

Dag Näslund
Associate Professor

Department of Management
Coggin College of Business
University of North Florida
1 UNF Drive
Jacksonville, Florida 32224-2675
USA
+ 1 904 620 1228
dnaslund@unf.edu
<http://www.unf.edu/~dnaslund>

Department of Industrial Management and
Logistics
Lund University
Box 118
SE-221 00 Lund
Sweden
+ 46 46 222 3116
dag.naslund@tlog.lth.se

Education

- **Ph.D.** (2000) Process/Supply Chain Management, Lund University, Lund Institute of Technology, Sweden. **Thesis:** Bridging the gap between strategy and operations – a process based framework. **Supervisors:** Dr. Everth Larsson and Dr. Carl-Henric Nilsson, Lund University. **Seminar Leader:** Dr. Dan Flint, University of Tennessee.
- **MBA** (1997) University of California, Irvine. **Scholarship:** Lund University California Degree Scholarship. **Focus:** Strategy, Management and Organizational Change.
- **MS** (1991) Lund Institute of Technology. **Scholarship:** Swedish International Development Agency Scholarship, SIDA (Vietnam, March-May). **Thesis:** Self-help Housing in Vietnam.

Research and Teaching Interests

- Process, Operations and Supply Chain Management, Research Methods and Philosophy of Science, Organizational Performance Improvement Methods and Lean/Quality Management, Philosophy of Teaching.

Teaching Experience

- **University of North Florida, Coggin College of Business, Aug. 2003 – present**
Graduate: Modeling and Management of Operations.
Undergraduate: Production, Operations and Logistics Management.
Foundations of Transportation.
Introduction to Business.
- **Lund University, Lund Institute of Technology (LTH), 2008 - present**
Graduate: Supply Chain Management.
- **Bordeaux Ecole de Management, 2002 – present**
Graduate: Process Management Seminar (3 days/year).
- **University of Verona/Vicenza, 2002 – present**

Graduate: Process Management Seminar (2 days/year).
Undergraduate: International Business (2-4 week seminar, 2006, 2007, 2008).

- **European Business School, Paris, 2005 – 2006.**

Graduate: International Supply Chain Management (1 week seminar).

- **California State University, Fullerton, 1999 – 2003**

Department of Information Systems and Decision Sciences.

Graduate: Logistics/Supply Chain Management.
Fundamentals of E-commerce.

Undergraduate: Enterprise Information Systems (SAP R/3).
Management Science.
Business Statistics.

- **Lund University, Lund Institute of Technology (LTH), 1992 – 1999.**

Department of Engineering Logistics.

Graduate: Process and Supply Chain Management.
Technology Management.

1996: Awarded Teacher of the Year, School of Mechanical Engineering.

1998: Nominated for Teacher of the Year, School of Mechanical Engineering

- **University of California, Irvine, 1998, 1999**

Visiting professor, in Operations Management, Graduate School of Management.

Graduate: Project Management (1999)
Process/Supply Chain Management (1998)

Other Work Experience:

- **Lund Business School and Lund Institute of Technology, 1997/1998**

Developed a joint Technology Management Program for the Business and Engineering schools at Lund University, 1997. Taught the Technology Management I class.

- **Management Consulting, 1996 - present.**

Process/Supply Chain Management and Organizational Change

Consulting for private and public organizations include: Axis Communication, Cities of Malmo, Varberg and Ystad. Ericsson, IIR, Kunskapspartner, Lund Eastern Energy, Tetra Pak, Thomee, Supply Chain Council. Work with transformation to process/project organizations. Process work include but not limited to: mapping, design and analysis of processes as well as supply chains, design of performance measurement systems (strategic and operational), executive training as well as training of personnel. Several projects focused on skills and competence development for middle managers. Implementation of continuous improvement programs.

- **Royal Swedish Air Force/Air Force Academy, 1984 – present.**
Captain in Air Force Reserves. Commanded platoon, which included dealing with a variety of leadership, motivational and other human aspects. Planned, organized, developed and managed training activities and maneuvers.

Publications – Peer Reviewed Journal Articles

- 2008 Naslund, Dag, Lean, Six Sigma and Lean Sigma – fads or real process improvement methods? *Business Process Management Journal*, Vol.14, No.3, pp. 269-287.
- 2008 Naslund, Dag and Williamson, Steven, Supply chain Integration: barriers and driving forces in an action research based industry intervention, *Supply Chain Forum – An International Journal*, Vol.9, No.1, pp.70-80.
- 2008 Naslund, Dag, Process Mapping for Process Analysis and Education – An example from the students’ own environment, *Business Education Forum*, Vol.63, No.2, pp.52-56.
- 2007 Bulomole, Yemisi, Frankel, Robert and Naslund, Dag, Developing a Theoretical Framework for Logistics Outsourcing, *Transportation Journal*, Vol.46, No.2, pp.35-54.
- 2006 Naslund, Dag, Olsson, Annika and Karlsson, Sture, Operationalizing the Concept of Value – an action research based model, *The Learning Organization – an International Journal*, Vol.13, No.3, pp.300-332.
- 2005 Frankel, Robert, Naslund, Dag and Bolumole, Yemisi, Entering the White Space of Logistics Research, *Journal of Business Logistics*, Vol.26, No.2, pp.185-209.
- 2005 Naslund, Dag, On-Line Testing for Logistics and Operations Management, *Decision Sciences Journal of Innovative Education*, Vol.3, No.2, pp.357-365.
- 2005 Naslund, Dag and Newby, Michael, ERP Implementations: critical success factors and lessons learned from other organizational innovations, *Applied Computing and Informatics*, Vol.3, No.2.
- 2004 Naslund, Dag, The Importance of Culture and Change Management in Planning for an ERP Implementation, *Supply Chain Forum – an International Journal (ISLI)* – Vol.5, No.1, pp.24-36.
- 2004 Naslund, Dag and Karlsson, Sture, From Function to Process – A Logistics Based Framework For Transforming Tetra Pak Business Support, *Knowledge and Process Management*, Vol.11, No.1, pp. 68-77

- 2002 Naslund, Dag, Logistics Needs Qualitative Research – especially action research, *International Journal of Physical Distribution and Logistics Management*, Vol.32, No.5, pp.321-338.
- 2002 Kung, Mabel and Naslund, Dag, Enhancing Organizational Strategy Through a Process-Based Framework for End-Users, *Asian Journal of Information Technology*, January, pp. 1-6.
- 2002 Naslund, Dag, Logistics for Managing and Improving Processes, *Supply Chain Forum – an International Journal (ISLI)* – Vol.3, No.2, pp.48-58.
- 2001 Kung, Mabel, and Naslund, Dag, A Value-Oriented Model in Technology for Business Personnel, *Journal of International Information Management*, Vol.10, No.2, pp.75-84.

Publications – Book Chapter

- 2008 Action Research: rigorous research approach or Scandinavian excuse for consulting? In *Northern Lights in Logistics and Supply Chain Management*, Copenhagen Business School Press, pp.99-116.

Other Publications

- 1999 Naslund, Dag, On Bridging the Gap Between Strategy and Operations – a process based framework, Dissertation, Lund University, Sweden.
- 1996 Naslund, Dag, On Performance Measurement Systems – design and development, Thesis for the degree of Licentiate of Engineering, Lund Institute of Technology, Sweden.
- 1991 Andersson, Conny, Jeppsson, Per and Naslund, Dag, Self Help Housing in Vietnam, Lund Institute of Technology, Sweden, Thesis for degree of Masters of Engineering - Performed with Minor Field Study Scholarship from Swedish International Development Agency.

Service and Other Related Activities at UNF:

Departmental Level

- Management Curriculum Committee.
 - Revise Curriculum for the Management Major.
 - Develop track in Operation and Process Management within Management Major.
 - Develop new course in Process Management and Quality within the new track.
- Department By-Laws Committee.
- Department Search Committee (Operations Management, 2003/04).

- Department Search Committee (Operations Management, 2004/05).
- Department Search Committee (Management Information System, 2005/06).

College Level

- Strategic Planning Committee.2007-
- Continuous Improvement Committee. 2006-
- Technology Committee. 2003-2005
- International Business Program Committee.2006-
 - Revise Curriculum for the International Business Major.
 - Revise Curriculum for the Global MBA.
 - Revise curriculum and structure of Study Abroad Programs.
 - Developed the Flagship proposal, obtained, Spring 2006.
- Developed Brown Bag Research Series (with Dr. Andres Gallo).
- Developed Working Paper Series (with Dr. Andres Gallo).
- Developing and Lead Study Abroad to Sweden/Denmark 2007.
- Faculty Ambassador, International Student Organization.

University Level Committees:

- Faculty Enhancement Committee, 2006-2008.
- Distance Learning Committee.
- Review Committee for Transformational Learning Opportunities 2007, 2008.
- Chair, search committee for Director, Faculty Enhancement, 2007
- Transformational Learning Opportunities Sub-Committee 2006.

Other Activities

- Participated in Classe – The Class Level Survey of Student Engagement - 2005/06.
- Panel member new faculty orientation 2005.
- Participated in Build 2005.
- Reviewer for University Grants.
- Taught FIG – Freshman Interest Group - 2005.
- Involved in National Paper Trade Association.
- Represented UNF as expert in international Doctoral Workshop, Denmark, 2006.
- Represented UNF as professor in several exchange programs.

Grants and Awards

- Awarded the SAP 2001-2002 America University Alliance Grant Award with an estimated value of \$ 60,000. Awarded for my research on processes and how these different perspectives on processes can be used in teaching as well as research of (ERP) systems.
- Awarded the UNF 2006 Summer Scholarship Grant of \$ 5,000.
- UNF Undergraduate Research Grant, 2006.
- Coggin College of Business Outstanding Researcher 2005, 2006, 2007
- Coggin College of Business Outstanding teacher 2006, 2007.
- Nominated for Outstanding Undergraduate Teaching Award, 2006.
- Nominated for Outstanding Graduate Teaching Award, 2007, 2008.

