
BUSINESS & ACADEMIC PARTNERSHIP

Supply Chain Management for Efficient Consumer Response

Virtual Conference Program

13-14 October 2022



**13th Supply Chain Management for Efficient Consumer
Response Conference**

**Data Management of Digital Supply Chain in the
Whirlwind of Disruptions**

Adapting Shoppers to these (Ab) Normal Times-

**First day - Thursday
13 October 2022**

09:00 - 09:15

**Recording presentations
/Connection**

09:15 - 9:30

(Bucharest Time Zone - Eastern European Summer Time (EEST), UTC +3)

Inauguration Virtual Session – Welcome Speech

OXFORD Hall

Valahia University of Târgoviște

Time: Oct 13, 2022, 09:15 AM Bucharest (GMT+3)

Chairman Professor Virgil POPA

9:15 - 9:20 Welcome address by the Conference Host & Organizer - Chairman Virgil POPA

9:20 - 9:25 Welcome address by the Conference, Business Co-Chairman Ruediger HAGEDORN

9:25 - 9:30 Welcome address by the Conference, Academic Co-Chairman Theodor PURCĂREA

1st Virtual Session

9:30 – 14:30

Conference Presenter – Alina TĂBÎRCĂ



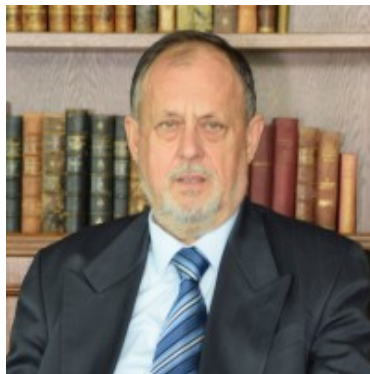
Time: Oct 13, 2022, 9:30 AM Bucharest (GMT+3)

9:30 – 9.50

Speaker: Professor Virgil POPA (On site)

**Founder & Coordinator of Supply Chain Management for Efficient
Consumer Response Conferences
Founder & Editor-in-Chief of Supply Chain Management Journal
Valahia University of Târgoviște**

**New Perspectives in Data Management of Supply Chains
in the Whirlwind of Disruptions**



9:50 – 10:00 Discussion & Change connection

10:00 – 10:20

Keynote Speaker: Ruediger HAGEDORN

(Online)

**Director End-to-End Value Chain & Standards Pillar
The Consumer Goods Forum**

Welcome: The Book of Change – Part I



10:20 – 10:30 Discussion & Change connection

10.30 – 10:50

Keynote Speaker: dr. Gerd WOLFRAM

(Online)

**CEO and Owner IoT Innovation & Consult I Partner Digital Connection I Author I
Cologne Area, Germany
Management Consulting to Consumer Goods Forum – Paris**

Welcome: The Book of Change – Part II



10:50 – 11.00 Discussion & Change connection

11:00 – 11:15

Keynote Speaker: Professor Michael BOURLAKIS

(Online)

**Director of Research for Cranfield School of Management
Group Head (Logistics, Procurement and Supply Chain Management) and
Director of Centre for Logistics & Supply chain Management - Cranfield University**

New Developments of Blockchain in Supply Chains



11:15 – 11:20 Discussion & change connection

11:20 - 11.40

Speakers: Col. Prof. Tomasz Jałowiec Phd and Dariusz Grala PhD

(Online)

War Studies University, Poland

Future Challenges for Military Logistic Systems and their Supply Chains



11:40 – 11:50 Discussion & change connection

11:50 – 12:00 Coffee break

12:00-12:20

Keynote Speaker: Professor Theodor PURCĂREA

(On site)

Romanian Committee of Distribution

Member of the Advisory Board of the Romanian Competition Council

President of the Romanian Distribution Committee

Honorary Member of SSMAR

Ex-Minister of Domestic Trade & Ex-President Romanian Competition Council

Retailers' challenges in improving digital supply chain performance based on good data management, empowering shoppers



12:20 – 12:30 Discussion & change connection

12:30 – 12:50

Speakers: Professor Costel NEGRICEA and PhD Student Matei PURCĂREA

(On site)

Rector of Romanian American University

Using disruptive technologies to empower student experiences and increase satisfaction metrics



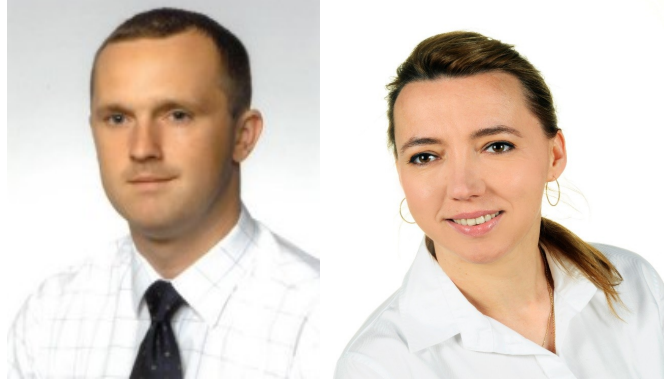
12:50 – 13:00 Discussion & change connection

13:00-13:20

**Speakers: Col. Prof. Tomasz Jałowiec Phd, and Katarzyna Pietrzyk-Wiszowaty PhD
(Online)**

War Studies University, Poland

Cargo Transportation Management in the Military Supply Chain



13:20 – 13:30 Discussion & change connection

13:30 – 13:50

Speaker: PhD Student Matei PURCĂREA (On site)

***Institute of National Economy, Romanian Academy*
Research Economist at the Romanian American University
Communication and PR Manager at the Romanian Distribution Committee**

Improving the efficiency of the e-commerce supply chain through the use of disruptive technologies



13:50 – 14:00 Discussion & change connection

14:00 – 14:20

Speaker: Associate Professor - Ed LINDOO

(Online)

Regis University, USA

The Ukraine War Effect on Global Supply Chains and what may be next



14:20 – 14:30 Discussion & change connection

15:00 – 18:00 Visit to the ARCTIC Company
(totally robotic with AI applications)

Second day - Friday

14 October 2022

2nd Virtual Session

10:00 – 14:00

(Bucharest Time Zone - Eastern European Summer Time (EEST), GMT +3)

Conference Presenter – Alina TĂBÎRCĂ

Chairman Professor Virgil POPA

10:00 – 10:30

Work-Shop With Students:

Supply Chain Data Management.

Curent standards and future innovations in turbulent conditions and disruptions in Consumer Goods Industry and Retail

***Ruediger HAGEDORN
Gerd WOLFRAM
Virgil POPA***

Shows: Virgil POPA, Oxford Hall

10:30 – 10:50

Speaker: Assistant Professor Gökhan KIRBAÇ

(On site)

**Head of the Air Logistics Department
Istanbul Kültür University, Turkey**

Quality Function Deployment (QFD) Application for Designing Digital Supply Chain Processes and Systems in a Manufacturing Company



10:50 – 11:00 Discussion & change connection

11:00 – 11:20

Speaker: Associate Prof. Mihaela ȘTEȚ

(Online)

**Technical University of Cluj-Napoca
Romania**

Energy efficiency of supply chains through digitization and technology



11:20 – 11:30 Discussion & change connection

11:30 – 11:50

Speakers: Professor Olga KOL

(Online)

**Head of the Department of Logistics and Supply Chain Management
of St. Petersburg State University of Economics,
Professor Sherbakov Vladimir V.
Saint-Petersburg**

**Prospects for the development of international logistics in Russia in the
context of sanctions**



11:50 – 12:00 Discussion & change connection

12:00 – 12:20

Speaker: Assoc. Prof. Valentin RADU, Assoc. Prof. Florin RADU

(On site)

Valahia University of Târgoviște

**Industry 4.0 and the Supply Chain Digitalization: A Blockchain Diffusion
Perspective**



12:20 – 12:30 Discussion & change connection

12:30 – 12:50

Speaker: Assoc. Prof. Paula BAJDOR

(Online)

Czestochowa University of Technology, Poland

The sustainable aspect of cloud computing



12:50 – 13:00 Discussion & change connection

13:00 – 13:20

Speaker: Minoli Hansamali NANAYAKKARA, Ph.D.

(Online)

University of Kelaniya – Sri Lanka

Supply Chain resilience amidst logistic disruptions and other challenges during Covid 19 pandemic



13:20 – 13:30 Discussion & change connection

13:30 - 13:50

Speaker: Emmanuel SUSITHA, Ph.D.

(Online)

University of Kelaniya – Sri Lanka

Strategic Choices of Digital Apparel Supply Chains to Achieve Competitive Advantage



13:50 -14:00 Discussion & change connection

14:00 - 14:15

Conclusions and Conference Closing Speech

15:00 – 17:00 Visit to the Royal Court of Targoviste