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News Release

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For Immediate Release

Dr. Haritha Metta to Receive CSCMP's 2011 Doctoral Dissertation Award

Lombard, Illinois USA (August 24, 2011)—The Council of Supply Chain Management Professionals (CSCMP) announced the selection of Dr. Haritha Metta, revenue management science analyst for Carnival Cruise Lines, as the recipient of its 2011 Doctoral Dissertation Award.

Dr. Metta will be honored for her research entitled *A Multi-Stage Decision Support Model for Coordinated Sustainable Product and Supply Chain Design* at the opening session of the 2011 CSCMP Supply Chain Management Educators' Conference (SCMEC) on October 2 in Philadelphia, Pennsylvania.

Dr. Metta's winning research developed a decision support model for coordinating sustainable product and supply chain design decisions using a multi-stage, hierarchical approach. The model evaluated alternate product designs and their corresponding supply chain configurations to identify the designs and configurations that most effectively produced economic, environmental, and societal benefits. The research's results provided insights into closed-loop supply chains and highlighted critical factors that impacted the supply chain's performance.

"Decision support models provide supply chain managers with a holistic view of the supply chain, as well as the long- and short-term impacts of the design decisions," said Dr. Metta. "To efficiently reduce the environmental and societal impacts of supply chains while maintaining profitability, the entire supply chain must be designed and managed from a total lifecycle perspective. The models also identify areas where performance improvements are needed."

Dr. Metta holds two degrees in mechanical engineering—a bachelor's degree from Vignana Jyothi Institute of Engineering and Technology in India and a master's degree from the University of Kentucky. She received her doctorate from the Department of Mechanical Engineering and the Institute for Sustainable Manufacturing at the University of Kentucky.

Her work has been published in industry journals and conference proceedings, and has been presented at national conferences. Her research interests are in the areas of supply chain design and optimization with a focus on sustainability and multi-criteria decision making

in complex systems.

CSCMP's Doctoral Dissertation Award is presented annually to the author of a submitted doctoral dissertation in a logistics- or supply chain-related field. The selected work must demonstrate significant originality and technical competence while contributing to the logistics and supply chain knowledge base. The award's objective is to encourage research that advances the theory and practice of logistics- and supply chain management-related areas.

Founded in 1963, the Council of Supply Chain Management Professionals is the leading worldwide professional association dedicated to education, research, and the advancement of the supply chain management profession. With nearly 9,000 members globally, representing business, government, and academia from 63 countries, CSCMP members are the leading practitioners and authorities in the fields of logistics and supply chain management.

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