study Finland (2006)

COURSES TAUGHT

Raymond A. Mason School of Business, William & Mary 2012-present
Lean/Six Sigma Toolkit (Undergraduate & MBA)
Lean/Six Sigma Project (MBA)
Operations Management (Undergraduate)
Operations Management (MBA & OMBA)
Business Analytics (OMBA)
Applied Predictive Analytics (Undergraduate)
Advanced Data Management (Undergraduate)

Independent Study (Graduate student – Spring 2023)
Independent Study (Undergraduate student – Fall 2019)
Independent Study (Graduate student – Fall 2017)
Clemson University, College of Business & Behavioral Science (2009-2012)
Operations Management (undergraduate)
Decision Modeling (undergraduate)
Supply Chain Management (undergraduate)

FELLOWSHIPS AND GRANTS

Summer Support, Raymond A. School of Business (2013-2025)¹
Schroeder Center for Health Policy Research Grants (2013, 2014, 2015)
Swem Library Collections Grant (2014)
Joseph M. Juran Doctoral Fellowship (2011)

RESEARCH PUBLICATIONS

T.D. Johnson-Hall and D.C. Hall. (2022). Redefining quality in food supply chains via the natural resource based view and convention theory. *Sustainability*, 14, 9456.
D.C. Hall and T.D. Johnson-Hall. (2021). Recall effectiveness, strategy, and task complexity in the US meat and poultry industry. *International Journal of Production Economics*, 234, 108048. *Special Issue on Reconciling Conflicting Paradigms in Operations and Supply Chain Management*.
D.C. Hall and T.D. Johnson-Hall. (2021). The value of downstream traceability in food safety management systems: An empirical examination of product recalls. *Operations Management Research*, 14(1), 61-77.
T.D. Johnson-Hall. (2017). Ensuring food safety by preventing food recalls: The impact of locus of failure, regulatory agency discovery, breadth, and firm size on corrective action. *Journal of Marketing Channels*, 24(3-4), 1-21. *Special Issue on Food Safety and Food Security: Challenges and Opportunities*.
D.C. Hall and T.D. Johnson-Hall. (2017). Learning from conformance quality failures that triggered product recalls: The role of direct and indirect experience. *Journal of Supply Chain Management*, 53(4), 13-36.

RESEARCH WORKS IN PROGRESS

D.C. Hall, T.D. Johnson-Hall and G. Kellar. (2025). A quasi-experimental study of truck driver retention and recruitment. Status: *Revising for submission to Journal of Transportation Economics*.
T.D. Johnson-Hall and D.C. Hall. (2024). Operating profitability after quality failure: The role of locus and severity in the US food industry. Status: Finalizing manuscript for submission to the *International Journal of Operations and Production Economics*.
D.C. Hall, T.D. Johnson-Hall, and K. Wowak. (2024). Inspection paradigms and detection of non-conformance: A comparison of periodic and continuous inspection regimes. Status: Data analysis. Targeted for submission to *Journal of Operations Management*.
A. Zadeh & T.D. Johnson-Hall. (2023). An empirically derived agenda of critical research issues for managing economically motivated adulteration in food supply chains. Status: Analysis.

¹ To the best of my knowledge, I have been awarded summer support every year I have been at William & Mary, but there may have been a gap of a year due to funding constraints.

SELECTED RESEARCH CONFERENCE PRESENTATIONS/PANELS

- T.D. Johnson-Hall and D.C. Hall. "Conformance Quality Failures: Operating Performance Impacts and the Influence of Recall Characteristics." Decision Sciences Annual Conference, New Orleans, LA, November 2019.
- D.C. Hall and T.D. Johnson-Hall. "Product Recall Effectiveness." Decision Sciences Annual Conference, Chicago, IL, November 2018.
- D.C. Hall and T.D. Johnson-Hall. "Consumer Harm Reduction after Product Recalls: The Role of Product Recovery." Production and Operations Management Annual Conference, Houston, TX, May 2018.
- D.C. Hall and T.D. Johnson-Hall. "Learning from Conformance Quality Failures That Triggered Product Recalls: The Role of Direct and Indirect Experience." Decision Sciences Institute Annual Conference, Washington, DC, November 2017.
- K. Wowak and T.D. Johnson-Hall. "Managing Quality Risk and Determining Sourcing Strategy: Differential Effects of Appraisal, Quality Management, and Auditing." Production and Operations Management Annual Conference, Seattle, WA, May 2017.
- T.D. Johnson-Hall and D.C. Hall. "The Impact of Product Recalls and Locus of Failure on Long-Term Operating Performance." Invited presentation, Decision Sciences Institute Annual Conference, Austin, TX, November 2016.
- T.D. Johnson-Hall and D.C. Hall. "Market Penalties and Long-Term Operating Performance Impacts of Product Recalls: The Role of Firm Disclosure of the Locus of Quality Failure". Invited presentation, Production and Operations Management Society Annual Conference, Orlando, FL, May 2016.
- D.C. Hall and T.D. Johnson-Hall. "The Impact of Quality Failure Locus on Organizational Learning from Product Recalls". Invited presentation, Production and Operations Management Society Annual Conference, Orlando, FL, May 2016.

SERVICE

UNIVERSITY SERVICE

- Faculty Director, Undergraduate Business Programs, 2024-present
- Member, AI Administrative Subcommittee, 2024-present
- Undergraduate Pre-Major Advisor, 2019-present
- Major General James Wright Capstone Project Oversight, 2023-present
- Workday Project Process Improvement Workshop (February 2024)
- FGLI Undergraduate Mentor 2021-present
- Member, Curriculum Committee 2022-2024
- Faculty Director, Undergraduate Pre-Major Advising 2021-2024
- Cybersecurity Tiger Team Co-Lead, 2023
- Member, Teaching Evaluation Committee, Pamela Schlosser, 2023
- Dean of Students Office Process Improvement Training 2023
- Chair, Curriculum Committee, 2021-2022
- Member, Search Committee Associate Dean 2022
- Faculty Marshall, 2015-2021
- Member, University Library Committee, 2015-2018
- Member, Operations and Information Systems Management Curriculum Revision Committee, 2019-2020
- Member/Committee Chair, Dungan Fellowship Selection Committee, 2016-2018
- Member, Operations and Information Systems Management Faculty Search Sub-Committee, 2015-2018
- Member, Operations and Information Systems Management Curriculum Revision Committee, 2015-2016

SERVICE TO DISCIPLINE

- Associate Editor, *Journal of Operations Management*, 2021-2024
- Editorial Review Board, *Decision Sciences Journal*, 2020-present
- Editorial Review Board, *Journal of Supply Chain Management*, 2018-present

Editorial Review Board, *Journal of Operations Management* (2016-2021)
Ad Hoc Reviewer, *Production and Operations Management Journal*, 2014-present
Doctoral Student Consortium Panel, Decision Sciences Institute Annual Conference, 2016
Panel Discussion Organizer, Production and Operations Management Society Conference, 2015, 2016
External Reviewer, Doctoral Dissertation Committee (Candidate: Muhammad Usman Ahmed), York University, Toronto, CA, 2015
Ad Hoc Reviewer, *William & Mary Policy Review*, 2015
Ad Hoc Reviewer *Journal of Operations Management*, 2013-2016
Ad Hoc Reviewer, *Decision Sciences Journal*, 2013-2020

SERVICE TO COMMUNITY

Invited Speaker, First Advantage Credit Union: Initiating Process Improvement via Lean Six Sigma 2023
Member, American Society for Quality (local chapter and parent organization), 2021-present
Invited Speaker, FoodLogicIQ Reconnect: “Balancing Recall Prevention with Effective Recall Execution”, 2022
Invited Speaker, AIM Track & Trace Committee: “Traceability in Food Supply Chains”, 2016
Invited Speaker, William & Mary Model United Nations, 2015