



Supply Chain Management



SPRING CAPSTONE NIGHT

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.



POMPEIAN OLIVE OIL - TOUR

This semester SCM students and faculty gathered to visit Pompeian, a solid business that has been in the market for over 100 years. The company produces olive oil with the purpose to help people to eat and live well. The students got to know about their production, daily processes, and much more!

TU's 2024 commencement Ceremonies

Towson University celebrated commencement ceremonies over May 22-24 to honor graduates from Spring 2024. For supply chain and project management, this includes 10 students for Spring 2024

You can see more details on Towson University's youtube channel: [Spring 2024 Commencement at TU](#)

Congratulations to all the TU graduates of Spring 2024!!



BUSINESS ADMINISTRATION B.S. + PROJECT, PROGRAM, PORTFOLIO MANAGEMENT P.B.C.



Learn more:

towson.edu/cbe/departments/business-analytics-technology-management/undergrad/business.html

Business Administration majors, Business Analytics, Business Systems & Processes majors, and Business Administration minors with a 3.0 GPA or better are eligible to apply for the individualized accelerated B.S./P.B.C. program.

In this option, students take up to two 600- to 700-level courses (6 units) in place of certain undergraduate courses, which count toward both a B.S. degree and a post-baccalaureate graduate certificate.

ACCELERATED BUSINESS ANALYTICS + SUPPLY CHAIN M.S.

Screened undergraduates will establish a customized plan with the Program Director that seamlessly blends their Business Analytics courses with Supply Chain Management courses.

Students with a declared major or 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>

STUDENT SPOTLIGHTS

Q. What advice do you have for current and future students who aspire to achieve success in their respective field?

"Never compare yourself to others, each of us has unique backgrounds and reasons to be exactly where we are. Focus on being your best version, with determination and persistence you can get anywhere you want."

Q. Fun fact about yourself

I love playing volleyball, I play the keyboard and I participated at my church's worship team for many years before I moved to the U.S. Scrabble is also my favorite board game.



July Costa

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Yasmine Toure

<https://linkedin.com/in/yasmine-suzanne-toure>

Q. How has networking with industry professionals and other students in the graduate program helped you in your career or personal goals?

People have diversified backgrounds and progress in various industries. Connecting with students allows me to gain different perspectives on navigating and what to expect in different fields related to supply chains, and be open-minded.

FACULTY SPOTLIGHT

Dr. Feng is currently an assistant professor of the department of Business Analytics and Technology Management.

What do you like best about teaching at Towson University?

"So far, I have been very much enjoying teaching at Towson University in many aspects. One of my favorites is interacting with the diverse students at TU. On one hand, it gives me lots of satisfaction and joy from conveying a useful technique or a problem-solving insight. On the other hand, it provides me a unique opportunity to learn from my students and their diverse experiences." - Dr. Feng

<https://www.towson.edu/cbe/facultystaff/profile.html?FacMem=fcheng>



Dr. Feng

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Honoring our Spring 2024 grads



Congratulations:

*Charles Demery
Tyler Fisher
Jackson Miller
Hao Nguyen
Adelanke Olukoya
Ladane Omar
Margaret Sanford
Mya Spencer
Destiny Young
Rafiq Douglas*

Together We Celebrate #TUProud

TIGER TIDBITS

WITH

Dr. Stella Tomasi

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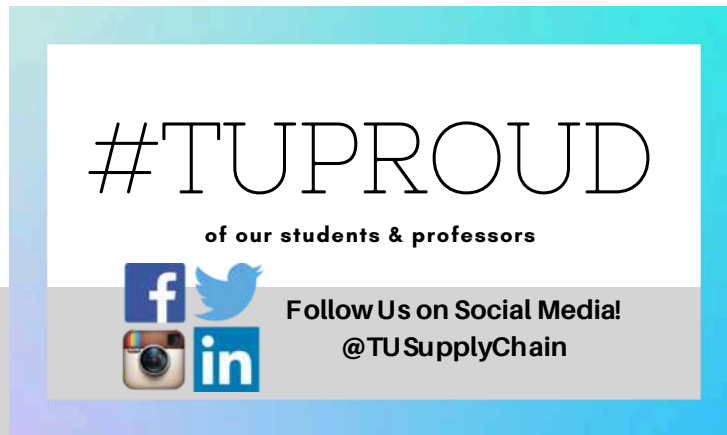
Dr. Tomasi, the new director of Graduate programs in BATM, received a Best Paper Award at the Academy of Business Research Conference for her team's research study on sports analytics.

New Orleans Conference

The paper titled "Can a sports analytics intervention with students-athletes increase stem identity?" was co-authored by colleagues Dr. Lisa Custer, Dr. Justin Lima and PhD student, Li Sun.



We are



STUDENTS IN ACTION

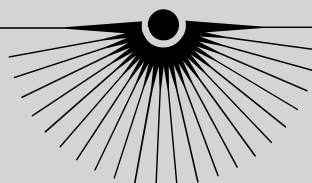


This semester, Hao Nguyen and Amarachi Offor, our M.S SCM students won 2nd place for the 5th Data Analytics Competition! Over 50 students signed up across the university but they made the top 10 finalists. Way to go ladies!!



Sadie Barret, a student in our Accelerated Masters Program participated in the "Poster Presentation" held at Towson University. She presented her research poster on Increasing Voters turnout at the Presidential Inaugural Week and won 3rd place! Congratulations!!

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.

Purchase Order and Accounts Payable Processes A Root Cause Analysis

Liz Kerekes

Advisor: Dr. Buschman

In my first month as a Buyer at my current job, I encountered a daunting task: a spreadsheet with over 10,000 blocked invoices dating back to 2009. While my team seemed unfazed by this routine data set, I was perplexed by the sheer volume and the implications of such extensive overdue payments. Despite my concerns, the prevailing attitude was one of acceptance—resolving these issues was secondary to daily operations. This situation raised critical questions about our vendor relationships and operational risks, especially considering our policy against paying late fees. My Capstone Report aims to delve into these issues, conducting root cause analysis to streamline processes and mitigate future bottlenecks for the business. In conclusion, my employer's current purchase order and accounts payable process reflect a lack of accountability for employees who deviate from established procedures, often due to inadequate understanding. The issues primarily stem from human performance lapses rather than flaws in the processes themselves. These shortcomings are undermining our vendor relationships and compromising the overall effectiveness and efficiency of our supply chain operations.

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Optimizing Resilience: A Supply Chain Analysis of Energy Distribution

Ladane Mohamed Omar

Advisor: Dr. Stella Tomasi

The resilience of energy distribution systems is essential for modern societies, supporting homes, industries, and critical infrastructure. However, the sector faces escalating challenges like natural disasters and cyber-attacks, necessitating a reassessment of current resilience measures. Climate change exacerbates vulnerabilities in energy infrastructures, while digital transformation increases susceptibility to cyber threats. Robust strategies are needed to fortify infrastructure, refine operational procedures, and bolster cybersecurity, ensuring continuous energy supply and economic stability. This study addresses these challenges, proposing actionable solutions to enhance the resilience of energy systems to secure energy continuity for stakeholders. Recommendations include diversifying supply sources, improving predictive analytics, and leveraging smart grid technologies to enhance operational efficiency and resilience. Strategic investment in infrastructure and workforce training will be pivotal in navigating the transition towards a sustainable energy future while ensuring the reliability and security of distribution networks.

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Job Transferability Possibilities between the Information Technology and Healthcare Industries

Jackson Miller

Advisor: Dr. James Otto

This capstone project searches into the evolving landscape where Information Technology (IT) intersects with Healthcare, exploring opportunities and challenges for professionals navigating between these sectors. The study highlights the potential for cross-industry career transitions driven by technological advancements and societal shifts, yet emphasizes the complexities arising from differences in organizational culture, regulatory environments, and specialized knowledge requirements. Understanding these dynamics is crucial for individuals aiming to transition between IT and Healthcare careers effectively. By examining job transferability and identifying closely aligned roles such as Computer and Information System Managers, Medical Services Managers, and Management Analysts, the project aims to provide actionable insights that inform strategic decision-making and facilitate smoother career transitions across these interconnected industries.

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Industrial Perspectives on Government Open Data Strategy Effectiveness

Tyler Fisher

Advisor: Dr. Mohamed

Open Government Data (OGD) refers to government information and datasets made publicly accessible to promote transparency, accountability, and public engagement. Mandated by the OPEN Government Data Act of 2019, this initiative ensures machine-readable data is available on data.gov, enabling analysis and service development by the public, researchers, journalists, and businesses. OGD aims to restore trust in government, drive innovation, and empower citizens by offering universally accessible data with no restrictions. However, challenges like data quality, IT infrastructure, capacity building, and user involvement hinder its effectiveness. Addressing these through strategic frameworks can enhance OGD value, as evidenced by its positive impact on transparency, efficiency, economic growth, and collaboration. This research focuses on these pillars to refine OGD strategies, ensuring government initiatives align with stakeholder needs and maximize societal benefits.

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The Influence of Digital Payment on Customer Satisfaction in Supply Chain Order Processing

Mya Spencer

Advisor: Dr. Neeraj Parolia

Understanding the factors influencing the adoption of digital payment systems is crucial for businesses navigating today's digital landscape. Digital payments offer convenience and efficiency, enhancing customer satisfaction and revenue within supply chain operations. While previous research has primarily focused on evaluating digital payment platforms, there has been limited exploration into the adoption processes. This study expands on existing research by examining adoption factors from the user perspective. Using topic modeling and text analytics on online software reviews, we identified key factors influencing adoption and uncovered underlying patterns. This research enhances our understanding of how organizational, technological, and environmental factors impact digital payment platform adoption. Armed with this knowledge, businesses can develop strategic initiatives to thrive in the dynamic digital economy, driving adoption and utilization of digital payment platforms like Venmo, Apple Pay, PayPal, and Amazon Pay within their operations.

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Exploring the Impact of Online Reviews

Sonni Durant

Advisor: Dr. Xiaolin Li

My capstone project examines how online reviews influence consumer trust and purchasing decisions across various industries. Motivated by my experiences as an online shopper, I aimed to explore how consumers navigate the abundance of online reviews and how businesses can better utilize them. To investigate this, I conducted a survey on consumers' interactions with online reviews and their purchasing behaviors, focusing on aspects like review frequency, credibility, and influence. The insights gained from this study offered valuable recommendations for businesses and future researchers. By enhancing the visibility of verified reviews and improving the overall review system, businesses can build greater trust with consumers.

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Implementation of Sustainable Supply Chain and its Impacts on Firm Performance: A Meta- Analysis

Yasmine Toure

Advisor: Dr. Li Xiaolin

Sustainability is a topic that has long held significant attention in global forums, as it presents challenges for humanity and society while also becoming a competitive advantage for businesses. Research on the subject has increased, particularly focusing on business environmental impact in response to global environmental awareness, leading to the emergence of sustainable supply chain management (SSCM). Despite the increasing research on SSCM, conflicting results have shown both negative and positive relationships with firm performance. This capstone research aims to assess the impact of sustainable practices on firm performance from a supply chain perspective by synthesizing previous studies to contribute to the research framework of the relationship between SSCM and firm performance. To achieve this, we conducted a random effect meta-analysis using 51 empirical studies of 21,691 observations. The results revealed that SSCM positively impacts firms' operational, economic, environmental, and social performance, providing a pathway for overall performance improvement and a path to innovation. Ultimately, our findings provide decision-makers with an understanding of the benefits of SSCM practices for firms, encouraging the adoption of these practices in firm operations.

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Risk and Cost Analysis of Smart Contracts for Small-to-Medium Sized Businesses

Charles Demery

Advisor: Dr. Barin Nag

Smart contracts are a newer application of blockchain technology that can speed up processing time and save on transaction and legal costs. A smart contract is a computer code that executes once the set conditions are met. This technology is especially helpful for small-to-medium businesses. However, since it's still new, the damage associated risks are still unclear. This project identifies common risks, and finds their potential impact and frequency. Then, using a risk matrix, determine which type of small-to-medium businesses could handle a smart contract's risks based on industry. This project also conducts a cost analysis by comparing the creation and transaction costs of a smart contract to a traditional physical contract. The analysis helps determine if and when a smart contract will be more profitable than a traditional contract.

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The Bullwhip Effect of Demand Planning/Customer Collaboration on the Success of the Supply Chain

Brittiany King

Advisor: Dr. Feng Cheng

For my capstone project I wanted to research and determine if receiving customers direct forecast would add any value or was more accurate than the manufacturer (my company) projected forecast. Demand Planning plays a pivotal role in long term planning for companies in their supply chain. It allows all cross functional teams to plan which include procurement, marketing, operations, and finance. I reviewed two of my brands and compared their internal forecast to our internal forecast versus what was ordered to determine who predicted a better forecast plan. While working through my project I was able to determine that customers tend to overstate their forecast plan. Overstating their plan allows them to ensure they have enough supply to meet their anticipated demand however it can result in a negative bullwhip effect for the manufacturer. Negative reactions include increased holding cost at warehouses and increased inventory at risk which is when the items can be sold or repurposed so the company will take a financial loss. If a company decides to collaborate with its customers, the demand planner should be analyzing the prior year's actuals and current year trends with consumption to ensure we are receiving a plan we believe to be accurate in whole.

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Predicting Patient Length of Stay

Margaret Sanford

Advisor: Dr. Sharma Pillutla

Despite ongoing advancements in healthcare, hospital bed capacity remains a critical resource and projections indicate an escalating demand for capacity and longer patient stays in the coming decade. Traditionally, responses to capacity challenges have often been reactive, addressed only after bed resources are depleted. Adopting a supply chain perspective is essential, similar to managing other patient care supplies, to employ predictive analytics to forecast bed utilization and turnover rates effectively.

My capstone project analyzes diverse patient data to identify the most reliable predictor of patient length of stay. This research serves as a foundation for future studies and predictive models, which aim to forecast bed turnover based on specific patient demographics, acuity levels, and other pertinent factors. Such forecasting facilitates proactive management of bed availability, ensuring communities receive timely and appropriate healthcare services when they are in need.

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