
BUSINESS & ACADEMIC PARTNERSHIP

Supply Chain Management for Efficient Consumer Response Hybrid Conference Program

12-13 October 2023



14th Supply Chain Management for Efficient Consumer Response Conference

**The Collaborative Management of Supply
Chains facing aggregated challenges in
sustainability, geopolitics and economic
development**

First day - Thursday
12 October 2023

09:00 - 09:15

**Recording presentations
/ Connection**

09:15 - 9:30

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

Inauguration Hybrid Session - Welcome Speech

OXFORD Hall

Valahia University of Târgoviște

Time: Oct 12, 2023, 09:15 AM Bucharest (GMT+3)

Chairmans:
Professor Virgil POPA and Ruediger HAGEDORN

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**

9:30 - 9:35 Welcome address, Vice Rector Valahia University of Târgoviște

Vice-Rector **Mircea DUICĂ**

1st Hybrid Session

9:35 - 14:30

Conference Presenter - Alina TĂBÎRCĂ Ph.D.



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

Session chairman: Professor Theodor PURCAREA

9:35 - 9.55

Speaker: Professor Virgil POPA Ph.D.

(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**

**Management of Supply Chain Resilience in (In) Security and Global Risks
Medium.**

***The Collaborative Management of Supply Chains in a volatile time through big
disruption by wars and networks from energy, transport and inflation***



9:55 - 10:00 Discussion & Change connection

10:00 - 10:25

Keynote Speaker: Ruediger HAGEDORN

(Online)

Director End-to-End Value Chain & Standards Pillar

The Consumer Goods Forum

The BIG SFIFT

THE BIG SHIFT



10:25 -10:30 Discussion & Change connection

10.30 -10:55

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

The BIG SFIFT



10:55 - 11.00 Discussion & Change connection

11:00 - 11:25

Speakers: Col. Prof. Tomasz Jałowiec Ph.D. Hab. and Dariusz Grała Ph.D.
(On site)

War Studies University, Poland

Innovations in military supply chains management



11:25 - 11:30 Discussion & change connection

11:30 - 11:55

Speaker: Professor Borna ABRAMOVIC Ph.D.

(Online)

University of Zagreb, Croatia

Chair of Railway Transport Management

Railway freight liberalisation in Croatia - first 10 years



11:55 - 12:00 Discussion & change connection

12:00 - 13:00

Coffee break. Sandwiches and snacks

13:00 -13:25

**Speakers: Professor Costel NEGRICEA PhD Hab
Rector of Romanian American University
and Matei PURCĂREA
(Romanian American University)**

(On site)

Key Supply Chain Management challenges, considerations and solutions in higher education deeper digital transformation



13:25 - 13:30 Discussion & change connection

13:30 - 13:55

Keynote Speaker: Professor Theodor PURCĂREA

(On site)

**Professor at the Romanian American University
Member of the Advisory Board of the Romanian Competition Council
President of the Romanian Distribution Committee**

Supply chain cross-functional visibility and long-term sustainability, enabling customers



13:55 - 14:00 Discussion & change connection

14:00 - 14.25

**Speaker: Assistant Professor Monika Vyas¹ (*) and Assoc. Professor Gunjan Yadav²
(Online)**

**Swarnim Startup and Innovation University,
Gandhinagar, Gujarat,
India**

Circular Supply Chain Management Challenges: Five WHY Technique



14:25 - 14:30 Discussion & change connection

14:30 - 14:55

Speaker: Matei PURCĂREA

(On site)

Romanian American University

Addressing Sustainability Challenges in Supply Chain Management through Artificial Intelligence and other disruptive technologies



14:55 - 15:00 Discussion & change connection

15:30 - 17:00

Visit to the Royal Court of Targoviste

Second day - Friday

13 October 2023

2nd Hybrid Session

10:00 - 15:30

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

Conference Presenter - Alina TĂBÎRCĂ Ph.D.

Session chairman: Professor Michael BOURLAKIS

10:00 - 10:05

Welcome word of the collaboration between

**Czestochowa University of Technology, Poland and
Valahia University of Targoviste, Romania**

Marta STAROSTKA-PATYK

10:05 - 10:40

**Speakers: Assoc. Prof. Marta STAROSTKA-PATYK Ph.D. Hab. and Dr. Ilona PAWEŁOSZEK
(Online)**

Czestochowa University of Technology, Poland

Generative AI transforming today`s logistics



10:40 - 10:45 Discussion & change connection

10:45 - 11:10

Keynote Speaker: Professor Michael BOURLAKIS Ph.D.

(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**

How food supply chain members collaborate to support disadvantaged consumers in light of the current economic challenges that consumers face going to food banks



11:10 - 11:15 Discussion & change connection

11:15 - 11:40

Speaker: Assistant Professor Gökhan KIRBAÇ

(On site)

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

Resilience and Sustainability of Global Supply Chains: An Analytic Hierarchy Process (AHP) Application



11:40 - 11:45 Discussion & change connection

11:45 - 13:00 Coffee break. Sandwiches and snacks

**Individual invitation to the Webinar organized by Michael Bourlakis,
Cranfield University**

13:00 -13:25

Speaker: Associate Prof. Mihaela ȘTEȚ Ph.D. eng and Ph.D. ec

(On-site)

**Technical University of Cluj-Napoca
Romania**

Electrification in Supply Chain: Benefits, Challenges and Perspectives.



13:25 - 13:30 Discussion & change connection

13:30 - 13:55

Speaker: Assoc. Prof. Paula Bajdor Ph.D. Hab.

(Online)

Czestochowa University of Technology, Poland

Sustainable entrepreneurship - present situation and future challenges.



13:55 - 14:00 Discussion & change connection

14:00 - 14:25

Speaker: Dr Irvine LANGTON; Post-Doctoral Fellow

(Online)

**Faculty of Management Sciences, Logistics and SCM Department,
Vaal University of Technology, Vanderbijlpark, South Africa**

Reverse Logistics Practices in Manufacturing Firms in South Africa



14:25 - 15:00 Discussion & change connection

15:00 - 15:25

Speaker: Jonas Shafondino Kamakela

(Online)

Ph.D. Student (Supply Chain Management) from University of Mauritius

**Supply chain risk and Tripods : Armed conflicts, Pandemics, and Technological progress
and their effect on restructuring the African supply chain.**



15:25 - 15:30 Discussion & change connection

15:30 - 15:45

Conclusions and Conference Closing Speech

16:00 - 18:00 Visit to ERDEMIR Company