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 LMRI 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) LMRI 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 (zgz208@lehigh.edu) or Eric Cosnoski (eac296@lehigh.edu) for sponsorship
opportunities.

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