

# Supply Chain Excellence: Tilting the competitive balance

*By Professor Ram Narasimhan, Michigan State University*

This presentation will focus on sources of complexity and managing complexity in supply chains. Industry examples will illustrate some principles that are useful in managing complexity dimensions.

**Registration** is needed to Pernille Holst Christensen – [phc@sdu.dk](mailto:phc@sdu.dk) – no later than May 5<sup>th</sup>.

Ram Narasimhan is a John H. McConnell endowed Professor of Business and a University Distinguished Professor at the Eli Broad Graduate School of Management, Michigan State University. Prior to joining Michigan State University, he was a research intern at MIT in the System Dynamics Group. He worked as an internal consultant for the Control Data Corporation in the Computer Manufacturing Division before pursuing an academic career. He has been active as an

industry consultant for GM, Chrysler, Nortel, Agilant, Rolls Royce and UpJohn, and governmental agencies. Ram has published prolifically in academic journals and is one of the most cited authors in supply chain management with over 7400 citations to date. He is a past president and Fellow of the Decision Sciences Institute. He is a senior editor of POMJ, associate editor of Decision Sciences Journal and associate editor of the Journal of Operations Management.

**May 6<sup>th</sup>**  
**16.00 to 17.30**  
**Campus Kolding,**  
**Engstien 1 – 1.74**



Event  
– open to all