

the **epic** ADVANTAGE

Student/Faculty Collaborative Research Experience

EPIC ADVANTAGE: An EPIC Experience at Sea: Ethnographically Sailing Through Scandinavia & Russia Exploring Supply Chain and Marketing From Port to Port

Dates: Late June to Early July (June 24, 2019 – July 5, 2019) or

Mid-June to Late-June (June 19, 2019 – July 1, 2019)

Credit: 2 credits (credit/no credit)

Leaders: Seth Powless and Terence Motsi

Application Deadline: October 15, 2018



Description of Experience and Research:

The goal of this program is to explore a host of busy European port cities along the Baltic Sea to discover how these cities operate from a supply chain, operations management, and marketing perspective. The goal is to determine if there are takeaways that can be applied to US-based port cities along the various interlocked and ocean waterways. Factors of exploration include the history and politics of the port cities selected, daily activities of each port from both a passenger and cargo lens, and surrounding business factors related to international marketing of these ports. We will explore how these ports operate, the impact on local and national economies, and how the ports play a role in the distribution of products as part of the supply chain along with their impact on pricing.

The principal cities for exploration all rest on the Baltic Sea and are considered exceptionally busy port cities with significant influence from a supply chain, logistics, and marketing perspective. The cities include Copenhagen, Aarhus, Berlin, Helsinki, St. Petersburg, Tallinn, and Stockholm. While in Helsinki participants will have the opportunity to visit and tour the Konecranes Inc. world headquarters. Konecranes, an intermodal supply chain firm, has offices in Springfield, Ohio and both faculty leaders of this experience have relationships established with this organization.

While at sea, participants and faculty will convene “lecture and discussion” meetings involving both small- and large-group dynamics. These “class meetings” will center on both the passenger experience and variables associated with being a passenger ourselves which makes this an ethnographic study as well. The content will include discussions and writing assignments along with field work related to the next port of call on the itinerary. This could include interviews with cruise staff, ship exploration and assessment from a narrower lens within the context of the broad supply chain/marketing discipline, or some combination dependent on the student’s interest.

While in port, we will explore venues with a critical supply chain and marketing lens and engage in SWOT analysis of each port and selected variables (dependent on student’s interest) and at the conclusion of the program, compare and contrast both the ports to each other as well as major port cities within the U.S.

**Faculty:**

Seth Powless is Assistant Professor of Global Management with a specialization in Supply Chain/Operations Management and Management Information Technology at Earlham and a consultant and owner of P.A.R. Consulting, LLC. He has taught courses on global supply chain, operations, transportation and logistics, information technology, professional communication, and has created a certificate program for Fiat-Chrysler North America in Transportation and Logistics. His research areas include public-private partnerships in operations management, technology-enabled systems in transportation and logistics systems, and innovation in delivery systems. Seth also has industry experience in both industry and retail logistics, social media marketing, and cybersecurity. Seth currently consults in the areas of cybersecurity, transportation and logistics strategies, and technology adoption for consumers. Seth has traveled extensively through cruise ships all over the world and has vast experience with this mode of travel.

Terence Motsi is Assistant Professor of Global Management with a specialization in Marketing at Earlham. He has taught courses in consumer behavior, international business, international marketing and social media marketing. His research areas of experience are country of origin marketing, consumer ethnocentrism, stereotypes in international marketing, buy national campaigns, and fair-trade labelling and consumption behavior.

Expectations for Students:

While engaging in readings and discussions, participants will also be expected to work on an individual research project exploring a topic relevant to the theme and students' interests. Although the focus of this EPIC experience is supply chain and marketing, it is an appropriate experience for those interested in geography and planning, politics, history, sociology, and technology.

Dates of Experience:

Dates are still tentative

Application Dates:

Applications can be received from students starting on Sept. 15, 2018. Application window closes on Oct. 15, 2018.

Link to Application:

Apply in Handshake

Preparation:

Students will be required to take a 1 credit EPIC Advantage Orientation seminar during the Spring 2019 academic semester. This seminar will provide the necessary background and travel logistics for students to maximize the experience. Class meeting dates/times will be determined in the future.

Student Eligibility:

Rising Sophomores, juniors, or seniors are eligible to apply.

Cost to Student:

This experience is funded as an EPIC ADVANTAGE opportunity. Funding includes travel, room and board, and other expenses required by the program. Passports and immunizations as well as other personal expenses will be covered by students. Students who are accepted and withdraw after January 15, 2019 must reimburse the college for all expenses committed on their behalf.

Program plans subject to change.

Program Policies: <https://earlham.edu/academics/off-campus-study/program-policies/>