Digital Supply Chain Transformation Strategy

Course Description

Digitalization is revolutionizing supply chains landscape and how they are being transformed. Across the globe, industries have changed rapidly due to multiple factors: customer-centric strategies, supply chain expectations about delivery and customization, etc. Final consumers learn and engage with brands and their partners. Customers' expectations are increasing, their experiences more prevalent and opening the door for new digital offerings. We will analyze the effects of all these factors in the Digital Transformation under the influence of supply chain relationships. We will visit and discuss relevant case studies of digitally transformed supply chains, which will help achieve a long-term competitive advantage through operations and digital enhanced value generation.

Agenda, May 28 2019

Avenue: NSCIIC (Ningbo Supply Chain Innovation Institute China) campus

- ✓ **Welcome Introduction**

- ✓ **What do we mean by DIGITAL SC Transformation**?
    - o Examples
    - o Digitizing vs Digitalizing
    - o Digital SC Capabilities

- ✓ **Industry and Logistics 4.0**
    - o Case study I
    - o The role of Technology
    - o The role of Artificial Intelligence and Machine Learning

- ✓ **Digital SC Transformation Roadmap**
    - o Case study II
    - o Pathways to pursue in the digital strategy
    - o Organizational challenges

- ✓ **Haier Exploration on Intelligent Manufacturin**g

- ✓ **The Future,** group-work discussion about the Digital Supply Chain of the Future

- ✓ **Further readings**

Instructors

- Dr. Shaoxuan Liu, Director of Ningbo Supply Chain Innovation Institute China
- Dr. Maria Jesus Saenz, Exec Director MIT SCM Blended Master and Leader MIT Digital SC Transformation Research
- Mr. Xueliang Ren, Senior Director of Haier Industrial Engineering