

## New Center Focuses on Supply Chain Management

Industry's supply-network problems and best practices are the focus of The School of Management's newest center. The Center for Intelligent Supply Networks (C4ISN), formed this spring, is working to accomplish its goals by sponsoring seminars and lecture series in which industry leaders discuss their supply chain issues. In addition, C4ISN is offering a certificate program in supply chain management and working to make the school's operations management expertise available for research and consultation with industry. SOM students who are pursuing a master of science degree with a concentration in supply chain management are also involved with center activities.

Director of the new center is Dr. Suresh Sethi, The UTD School of Management's Ashbel Smith Professor of Operations Management. C4ISN's managing director is Dr. Divakar Rajamani. Both have published widely in the operations management field and have written books on the topic.

Professor Sethi points out that global competition and outsourcing have increased supply chain challenges for companies worldwide. "Companies that fail to improve their supply chain performance face a threat of losing their competitive advantage. The UTD School of Management has a tremendously productive research faculty that is ranked sixth worldwide in information systems and operations management research [see *Significant Strides: Research Efforts Place UTD Among Top Business Schools* on page 2]. The center can bring this concentration of expertise to bear on supply chain management issues for companies in our area and nationally. With the resources we have, we should be able to become one of the top supply chain centers in the country."

Professor Rajamani notes that companies can partner with C4ISN on research and consultation projects, on workshops and on conferences. The center will also provide student interns to work with companies in supply chain management. Professors Sethi and Rajamani have formed an industry advisory board to provide strategic direction and have input into research initiatives and academic programs the center offers. Currently, representatives from American Airlines, Ericsson, GlobeRanger, Hewlett-Packard, Invensys, P.L.C. and MindFlow Technologies are included on the board.

For more information on the new center, visit <http://som.utdallas.edu/c4isn> or contact Professor Rajamani, at 972-883-6255 or [divakar@utdallas.edu](mailto:divakar@utdallas.edu).



C4ISN's Managing Director Dr. Divakar Rajamani (left) and Director Dr. Suresh Sethi (right) with the vice president of cargo products for Sabre, Dr. Raja Kasilingam, who spoke at C4ISN's January 31 seminar on air cargo supply chain issues and challenges.