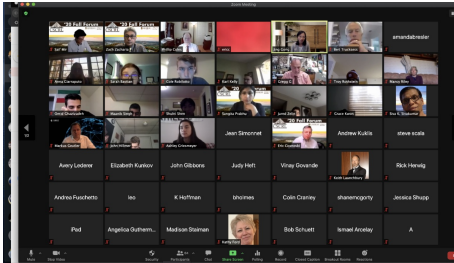




December 2020 Newsletter



2020 Annual Fall Forum Demand Driven Supply Chains was held Virtually on November 13, 2020

For the first time ever the 2020 Fall Forum was held via Zoom. It was a great success. We had 178 registrants and raised \$795.00 towards SCM

student activities! Thanks to all that participated and we are looking forward to the 2021 Spring Symposium.



THE USE OF CUSTOMER ANALYTICS TO INFORM A RETAIL TURNAROUND

Presented by [MARK CHRYSTAL CHIEF ANALYTICS OFFICER](#) | rue21, INC. at CSCRL Fall Forum 2020.

Mark's presentation discussed Rue 21's success story described as blueprint for all future successful retail turnarounds. Rue21 used customer data and customer analytics to guide their turnaround strategy. A plan was devised with customer at the center and tasks were prioritized to get the business back on track. Mark's

presentation highlights the step-by-step plan implemented at Rue 21 and focuses on the importance of analytics. Rue 21 today is growth focused again and the turnaround is successfully complete.

Thank you to Sangita Prabhu, CSCRL Marketing Research Assistant for providing a synopsis of the presentation.

[Click Here for entire synopsis](#)



Help Us Create the 1st Quarter (2021) Supply Chain Risk Management Index

The Center for Supply Chain Research at Lehigh University and the Council of Supply Chain Management Professionals have teamed up to create a quarterly

industry-wide survey and report that will assist supply chain professionals in understanding the different levels of supply chain risk that your organization will face, allowing you to prepare and plan accordingly.

We are busy at work on developing the LRMI report for the 1st Quarter of 2021 and we need your help to answer the survey to better differentiate high SC risks from low SC risks for the upcoming quarter.

The **LRMI survey** should take less than 10 minutes to complete. You will be asked to look at 10 supply chain risks and to select whether the risks will increase, remain the same or decrease in the next quarter. The responses and your identity will remain anonymous.

The LRMI report will be released by the Center for Supply Chain Research at Lehigh University and the Council of Supply Chain Management Professionals every quarter.

You can opt to receive a copy of this report directly by providing your email address at the end of the survey.

[Take the 1st Quarter \(2021\) LRMI Survey Now](#)

The Lehigh Business Supply Chain Risk Management Index Report for the 4th Quarter is available:

[Get the latest LRMI report here!](#)

Thank you for helping us with this brand new tool!



MANAGING RISK BETTER, FASTER, AND SMARTER WITH DIGITIZED SUPPLY CHAINS

Robert J. Trent, Ph.D.

Lehigh University

Gregory L. Schlegel, CPIM, CSP, Jonah

Supply Chain Risk Management Consortium that allow a company to create a flexible supply chain, that *The application of diverse technologies such as sensors, artificial intelligence, cloud computing, digital twins, and predictive analytics is rapidly changing the way companies design, manufacture, distribute, and service products. An obvious indication of this change is the increasing evolution toward digitized supply chains, which support the rapid integration of data and information from different sources to enhance supply chain performance. This article explores digitization as a critical enabler of effective supply chain management, including risk management.*

[Read More](#)

If you would like to take a greater role in the conference and become a member of the CSCRL, please contact Zach G. Zacharia (zg208@lehigh.edu) or Eric Cosnoski (eac296@lehigh.edu) for sponsorship opportunities.



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send us a friend request. We look forward to improving our relationship!



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