Annual Report, 2014

Sam M. Walton College of Business. Supply Chain Management Research Center

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The Supply Chain Management

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The Supply Chain Management Research Center links students, faculty and industry to develop tomorrow’s supply chain leaders. We offer programs and opportunities for collaboration in a neutral setting where academics and industry can come together to influence the field of supply chain management.

The center was formed in late 1996 from the insight of transportation and logistics faculty in the Sam M. Walton College of Business who recognized the importance of linking the college to leading logistics industry practitioners. Over the next 15 years, the center’s industry membership increased threefold and representatives from more than 35 member companies came together to define five strategic planning focus areas: student interaction, curriculum/executive education, research, development and membership.

Today the outreach center is aligned with the stand-alone Department of Supply Chain Management that formed in 2011. Board member companies provide internships, mentoring opportunities, classroom and extracurricular presentations, as well as scholarships and other forms of in-kind support for Walton students. Industry executives work with supply chain faculty to develop the latest curricula, ensuring that students are learning the skills that are most needed and relevant in the ever-growing supply chain field. In return, member companies have first access to top undergraduate and graduate students through recruitment opportunities and networking events. For more examples of how the center is contributing to the field through industry and academic collaboration, please continue reading and visit our website at http://scmr.uark.edu.

Thanks to our corporate partners, these are exciting times of growth and advancement for supply chain management at the University of Arkansas. Join us as we influence the future of the profession in academia and industry.
I initially joined the board thinking it would be a charitable way for Kimberly-Clark to support the University of Arkansas. Over the last 10 years, KC’s investment has seen an exponential return as we have leveraged the thought leadership of SCMRC and the university staff. “ - Kenneth E. Boyd, Supply Chain, Kimberly-Clark

Board Member Company Benefits

Our members tell us that they find the greatest value in their membership from the numerous opportunities for engagement that the center offers:

- Exclusive board symposia and peer networking events
- Spring Conference
- Business case development and graduate-level student engagement at case competitions
- Walton College career fairs
- Exclusive member company invitation to preview supply chain talent prior to career fairs
- Student access and development through executive panel events, mentoring opportunities and facility tours
- Opportunities to support a diversity and inclusion agenda through the creation of programs such as Women Impacting Supply Excellence
Board Membership

The Supply Chain Management Research Center has an executive board of more than 35 companies, from suppliers and retailers to transportation and technology companies. Members recognize the impact of the supply chain on the overall success of their companies and are invested in filling the growing need for supply chain talent.

Center alignment with the Department of Supply Chain Management in the Walton College gives board members access to faculty and provides opportunities for collaboration:

Research - Through funding opportunities, case studies, and white paper collaboration, industry can directly impact the latest supply chain research.

Specialized Executive Education Programs - Supply Chain Management faculty provide company tailored educational experiences from small group brainstorming sessions and procurement simulations to multi-day symposia.

Curriculum Development - Board members and faculty work together to develop the next wave of supply chain management curricula, ensuring that Walton graduates are prepared to meet the industry’s latest and changing needs.

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- Kenneth E. Boyd, Supply Chain, Kimberly-Clark
The center hosts two board symposia each year on the University of Arkansas campus - a neutral, academic environment where peers at the forefront of the supply chain industry can network and learn from best practices. These are exclusive board member events featuring invite-only collaboration for academics, students and industry guests.

The fall symposium often generates topics that become ongoing focus areas for future research and events such as the Sam M. Walton College of Business International Graduate Logistics Case Competition, the spring conference and executive education meetings. Recent topics have included sustainability, global and digital omni-channel supply chain, on-shelf availability, retail supply chain management, big data/predictive analytics, transportation regulations and addressing the need for supply chain talent.

The spring symposium coincides with the annual spring conference, where board members have an exclusive chance to engage with keynote speakers prior to the conference. The opportunity for discussion and questions continues through the evening with a networking dinner hosted by the center.
The executive committee includes board representatives such as the executive vice president of Logistics at Walmart, a supply chain team leader from Unilever, the director of Walmart Global Supply Chain at Nestlé, and the senior vice president of Engineering Services at J.B. Hunt Transport Services, Inc., among other top supply chain professionals, many from Fortune 500 companies.

“The Supply Chain Management Research Center at the University of Arkansas provides J.B. Hunt an excellent opportunity to learn from our peers, our customers, leading practitioners and academics. Through these interactions - at dinners, in conferences and in the classroom - we’ve improved as a company and made invaluable connections.”

- Gary Whicker, senior vice president, Engineering & Enterprise Services, J.B. Hunt Transport Services, Inc.
Each spring the center holds a conference addressing a significant issue in the field of supply chain management, bringing speakers who are experts on the subject to the University of Arkansas. The conference is open to practitioners at any level of the supply chain, as well as to academics, students and the larger business community. Examples of past conference themes include Supply Chains 2020: Collaborating to Win in an Omni-Channel World; Being On-Shelf: Cause, Effect and the Future; and Global Supply Chains in an Ayn Rand World.

The conference promotes industry-driven discussions and opportunities for engagement.

- Conference topics and many guest speakers are determined by center member input.
- Member companies receive two complimentary tickets and associates receive the most discounted ticket price.
- Sponsorship opportunities are available to member companies for visibility and to non-member companies as one way to get involved with the center.

“Over the years the research center has continued to provide value for Walmart. For example, the center’s symposiums provide an opportunity to discuss current supply chain challenges with center members. In addition, the center provides an excellent opportunity to interact with and mentor their great students.” - Tom Burgmeier, senior director Logistics Strategy and Planning, Walmart
This international event connects board members with visiting faculty and graduate students from top logistics programs across the United States and Europe. Company visibility is available through sponsorship, networking opportunities, industry tours and in-kind donations. This is an opportunity for member companies to take advantage of graduate-level student talent by working with University of Arkansas faculty to develop a case based on real industry scenarios.
The 2013 competition was built around the current and relevant supply chain challenges of bottled water from the time the water is bottled until it reaches the consumer. Teams enjoyed case-related tours of a distribution center and a major retail store, as well as an information session by a provider of bottled water. Sustainability proved to be an important theme of the competition, reflecting supply chain industry concerns and academic research. Other case themes have included on-shelf availability, reverse logistics and collaboration across the supply chain. At present, the annual competition is an invitation-only event limited to teams from 12 schools and there is a waiting list to compete.
We recognize the need for recruiting and retaining well-trained supply chain management talent. Linking students and industry to develop this talent is central to our mission. Our board members are eager to develop future leaders and tell us that the reward is great. Examples of these connections include the following:
Mentorship Program
This yearlong program pairs students with industry executives for a one-to-one mentoring experience focused on career exploration, resume building, networking skills, interviewing skills and job shadowing.

Industry Alignment with Student Organizations
The center supports three supply chain management student organizations: the Transportation & Logistics Association, Women Impacting Supply Excellence and the University of Arkansas student chapter of the Council of Supply Chain Management Professionals.

Industry Tours and Information Sessions
The center partners with supply chain student organizations to get students off campus and into the field. Tours have included the FedEx Hub, Caterpillar manufacturing plant and robot operated e-commerce facilities at Dillard's and Acumen Brands, among others.

Professional Panels and Guest Speakers
The Supply Chain Management Research Center brings industry to campus. Whether it is in classrooms or at student club events, the presence of industry executives on campus gives students an opportunity to learn from seasoned professionals and to network with supply chain leaders.

“The research center has been a great forum to discuss current and future supply chain priorities and developments with academics and industry professionals. On top of this, the University of Arkansas continues to well prepare graduates for a supply chain career.”
- Bill Shotwell, head of Walmart International Business Development at Nestlé USA
Women Impacting Supply Excellence is a Walton College student organization with an active executive branch working to deliver a new perspective by increasing awareness and interest in logistics and supply chain management through programming, mentoring, networking, as well as other premier events. Membership is not exclusive to women. In fact, the organization welcomes all who wish to promote the agenda of increasing diversity and driving innovation in the field of logistics and supply chain management.

Women Impacting Supply Excellence, formerly known as Women in Logistics, started as a board-driven initiative to connect female executives at member companies in order to network and to advance the role of women in a historically male-dominated profession. Member company associates who do not actively sit on the center’s board have the opportunity to take part in networking events hosted by Women Impacting Supply Excellence.
The organization’s primary objectives are:

- to serve as an outlet of information to students interested in the fields of logistics and supply chain management;
- to serve as ambassadors, promoting career opportunities in these fields; and
- to serve as a resource for career-based advice and knowledge from the perspective of female executives in the industry.

Loray D. Mosher, assistant director/research associate, spearheads the Women Impacting Supply Excellence executive chapter and serves as an advisor to the student chapter on campus.
To date three former center board representatives have returned to campus as executives in residence after retiring from industry: Gary Maxwell, former senior vice president of Global Business Process Engineering for Walmart International; Wes Kemp, former president of ABF Freight System Inc.; and Don Bechtel, former supply chain leader at Procter & Gamble.

Both Kemp and Bechtel are instructors, imparting first-hand industry experience in the classroom and utilizing their industry connections to bring renowned guest speakers to Walton business classes.

“Together, these three industry leaders bring years of expertise and insights that have and will continue to help shape the strategic direction and programs of the center and the department.”
- James Crowell, director, Supply Chain Management Research Center
Board Members
Supply Chain Management Research Center board members support student initiatives, educational programs and research relevant to supply chain management and logistics.