



June 2021 Newsletter

Bridging theory and practice to promote a collaborative exchange



2021 Annual Fall Forum

Building a Resilient and Enduring Supply Chain

In Person Event | November 4-5, 2021 8:00 a.m. - 4:00 p.m.
We will open with an in-person cocktail reception on November 4th from 6 p.m. - 8 p.m. and follow up with a full day's program on November 5th from 8:00 a.m.- 4:00 p.m.

Networking and education will feature prominently throughout the day with plenty of chances for interaction and take-aways that can be implemented at your company today.

Check back soon for event details, agenda and registration.

Keynote Speaker - [Yone Dewberry](#)

["How Land O'Lakes Survived and Thrived through the Pandemic"](#)

[Yone Dewberry, Land O Lakes](#)

["How Can Manufacturing Organizations Create Depth of Vision into Complex Supply Chain Operations?"](#)

[Paul Hartzell, TruDoss](#)

["Reshoring is Happening. How to Benefit from the Trend!"](#)

[Harry Moser, Reshoring Initiative](#)

[Click Here to Register](#)



Ryder Integrated Logistics joined the CSCRL in March of 2021

Jeff grew up in Southeastern PA (Bucks County) and have lived most my life in, or near, the Lehigh Valley. I have a degree in Education and spent a few years as a teacher before transitioning to supply chain. I got my start in supply chain with Target, working in operations and support roles. I then transitioned into 3rd Party Logistics in 2014, with DHL Supply Chain, and have been with Ryder for about four years now. At Ryder, I manage some key customer accounts in our Technology and Retail verticals, with a focus on customers in Telecom.



What should you be talking about? The communication pathway to sustainable supply chain contagion

Saif Mir Decision and Technology Analytics, Lehigh University, Bethlehem, PA
Brian S. Fugate Supply Chain Management, University of Arkansas, Fayetteville, AR
Jonathan L. Johnson Strategy, Entrepreneurship, and Venture Innovation, University of Arkansas, Fayetteville, AR, and Misty Blessley Marketing and Supply Chain

The purpose of this paper is to understand communication pathways and factors that cause sustainability initiatives to become contagious from downstream to upstream members of a supply chain, which is termed sustainable supply chain contagion (SSCC). This study takes an inductive, grounded theory approach while utilizing established theories.

Findings suggest the decision to implement a sustainability initiative depends on the business case for the organization. Importantly, the findings outline several network and communication factors that overcome the weak business case and, therefore, foster SSCC. Based on these findings, a communication network model of SSCC is outlined. Network factors include the contagion pathways, the role of sustainability, and top management teams and communication channels. Communication factors include the alignment of sustainability initiatives with departmental objectives, the articulation of goals and assuring the endurance of a sustainability initiative. Managers can utilize the proposed model to create conditions that strengthen the business case of a proposed sustainability initiative, thus fostering SSCC. The presented findings reveal different tactics that can assist organizations in communicating sustainability initiatives in a persuasive manner, to permit the proliferation of sustainability across the supply chain.

<https://www.emerald.com/insight/content/doi/10.1108/IJPDLM-12-2019-0364/full/html>



Isabella DiRuscio Recipient of The 2021 AWESOME Excellence in Education Scholarship

Isabella DiRuscio is a Supply Chain Management major and BIS/Spanish double minor and rising senior in the Lehigh University College of Business. The AWESOME Scholarship provides university women enrolled in a full-time supply chain degree program the opportunity to attend the AWESOME Symposium and CSCMP EDGE Conference, and for 2021, the scholarship has been expanded to include a \$5,000 financial award good towards tuition.

[AWESOME Excellence in Education Scholarship](#)

Over the last year Bella has been very involved in Supply Chain pursuits and university activities. She has served as VP of the supply chain club and is the current club president. She is a member of the Lehigh University Women's Varsity Rugby Team, and a peer mentor in the business school.

Bella has worked as a Marketing Intern for Salsify, a pre-IPO company where she was a member of the demand generation team and performed extensive research on company competitors, and an Assistant at Cercone Brown Company. Her early job experiences ranged from being a restaurant server to tax preparation assistant.

This summer she is an intern with air products. Some of Bella's hobbies include cooking, hiking and she enjoys volunteering at non-profit organizations.

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.



Visit the CSCRL @ Lehigh



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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!



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