



Continuing Education Hours Documentation Form

To: Guang Zeng, FANLI KONG, Jun Sun, MEIHUI WANG, LEILI JIN, feihong guan, Mingxiang Mu, Jin Yin, Shaohua Li, xia cao, Jing Yan, Mo Xiang, Jing Zheng, Junhui Zhou, Qing Cai, Shenzhen Zhang, Zhiyong Ji, Changlei Wang, Jing Xue, SHANGYU ZHANG, CHUNGTIEN WU, Caimowei, Seigun Kosabayashi, Yanlan SHAO, Hu Zhaoji, WENYU CHEN, Xinyu LIU, zhulian chen, Xu Yanli, lixin Yu, Yan YANG, Lingling Zhu, Siqi Liao, Jianwen Xu, Lizhaohui, Wang Liyu, lliujianyu, Yiming Zhu, YANG QI, Lili Wang, XIANFENG WANG, JING WANG, Xu Qin, Kanghong Zhu, Bo Peng, Ling Wang, Ailing Sun, CONG WEILONG, xian zhang, Zhou Yang, Yue Deng, yongjun Yin, Zhu Bingwei, WEIWEN ZHANG, Xuan Lu, Haibing Jiang, GUO YAN, Jingyi ZHOU, WEI JIN, RUN ZHUO, xiang feng, Guibin Li, SHEN Ying, JUAN SONG, Yifan WANG, Lin Peng, Ye Sang, Zhenhong Pang, CAN TANG, Xin Yin, Cheng Huang, WEIQI LIAO, Yi Zhang, jidong lu, Ling Liu, Yuan Gao, Wei Wang, Guoliang Tang, Chen Yanting, Qikai Shen, Yishuang Qiu, Yuhan Sun, Wei Yang, Yinghui Niu, Jiang Hu, Ying Zhang, YANG QI

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Event Description:

The poster hyperlink: http://event.31huiyi.com/2207465374

Event Name: MBA case sharing-Zhenhua heavy Industry's supply chain Transformation

Venue: Online; Event No. 22355; Date & Time: April 13,2022;20:00-21:30

Event Hours: 1.5h; Professional Development Points: 1.5

Event Introduction :

1. ZPMC's performance and difficulties.
2. Product characteristics of ZPMC and requirements for supply chain management.
3. Customer needs and difficulties of ZPMC.
4. Supply chain characteristics of ZPMC.
5. What can ZPMC offer?
6. How to find a new profit growth point for ZPMC.
7. ZPMC service chain supply decision.

Introduction

Shujun Xu

She is a doctor of management from Huazhong University of Science and Technology, postdoctoral student of Shanghai Jiaotong University, associate professor and doctoral supervisor of Business School of Shanghai University of Finance and Economics. She has been engaged in supply chain management since 1999 and is the first scholar to participate in supply chain management and participate in "supply chain management". At present, the main research direction is supply chain digital transformation research, operation management empirical research, strategic customer research.

Employer/Presenter's signature: 