

The 18th International Conference on Operations and Supply Chain Management

And the 7th Strategic Supply Chain Leaders Forum

(19-21 July 2024, Shanghai, China)

Theme:	New Frontiers in Supply Chain Innovation: AI and Digital Technologies
Schedule:	Academic Program: International Conference on Operations and Supply Chain Management (19-20 July 2024) Industry Program: Strategic Supply Chain Thought Leaders Forum (21 July 2024)
Venue:	Tongji University (Academic Program); China-Europe International Business School(Industry Program)
Co-Organizers:	China-Europe International Business School, China (CEIBS) Tongji University CEIBS Institute of Supply Chain Innovations Association of Supply Chain and Operations Management (ASCOM)

Introduction

The rapid advancement of artificial intelligence (AI) and digital technologies has sparked a revolution in the field of supply chain management, ushering in new frontiers of supply chain innovation and transformative potential. In this context, AI and digital technologies are emerging as key drivers of change in supply chain management practices. Accompanied by the development and wide application of AI and digital technologies such as big data, Internet of Things, blockchain, etc., and the implementation of cross-border synergistic development and interconnection by many enterprises, which helps to construct an open, integrated, symbiotic and co creative ecosystem, the supply chain management is undergoing a rapid transformation towards digitization and intelligence, and is gradually transforming itself from the traditional chain structure into a platform-type ecological and complex network structure.

AI show great potential in areas such as demand forecasting, inventory optimization, and intelligent transportation planning. At the same time, digital technologies such as blockchain, IoT and big data analytics offer new possibilities for achieving supply chain operational efficiency, decision optimization, supply chain transparency and risk management. These emerging technologies are redefining the way supply chains operate, resulting in more efficient, flexible and sustainable solutions for enterprises. Therefore, in the background of AI and digital technology, there is a lot of research work that needs to be done on supply chain innovation. However, on the theoretical level, there is a lack of theoretical support on how to extract the general law of supply chain innovation on AI and digital technology from rich enterprise practices; on the methodological level, the existing research methods on supply chain innovation on AI and digital technology lack systematicity and integration; and on the practical level, the enterprises enter into the practice of supply chain innovation on AI and digital technology is still in the trial-and-error stage, and there is a lack of sufficient theoretical and methodological guidance.

This year (2024), the Association for Supply Chain and Operations Management (ASCOM) has

adopted the theme of "New Frontiers in Supply Chain Innovation: AI and Digital Technologies" with the aim of discussing cutting-edge theories, methods, and best practices under this theme. The application and development trend of AI and digital technology in supply chain innovation will be discussed in depth, aiming to provide a platform for academics, industry experts and practitioners to exchange ideas, share experiences and promote cooperation. The conference will widely invite scholars and representative enterprises interested in this topic to participate in the discussion.

Keynote speakers/ panelists of the Academic Conference Program

		
Prof. Xiande Zhao China Europe International Business School	Prof. En Xie Tongji University	Prof. Baofeng Huo Zhejiang University
		
Prof. Qinghua Zhu Shanghai Jiaotong University	Prof. Yugang Yu University of Science and Technology of China	Prof. Fujun Lai University of Southern Mississippi
		
Prof. Yinan Qi University of International Business and Economics	Prof. Anant Mishra University of Minnesota	Prof. Xiaosong(David) Peng Lehigh University

		
Prof. Ou Tang Linköping University	Prof. Baozhuang Niu South China University of Technology	Prof. Kejia Hu Oxford University
		
谭寅亮 中欧国际工商学院	袁海岗 赛意信息谷神 实验室首席架构师	王梯 京东物流低碳专家
		
钱陈 震坤行工业超市(上海有限 公司) 技术总监		

Academic Conference Program (19th-20th)

Date	Time	Schedule
July 19th	8:30-9:00	Open ceremony
	9:00-9:40	Keynote speech 1 by Prof. Qinghua Zhu NGO's Network Intelligence Strategy for ESG Enhancement in SMEs
	9:40-10:20	Keynote speech 2 by Prof. Xiaosong(David) Peng Pick Efficiency in Parts-to-Picker Picking Systems: Insights from An Ecommerce Order Fulfillment Center
	10:20-11:00	Keynote speech 3 by Prof. Anant Mishra Health Insurance and Labor Productivity: Evidence from Medicaid Expansion
	11:00-11:15	Coffee Break & Group photo
	11:15-12:00	Panel Discussion 1: AI 对制造业的影响

		Chair: Prof. Zheng Wen? Panelists: Prof. Qinghua Zhu, Prof. Xiaosong(David) Peng, Prof. Anant Mishra
	12:00-13:30	Lunch
	13:30-15:30	Parallel sessions
	15:30-16:00	Coffee Break
	16:00-18:00	Parallel sessions
	18:00-20:00	Dinner
July 20th	9:00-9:40	Keynote speech 4 by Prof. Yugang Yu 驱动数字智能产研融合研究范式探讨
	9:40-10:20	Keynote speech 5 by Prof. Ou Tang An outlook of hydrogen market from Swedish and European perspective
	10:20-11:00	Keynote speech 6 by Prof. Baozhuang Niu 跨境电商中的渠道冲突、协调与韧性
	11:00-11:15	Coffee Break
	11:15-12:00	Panel Discussion 2 中国企业如何利用 AI 重塑供应链并在国际竞争中取得优势 Chair: TBD Panelists: Prof. Yugang Yu, Prof. Ou Tang, Prof. Baozhuang Niu
	12:00-13:30	Lunch
	13:30-17:30	Special workshop: Big data and AI in supply chain management Co-chair: Kejia Hu, Fujun Lai, Yinliang Tan Session 1 chaired by Prof. Fujun Lai Session 2 chaired by Prof. Yinliang Tan Session 3 chaired by Prof. Fujun Lai
	17:30-18:00	Best Paper Award & Closing ceremony