

Newsroom

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Parker College of Business logistics students win at annual IANA competition

MAY 7, 2019



Four senior logistics and supply chain management students in the Parker College of Business brought home a second consecutive win from the Intermodal Association of North America (IANA) Logistics and Supply Chain Management Case Competition in Jacksonville, Florida.

Alecia Breen, Madeleine Haney, Shelby Bates and Tate Robinson won first place after competing against six other student teams from Auburn University, University of Arkansas, University of Maryland, University of North Florida, University of North Texas and the University of South Florida during the 11th annual event in April.

This year's focal case required students to leverage topical knowledge about types of intermodal equipment, regulatory limitations, due date promises and analytical computations to find the most cost-efficient shipping plan for a sub-network of parcel package carrier's operations.

"Our team worked hard and delivered a top-notch presentation," said Jerry Burke, Ph.D., the team's advisor and a professor and chair of the Department of Logistics and Supply Chain Management. "The industry judges made a point to let me know our team did an excellent job. Many thanks to IANA for supporting these competitions and also for supporting the Department of Logistics and Supply Chain Management as an IANA Scholar School."

Larry Gross of Gross Transportation Consulting was commissioned to develop the intermodal case study specifically for the competition. The student presentations were judged by a group of business professionals representing a broad section of intermodal supply chains.

In addition to competing, the students enjoyed a Behind the Tracks tour hosted by CSX at the corporate headquarters in downtown Jacksonville, where students had the opportunity to network with industry professionals and their peers, learn about the academic programs at other universities, and hone their analysis and presentation skills.