



Supply Chain Management

Keep Up with the Future of Supply Chain

**Graduate Open House
Fall 2020**

M.S. Supply Chain Management




SCM GIVE-AWAY WINNERS




SCM VIRTUAL HAPPY HOUR



Let's connect, catch up & network!

09.11.2020

VIRTUAL GRAD OPEN HOUSE

Last fall future students gathered virtually on Zoom to learn more about the program. Students had first hand interaction with professors and current students.

SCM GIVE-AWAY GAME

Congratulations to @sarachachaa and @johnathanpage_, the winners of our Instagram giveaway! Follow us on @TUsupplychain for your chance to win!

VIRTUAL HAPPY HOUR

We hosted the first SCM virtual happy hour to informally connect alumni, students & professors; they definitely enjoyed our fun game night!

TU RANKED AMONG BEST UNIVERSITIES

TU is celebrated in *U.S. News & World Report 2021* rankings as among the Top 100 schools nationally for the 2nd year in a row. Towson is diverse and inclusive along with professors who go the extra mile. In terms of career development, Towson has many internships available in the Baltimore Metro area. TU is on the Best of the Northeast list where Towson was one of 224 Universities in 11 states that were chosen for most academically outstanding in the region.



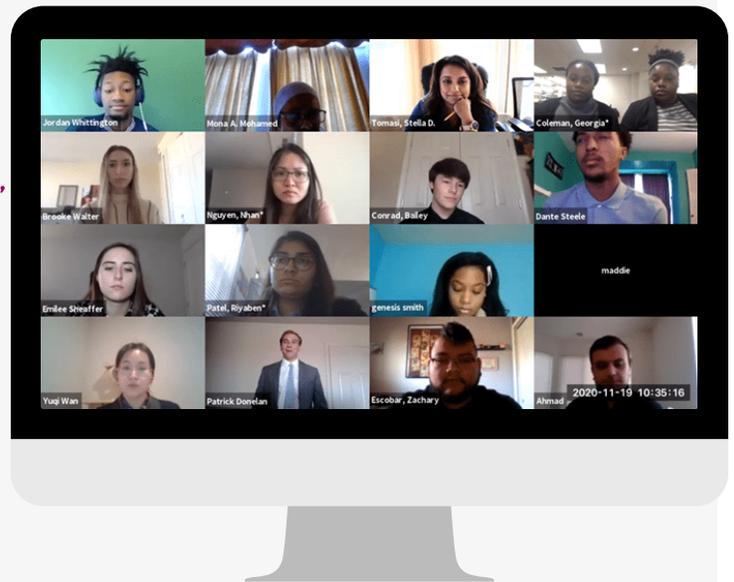
FALL VIRTUAL EVENTS

SCM ALUMNI SPEAKER PANEL

We were joined by Angela Czajkowski ('13) from Shapiro and Davey Chamberlain ('19) from Carter Machinery to explain a day in the life of a Supply Chain Director & a Project Manager. Students learned a lot and had a chance to network!

DATA ANALYTICS COMPETITION

The first Data Analytics Competition at Towson University, led by Dr. Stella Tomasi, aimed to identify best engagement practices with alumni. The competition brought in a wave of 50 registered teams from across campus, only 15 of which advanced past the first round of the competition. First place received a cash prize of \$2,500, while second and third place earned \$1,500 & \$1,000 respectively.



TU VIRTUAL CAREER & INTERNSHIP FAIR

The Virtual TU Career and Internship Fair took on a different look for the 2020 Fall semester. Students were able to virtually meet with employers. Students could still engage with companies which allowed our supply chain students to interact with future employers.



FALL 2020 STUDENT SPOTLIGHTS

Each month, the program shines a spotlight on a SCM graduate student. Learn more about the future leaders of Supply Chain:

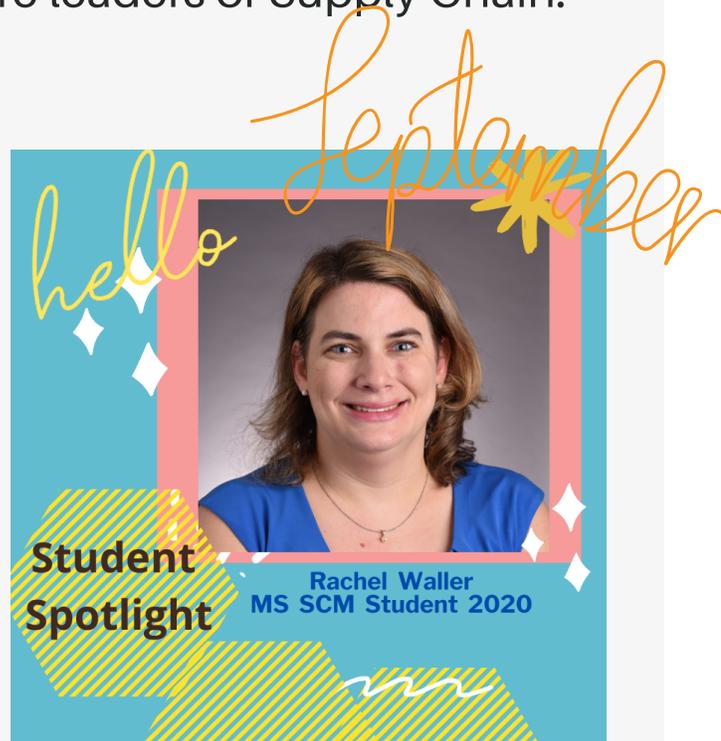
Q. Where are you from?

Burtonsville, Maryland

Q. What is one of the most interesting concepts you have learned about SCM since starting the program?

I have enjoyed learning about total cost analysis and ABC costing.

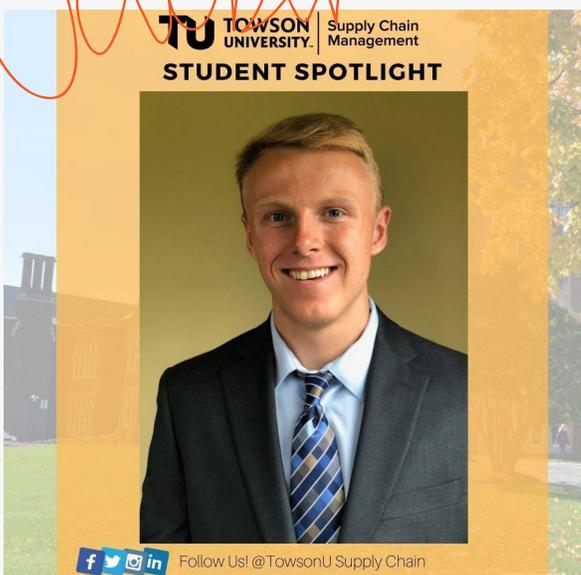
It is all about how the cheapest option may not be the best option. I have learned how many factors go into making business decisions, which is a new concept for me.



Rachel Waller

[linkedin.com/in/rachel-waller/](https://www.linkedin.com/in/rachel-waller/)

October



Justin Emge

[linkedin.com/in/justin-emge/](https://www.linkedin.com/in/justin-emge/)

Q. Where is your hometown?

Jarrettsville, Maryland

Q. Why did you choose Supply Chain?

Society is transitioning into a more digital world. Building strong supply chain networks is essential for helping businesses reach their full potential.

Q. One fun fact about yourself

Last summer I completed the AT Four State Challenge – a 48 mile hike along the Appalachian Trail through West Virginia, Virginia, Maryland, and Pennsylvania in under 24 hours.

FALL 2020 STUDENT SPOTLIGHTS

Q. What is your advice for TU students who are unsure about whether to pursue an MS in SCM?

Take your time to question your intent behind wanting to pursue any degree. Outweigh the pros and cons and talk with students who are either already in the program or reach out to students who have already graduated from the program you're inquiring about. LinkedIn is a great platform for situations like this, so use it to your advantage.

November

TU TOWSON UNIVERSITY | Supply Chain Management

I really enjoyed learning more about customer relationship management, different methods of making SCM more efficient, and building/designing process maps. There's always something new to learn and improve and I appreciate that it's a never ending learning cycle.



- Betelhem

BETELHEM JILCHA
MS SCM STUDENT 2020

STUDENT SPOTLIGHT

Betelhem Jilcha

[linkedin.com/in/betelhemjilcha/](https://www.linkedin.com/in/betelhemjilcha/)

December

TU TOWSON UNIVERSITY | Supply Chain Management

STUDENT SPOTLIGHT



I plan on using my finance background and leadership from baseball. I have gained a lot of skills from baseball in terms of leadership, so I could see myself as a project manager within the finance industry.

- Alex

ALEX PARKER
MS SCM
STUDENT 2020

Q. What is the most interesting class you have had since starting the program?

For me it is Procurement and Sourcing. I work in Finance, so purchasing is right up my alley. I love the art of negotiating and buying for the lowest cost. We learn about big corporations and global purchasing operations which has been very cool. Streamlining processes and achieving low cost sales is interesting to me. We also have guest speakers that are supply chain executives, so we get a first hand look at real world application of procurement.

Alex Parker

[linkedin.com/in/alex-parker-03881214a/](https://www.linkedin.com/in/alex-parker-03881214a/)

PROFESSORS IN ACTION



Program Director, Dr. Natalie Scala

Dr. Natalie Scala may have been on sabbatical last semester, but she was featured in many national news stories!

- She was featured in ***The Baltimore Sun*** for her efforts to bolster election security. Dr. Scala and her team of SCM research students had a mission to inform poll workers of threats and ways to combat these threats.
- She was featured on ***Fox23 News*** in Oklahoma to discuss the integrity of mail ballots in the election.
- ***Fox45 News*** featured Dr. Scala to talk about consumers stockpiling food because of a resurgence of COVID-19 cases. She explained the severity of the 2nd wave and how grocers and retailers became more flexible to combat the virus.
- Dr. Scala also had an interview with ***La Croix*** - a national French newspaper - about her voting research.

In October, TU featured Dr. Scala in an article about her work in protecting Maryland's polling places. Dr. Scala had a busy fall protecting elections in Maryland and discussing supply chain responsiveness. Three SCM students are working on the project: Yeabsira Mezgebe, Betelhem Jilcha, and Isabella Bloomquist.



Dr. Natalie Scala's website:

www.drnataliescala.com



Interim Program Director, Dr. Xiaolin Li

Dr. Xiaolin Li's paper, "**The Effect of Content Depth and Deviation on Online Review Helpfulness: Evidence from Double-Hurdle Model,**" was accepted by *Information and Management*, an A+ journal. Congrats, Dr. Li!



ABSTRACT

How does the content of a product review shape its perceived value? We propose two information theory-based constructs derived from probabilistic topic models and show their relationship with review helpfulness. The first construct, content depth, quantifies the breadth-depth tradeoff of a review and has an informational influence on readers' voting behavior. The second construct, content deviation, indicates the deviance of the review content in comparison with others and exerts a normative influence on readers' voting behavior. Noting the possibility that a review can get voted but has zero helpfulness score, we use a double-hurdle model to simultaneously estimate the probability of a review being voted and its helpfulness. The analyses on three product categories show that reviews with more depth and less content deviation are rated more helpful. Further, the relationships are moderated by a number of factors, including the deviation of numerical rating, recency of the review, and the reputation of the reviewer. The research contributes to the literature by showing how the content of a review and the interaction of content and numerical ratings jointly create value for consumers.

Dr. Xiaolin Li's website:

tigerweb.towson.edu/xli/



Professor, Annette Danek-Akey

Annette Danek-Akey is Executive Vice President of Supply Chain at multinational publishing company Penguin Random House. Professor Danek-Akey teaches principles of operations management (EBTM 365) at TU. Her daily responsibilities include overseeing 1,700 employees in three distribution centers that ship 1.5 million books per day. Dealing with COVID-19 was a challenge, but she decided to lead by example, putting safety in the forefront of her operations.

Read this article about her response to the COVID-19 Pandemic:

[inboundlogistics.readingtheroom](https://inboundlogistics.readingtheroom.com)

Annette Danek-Akey's LinkedIn:

[linkedin.com/in/annettedanek-akey/](https://www.linkedin.com/in/annettedanek-akey/)

View Our Photos here:



We are

#TUPROUD

of our students & professors



Follow Us on Social Media!
@TUSupplyChain

STUDENTS IN ACTION

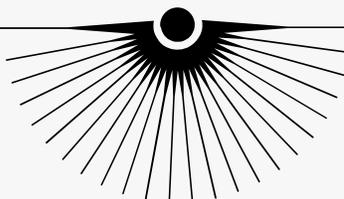
2020 BTU Partnership Awards honored research on elections security by Dr. Scala; SCM students Yeabsira Mezgebe, Isabella Bloomquist, Betelhem Jilcha, and Megan Price; and alum Lorraine Black!

Empowering Secure Elections is a unique partnership that helps to identify and mitigate potential cybersecurity threats during the voting process. Dr. Natalie Scala explains that this partnership started in 2017. Their studies showed that there are more than just cyber threats to elections, but also physical and human threats. The research developed modules that train Election Judges to recognize that a threat may be present and equips them with the actions to take to mitigate the threat. It allows voters to know that their vote is secure. This work specifically fills in the gap to provide a cybersecurity-specific training module for each of the five general stations at a Maryland polling place. Dr. Scala said she is very proud of the work that the students have done, and all of their hard work helped to protect over 850,000 voting citizens.



We are #TUProud

**Student success does not stop
there...**



SUPPLY CHAIN STUDENTS PRESENT THEIR RESEARCH - CAPSTONE PROJECTS-

Each semester senior Supply Chain graduate students present their independent research or applied projects in the area of Supply Chain. Students work under the supervision of their faculty advisers to address a significant theoretical or applied problem in Supply Chain Management. Students experienced presenting their projects via a virtual webinar this semester.

Logistics Technology and Improvement In Vaccination Process

Mofe Nana

Advisor: Dr. Barin Nag

"Cold supply chains (SC) maintain integrity of temperature-sensitive products during transportation. The demand for cold chains arises from two reasons, which are increased global demand for vaccination and stringent safety regulations. However, the use of cold chains in vaccine SCs remain sparse, especially in developing countries. Improved cold chains will therefore bring flexibility and efficiency in managing vaccination SCs."



<https://www.linkedin.com/in/mofe-nanna-5b95b3179/>

UStore Vendor Scorecards

Rachel Waller

Advisor: Professor Amber Reigel

"I focused my project on inventory and vendor management at the Towson UStore. Issues arise with receiving inventory at the UStore, and there is no current way to resolve it. There are errors with merchandise received from vendors. Problems were also discovered during receiving process. My proposed solution is to create a vendor scorecard to hold vendors accountable."



<https://www.linkedin.com/in/rachel-waller/>

- CAPSTONE PROJECTS CONTINUED-

How COVID-19 Impacted The Procurement Practices For Supplier Management At "The Company"

Nhan Nguyen

Advisor: Professor Cindy Buschman

"The project's aim is to highlight the pre, during, and post COVID-19 effect on supplier management at a packaging company located in the United States. When the pandemic hit, "The Company" didn't have enough back-up suppliers and had many purchase orders (POs) rejected. As a result, their cost went up, and they had to face many problems such as longer lead times, increasing quality issues, and decreased required quantity."

 <https://www.linkedin.com/in/nhannguyen1403/>

COVID-19 Effect On The Supermarket Supply Chain

Valerie Nutter

Advisor: Dr. Stella Tomasi

"Since beginning in March 2020, many United States Governors implemented a stay-at-home order and people began to panic. This pandemic created hoarding of edible and non-edible items. People began to stockpile toilet paper, hand sanitizers, and cleaning supplies because they thought they would not be able to obtain those items. If the supply chain is being stressed, then it defeats the purpose of trying to stay healthy. This research will examine the stress on the supply chain in the United States. This topic was inspired by COVID-19 and the effect it had on the supermarket supply chain."

Examining Customer Business Reviews At Veritiv Corp

Reed Parkinson

Advisor: Professor Amber Reigel

"Customer business review (CBR) is a way to align vendor and customer relationship with performance and goals. Veritiv has not optimized its business review and process since conception from a merger. CBR is a tool to differentiate Veritiv from competitors and touches on many aspect of an organization. The CBR process and report will be reviewed to evaluate how it is implemented, if the metrics are accurate, and if the metrics align with the key performance indicators of our customers."

 <https://www.linkedin.com/in/reedparkinson/>

Together We Celebrate #TUtogether



Honoring our Fall 2020 grads

Congratulations:

Brian Thackston

Mafe Nanna

Valerie Nutter



Tigers care - A safe campus

The health and safety of our students is a high priority.



Masks - Wearing is Caring



Sickness - Isolate When Ill



Hygiene - Wash and Repeat



Cleaning - Disinfect Regularly



Physical Distancing - Six is Safer

Thank you