

CSCR

Center for Supply Chain Research

THE RESEARCH CENTERS AT SMEAL

PENNSTATE



SMEAL College of Business



SUPPLY CHAIN AT SMEAL

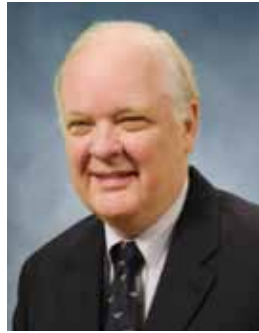
The Center for Supply Chain Research (CSCR) in partnership with the Department of Supply Chain and Information Systems (SC&IS) forms the core of supply chain at Smeal. A survey conducted by AMR Research recently ranked Penn State's Supply Chain Program No. 1. SC&IS was also ranked number one in the country by *Supply Chain Management Review*, and is consistently recognized among the top programs by other media such as *U.S. News and World Report*.

CSCR was honored as an institutional recipient of the Eccles Medal by the Executive Board of Directors of the International Society of Logistics (SOLE). The Eccles Medal is presented by SOLE to recognize outstanding achievements in the development and administration of logistics education.

CSCR

Center for *Supply Chain* Research

Message from the Executive Director



In 1989, long before others recognized the need to serve the supply chain discipline, Penn State University founded the Center for Logistics Research, a forum where industry leaders and academics could exchange ideas and advance knowledge in business logistics.

Today, this research center, renamed the Center for Supply Chain Research (CSCR), is member strong and intellectually active in many facets of supply chain management and the enabling technologies used for collaboration, visibility, and integration. The Center's research focuses on traditional aspects of supply chain, including transportation, distribution, and procurement, as well as emerging areas like sustainability, risk management, demand driven supply networks, and human behavior modeling.

Our mission is to offer the supply chain profession the very best in research, education programs, symposia, benchmarking, and workshops for executive management and leadership. It is also to support Penn State and the Smeal College of Business in achieving research and education excellence in supply chain and information systems while integrating the college into the broader business community.

Your corporate involvement is critical to achieving this mission. Companies help shape supply chain practice, identify emerging business issues, influence curricula, recruit Smeal students, and provide the nucleus for business networking and knowledge.

Join us as we influence the future in supply chain and advance new thinking in this profession.

Regards,

A handwritten signature in black ink, appearing to read "Skip Grenoble". The signature is fluid and cursive, written over a white background.

Skip Grenoble
Executive Director

A pre-eminent research institute enabling the sharing of resources and knowledge within a community of scholars and practitioners dedicated to shaping global supply chain management.

The Center for Supply Chain Research connects industry leaders with Smeal for the advancement of scholarship and practice in the supply chain management field. Our faculty affiliates encompass a broad range of disciplines including supply chain and information systems, business logistics, management science, operations management, business law, geography, agricultural economics, and industrial engineering. Corporate sponsors also provide input and direction from a wide variety of industries.

Backed by a strong academic and industrial community, CSCR is a leader in Research, Executive Education, Benchmarking, and Corporate Sponsorship.

Research

The Center supports supply chain research relevant to business practice, sensitive to global perspectives, interdisciplinary, and driven by a holistic approach to supply chain issues.

Primary areas of research include technology enablement of supply chains, performance measurement/supply chain value, and collaborative processes and tools. Emerging and unifying areas of research include adaptive supply networks, supply chain security and resiliency, supply chain transformation, global trade, and closed-loop supply chains.

Executive Education

The Center regularly hosts events for industry practitioners to advance best practices and knowledge in supply chain management. The Center is also active in design and delivery of education courses for executive management. Course offerings are either open-enrollment or custom-designed to your needs.

Supply Chain Leaders Forum

We connect leading supply chain professionals with academics twice a year to discuss business challenges organizations must address to remain competitive. These forums are uniquely formatted to drive purposeful discussion and to seek commonalities in business practice. Themes from prior leader forums include supply chain visibility, customization, flexibility, transformation, and globalization.

R. Hadly Waters Supply Chain Symposium

Our most popular annual supply chain event draws hundreds of professionals for a full day of plenary and concurrent sessions on supply chain issues. The symposium provides a platform for practitioners and educators to share knowledge on such topics as integrating supply chain processes and technology, agility in international logistics, transforming supply chains, and the future of supply chain management.

Open-Enrollment Course Offerings

Endorsed by the Council of Supply Chain Management Professionals, Penn State Executive Programs and the Center for Supply Chain Research offer priority enrollment courses at Penn State. Courses are taught by internationally recognized faculty who present relevant information for corporate, military, and government supply chain and logistics professionals. Access (www.smeal.psu.edu/psep/) for a complete list of offerings.

“Penske Logistics has enjoyed the benefits of its strategic relationship with Penn State’s CSCR for many years and in many ways. From a business-to-business standpoint, the Center’s Supply Chain Leaders Forums have proven to be excellent venues for discussing supply chain trends and challenges with knowledgeable contemporaries.”

— **Joseph K. Gallick**
Senior Vice President, Sales
Penske Logistics Co., LLP

Benchmarking

The Center is active in the formation and leadership of benchmarking consortia across a number of supply chain areas. Currently, CSCR facilitates four industry groups: customer service, global trade compliance, sales and operations planning, and transportation. Consortia members share quantitative and qualitative data for potential operational improvements within their organizations. Each group meets two to three times per year at host locations to share best practices.

Customer Service

The order-to-cash process from information support systems to physical infrastructure to dedicated customer service organizations can be quite costly for corporations. The Customer Service Benchmarking Consortium was formed to measure, study, analyze, and compare these costs and processes to improve customer service and order management. Members, faculty affiliates, and

industry consultants explore a variety of topics ranging from order placement technology to perfect order measurement to create value for their organization and trading partners.

Global Trade Compliance

Today’s business environment is truly global as companies search the world for sources of supply and market opportunities. These extended supply chains can be quite complex to manage as they span different trade lanes, policies, and geographies. The Global Trade Compliance Benchmarking Consortium addresses contemporary issues related to regulatory compliance, cargo security, C-TPAT, ISA, NAFTA, outsourcing best practices, classification, valuation/assists, record keeping, rules of origin, port congestion, and import data collection. Participating companies have realized substantial savings through business process improvements gained from networking and knowledge sharing with fellow benchmark members.

Sales and Operations Planning

The sales and operations planning (S&OP) process promotes internal and inter-company collaboration to balance supply and demand within an organization. The S&OP Benchmarking Consortium is a forum where industry leaders and academics develop a proactive approach to sales and operations planning. Meeting platforms focus on proven “best practices” in demand and supply planning, forecasting, collaboration, and processes. An S&OP knowledge database has been developed to provide ‘member only’ access to proven processes, measurements, and tools used by fellow benchmark members.

Transportation

Transportation costs represent one of the largest cost components of a typical supply chain. The Transportation Benchmarking Consortium brings together prominent experts in academia, as well as public and private sector industry representatives to identify and mitigate current transportation management challenges that impact the bottom line. Participants share best-demonstrated practices in the areas of carrier capacity, procurement, transportation management systems, mode issues, regulatory concerns, and other topics.

Corporate

We invite you to become a Corporate Sponsor of the Center for Supply Chain Research. We believe there is a mutual benefit from an enhanced partnership in research, recruitment, and executive education. Shape our research agenda by identifying relevant supply chain issues for today's business environment. Become involved in student recruitment and help us expose students to practical research and knowledge. Network with peers and academics in the supply chain field by taking advantage of the many sponsor events offered throughout the year.

Corporate Sponsorship Benefits

Corporate Sponsors Advisory Meetings

Meet with our leadership team twice a year to review and discuss CSCR event planning, Smeal College updates, and development of research initiatives. Participate in meaningful networking opportunities with fellow corporate sponsors, faculty, and students.

“Dell's experience with the Center for Supply Chain Research has been very positive. We've been active members for three years, and during that timeframe we've shared best practices with other member companies, developed strong relationships through networking, and strengthened our relationship with a premiere University.”

— *Clark Ponthier*
Director, Global Operations
Dell, Inc.

Supply Chain Career Fair

Gain priority status and complimentary registration for our Supply Chain Career Fair during both fall and spring semesters at the University Park campus. Improve your corporate brand through involvement in special student interaction events.

Center Research

Gain priority access to faculty affiliates' research through receipt of CSCR's Annual Research Plan. Receive timely notification to working papers and new publications.

Student Research

Submit industry research requests and we will match student talent to these requests. Students gain practical knowledge while your organization receives a tangible deliverable.

Priority Enrollment and Discount Registration

Receive discounts in registration for all open-enrollment courses offered through Penn State Executive Programs.

Management Support

Bring your management team to Smeal for a day of networking and intensive industry-specific discussions.

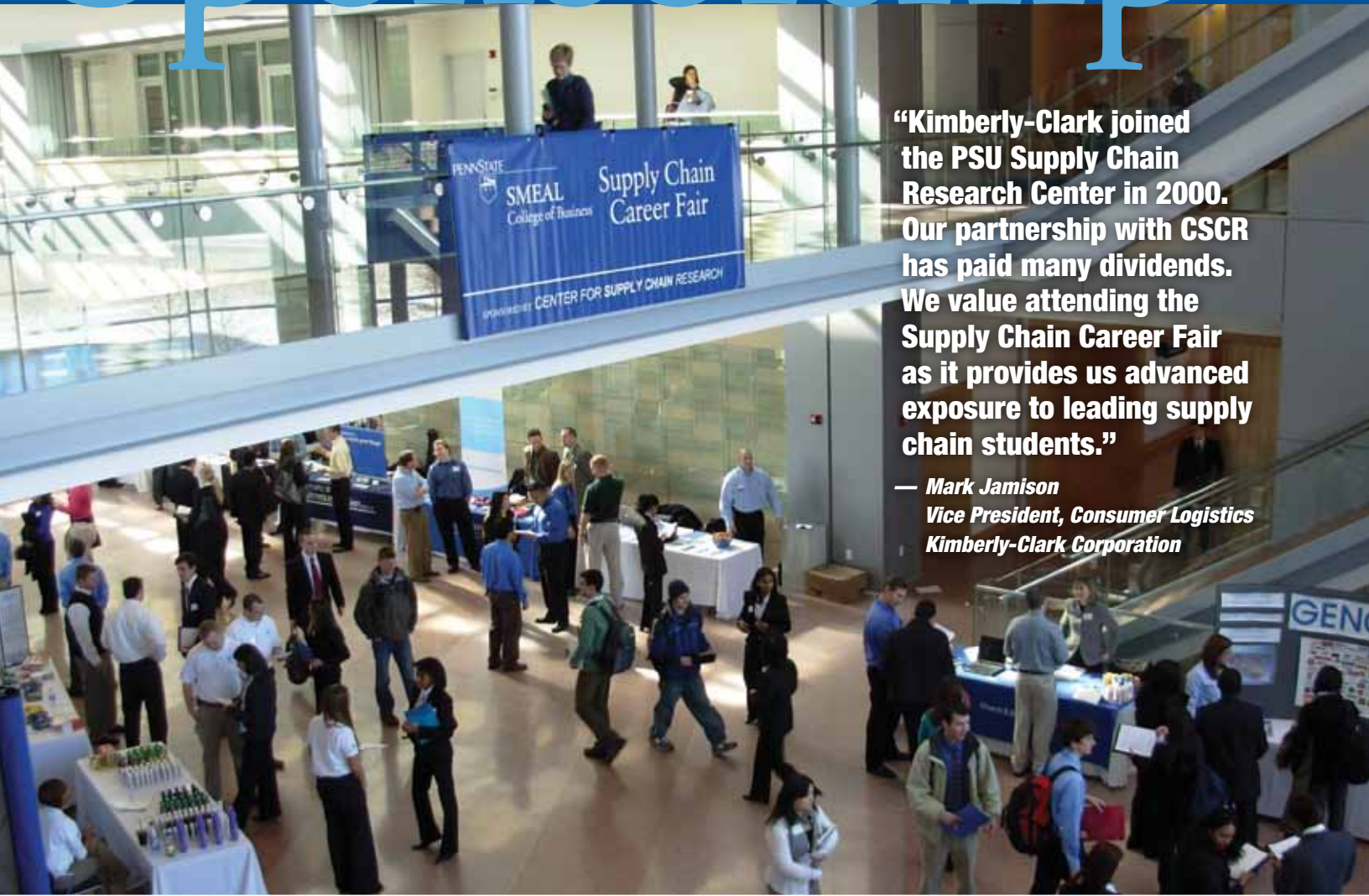
Web site

Receive priority access to a “sponsor only” section of our Web site comprised of research and archived presentations.

“Quick Start” Project Support

Receive timely support on a research topic of your choice.

Sponsorship



“Kimberly-Clark joined the PSU Supply Chain Research Center in 2000. Our partnership with CSCR has paid many dividends. We value attending the Supply Chain Career Fair as it provides us advanced exposure to leading supply chain students.”

**— Mark Jamison
Vice President, Consumer Logistics
Kimberly-Clark Corporation**

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THE RESEARCH CENTERS AT SMEAL

The Research Centers at Smeal offer a world-class resource for knowledge creation. Corporate partners bring us their most pressing business concerns in areas such as supply chain management, business-to-business marketing, and entrepreneurship. We then assemble a community of leading researchers from Smeal, Penn State, and other institutions, as well as senior executives from sponsor companies and government organizations, to address these challenges.

The Research Centers at Smeal reflect Penn State's mission to develop business solutions in partnership with the communities that will directly benefit from them. Over the years, a rich tradition of research has emerged with an impact that is both sound and robust. In fact, Penn State ranks among the top five universities in the nation for industry-sponsored research. And Smeal ranks among the top fifteen business schools in the world and among the top five publication institutions for research productivity since 1990.

www.smeal.psu.edu/research

This publication is available in alternative media on request. Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.