



CENTER for SUPPLY CHAIN RESEARCH @ Lehigh



July 2020 Newsletter



2020 Annual Fall Forum Demand Driven Supply Chains November 12-13, 2020

Center for Supply Chain Research at
Lehigh

Fall Forum Networking Reception

Thursday, 11/12 from 5:30-7:30pm, Wood
Dining Room, Iacocca Hall.

Demand Driven Supply Chains

The Fall Forum is an opportunity to learn and discuss new insights from industry and academic experts related to the overall theme of Demand Driven Supply Chains. There will be presentations that discuss the specific impact of new and innovative supply chain concepts. There will also be interactive workshops where participants will have opportunities to learn from each other. Finally, there will be ample opportunities to network at the opening reception, breakfast session, lunch session and closing reception with Industry, Students and Faculty.

REGISTER HERE



If you would like to take a greater role in the conference and become a supporter, please contact Zach G. Zacharia (zgz208@lehigh.edu) or Eric Cosnoski (eac296@lehigh.edu) for sponsorship opportunities.



Visit the CSCR @ Lehigh





On June 23, 2020 the CSCRL Board met via Zoom and discussed the Strategic Plan for 2020 – 2021

A significant portion of our meeting is spent with Board Members discussing supply chain issues in their firm to share ideas of best practices in the current economic client. A brief summary of some of the points are discussed below:

- Students are encouraged to reconsider new industries as there has been a growth in job opportunities in consulting firms, manufacturing and the food industry.
- When faced with a significant jump in demand we developed a new allocation of a maximum order of 105% of their average order in the last 3 months which ensured we had inventory for our main customers 3 months later
- In our industry which is highly dependent on elective surgeries there is now finally a resurgence of demand
- Social distancing is challenging in manufacturing and warehousing but have introduced several new processes and procedures such as eliminating the overlap of work shifts
- Transportation and warehousing industry have been relatively busy even though the product mix is shifting
- Real increase in demand for warehouse space especially close to major cities
- COVID has accelerated brick and mortar company failures and resurgence in online shopping
- Real push to find suppliers outside of China and even bringing some manufacturing back to the US
- Many of the changes that have taken place because of COVID will likely remain in place till Mid 2021



Professor Robert J. Trent, Ph.D. Publishes New White Paper: HOW FINANCIAL MYOPIA INCREASES CORPORATE RISK

When certain kinds of financial behavior lead to unintended consequences, organizations are engaging in behavior that is myopic. The negative outcomes from financially myopic behavior are often subtle, thereby failing to capture the interest or attention of executives and others who study risk management. This analysis, which is supported by primary data, well-supported theory, and industry examples, explains how financially myopic behavior increases corporate risk. Specifically, the analysis defines financial myopia as a concept and identifies a set of undesirable outcomes that may result when practicing myopic behavior. Each of these outcomes has the potential to increase corporate risk.

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Eastern Broccoli Project Addresses Food Security While Helping Local Farmers

Published by [Phillip S. Coles](#) under [Decision and Technology Analytics](#) on May 7, 2020

There's an old saying that you shouldn't put all your eggs in one basket. It turns out the same is true for broccoli.

California produces 90 percent of all broccoli consumed in the United States. And Monterey County alone accounts for about 40 percent. As drought increasingly has ravaged Monterey County and much of the rest of the state over recent years, it has raised a national food security issue, as well as the obvious harm it caused farmers locally.

That's why the U.S. Department of Agriculture funded the [Eastern Broccoli Project](#): to support the production and marketing of high-quality East Coast-grown broccoli as a supplement to what's grown on the West Coast. Since the project was launched by [Thomas Björkman](#) of Cornell University in New York in 2010, the number of broccoli farms from Maine to Florida has doubled.

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Supply Chain Management Club Announces its Executive Board Members 2020-2021



Daniela Sanchez: President

Senior studying Supply Chain Management. As the President of the SCM Club it is my job to coordinate outreach events. This includes company tours and guest speakers to help students interested in SCM learn more about the major and network with industry professionals.



Bella DiRuscio: Vice President

Junior studying Supply Chain Management and minoring in Business Information Systems and Spanish. In the position of Vice President, I will work closely with the president and encourage others to imagine a Supply Chain major for themselves.



Madison Staiman: Treasurer

Senior, studying Supply Chain Management and Economics with a minor in Business Information Systems. As treasurer, I monitor and budget the club's funds to ensure we have sufficient money to host the events and activities we have planned for the year.



Jessica Raytsin: Secretary

Junior studying Supply Chain Management and Marketing. As a Secretary, I am responsible for organizing club events and career fairs while keeping track of club meetings. My role is to make sure that the club is well-run and organized for the academic year.



Carolyn Simmet: Event Coordinator

Senior, studying Management and Supply Chain Management with a minor in Psychology. As the Events Coordinator, I organize and execute a variety of events including company tours and bringing in guest speakers to help us learn more about supply chains in action.



Sam Sagi: Member at Large

Senior at Lehigh University studying Industrial and Systems engineering. I recruit new members to the club and spreading information about the major and minor of Supply Chain Management to new students.



Noa Daskal: Member at Large

Sophomore studying SCM with a minor in Real Estate. I emphasize and highlight the SCM major and work to spread information about the SCM program at Lehigh in order to recruit new members and keep people informed.



Ashley Pearce: Member at Large

Junior on the executive board, studying Supply Chain Management. I help to plan and think of new ideas for our club to create opportunities and insight for those with an interest in Supply Chain.

Join our Community!

WE NEED YOUR HELP! The center is trying to find out what topics and issues you care about and get to know you on a personal level. By connecting with us on LinkedIn and Facebook, you can find out the latest projects we are working on, get involved with the center, and let us know the topics that keep you up at night. We just rolled out a new site so check it out over the next month and send us a friend request. We look forward to improving our relationship!



Thank You for supporting Our Students!



Check our website for the latest news and information on the center.

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[Meet Our Affiliated Faculty](#)

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