

Plenary Session

Friday, April 20, from 8:00 am – 9:00 am, Ballrooms D & E

“Socially Responsible Operations at UPS”

Lisa Lynn, Corporate Relations Manager, The UPS Foundation

Abstract: Through a range of innovative global programs, The UPS Foundation, the philanthropic arm of UPS, has developed a multi-faceted approach to corporate philanthropy, allowing the company to leverage its immense logistics and supply chain knowledge to help build stronger and safer communities.

Biography: Lisa Lynn currently holds the position of corporate relations manager for The UPS Foundation, the charitable arm of UPS. She is responsible for managing the diversity portfolio of the Foundation, which includes both grants and sponsorships, communications, and the national execution of the company’s \$50m plus annual United Way campaign.

A UPS employee for 11 years, prior to joining the Foundation on 2010, Lisa’s career has consisted of various positions in the Marketing Department. In 2000, she joined the company as Vice President of Market Development for UPS eVentures, a corporate incubator positioned to expand UPS’ portfolio of offerings into non-traditional web based businesses. In 2002, she accepted the position of Retail Marketing Director, where she led the market testing, and subsequent re-branding of nearly 4,000 locations of Mail Boxes, Etc. to The UPS Store™. Following the brand conversion, Lisa became the Director of Marketing for UPS’s retail channel operations. In 2009, she joined UPS’s product development team, creating and testing UPS Direct to Door, a UPS delivered media product.

A native of Chicago, IL, Lisa holds a Bachelor of Art from Columbia. Lisa lives in Atlanta, GA and is a certified kickboxing instructor.



“Socially responsible operations: Hype or reality?”

Professor ManMohan S. Sodhi

Cass Business School, London and Indian School of Business, Mohali

Abstract: Words like ‘triple bottom line’, ‘social enterprise’ or ‘social business’, ‘sustainability’, ‘environmental-friendly’, etc. are getting bandied around now just like ‘global warming’ and ‘carbon footprint’ were only a year or so ago, with pictures of smiling children or workers from developing countries in corporate ads in the background. Indeed, it seems ‘corporate social responsibility’ has morphed into a new vocabulary to match the mood of consumers in the post-financial crisis era. However, some businesses seem to be realizing that responsibility to shareholders requires responsibility to other stakeholders including communities and even future generations. In this presentation, we look into the range of activities some companies are undertaking along these lines. To the extent these are genuine efforts to benefit diverse stakeholders, there is need for careful re-examination of existing assumptions about operations. As such, we also discuss these ‘socially responsible operations’ as a source of research topics that researchers can investigate to benefit not only these companies’ shareholders but also other stakeholders including society at large.

Biography: Professor Sodhi received his Ph.D. in management science from the Anderson Graduate School of Management at UCLA in 1994. Subsequently, he taught operations management at the University of Michigan Business School where his research in the trucking industry was funded by the Sloan Foundation. His research interests lie in supply chain management, in particular in supply chain risk.

Prof. Sodhi also has a visiting position at the Indian School of Business (ISB) where he is Executive Director of the Munjal Global Manufacturing Institute.

Prior to joining Cass Business School in August 2002, Professor Sodhi was Vice President at a software company based in San Jose. Previously, he worked as Director for enterprise e-business strategy at Scient and, prior to that, as Manager in the Supply Chain Practice at Accenture. He has worked with clients in a variety of industries including consumer electronics, commodity and specialty chemicals, petroleum products distribution, hospitality industry procurement, and airlines.

He has published in numerous academic and managerial journals including Operations Research, Journal of Operations Management, Harvard Business Review, Sloan Management Review, Interfaces, and Supply Chain Management Review. He is Editor of the Annual Edelman Awards issue of Interfaces and has been Chief Editor of INFORMS Online.

