



STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

January 4-5, 2011 Riviera Hotel-Casino, Las Vegas, NV, USA



ENTERTAINMENT
STORAGE
ALLIANCE™



Cheng Li, Associate Professor of Management, California State University, Los Angeles



Vivian Sultan, Researcher, California State University, Los Angeles

TITLE

Digital Content Supply Chain Management

ABSTRACT

The media and entertainment industry is transitioning from the traditional content delivery process to the new digital content delivery process. The purpose of this presentation is to introduce proven supply chain management technologies that may be helpful to the management of the new digital process. This presentation will include:

- A comparison of the traditional and the new digital content delivery processes.
- An overview of the supply chain management techniques that may be applied to the M&E industry. Examples include:
 - o Industry hubs on the internet;
 - o CPFR (Collaborative Planning, Forecasting, and Replenishment) framework; and
 - o Planning and scheduling platforms for collaboration among companies.

BIOGRAPHY

Dr. Cheng Li is Associate Professor of Management at California State University, Los Angeles. He has taught a wide range of supply chain and project management courses, at both the undergraduate and the MBA levels. Dr. Li has published extensively. His publications include articles on Decision Sciences, International Journal of Operations Management, Business Forum, Journal of Business Forecasting, and Journal of Business Ethics. Dr. Li received his MBA in operations management in 1986 and Ph.D. in Business in 1989 from Indiana University at Bloomington. Dr. Li was a project management consultant to the City of Los Angeles for nine years, specializing in information technology project management. He served on the IT Project Management Methodology Steering Committee and is a member of the core development team that wrote the Methodology. He worked with experienced project managers and other consultants for the City on a number of major IT projects. Dr. Li also served as the coordinator of project management training programs for the City. In addition, Dr. Li consulted for A. O. Smith, FedEx, IBM, California State University, Northridge, and several small companies in Southern California. The projects involve the design and implementation of supply chain systems, business process improvement, and international trade.

Vivian Sultan is a researcher and a sessional lecturer at California State University (CSULA), College of Business & Economics, where she initiated projects to promote the school image as a provider of leading edge ideas and skills. Vivian holds an MBA in Finance from CSULA, a BA in Economics & Business Administration from the American University (AUC). She is currently enrolled in CSULA MSIS program. Vivian performed project work in database problem-solving, business applications of information technology, the acquisition of application systems, and quality management design to establish procedures, and metrics.

Prior to her current role at CSULA, Vivian served as an account product manager at Walt Disney Studios Home Entertainment where she was responsible for VMI accounts replenishment planning, new release and catalog orders placement, OTB management and tracking. Vivian had a key role in the testing and the development phase of the replenishment system and the implementation of SAP at WDSHE. Previously, Vivian was involved in the management of a small business for which she was recognized as being a "Champion of Small Business" by the Los Angeles Business Journal.