Forecasting in Practice Track, Featured Speaker
Date: Monday June 22, 1:45-3:00

Managing Supply Chains in a Digital Interconnected Economy

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Abstract: Supply chain managers face an increasingly difficult mandate. Customer preferences are constantly changing; today’s supply chains are complex and global; the risks in the supply chain have become multi-faceted; and stakeholders, in addition to profits, are demanding environmental and social balance.

On the other hand, the growth of the Internet, social media and web-centric software has transformed how supply chains are managed. The usual stumbling blocks of poor information availability and incompatible organizational structures are being “blown to bits” by the widespread availability of these so-called digital technologies. These technologies enable supply chain partners to engage with each other, generate new revenue streams, and improve resource efficiency.

This talk will explore how the explosion of “digital” has revolutionized the management of supply chains, including the practice of forecasting. I will illustrate how web-centric software, embedded devices (including mobile), big data analytics, distributed/additive manufacturing, robotics, and similar technologies are transforming how supply chains are managed.

Key ideas:

- Supply chains are increasingly becoming complex and geographically dispersed.
- The growth of the Internet and digital technologies are significantly disrupting how supply chains are traditionally managed.
- This talk will explore how “digital” is helping to improve revenue and efficiency in the supply chain.

Bio: Ram’s teaching, research and consulting interests are in the areas of supply chain management, data analytics, and logistics strategy, primarily in the chemical, hi-tech, and retail industries. He is a regular contributor to academic and trade journals and is the co-editor of three books including Quantitative Models for Supply Chain Management.

In 2001, the Production & Operations Management Society (POMS) awarded him the prestigious Wickham Skinner Award for his research on how supply chains can be efficiently managed. Ram received a Doctorate in Operations and Logistics Management from Penn State; a MSOR degree in Operations Research from the University of North Carolina at Chapel Hill; and an undergraduate degree in Industrial Management from the Birla Institute of Technology & Science in India.