



Supply Chain Management

Keep Up with the Future of Supply Chain



WE PROMOTE JOB OPPORTUNITIES ON OUR SOCIAL MEDIA



@TUSUPPLYCHAIN

GRAD OPEN HOUSE SUCCESS

This spring prospective students were able to learn more about our programs from the Program Director & current graduate students.

KEEP UP WITH US!

See the Supply Chain Management Program in action! Visit our Flickr & YouTube pages! View pictures from our events, watch our Seniors present their Capstone Projects, and more.

CONNECTING STUDENTS WITH JOBS

We post great jobs for our well qualified students. Want to have your job opportunity promoted? Email us at supplychain@towson.edu

6TH ANNUAL WEINMAN CUP CASE COMPETITION

Congratulations to Stevenson University (1st), Towson University (2nd), Shippensburg University of Pennsylvania (3rd), and Kutztown University College of Business for outstanding presentations in the 6th Annual Weinman Cup Regional Supply Chain Competition. Pandora Americas hosted the competition and provided a business case. Our competition was virtual this year so the teams experienced presenting their recommendations remotely.

View Audio Participant Meeting Help



Trade Offs of Decreasing NPI

Positive Trade Offs:

- increase consumer demand per NPI
- allows Pandora to invest more marketing capital into each NPI.
- makes tracking demand for NPIs easier and more accurate.
- decreasing NPIs lowers the capacity at which flexible ordering needs to be placed.

Negative Trade offs:

- production of NPIs have already begun; if NPIs are delayed/removed this can lead to an excess of unused products.
- raw materials are not recycled, excess NPIs will lead to adding costs.
- potential scheduling conflicts

Impacted Stakeholders

Positive impact on decreasing NPI for Q2:

- Customers**
 - With less products in a launch there will be less marketing confusion for consumers.
- Retailers**
 - Retailers on average will have more shelf space that they can use for other products.
- PPT**
 - Manufacturing can focus more directly on each product.
- Creators**
 - Can focus on a more precise target market.
- Pandora**
 - Can have more direct feedback for upcoming launches.

Negative impact on decreasing NPI for Q2:

- Customers**
 - Smaller variety of products to choose from.
- Pandora**
 - Pandora will have greater competition in retail stores.

SPRING 2020 STUDENT SPOTLIGHTS

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

February



Nhan Nguyen

[linkedin.com/in/nguyen-hoai-nhan-61464416b/](https://www.linkedin.com/in/nguyen-hoai-nhan-61464416b/)

Q. Where are you from?

A. I'm Vietnamese.

Q. What is your advice for an int'l student who is interested in the SCM MS program @TU?

A. Professors are really supportive; everyone wants me to improve and get more engaged in class. So what I think you should bear in mind is to be confident about yourself, believe in yourself that you can overcome all the challenges, as well as acknowledge that your classmates and your professors always want the best things for you.

Q. Where are you from?

A. I'm from Harford County, Maryland.

Q. Why did you choose to study supply chain management?

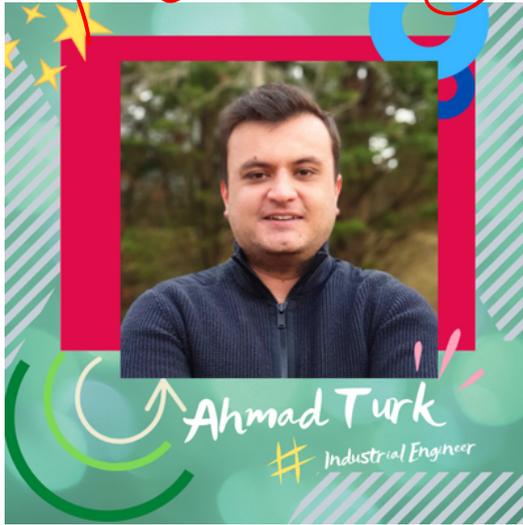
A. SCM sparked my interest because it's the perfect balance between technical perspective and business acumen. Supply chain management is a great area to study for young professionals in any area of business because supply chain is behind making a business successful.



Ashanti Johnson

[linkedin.com/in/ashanti-johnson/](https://www.linkedin.com/in/ashanti-johnson/)

March



Ahmad Turk

[linkedin.com/in/ahmad-al-turk-1994ait/](https://www.linkedin.com/in/ahmad-al-turk-1994ait/)

Q. Where are you from?

A: I'm from Jordan.

Q: Why did you choose to study supply chain management?

A: As an Industrial Engineer, I think supply chain management forms a proper integration that will broaden my knowledge and career choices in the future.

Q: Do you have any previous experience in supply chain?

A: I have some theoretical knowledge as well as previous internships and work experience in inventories, production, and demand planning.

Q. Where are you from?

A. I am from Prince George's County, MD.

Q. Do you have any previous experience in supply chain?

A. Over the past year, I have been working in demand planning at the Pandora Jewelry Regional Headquarters.

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

A. Do it! TU's SCM program gives great insight into the overall operation of the supply chain and truly sets each student up to win regardless of which area of the supply chain they wish to go into.

April



Dominique Hawkins

[linkedin.com/in/dominique-hawkins-6bb1a7154/](https://www.linkedin.com/in/dominique-hawkins-6bb1a7154/)

Q. Where are you from?

A. My roots go back to India. I am from a city called Bangalore in the state of Karnataka. That's all the way down in the South of India.

Q. Why did you choose to study supply chain management in TU?

A. Supply chain practices are increasingly becoming an important feature in the attainment of competitive advantage in most service organizations in the global markets today... At TU this program is not only taught by highly tenured and esteemed faculty, but also by industry experts, which makes this program ideal for me.

Maly



Nasikala Kesavan

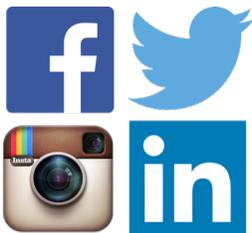
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View Our Photos here:
www.flickr.com/photos/tusupplychain/

We are

#TUPROUD

of our students & professors



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PROFESSORS IN ACTION



Program Director, Dr. Natalie Scala, Featured on



Dr. Natalie Scala has been an INFORMS member for 10 years. She started her INFORMS membership in graduate school and has progressed into a more active member since beginning her professional career.

INFORMS had an interesting interview with her last December. Take a look at the interview to get to know more about Dr. Scala.



Watch the video here: <https://buff.ly/38QvQal>



Read the article here: <https://buff.ly/36A92Kw>

STUDENTS IN ACTION

SCM Graduate Student Lorraine Black
&

SCM Program Director, Dr. Natalie Scala
are featured in the Spring 2020 edition of
The Baltimore Business Review!



The article highlights their research on "Empowering Election Judges to Secure our Elections." Read more about how they are using training modules to help election workers identify cyber, physical, and insider threats that may emerge during Early Voting and on Election Day:

<https://buff.ly/2JdKD4a>

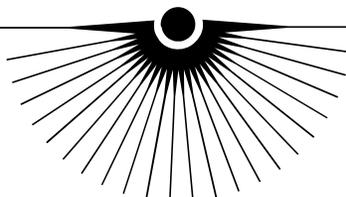


Celebrating Dominique Hawkins Promotion at Pandora America

After a year at Pandora Jewelry as an Assistant Demand Planner, Dominique Hawkins has been promoted to Demand Planner.

We are #JUProud

**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.

Using Coefficient of Variation Analysis to Improve Inventory Forecasting at “The Company”

Halina Siegel
Advisor: Chaodong Han

"Motivation of this project is to improve forecast accuracy and drive better information to the rest of the supply chain at the company. As a result, demand organization has been fully trained, and we've seen a 3% increase in forecast accuracy since rolling this out. The variation in both the volume and timing of demand have a heavy impact on forecast accuracy and supply signals."



<https://www.linkedin.com/in/halina-siegel-015a577b/>

Customer Behavior and Its Impact on the Supply Chain

Lorraine Black
Advisor: Natalie Scala

"Applying a framework presented in two Project Management research papers: Chi Square & Marascuilo and Spearman correlation to gain insight into customer behavior and how those behaviors impact the supply chain. In order to satisfy customer expectations, supply chains need to be flexible such as by conducting multiple shipping companies, opening multiple fulfilment facilities, etc."



<https://www.linkedin.com/in/blacklorraine23/>

- CAPSTONE PROJECTS CONTINUED-

Implementation of Lean Principles into Root Cause & Corrective Analysis Processes

Brian Thackston
Advisor: Amber Reigel

"I selected a program and build that I follow and created a layout and filter system to pull the data quickly and began categorizing QNs on January 19th. I consulted with the engineering group for FMID categories. There are granular defect types within each FMID that will be utilized when engineering takes over categorization effort."

A Maturity Model for Collaborative Scheduling

Dominique Hawkins & Vincent Schiavone
Advisor: Natalie Scala

"The goal of this research is to create a framework that can be used throughout the construction industry to weigh a project's level of collaboration. This tool is based on the following: examination of current collaborative scheduling techniques & subject matter expert inputs. The scoring model can be used to score projects real-time at milestones and project conclusion for accurate collaboration measurement."



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<https://www.linkedin.com/in/dominique-hawkins-m-s-6bb1a7154/>

Using the BPM Lifecycle to Improve the FSA Customer Experience

Kim Bente
Advisor: Stella Tomasi

"Health care costs continue to rise at rates greater than both inflation and average wages, a trend that is not economically sustainable. Offering an integrated FSA will streamline and improve the member experience for managing an FSA, reduce the administrative burden on clients, and decrease a client's PMPM. It also increases likelihood of growth and retention by eliminating internal costs to send claims to non-preferred TPAs."



<https://www.linkedin.com/in/kroleary724/>

- CAPSTONE PROJECTS CONTINUED-

The Impact of Customer Relationship Management (CRM) on Interdepartmental Integration and Customer Lifetime Value

Ashanti Johnson
Advisor: Xiaolin Li

"The impact of CRM on interdepartmental integration and customer lifetime value is important to understanding the implementation of projects. CRM systems will need to become increasingly personalized, as client demands increase and offering solutions become more complex."



<https://www.linkedin.com/in/ashanti-johnson/>

Job Transitions: A New Model for Career Changers

Alyson McCarty
Advisor: James Otto

"The aim of the project is to provide a methodology to help navigate that path.

The applied constraints significantly impact the effectiveness of a node network software with greater processing power necessary to run all 900+ nodes. With time and resources, the perfect level of constraints could be achieved to optimize the node network. Additional research is needed using devices with greater computing capabilities."



<https://www.linkedin.com/in/alyson-mccarty-9181b2164/>

Together We Celebrate #Tutogether



Honoring our grads

Congratulations

all the graduates earning bachelor's, master's and doctoral degrees.