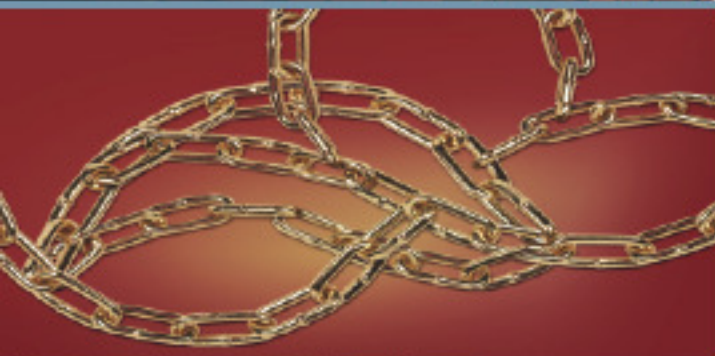




A BUSINESS-ENGINEERING  
JOINT RESEARCH CENTER  
AT LEHIGH UNIVERSITY



## Center for Value Chain Research

### Who We Are

The CVCR is a joint venture between Lehigh University's P.C. Rossin College of Engineering and Applied Sciences and the College of Business and Economics. A core group of over 25 faculty members from both colleges is affiliated with the Center.

### The Center's Mission

The CVCR is committed to promoting and conducting research and information exchange through the integration of emerging theory and best practices. The CVCR's research focuses primarily on Value Chain Planning and Development activities, which connect corporate strategy with value chain execution.

### What the Center Does

- Provides a unique, multidisciplinary approach to research, offering exciting new opportunities for innovation by integrating analytical and quantitative engineering approaches with process-driven and field-based business research.
- Brings together scholars and practitioners to establish a multi-disciplinary research agenda for information-enabled inter- and intra-organizational networks.
- Conducts annual symposiums and members-only roundtables, and develops customized on-site seminars
- Disseminates research findings through professional conferences, scholarly publications, and curriculum development.

## CVCR Management

### Co-Directors

Robert Trent, Ph.D. is the Supply Chain Management Program Director and George N. Beckwith Professor of Management

Larry Snyder, Ph.D. is an Associate Professor of Industrial and Systems Engineering.

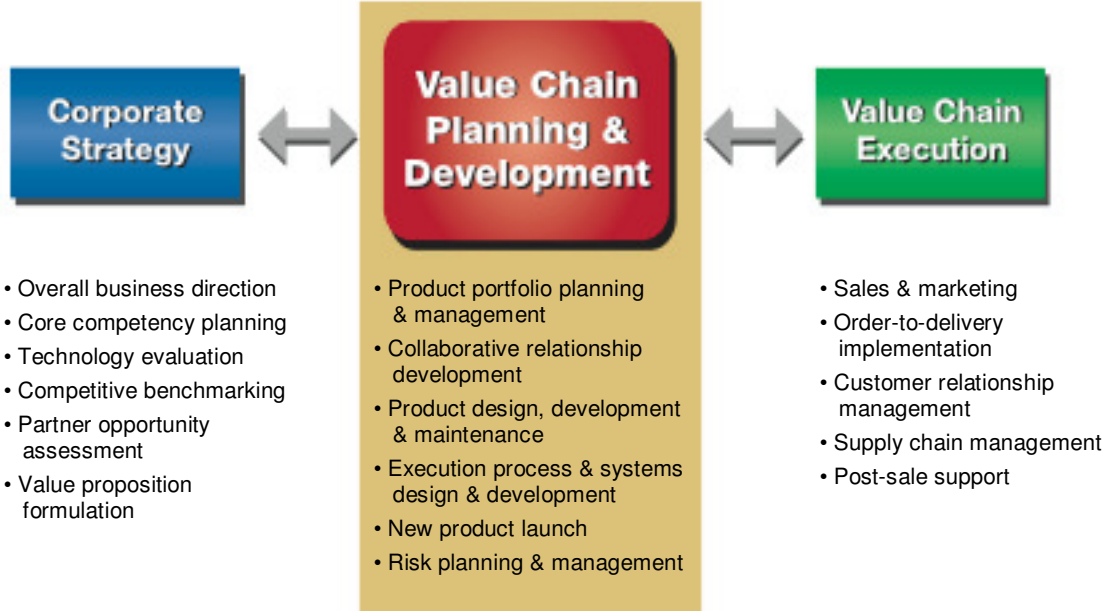
### Managing Director

Joel Sutherland, is the industry liaison and brings more than 30 years of experience both as an industry executive and professional association leader (past Board Chair of the Council of Supply Chain Management Professionals).

### Advisory Committee

Representatives from member companies provide advice and recommendations on a variety of issues to ensure the CVCR consistently provides the greatest value.

## Value Chain Planning & Development: The Linchpin that Connects Strategy with Execution



## Membership and Benefits

### Membership Levels

There are four levels of membership that provide a range of opportunities for companies to become involved in and gain from ongoing research and education efforts.

- **Basic Member:** \$2,500/year plus General Benefits.
- **Affiliate Member:** \$7,500/year plus General Benefits.
- **Associate Member:** \$20,000/year entitles company to a semester-long research project conducted by Lehigh student(s) and supervised by Lehigh faculty, plus General Benefits.
- **Research Member:** \$50,000/year entitles company to a Year-long research project led by Lehigh faculty member and graduate-level (business or engineering) student(s), plus General Benefits.

### General Benefits

Go to <http://www.lehigh.edu/cvcr/membership.html> to see complete membership benefits.

For more information:

[www.lehigh.edu/cvcr](http://www.lehigh.edu/cvcr)

Joel Sutherland  
Center for Value Chain Research  
Rauch Business Center  
621 Taylor Street  
Bethlehem, PA 18015  
[joel.sutherland@lehigh.edu](mailto:joel.sutherland@lehigh.edu)  
610-758-6428

Robert Trent  
College of Business and Economics  
Rauch Business Center  
621 Taylor Street  
Bethlehem, PA 18015  
[rjt2@Lehigh.EDU](mailto:rjt2@Lehigh.EDU)  
610-758-4952

Larry Snyder  
Dept. of Industrial & Systems Engineering  
Mohler Laboratory  
200 W. Packer Avenue  
Bethlehem, PA 18015  
[larry.snyder@lehigh.edu](mailto:larry.snyder@lehigh.edu)  
610-758-6696

