rethinc. LABS

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Rethinc. Labs is an initiative of the Frank H. Kenan Institute of Private Enterprise, a business policy think tank affiliated with the University of North Carolina's Kenan-Flagler Business School. Rethinc. Labs is a consortium of academic, industry and government researchers who investigate how organizations use technology to achieve strategic objectives.

The consortium is composed of groups focused on specific areas of research, such as digital supply chains, business operations, financial technology and artificial intelligence, with an explicit understanding that many of these subject areas intersect and overlap. For this reason, the organizational structure encourages cross-pollination of ideas and methods among the labs.

UNC Kenan-Flagler Business School has partnered with a number of leading organizations, including Ripple, IBM, JP Morgan, SunTrust Banks, SAS and North Carolina State University, as part of the Rethinc. Labs initiative.

EMERGING TECHNOLOGIES

Rethinc. Labs will focus on a variety of emerging technologies, including:

- ✓ Artificial Intelligence
- ✓ Blockchain/Distributed Ledger
- ✓ Additive Manufacturing
- ✓ Internet of Things (IoT)/Edge Computing
- ✓ Advanced Robotics, Autonomous Vehicles and Drones
- ✓ Augmented, Virtual and Mixed Reality
- ✓ Prescriptive Analytics
- ✓ Natural Language Processing (NLP) and Generation
- ✓ Quantum Computing

KENAN INSTITUTE of Private Enterprise

UNC KENAN-FLAGLER BUSINESS SCHOOL

Rethinc. Value Chain Lab

Jay Swaminathan
GlaxoSmithKline Distinguished Professor of Operations
Director of Value Chain Lab

Global value chains are highly complex systems through which today's businesses and consumers demand quality, safety, transparency, ethical sourcing and ever-faster delivery speeds.

From additive manufacturing and the internet of things to driverless vehicles and drone delivery, the Rethinc. Value Chain Lab examines the unprecedented transformation taking place in business operations and logistics, and how emerging technologies are changing the way companies large and small make decisions about how they do business.

The Lab serves as a pan-university think tank and is designed to provide companies access to leading research and best practices in the field on issues such as artificial intelligence, machine learning and other leading technologies.

Partnership with the Rethinc. Value Chain Lab offers companies a number of potential benefits, including:

✓ Alignment of the company's strategic objectives with Kenan-Flagler faculty, Ph.D. students and postdoctoral researchers on emerging technologies' effects on business

✓ Joint development of intellectual property in mutually agreeable research areas

✓ Membership in a faculty-led Value Chain Roundtable

✓ Opportunity to present to MBA and undergraduate classes

✓ Access to and engagement with Kenan-Flagler students

✓ Participation in co-branded white papers

✓ Participation in Rethinc. Labs and Rethinc. Value Chain Labs events and conferences

✓ Customized executive education programs

For more information, contact:
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