



School of Business IT & Logistics Public Lecture Social Supply Chain Management: Supply Chain Collaboration in a Networked World

The School of Business IT & Logistics proudly hosts Professor Richard Wilding (Cranfield University & Chairperson, CILT UK) to share his insights on social supply chain management and collaboration



In a world where supply chains compete rather than the individual organisations, social supply chain concepts are increasingly important to sustain success. Modern supply chain strategy requires effective processes, robust infrastructure, responsive information systems and collaborative communities to be aligned with the mission of the business.

Social supply chain management seeks to incorporate the social network, social interactions and social data to enhance relationship management with all stakeholders in order to maximise value in the final market place at less cost to the supply chain as a whole.

Social supply chain utilises social networks in order to manage risk, build supplier communities, and identify new customers and markets thus integrating both demand creation and demand fulfilment across the supply chain network.

ABOUT THE SPEAKER

Professor Wilding is the Chair (Full Professor) in Supply Chain Strategy at the Centre for Logistics and Supply Chain Management, Cranfield School of Management U.K. He works with European and International companies on logistics and supply chain projects in all sectors including pharmaceutical, retail, automotive, high technology, food drink and professional services. He has published widely in the area of supply chain management and is editorial advisor to a number of top journals. He has also won numerous awards and recognitions for his achievements and impact in the supply chain field. Recent awards include the appointment of Officer of the Most Excellent Order of the British Empire (OBE) by Queen Elizabeth II in the 2013 New Year Honours for services to Business.

DATE

Tuesday 15 March 2015

TIME

5:30 pm to 7:30 pm

VENUE

RMIT University
Swanston Academic Building
Building 80 Level 7 Room 1
445 Swanston Street, Melbourne

RSVP

Friday 11 March 2015
Visit: <https://goo.gl/CIpeJU>



COST

Free (The evening includes drinks and refreshments)

ENQUIRIES

Associate Professor Booi Kam
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