

SEMINAR

Co-Sponsored by the University of California Transportation Center (UCTC)

**Friday, March 15, 2013
10:00 – 11:00 am**

Seminar Room 4080 AIR Building

REDEFINE SUPPLY CHAIN MANAGEMENT AS A VALUE REFERENCING SYSTEM

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Ever since the term “SCM” first emerged in 1982 by Keith Oliver, one of strategic consultants at BAH, it has been widely acknowledged that supply chain management could be used as a strategic differentiator in a global business environment. As the network of supply gets more complicated and dispersed, this trend becomes a normal phenomenon among many of the leading corporates. Under this environment, SCM is no more a simple and tactical principle that governs the operation of a corporate: rather, it has to be highlighted as somewhat novel concept which is directly related to the core value of an enterprise. Starting with a basic question about the true identity of the SCM, this presentation will redefine the meaning of SCM from corporate’s core value system. To this end, various business cases will be discussed to draw some significant implications that can be observed only when we look SCM from value perspectives.

Dr. Jung Ung Min received his Ph.D degree in Civil and Environmental Engineering from Stanford University. He is currently an Associate Professor with Asia-Pacific School of Logistics and the Graduate School of Logistics in Inha University, Korea. His current research interests include Supply Chain Management Strategy, Supply Chain Solutions, and Logistics Security. Using his past experience in Samsung SDS as a senior consultant, he is actively participating in industry consultancy and advisory boards of many leading Korean companies such as Samsung Electronics, LG Electronics, Hyundai Motors, and etc. He has authored for 14 peer-reviewed journal papers and 2 books.