

## Center for Supply Chain Research at Lehigh

Newsletter | September 2021

### Upcoming Event

**2021 Annual Fall Forum**  
*Building a Resilient and Enduring Supply Chain*  
November 4-5, 2021

We will open with an in-person cocktail reception on Nov. 4 from 6:00 - 8:00 p.m. followed by a full day program on Nov. 5 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 immediately implemented at your company.

[View the Agenda and Register](#)



**Featured Speaker**  
*"Can You Automate 'Fair'?"*

[David Rea](#) is an assistant professor in the Lehigh College of Business. His research aspires to improve human well-being inside business systems.

### Lehigh Business Supply Chain Risk Management Index



In the latest report, transportation disruption risk is expected to increase substantially for the upcoming 3rd Quarter 2021 and has become the number one concern for supply chain professionals.

[Learn More](#)

## Latest Podcast

### *What Every CFO Needs to Know About Supply Chains*

What impact does supply chain digitization have on a company's bottom line? Find out what the Center for Supply Chain Research at Lehigh and DiCentral discovered in a new research report.



Listen Now

## Industry Partner Spotlight



*Steve Scala*  
*Executive Vice President Corporate Development, DiCentral*

Steven Scala is executive vice president corporate development for DiCentral a leading global supplier of supply chain collaborative and integration solutions.

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## Publishing News

### *"Willingness to Pay for Status Signals in Online Luxury Markets"*

New research by Oliver Yao (pictured), DATA department, Mary Beth Deily, economics department and doctoral student Yue Yuan have found that customers are willing to pay 15-20% more for luxury handbags with "quiet" logos than those with "loud" logos.



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## Supply Chain News

- [A most ghoulish story: Halloween supply chain nightmares](#)
- [Hyundai tackles chip shortage by making its own](#)
- [What is Intelligent Automation and How Does it Benefit My Business Now and into the Future?](#)



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