

## Newly established department of Supply Chain Management & Marketing Sciences bridges gap between academia, business

Collaboration between Rutgers Business School, private companies and public entities leading to improved efficiencies in end-to-end supply chain management

The newly established Department of Supply Chain Management and Marketing Sciences (SCMMS), expanding on the overwhelming success of Rutgers Center for Supply Chain Management, exemplifies the mutual advantage of a vital collaboration between Rutgers Business School (RBS), private companies, and public entities that bridges the gap between academic and business practices.

Rutgers SCMMS is conveniently located in the middle of the nation's major air, sea, and rail transportation hubs. Nationally recognized as a leader in industry collaboration, the SCMMS department fills a crucial need for businesses competing in a global economy that face rising logistics, outsourcing, and security challenges. This collaboration is helping companies with complex logistics to succeed by improving efficiencies and effectiveness in the end-to-end supply chain cycle.

"The Center for Supply Chain Management at RBS is widely viewed as an excellent source of supply chain expertise and a forum for networking with colleagues within various industries," said Lei Lei, PhD, Professor and Chair of the Department of Supply Chain Management and Marketing Sciences. "Over the past few years, the center has developed into a knowledge hub that is an excellent resource to industry professionals."

RBS's vision is to become a nationally ranked, top-rated supply chain department. "We are accomplishing this goal



Supply Chain Management students on a recent industry sponsored visit to the Port of Newark, New Jersey.

through our excellence and unique strength in world-class research, innovative teaching, and high quality service in supply chain management to client companies and industry," said Rutgers Business School Dean Michael R. Cooper, PhD. "The new Supply Chain Management and Marketing Sciences department plays an important role in delivering to students the business, science, and technology credentials demanded by today's leading corporate employers," added Cooper.

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## Rutgers Business School – Business, Science, and Technology

### Multidisciplinary programs

- 270 degree programs to partner with at Rutgers University
- Dual degrees that deliver business, science, and technology credentials demanded by local, national & global markets

### Strong corporate partnerships

- Partnerships with leading executives at top corporations
- Near a major center of global business, 20 minutes from New York City
- Distinct career advantages for students

### Real world, international experiences

- High employment placement for graduates
- Student team case competition victories
- Global network of over 30,000 RBS alumni, & over 380,000 university wide

### Leaders in research

- World-class industry experienced faculty
- Addressing major societal trends & issues globally
- Research projects leveraged by companies

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## Sustainability, Responsiveness & Flexibility, Risk Reduction

An effective supply chain strategy can help businesses overcome the many challenges they face in a difficult economic environment: stiff global competition, the need to penetrate emerging markets, boost productivity and working capital utilization, ensure healthy cash flow, and maintain a highly competitive operational and service performance. The companies that develop an effective supply chain management strategy will stand at the top of industry when the economy improves.

Toward this end, the research fellows at Rutgers Business School's Department for Supply Chain Management and Marketing Sciences and Center for Supply Chain Management have been focusing on the following three areas: sustainability, responsiveness and flexibility, and risk reduction.

**Sustainability:** Identifying and adjusting core competencies to build sustainability into companies' supply chain. Making better use of marketing signals and developing supply chain intelligence specific to needs. High powered information-technology support does not mean there is an intelligent supply chain. Companies need to be proactive and not wait until a crisis arises. Sustainability has risen to the "C" level in most corporations and SCMMS's research efforts are on the leading edge.

**Responsiveness & flexibility:** Developing the responsiveness and flexibility to ensure companies can quickly adapt to the changes, especially during the current economic turmoil. Tough times create opportunities. If there is flexibility, companies can catch the opportunities which lead to business improvement and long-sustaining progress toward long-term goals.

## Supply Chain Management focused on mission

Our mission is threefold. First, we want to disseminate knowledge through our leading edge research in three focused areas:

- 1) Supply Chain Optimization
- 2) Global Procurement Sourcing
- 3) Marketing Science that interfaces with the Supply Chain and the business

Our second goal is to excel in classroom teaching of comprehensive and well-rounded programs, which offer high-quality education that focuses on end-to-end Supply Chain Management and balances both theory and practice.

Finally, we want to continue to link industry through close collaboration with industry and government, with the goal of bridging the gap between academic and business practices, and creating new synergies across disciplines that promote economic development and drive leading-edge research teaching.



**Lei Lei, PhD**  
Professor and Chair of the Department of Supply Chain Management and Marketing Sciences

### Corporate Partners:

AstraZeneca	ITOCHU International
Bayer HealthCare	Johnson & Johnson
Becton, Dickinson & Company	Merck & Co., Inc.
Bristol-Myers Squibb	MetLife
Colgate-Palmolive	Novartis Pharmaceuticals
Deloitte Consulting	Panasonic
Exelon Corporation	PSEG
Hoffmann-La Roche	Sciele Pharma

**Risk reduction:** Reducing supply chain risks by better collaboration among supply chain partners, choosing suppliers with low financial risks, knowing how to sense, respond and adapt to unknown/unplanned events are the keys to mitigating risks in a company's supply chain and bottom line.

Rutgers Business School—Newark and New Brunswick (RBS) is an integral part of one of the nation's oldest, largest, and most distinguished institutions of higher learning: Rutgers, The State University of New Jersey, founded in 1766. Rutgers Business School has been accredited since 1941 by AACSB International—the Association to Advance Collegiate Schools of Business—a distinction that represents the hallmark of excellence in management education. Today, with a focus on Business, Science, and Technology, Rutgers Business School is educating more than 4,500 undergraduate and graduate students at two main campuses in New Jersey as well as six satellite locations in New Jersey, China, and Singapore. Steeped in academic excellence, with a distinguished faculty and a corps of over 30,000 successful alumni, Rutgers Business School is highly ranked by the *Financial Times*, *U.S. News & World Report*, *BusinessWeek*, and *The Wall Street Journal*. It is recognized as one of the top three business schools in the greater New York metropolitan area; is ranked #6 nationwide for "Most Competitive Students" by *The Princeton Review*; and is part of the campus that is ranked #1 in diversity nationwide by *U.S. News & World Report*, for 12 straight years.

**RUTGERS**

Rutgers Business School  
Newark and New Brunswick

**Rutgers, The State University of New Jersey – founded 1766**

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