



February 2021 Newsletter

Bridging theory and practice to promote a collaborative exchange

We Need YOU!

Help Us Create the 2nd 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 2nd 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 2nd 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!](#)

[Click here to see the article in Supply Chain Quarterly.com](#)

Thank you for helping us with this brand new tool!



Amanda Bresler
Chief Strategy Officer
PW Communications



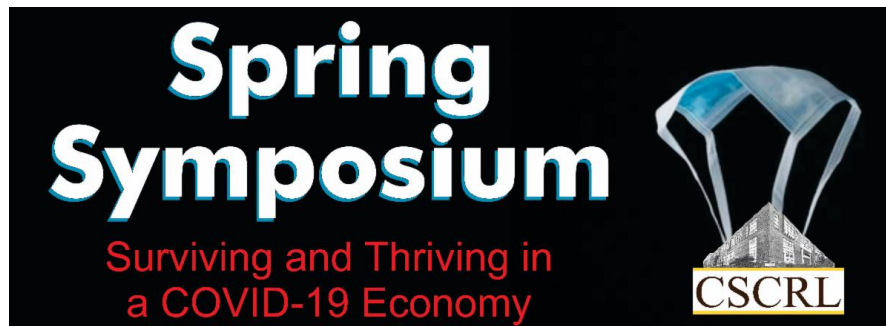
Alex Bresler
Chief Data Officer
PW Communications

Leveraging Publicly Available Data to Manage Foreign Influence in Supply Chains: Countering the CCP Threat

- By Amanda Bresler & Alex Bresler PW Communications, Inc.

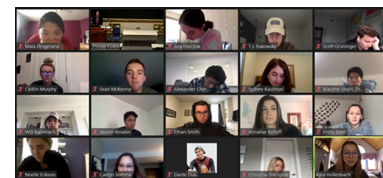
Chinese Community Party (CCP) has been a threat to companies small and large. They are involved in stealing or exploiting technologies and intellectual property from companies and academic institutions

[Click Here for entire synopsis](#)



2021 Virtual Spring Symposium *Surviving and Thriving in a COVID-19 Economy*

Virtual Event | April 9, 2020 8:00 a.m. - 4:00 p.m.



Based on continued restrictions for in person events our Spring Symposium will be held virtually. The CSCRL Spring Symposium is an opportunity to learn and discuss new insights from industry and academic experts related to the overall theme of Surviving and Thriving in a COVID-19 Economy. In addition, there will be presentations that discuss the specific impact of new and innovative supply chain concepts that are more effective in a COVID environment. What are some factors that enable supply chains to adapt and grow? These live zoom sessions will have plenty of time to ask questions to gain greater understanding and applicability to your own company.

In addition, we will also have specific topic breakout rooms for a small number of participants to gather and discuss topics of their own interest. These sessions will not have formal presentations but there will be a facilitator to enable a good discussion of the topic of interest.

Registration for our Fall Forum has been \$350 in the past but we realize many of our industry partners are struggling and we want to do our part to help so we have waived all registration fees. However, we have always used funds from our conference to subsidize our SCM student activities. If you are interested in helping our SCM students, when you register, please select the *Donate* button.

Keynote Speaker - [John Gainor](#)

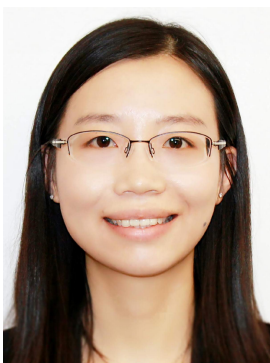
“The Foundation for Survival and Growth Post COVID 19”
[John Gainor](#), Director of SAIA, Inc. and Jack in the Box, Inc.

“Adaptation During Supply Chain Dislocation”
[David Broering](#), President Non-Asset, NFI Industries

“Impacts of Block Chain Track and Trace on Consumer Purchases: A Natural Experiment”
[David Peng](#), Professor and Dean's Chair
Chair of the Decision and Technology Analytics Department
College of Business, Lehigh University

“What do Financial Executives and SC Executives need to learn about each other to thrive in a COVID-19 Economy”
[Steve Scala](#), Executive Vice President Corporate Development, DiCentral
More information to come

[Click Here to Register](#)



On the Use of Probabilistic Uncertain Rewards on Crowdfunding Platforms: The Case of the Lottery.

Jing Gong, Department of Decision and Technology Analytics, College of Business, Lehigh University, Paul A. Pavlou, C.T. Bauer College of Business, University of Houston, Zuyin (Alvin) Zheng, Department of Management Information Systems, Fox School of Business, Temple University

Crowdfunding aims to collect small investments from a large number of backers to support a project by fundraisers. Although uncertainty has been an important issue in the reward-based crowdfunding literature, there is limited research on how backers respond to probabilistic uncertain rewards. This study examines how backers respond to the *lottery*—a type of uncertain reward—and how their motivations may shape their responses to probabilistic uncertain rewards.

[Click here for the full publication](#)

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.



Visit the CSCRL @ Lehigh



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.

[CSCR @ Lehigh](#)

Meet Our Affiliated Faculty