Supply Chain Management and Value Co-Creation

PROF. DOUG LAMBERT
Director, Global Supply Chain Forum
Professor of Marketing and Logistics, The Ohio State University

Professor Lambert is a world-renowned leader in supply chain management research, and will be keynote speaker at the 2013 Smart Conference in Sydney (Australia’s largest annual supply chain event).

Monday 24 June, 2013 – two presentations
All UOW staff and students welcome
Please RSVP by Friday 21 June (for one or both presentations) to mhome@uow.edu.au or x4437.

10.30am – Seminar
“This Global Supply Chain Forum”
IIbSoR Presentation Room – 40.G13

2.30pm – Presentation and Workshop
“Value Co-Creation in Business to Business Relationships”
IIbSoR Presentation Room – 40.G13

More information on the presentations and speaker.