



# Supply Chain Management



### Why a MS in Supply Chain?

- ◆Sourcing and distribution skills are needed and evolving
- ◆Service economies present emerging needs for logistics and routing
- ◆Closely tied to analytics
- ◆Technical and specialized skills in demand
- ◆Many employment opportunities in Greater Baltimore and beyond



## NEW STUDENT ORIENTATION

New graduate students met with Supply Chain Program faculty during the virtual Spring 2022 orientation. It was a great opportunity to meet the new students and to welcome them to the supply chain program!

## B.S./M.S. & SCM INFO WEBINARS

Webinar sessions were held for students interested in learning more about the accelerated program and graduate degrees in supply chain management. Students can find these webinars at the Towson Analytics channel on YouTube

## SPRING CAPSTONE NIGHTS

Speakers, advisors, and future capstone students gathered in person to support and learn from this semester's EBTM 881 class. Each student presented their semester's work in the culmination of their Graduate Degree here at TU.

## TU'S 2022 COMMENCEMENT CEREMONIES

Towson University's College of Business and Economics celebrated its Spring 2022 commencement ceremonies on Thursday, May 26th to honor Fall 2021 and Spring 2022 graduates. For supply chain and project management, this includes 14 students that walked across the stage!

Watch full ceremonies here:

<https://www.towson.edu/academics/commencement/ceremony/>

**Congratulations to all the TU graduates of 2021 and 2022!**



# SPRING GUEST SPEAKER SERIES



Morley Daehn

Network Operations Transportation  
Manager at Perdue Farms

## MORLEY DAEHN - PERDUE FARMS



We welcomed Perdue Farms' Network Operations Transportation Manager, Morley Daehn, to speak to our graduate students in February. Mr. Daehn described the supply chain process from farm to stores to final consumers. He also answered audience questions about how transportation is different for the consumable goods industry. As many of the products are temperature-controlled and restocked on a shorter timeline, the supply chain process differs largely from the dry manufactured good industries.

## TOM BRANNING - COWAN SYSTEMS



In March, we invited Tom Branning to give insights on Supply Chain talent management to our graduate students. He spoke about the transportation and trucking company's operations and how employee retention affects its success. Students were interested to hear how the effects of COVID-19 impacted Cowan Systems. Mr. Branning stressed the importance of competitive pay, reliable scheduling, and safety for their drivers.



Tom Branning

Director of Corporate Talent Management  
& Development at Cowan Systems



Tony Milando

SVP Chief Supply Chain Officer at  
Xylem Co.

## TONY MILANDO - XYLEM CO.

Chief Supply Chain Officer, Tony Milando, joined us for an informational zoom session in April, offering extremely valuable insights for our graduate students. He described the supply chain process and concerns of the water technology industry and how his company, Xylem, operates. Students benefited from his many years of experience in the field as Mr. Milando opened the floor for audience members to ask questions and gain invaluable knowledge.

# SPRING 22 SUPPLY CHAIN EVENTS & ACHIEVEMENTS

Alpha Kappa Psi and Supply Chain Management Program present "A Day In The Life of a Professional"



TU Graduate Studies Open House

Masters and Accelerated Program T-shirt Giveaway



# Data Analytics Competition

The 3rd Towson University Data Analytics Competition successfully held its final presentations and award ceremony in Stephens Hall, April 22, 2022. Sponsored by the Baltimore Ravens, this year's competition has attracted 135 students across five TU colleges, a 70% increase in student participation from last year.

Cody Williams, Director of Business Intelligence at Ravens, developed the case based on a dataset of Ravens merchandise and apparel sales over the past three years. Teams were tasked to derive insights from data analysis and pitch ideas of how to drive other opportunities of local revenues for the Ravens.



As a result, three teams won the top prizes. First prize: Astrid Nina, a CBE student double majoring in Business Systems and Processes and Project Management. Second prize: Brittney Workman, a graduate student in Experimental Psychology. Third prize: Julia O'Connell (Art + Design), Leah Sine (Mathematics/Economics), and Haja Sannoh (Economics / Political Science).

## ACCELERATED BUSINESS ANALYTICS MINOR + SUPPLY CHAIN M.S.

Students take 6 required courses, 3 electives, and complete a capstone supply chain project. Admitted undergraduates will establish a customized plan with the Program Director that seamlessly blends their Business Analytics Minor courses with Supply Chain Management courses.



Students with a declared minor in Business Analytics with a cumulative GPA of 3.0 and above are eligible to apply. Take up to 3 master's level courses during undergraduate study to count for both degrees!

Learn more:  
<https://www.towson.edu/cbe/departments/business-analytics-technology-management/undergrad/business-analytics-minor.html>

# SPRING 22 STUDENT SPOTLIGHTS

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

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

Find an internship and/or do your own research. There are so many different areas that fall under the Supply Chain Management umbrella, and it is best to make sure you find your path and build from there.



SCM Student Spotlight

How will you develop your career path in supply chain in the future?

Currently I work full time as a Subcontracts Administrator. Once I develop more experience, I plan to transition into being a Contracts Administrator and eventually a Program Manager. I want to grow my knowledge in Government Procurement which is my current industry.

TU TOWSON UNIVERSITY Supply Chain Management

Brittiany King

Brittiany King

[linkedin.com/in/brittiany-king-86a727104/](https://www.linkedin.com/in/brittiany-king-86a727104/)



STUDENT SPOTLIGHT IN SCM

Why did you choose to study supply chain management at Towson University?

The quest to broaden my knowledge and garner diverse experience in logistics, procurement, analytics, and operations management, endeared me to the program and to Towson university. The testimonials from former students at the school were also very positive. The opportunity of a one-on-one interaction between faculty and student and of course, its proximity to my residence.

EHINON DEMOLA-BANKOLE  
SUPPLY CHAIN MASTERS STUDENT

Ehinon Demola-Bankole

[linkedin.com/in/ehinon-demola-bankole-8a099922a/](https://www.linkedin.com/in/ehinon-demola-bankole-8a099922a/)

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

Being a new career for me, I believe it will take me from the beginner's level to intermediate, to have requisite experience to operate at the expert level in a considerable amount of time. I am open to working in any area of supply chain management for the experience and gradually build my expertise in area of interest while upgrading my technical abilities to function in lateral roles.

# Spring 22 PROFESSOR SPOTLIGHTS

## Q. What is your background?

My background is in project management, technology, and business transformation. I studied at Towson University and graduated with 2 majors in e-Business and Business Administration (concentration in Project Management & Business Analysis) and was an IT Project Manager for the first 4 years of my career. I then received my Masters in Management Information Systems at University of Maryland Global Campus and have since become a Program Manager for the business transformation function and have expanded the Project and Portfolio management capability at my company dentsu, one of the largest marketing agencies in the world!



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## Professor Spotlight

**Bryan Goodyear**  
Adjunct Professor, Department of Business  
Analytics and Technology Management



"My favorite part about being a professor is making the content relatable to students. Towson U CBE does a great job keeping the course content very relevant to aspiring professionals."

Professor Bryan Goodyear  
[linkedin.com/in/bgoody/](https://www.linkedin.com/in/bgoody/)



**SCM Professor Spotlight**

## Dr. Dong-Qing Yao

Professor, Department of Business  
Analytics and Technology Management

As a Chinese old saying goes: "teaching benefits students as well teachers." In order to teach updated materials, I actually have to keep learning new knowledge/software and conducting discipline-based research. I think this is challenging and the most fun part as a professor.

Dr. Dong-Qing Yao  
<https://wp.towson.edu/dyao/>

## Q. What do you like best about teaching at Towson University?

Towson provides me a good balance between teaching and scholarly research, which I like best.

# Words of Wisdom for our Spring 22 Grads

The more good you put out into the world, the more good comes back to you. Throughout your career, there will always be people who will try to hold you back, either explicitly or implicitly. Always remember that you belong and you deserve to be where you are. You absolutely deserve your successes. Keep moving forward with good, and you will be rewarded over and over.



Dr. Natalie Scala

<https://www.drnataliescala.com>

## *Honoring our Spring 22 grads*



### **Congratulations:**

*Justin Emge*

*Kim Mai*

*Allison Rybalnik*

*Clara Blitz*

*Kathleen Martin*

*Jamal Murphy*

*Freddy Molina*

## **Together We Celebrate #TUProud**

# PROFESSORS IN ACTION



On February 17th, SCM professor Dr. Stella Tomasi spoke at the Mid-Atlantic CIO Forum Conference. This year's conference was themed "What Companies Really Need from their CIOs, and New Processes and Ways of Working". Dr. Tomasi focused on how technologies can contribute to the creation of business value through improving processes.

Dr. Natalie Scala published a paper titled "Prioritizing collaborative scheduling practices based on their impact on project performance" In it, she and her colleagues outline a method to help construction project managers to analyze collaborative scheduling practice value, the relation between these practices, and their influence on project KPIs.



## PROFESSOR ACCOMPLISHMENTS

### LABOR RECRUITMENT, ON-BOARDING & RETENTION:

BEST PRACTICES FROM THE FRONT LINES

May 3rd, 2022

9:30 AM

SPEAKER

Annette Danek-Akey

WAREHOUSING EDUCATION AND RESEARCH COUNCIL  
**WERC**  
THE ASSOCIATION FOR LOGISTICS PROFESSIONALS

ANNUAL CONFERENCE

SCM Professor and Executive VP of Supply Chain at Penguin Random House, Annette Danek-Akey presented at the annual WERC conference. Her speech focused on vital best practices that help bolster recruitment of desirable employees, maximize on-boarding effectiveness, and drive long-term retention.

View Our Photos here:



**We are**



## STUDENTS IN ACTION

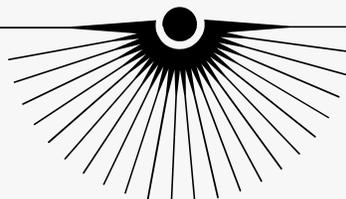
SCM Professor Dr. Stella Tomasi and her student researchers Kim Mai and Clara Blitz teamed up with the Towson Kinesiology department to conduct the TU Performance Analytics Camp (T-PAC).

Researchers collected physical performance data and survey data to analyze participants from the Towson Football Team. The project will examine how health factors influence injury likelihood and how to also increase student-athlete involvement in STEM research and knowledge of analytics processes.

(See next pages for Kim and Clara's Capstone Projects on this study)



# 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 advisors to address a significant theoretical or applied problem in Supply Chain Management.

## *Fulfillment Center Implementation*

**Justin Emge**

**Advisor: Dr. Ziaolin Li**

"This project aimed to find out how the case study company can achieve optimum efficiency in their FDCs and increase progress toward achieving a 100% internal market penetration for online customer orders. This was tested by adjusting factors such as zone-picking implementation, re-slotting, and SKU assortment."

## *Requisition Business Processes*

**Allison Rybalnik**

**Advisor: Professor Dominique Hawkins**

"I looked at the as-is process model of this company's procurement process and found inefficiencies in the requisition process. By assessing current processes and conducting a field survey, I created a to-be process model that would provide more efficiency and effectiveness."

## *Making A Non-Profit Profitable*

**Priscilla Lee**

**Advisor: Professor Dominique Hawkins**

"After recognizing that SMCN had been relying on a legacy CRM system, I sought to research and implement a new CRM system. Through a literature review, survey analysis, and process modeling, I identified the necessary features that the company required of the new system. Using this information I researched and implemented the right CRM for my company."

## *Role of Due Diligence in Supply Chain and Impact on Various Factors*

**Moe Mehmood**

**Advisor: Dr. Barin Nag**

"This research-based project uncovered how extreme global competition requires the increase of proper corporate due diligence. With many cases of failed company safety and due diligence for the sake of productivity, this project shows how this failure can lead to fatal consequences and harm to the firms themselves."

# - CAPSTONE PROJECTS CONTINUED-

## *Barriers Preventing SMEs from Implementing CEP*

**Randy Ranglin**  
**Advisor: Dr. Barin Nag**

"This study explored why many SMEs struggle to implement Circular Economic Practices. There are many barriers from company culture to lack of supply/demand network support. To overcome these barriers, proper incentive systems and stimulation of demand for sustainable practices must occur at all levels."

## *T-PAC Athletic Performance Analysis: An Application of Business Analytics Techniques*

**Clara Blitz**  
**Advisor: Dr. Stella Tomasi**

"The Towson Performance Analytics Camp aimed to assess, through a Paired T-test, how student-athletes participation in data analytics would change their sentiments towards STEM-based careers and majors. I also explored the effects of several health metrics on athletic performance and injury through regression analysis to catch the interest of camp participants."

## *STEM Interests within Towson University Athletes*

**Kim Mai**  
**Advisor: Dr. Stella Tomasi**

"I conducted qualitative research on the T-PAC athletes to assess their interests in STEM before and after the camp. I used content analysis, ethnographic methods, and data from a pre-camp and post-camp survey to find patterns. I discovered the reasons for the athlete's participation, as well as their majors and interest in data analytics. We found that most camp participants were interested to learn more about data analytics and to continue using it after the camp."

## *Factors Influencing the Adoption of Blockchain Technology in the Supply Chain*

**Chintan Patel**  
**Advisor: Dr. Mona Mohammed**

"I utilized a systematic literature review to filter over 600 scholarly articles to find those that met our research question criteria. Only those which had to do with the adoption of blockchain were assessed for industry, adoption factors, theoretical frameworks, and contributions of previous studies. I then developed a conceptual framework, based on this research, explaining the adoption of blockchain technology."