Friday, February 22nd, 2013

8:30 – 9:00  Registration and Networking

9:00 – 9:30  Welcome and Introductions
Dr. Mel Horwitz, Dean and University Professor, CEU Business School
Dr. Matt Myers, Associate Dean, UT College of Business Administration

9:30 – 10:30  Research Meets Practice-1: “Game Changers” Driving Supply Chain Innovation
Dr. Paul Dittmann, Executive Director, Global Supply Chain Institute, University of Tennessee
Green Supply Chain as a “Case in Point”
Dr. Michael LaBelle, Assistant Professor, CEU Business School
Industry Panelist: László Bocsárdi, Strategic Director, SIEMENS

10:30 – 11:00  Coffee Break

11:00 – 12:15  Research Meets Practice-2: The Asia – Europe Connection
Moderator: Dr. Shay Scott, Managing Director, Global Supply Chain Institute
Impact of the “New Silk Road” (The New Europe/Asia Rail Link)
Panelists: Dr. Paul Lacourbe, Associate Professor, CEU Business School
Transportation, Infrastructure Development in Central Asia
Dr. Matteo Fumagalli, Associate Professor, Head, Dept. of International Affairs and European Studies, CEU
Industry Panelist: Zsolt Takacs, General Mgr, China Mart
Industry Illustration: Electronics

12:15 – 13:30  Networking Lunch

13:30 – 14:30  Special Research Presentation: Rising Importance of Marketing for Supply Chains – From Physical Hubs to Direct-to-Customer Design
Dr. Mark Moon, Head, Department of Marketing & SCM, University of Tennessee

14:30 – 15:00  Coffee Break

15:00 – 16:00  Research Meets Practice-3: How to become a Strategic Supplier in a modern Global Supply Chain?
Dr. Dittmann and Dr. Scott, University of Tennessee
Industry Panelist: Gergő Lencsés, General Manager, GE Power & Water

16:00 – 16:45  Discussion & Closing Comments: Ongoing Research, Opportunities for Partnership in Research and Education, Guidance for Future Forums
Co-Moderators: Dr. Shay Scott, Managing Dir., Global Supply Chain Inst.
Dr. Paul Lacourbe, Associate Professor, CEU Business School