

Panels, Workshops, and Tutorials

Friday, 10:00 AM - 11:30 AM

30	Friday, 10:00 AM - 11:30 AM, Salon D <i>Session:</i> International Panel on Global Perspectives in the Role of Services <i>Chair(s):</i> Veronica Martinez Andy Neely	<i>Track:</i> Service Operations
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043-1668 International Panel on Global Perspectives in the Role of Services
Morgan Swink, Professor, Michigan State University, United States
Chris Voss, Emeritus Professor, University of Warwick, United Kingdom
Marcia Silva, Professor, Universidade São Paulo, Brazil
Shuo-Yan Chou, Professor, National Taiwan University, Taiwan, Republic of China
Andy Neely, Professor, Cambridge University, United Kingdom
Veronica Martinez, Professor, Cranfield University, United Kingdom

This panel explores and debates on the perception and roles of services from four macro-economic regions around the globe, two emergent and two mature economies. Aiming to bring academic experts in 'Service Operations' from four geographical regions, the panel opens the debate with some meta-management questions for the panelist.

34	Friday, 10:00 AM - 11:30 AM, Salon J <i>Session:</i> Practitioner and Commercial Panel on Issues in HCOM <i>Chair(s):</i> Nezhil Altay	<i>Track:</i> Humanitarian Operations and Crisis Management
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043-1665 Practitioner and Commercial Panel on Issues in HCOM
Jock Menzies, Unreported, TermCorp, United States

Research in HOCM has gained popularity over the past five years. However, are we asking the right questions? This panel is an opportunity for HOCM researchers to hear about the real problems practitioners and their commercial partners have on the ground and during long-term planning.

Friday, 01:30 PM - 03:00 PM

64	Friday, 01:30 PM - 03:00 PM, Suites IV <i>Session:</i> Publishing Your Healthcare Operations Research - Panel <i>Chair(s):</i> Craig Froehle	<i>Track:</i> Healthcare Operations Management
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043-1625 Publishing Your Healthcare Operations Research - Panel
Craig Froehle, Associate Professor, University of Cincinnati, United States
Murray Cote, Associate Professor, Texas A&M University College Station, United States
John Fowler, Professor, Arizona State University Tempe, United States
Bruce Golden, Professor, University of Maryland, United States

An interactive panel with leading editors and researchers in healthcare operations on how (and why) to get your research published in both OM and healthcare industry journals.

Panels, Workshops, and Tutorials

Friday, 03:30 PM - 05:00 PM

87	Friday, 03:30 PM - 05:00 PM, Suites I <i>Session:</i> Innovations in Teaching <i>Chair(s):</i> Gal Raz Sebastian Fixson	<i>Track:</i> Supply Chain Contracting
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043-1495 Innovations in Teaching
Gal Raz, Associate Professor, University of Virginia, United States
Sebastian Fixson, Associate Professor, Babson College, United States
Glen Schmidt, Associate Professor, University of Utah, United States

This session is comprised of three speakers who will each provide perspective on the topic of adapting the classroom to better fit the changing student demographics and including advances in the available technologies and tools. The aim will be to solicit and encourage discussion from the session attendees as well.

90	Friday, 03:30 PM - 05:00 PM, Suites IV <i>Session:</i> Practitioner Panel: Healthcare Operations and Lean Practice: What are we waiting for? <i>Chair(s):</i> Linda LaGanga	<i>Track:</i> Healthcare Operations Management
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043-1626 Healthcare Operations and Lean Practice Panel: What are we waiting for?
Linda LaGanga, Director of Quality Systems & Operational Excellence, Mental Health Center of Denver, United States
Craig Iverson, Lean Six Sigma Process Improvement Manager, Mental Health Center of Denver, United States
Surya Pathak, Assistant Professor, University of Washington Bothell, United States
Mario Harding, Administrative Director, Denver Health, Department of Medicine, United States
Elizabeth Lowdermilk, Physician (MD), Denver Health, United States

Our panel integrates the perspectives of healthcare providers, administrators, and researchers. We present predictive models and results of actual rapid improvement events, focusing on wait time and delays in healthcare organizations. We consider quantifiable and qualitative benefits of reducing waste and waiting time, and the value in healthcare organizations.

Friday, 05:15 PM - 06:45 PM

113	Friday, 05:15 PM - 06:45 PM, Suites I <i>Session:</i> Designing an OM Course <i>Chair(s):</i> Roger Schmenner	<i>Track:</i> General Track
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043-0027 Designing an OM Course with Swift, Even Flow at its Center
Roger Schmenner, Emeritus Professor, Indiana University Indianapolis, United States

How can you raise the stature of OM in your business curriculum? How to make OM students' favorite course? The secret revealed. Schmenner discusses how using the concept of swift, even flow as the integrating theme of the course can turn students on to the importance of operations.

116	Friday, 05:15 PM - 06:45 PM, Suites IV <i>Session:</i> Teaching Healthcare Operations - Panel <i>Chair(s):</i> Hari Balasubramanian	<i>Track:</i> Healthcare Operations Management
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043-1623 Panel: Teaching Healthcare Operations Management
Hari Balasubramanian, Assistant Professor, University of Massachusetts Amherst, United States
Elisa Long, Assistant Professor, Yale University, United States
Amy Cohn, Associate Professor, University of Michigan Ann Arbor, United States

This interactive panel will discuss strategies to teach healthcare operations management. The panelists will touch upon aspects such as structuring syllabi; adjusting the technical details depending on the student audience (clinicians/administrators/engineers/business school students); and the necessity and difficulty of using real world datasets for pedagogical reasons.

124	Friday, 05:15 PM - 06:45 PM, Spruce <i>Session:</i> Sustainable Sourcing and Supply Chain Management: Thought Leader Panel <i>Chair(s):</i> Craig Carter	<i>Track:</i> Purchasing and Supply Management
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043-1642 Sustainable Sourcing and Supply Chain Management: Thought Leader Panel
Lisa Ellram, Professor, Miami University, United States
Susan Golcic, Professor, Colorado State University Fort Collins, United States
Robert Klassen, Professor, University of Western Ontario, Canada
Zhaohui Wu, Associate Professor, Oregon State University, United States

Thought leaders will share their perspectives concerning the current state of sustainable supply chain management (SSCM) research and future directions. The discussion will focus on supply management and the broader supply chain, empirical research, and opportunities to marry empirical and analytical techniques as this research stream moves forward.

Panels, Workshops, and Tutorials

Saturday, 08:00 AM - 09:30 AM

145	Saturday, 08:00 AM - 09:30 AM, Silverton <i>Session:</i> Industry Studies, Public Policy and Organizational Learning <i>Chair(s):</i> John Gray	<i>Track:</i> Learning and Knowledge Management in OM
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043-1661 Panel on Industry Studies, Public Policy, and Organizational Learning
John Gray, Assistant Professor, Ohio State University, United States
Geoffrey Parker, Professor, Tulane University, United States
Nitin Joglekar, Associate Professor, Boston University, United States
Edward Anderson, Associate Professor, University of Texas Austin, United States

This panel discussion will address research and managerial opportunities at the intersection of public policy and operational decision making from an organizational learning perspective. This will be followed by an interactive discussion of underlying issues for industry studies and public policy work in broader POM settings.

148	Saturday, 08:00 AM - 09:30 AM, Mattie Silks <i>Session:</i> Service Operations Analysis - training students for success in the service economy <i>Chair(s):</i> Scott Sampson	<i>Track:</i> Service Operations
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043-1669 Tutorial on Service Operations Analysis
Scott Sampson, Professor, Brigham Young University, United States

This session will discuss an important new SOM tool known as PCN Analysis. The PCN Analysis tool enables students to document service operations, uncover system deficiencies, identify strategic improvements, and systematically explore innovation opportunities. Recent experience has shown that students love PCN Analysis, and find it intuitive and insightful.

Saturday, 10:00 AM - 11:30 AM

164	Saturday, 10:00 AM - 11:30 AM, Salon J <i>Session:</i> The role of media in humanitarian operations <i>Chair(s):</i> Kate Hughes	<i>Track:</i> Humanitarian Operations and Crisis Management
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043-1664 Media Panel
Stephen Ross, Professor, Columbia University, United States

A panel discussion on the impact of media on donations and humanitarian operations.

167	Saturday, 10:00 AM - 11:30 AM, Suites III <i>Session:</i> Editorial Panel on Empirical Research in Operations Management <i>Chair(s):</i> Manpreet Hora	<i>Track:</i> Empirical Research in Operations Management
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043-1641 Editorial Panel on Empirical Research in Operations Management
Thomas Choi, Professor, Arizona State University Tempe, United States
Robert Klassen, Professor, University of Western Ontario, Canada
Michael Lapré, Associate Professor, Vanderbilt University, United States
Aleda Roth, Professor, Clemson University, United States

This session includes a panel of scholars who have extensively published empirical work and are serving as editors (including Associate Editors and Senior Editors). They will discuss their view on the trajectory of empirical research in OM focusing on engaging conceptual research questions, current issues and trends and emerging themes.

174	Saturday, 10:00 AM - 11:30 AM, Mattie Silks <i>Session:</i> Teaching Service Operations <i>Chair(s):</i> Mark Davis Janelle Heineke	<i>Track:</i> Service Operations
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043-1666 Workshop on Teaching Service Operations
Mark Davis, Professor, Bentley University, United States
Janelle Heineke, Boston University School of Management, United States
Joy Field, Associate Professor, Boston College, United States

The goal of this workshop is to introduce some class exercises that not only emphasize topics covered in a service operations management course, but actually integrate many of them into the design of the course itself. These course-related examples demonstrate the significant value that is generated in the course.

Panels, Workshops, and Tutorials

Saturday, 12:30 PM - 02:00 PM

195	Saturday, 12:30 PM - 02:00 PM, Suites V	<i>Track:</i> Manufacturing Operations
	<i>Session:</i> Emerging Challenges in Manufacturing Supply Chains - An Expert Panel's Perspective	
	<i>Chair(s):</i> Steve Melnyk	

043-1575 Emerging Challenges in Manufacturing Supply Chain - An Expert Panel's Perspective
Steve Melnyk, Professor, Michigan State University, United States
Craig Carter, Associate Professor, Arizona State University Tempe, United States
Phillip Carter, , ,
Barbara Flynn, Professor, Indiana University, United States

The emphasis on contract manufacturing, globalization and servicization have increased manifold in recent years. This expert panel discussion would explore the set of challenges due to these recent developments and present insights into the strategic approaches to deal with the challenges.

200	Saturday, 12:30 PM - 02:00 PM, Mattie Silks	<i>Track:</i> Service Operations
	<i>Session:</i> Intersection of Hospitality and Healthcare	
	<i>Chair(s):</i> Rohit Verma	

043-1122 The Intersection of Hospitality and Healthcare: Exploring Lessons for Research and Practice
Rohit Verma, Professor, Cornell University, United States
Kenneth Boyer, Professor, Ohio State University, United States
Craig Froehle, Associate Professor, University of Cincinnati, United States
Srinagesh Gavirneni, Associate Professor, Cornell University, United States
Rachna Shah, Associate Professor, University of Minnesota, United States

Both healthcare and hospitality depends on the core principle of creating a culture of respectful treatment and valuing their stakeholders. Despite obvious differences regarding the purpose, both types of organizations also share many common operational functions. The purpose of this panel discussion is to find areas of research.

Saturday, 02:15 PM - 03:45 PM

223	Saturday, 02:15 PM - 03:45 PM, Silverton	<i>Track:</i> Learning and Knowledge Management in OM
	<i>Session:</i> OM Research in Learning and Knowledge Management	
	<i>Chair(s):</i> Kevin Linderman Aravind Chandrasekaran	

043-1662 Panel on OM Research in Learning and Knowledge Management
Aravind Chandrasekaran, Assistant Professor, Ohio State University, United States
Kevin Linderman, Associate Professor, University of Minnesota, United States
Michael Lapré, Associate Professor, Vanderbilt University, United States
Cheryl Gaimon, Professor, Georgia Institute of Technology, United States
Nitin Joglekar, Associate Professor, Boston University, United States
Roger Bohn, Professor, University of California San Diego, United States

This panel will discuss contemporary research issues in Learning and Knowledge Management in Operations. We will focus primarily on how to do rigorous and relevant research in this area and how evidence from OM research can inform research in strategy and organizational theory.

226	Saturday, 02:15 PM - 03:45 PM, Mattie Silks	<i>Track:</i> Service Operations
	<i>Session:</i> Spa and Wellness Service Management	
	<i>Chair(s):</i> Jay Kandampully	

043-1667 Executive Panel on Spa and Wellness Service Management
Richard Dusseau, President, Trilogy Spa Holdings, United States
Lynne McNees, President, International SPA Association, United States
Ela Stimpson, Chairman, International SPA Association, United States
Lydia Hanks, Assistant Professor, Florida State University, United States
Michael Collins, Associate Professor, Coastal Carolina University, United States
Jay Kandampully, Professor, Ohio State University, United States

To meet the demands of customers in an increasingly competitive market, spa and wellness firms have become highly customer-driven and service-oriented. They have become clearly 'people' focused and have adopted various service management approaches to effectively manage and provide customers with the superior service, value and experience they demand.

Panels, Workshops, and Tutorials

Saturday, 04:00 PM - 05:30 PM

241	Saturday, 04:00 PM - 05:30 PM, Salon I <i>Session:</i> PANEL on Women in Operations Management: Navigating the Dual Career Lifestyle <i>Chair(s):</i> Cheryl Gaimon	<i>Track:</i> General Track
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043-1617 Panel on Women in Operations Management: Navigating the Dual Career Lifestyle

Cheryl Gaimon, Professor, Scheller College of Business, United States
Barbara Flynn, Professor, Indiana University, United States
Deishin Lee, Assistant Professor, Harvard University, United States
Eve Rosenzweig, Associate Professor, Emory University, United States
Rachna Shah, Associate Professor, University of Minnesota, United States
Svenja Sommer, Associate Professor, Hec Paris, France

A panel of women at all ranks of academia will discuss the "dual career lifestyle." Each panel member will reflect on the challenges she faces and THE solutions she pursues to manage her own career along with her spouse's career.

247	Saturday, 04:00 PM - 05:30 PM, Suites V <i>Session:</i> Relevance of Lean and Six Sigma for Manufacturing Excellence in the 21st Century <i>Chair(s):</i> Santosh Mahapatra	<i>Track:</i> Manufacturing Operations
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043-1569 Relevance of Lean and Six Sigma for Manufacturing Excellence in the 21st century

Yavuz Bozer, Professor, University of Michigan Ann Arbor, United States
Wallace Hopp, Professor, University of Michigan Ann Arbor, United States
Morgan Swink, Professor, Michigan State University, United States
Peter Ward, Professor, Ohio State University, United States

The usefulness of Lean and Six Sigma has often been questioned on grounds such as narrow conceptualization, failure to suggest new product ideas, and overreliance on a set of generic tools/standards. This discussion would explore the relevance of the two of the most popular manufacturing innovations in 21st century.

Sunday, 08:00 AM - 09:30 AM

268	Sunday, 08:00 AM - 09:30 AM, Salon J <i>Session:</i> Journal Editors' Perspective on the Future of HOCM Research <i>Chair(s):</i> Nezhil Altay	<i>Track:</i> Humanitarian Operations and Crisis Management
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043-1663 Editors Panel

Lisa Ellram, Professor, Miami University, United States
Craig Carter, Associate Professor, Arizona State University Tempe, United States
Gyongyi Kovacs, Professor, Hanken Svenska handelshögskolan, Finland
Irmak renda-tanali, Professor, University of Maryland, United States

A panel discussion with the editors of relevant journals on the future of HOCM research.

279	Sunday, 08:00 AM - 09:30 AM, Molly Brown <i>Session:</i> New Models for Strategic Workforce Planning <i>Chair(s):</i> Marco Better	<i>Track:</i> Work Force Planning
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043-1679 Tutorial: Combining Simulation and Optimization for Strategic Workforce Planning

Marco Better, Director, Customer Solutions, Optek Systems, Inc., United States

Strategic workforce planning (SWP) has been identified as a top business challenge and a high priority in order to produce organizations that are capable of performing more effectively. In this tutorial we'll demonstrate a state of the art combination of simulation and optimization that enables organizations to optimize workforce readiness.

Panels, Workshops, and Tutorials

Sunday, 02:45 PM - 04:15 PM

318	Sunday, 02:45 PM - 04:15 PM, Salon H <i>Session:</i> Practitioner Issues in OSM <i>Chair(s):</i> Roberta Russell	<i>Track:</i> Operations Management Practice
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043-1648 Practitioner Issues in Operations and Supply Chain Management
Roberta Russell, Professor, Virginia Polytechnic Institute And State University, United States
Sharon Rice, Executive Director, APICS Foundastion, United States
Bhaskar Majee, Director of Sales Planning and Operations, Phillips, United States
Shari Ruelas, Value Chain Optimization Coordinator, Chevron, United States
Gustavo Ugarte, Sustainability Manager, MillerCoors, United States

Industry practitioners discuss the most pressing issues in global operations and supply chain management. From the use of big data and business analytics to addressing problems in the extended supply chain, this session provides a window into the corporate balancing act of risk and reward in an age of uncertainty.

331	Sunday, 02:45 PM - 04:15 PM, Molly Brown <i>Session:</i> Round Table on Modern Workforce Planning and Modeling <i>Chair(s):</i> Jay April	<i>Track:</i> Work Force Planning
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043-1672 Panel: Round Table on Modern Workforce Planning and Modeling
Jay April, Chief Development Officer, Optek Systems, Inc., United States

Modern Workforce Planning and Modeling must identify workforce requirements that achieve higher revenues and lower costs, guide optimal decisions to maximize readiness, and enable efficient recruitment, retention, and career planning. We will identify and discuss appropriate technologies for fulfilling these expectations.

332	Sunday, 02:45 PM - 04:15 PM, Spruce <i>Session:</i> Teaching Revenue Management and Pricing <i>Chair(s):</i> John Turner	<i>Track:</i> Revenue Management and Pricing
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043-1643 Teaching Panel: Revenue Management and Pricing
Itir Karaesmen, Assistant Professor, American University, United States
John Turner, Assistant Professor, University of California Irvine, United States
John Birge, Professor, University of Chicago, United States
Mark Ferguson, Professor, University of South Carolina, United States
Dan Zhang, Assistant Professor, University of Colorado Boulder, United States

This is a panel on Teaching Revenue Management and Pricing (RMP). Panelists will share their experiences in introducing RMP courses to business curriculum, designing courses at graduate and/or undergraduate levels, and teaching RMP topics as part of core courses or other electives.

Sunday, 04:30 PM - 06:00 PM

353	Sunday, 04:30 PM - 06:00 PM, Silverton <i>Session:</i> Track Showcase Speaker: Roger Bohn <i>Chair(s):</i> Michael Lapré	<i>Track:</i> Learning and Knowledge Management in OM
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043-1670 How the Art of Flying Became (Mostly) a Science
Roger Bohn, Professor, University of California San Diego, United States

I address an important gap in OM, with a descriptive and predictive framework for high-skilled services. I use a longitudinal analysis of flying technology, which improved from "learning by dying" to present methods 1000x better. Surgery today is roughly the level of flying in 1939.

358	Sunday, 04:30 PM - 06:00 PM, Spruce <i>Session:</i> Revenue Management Practice: Industry Panel <i>Chair(s):</i> Pelin Pekgun	<i>Track:</i> Revenue Management and Pricing
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043-1644 Industry Panel: Revenue Management and Pricing
Pelin Pekgun, Assistant Professor, University of South Carolina, United States
Kathleen Mallery, Director Revenue Opt Planning and Dev, Carlson Rezidor Hotel Group, United States
Dev Koushik, Director of Revenue Optimization, InterContinental Hotels Groups, United States
Sharon Horiby, Senior Director, Total Yield Systems, Marriott International, United States

Innovative uses of revenue management as well as ongoing efforts and challenges in the hospitality industry will be discussed by industry panelists.