



# April 2021 Newsletter

*Bridging theory and practice to promote a collaborative exchange*



## *Surviving and Thriving in a COVID-19 Economy*



The CSCRL Virtual Spring Symposium was held on Friday April 9th from 8:00am to 3:30pm. It was a great turn out. We had over 290 people register for the event and raised \$566.00 in donations

which we will use for scholarships for our SC students. We had 267 unique participants for the symposium, a record for both registrations and attendance! There were 7 different speakers and 4 breakout rooms with individual moderators and topics.

We are looking forward to holding the 2021 Fall Forum in person on November 5th. Look for more information in the following months.

Last year for the Fall Forum we received \$795 in donations which we have used for scholarships for our SC students.



Supply Chain-The Foundation for Survival & Growth Post Covid 19  
John Gainor  
Public Board Director, Retired President & CEO International Dairy Queen

John Gainor was the key not speaker at this years Virtual Spring Symposium. John discussed how Covid-19 altered businesses in ways that were never imagined and how the consequences for the pandemic varied greatly by industry.

He spoke about how the less that truckload transportation industry had volumes plummet amidst the shutdown but returned quickly but with no uniform manner. The Final Mile delivery saw growth due to on-line shopping. Some carriers reported record growth, it all depended on what was being shipped.

Quick service and drive-thru restaurants benefited as the pandemic spread. Customers shifted dining preferences to no-touch experiences. Casual dining was significantly impacted as government restrictions initially shut down sit-down dining. A lot of casual dining restaurants shifted to to-go or delivery as an

offset to the loss of in-dining volumes. The emergence of ghost kitchens where a warehouse would produce food for multiple restaurants.

The pandemic has ushered in the emergence of a new digital world. Most businesses quickly adapted to the need for digital technology. Supply chains are now using real-time visibility, on-line retail is now the way to shop. Social media is being used more than ever for communication and marketing. We are using more digital applications, making us a more touchless society. Finally there has been a big push in artificial intelligence and machine learning.

In conclusion, John said that companies and individuals that respond quickly and adapt will succeed in a post Covid-19 world.

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## We Need YOU!

### Help Us Create the 3rd 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 3rd 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 3rd 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!**

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#### What Every CFO Needs to Know About Supply Chains Dr. Zach Zacharia, and C. Eric Huddleston

In 2020, DiCentral once again teamed up with the Center for Supply Chain Research at Lehigh University to conduct a research study about supply chain digitization and its impact on financial performance. Steve Scala from DiCentral and Dr. Zach Zacharia, Director of the Lehigh Center for Supply Chain Research, surveyed 125 CEOs and CFOs to dive deeper into how physical and financial supply chains affect corporate performance.

This research report explores five key areas:

1. Revenue Recognition
2. Digitization and Collaboration with Customers
3. Digitization and Collaboration with Suppliers
4. Electronic Payments
5. Corporate to Bank Integration

[For a copy of the report please click here](#)

[For a podcast interview with Dr. Zacharia and Steve Scala about this research, please click here](#)





## Carolyn Simmet Named 2021 CSCRL Student Appreciation Special Award Recipient

Ms. Simmet was named the recipient of the CSCRL Student Appreciation Special Award for 2021 in recognition of her work in the Supply Chain Management Club and for her assistance in the success of CSCLR@Lehigh. She symbolizes the spirit of the major, College of Business and Lehigh University in advancing research, learning and career advancement. She also won a \$250 scholarship for a lean management class.

Ms. Simmet is a senior at Lehigh University, double majoring in Supply Chain Management and Management, with a minor in Psychology. She picked Supply Chain Management because of her love for organizational processes and passion to lead others. She currently works at one of the CSCRL's industry partners, Enterprise Systems Partners, Inc., as a Supply Chain Intern and has also served Lehigh as an apprentice teacher in an ERP systems-based course.

Outside of the classroom, she serves her sorority as Chapter President, represents the Lehigh College of Business as a Communications Consultant, leads as a captain of the Lehigh Cheerleading team, and works on the executive board for Supply Chain Management Club.

In her free time, she enjoys serving others through her church's missions projects and spending time with friends and family. After graduation, Carolyn will join the supply chain industry in the General Manager Development Rotational Program at C&S Wholesale Grocers in Connecticut.

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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](mailto:zgz208@lehigh.edu)) or Eric Cosnoski ([eac296@lehigh.edu](mailto:eac296@lehigh.edu)) for sponsorship opportunities.

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Visit the CSCRL @ Lehigh



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## 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