

USC AND ASCM LAUNCH INDUSTRY AI BENCHMARK TO TRACK THE FUTURE OF SUPPLY CHAIN TRANSFORMATION

Annual research initiative will provide a comprehensive view of AI adoption, impact and maturity across global supply chains



LOS ANGELES, CA, UNITED STATES,

August 13, 2026 /EINPresswire.com/ -- The University of Southern California Marshall Randall R. Kendrick Global Supply Chain Institute and the [Association for Supply Chain Management](#) (ASCM) have launched the supply chain profession's most comprehensive annual benchmark for agentic AI adoption, investment and impact.

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The annual research initiative will provide a recurring, data-driven view of how agentic AI is advancing across the global supply chain profession — from emerging use cases and organizational adoption to its impact on jobs, functions, processes and business performance. The research will also assess investment and venture capital activity, C-suite and board priorities, and the organizational capabilities required to translate AI innovation into measurable value.

By combining USC Marshall's academic expertise with ASCM's global industry reach, the collaboration aims to create a definitive annual benchmark for agentic AI in supply chain enabling organizations and leaders to measure progress, identify emerging trends and benchmark their AI strategies and maturity against the broader market.

"Artificial intelligence is rapidly reshaping how supply chains operate, but organizations often lack reliable benchmarks to understand where they stand and what success looks like," said Nick Vyas, founding executive director of the USC Marshall Randall R. Kendrick Global Supply Chain Institute. "Through this collaboration, we are building a research foundation that goes beyond individual case studies or point-in-time surveys to provide an ongoing view of AI's role in transforming supply chains."

The research will examine how AI is being deployed across end-to-end supply chain functions and processes. It will also explore adoption trends, technology investments, organizational readiness, workforce impacts, and the role of solution providers and consulting partners in accelerating AI implementation. The initiative is designed as a longitudinal annual report, allowing organizations to track changes in agentic AI adoption, maturity and impact year over year. The findings are intended to inform the global supply chain community on the advancement of agentic AI; identify the education, skills and resources needed to keep pace with change; provide policymakers with insight into its workforce and economic implications; and help boards and C-suite leaders make more informed decisions about supply chain strategy, investment and the return generated through AI-driven innovation.

"As AI continues to reshape the global business landscape, supply chain leaders need credible research to guide strategic decision-making," said ASCM CEO Abe Eshkenazi, CSCP, CPA, CAE. "This collaboration reflects our commitment to providing the profession with an objective barometer and actionable insights that help organizations understand how AI is being adopted, where value is being created, and what trends are likely to shape the future of supply chains."

Research findings will be shared through annual reports, executive briefings, presentations, and industry events, creating a trusted resource for practitioners, academics, technology providers and business leaders seeking to understand AI's evolving role in supply chain management.

Abe Eshkenazi and Nick Vyas will discuss the initiative during a special podcast at the 14th Annual Global Supply Chain Excellence Summit, hosted by the USC Marshall Randall R. Kendrick Global Supply Chain Institute on August 13–14, 2026. Subsequently, the inaugural benchmark report will be released in December 2026, delivering the industry's first comprehensive view of AI adoption, maturity, and impact across the supply chain profession.

About ASCM

The Association for Supply Chain Management (ASCM) is the global pacesetter of organizational transformation, talent development and supply chain innovation. As the largest association for supply chain, ASCM members and worldwide alliances fuel innovation and inspire accountability for resilient, dynamic and sustainable operations. ASCM is built on a foundation of world-class APICS education, certification and career resources. For more information, visit ascm.org.

About the USC Marshall Randall R. Kendrick Global Supply Chain Institute

The USC Marshall Randall R. Kendrick Global Supply Chain Institute (Kendrick GSCI) exists to predict, mitigate, and alleviate supply chain disruptions by leveraging its global network, renowned faculty, and industry experience. Through its core pillars of Network, Education, and Advanced Research (NEAR), the Institute keeps its member community informed on critical industry trends while cultivating innovative, resilient student leaders. The Kendrick GSCI aims to drive a digitally transformative, data-driven supply chain ecosystem that delivers on the triple-

bottom-line of agility, resiliency, and sustainability. To learn more, visit uscsupplychain.com.

Mindy Weinstein

Association for Supply Chain Management

MWEINSTEIN@ASCM.ORG

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