



OM *in the*

*New World
Uncertainties*

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POMS: Welcome Message from the President

Our annual conferences, I'm delighted to report, continue to expand. We have received 662 submissions from 37 countries for this 17th POMS Annual Conference. Once again it is a new record. We also expect a record number of participants. Having attended many of the previous sixteen conferences (including the very first one—if my memory serves me right), and seeing that almost every year we set a new record, it is really a great personal pleasure to see how far we have come.



Most striking is the growth of the scope of our field. Even a cursory look at this booklet gives a convincing indication. Consider, for instance, list of the tracks in this conference. You'll see that besides the usual there are a few unusual ones like disaster management, health operations, and sustainable operations. We are clearly expanding the scope of our research. In fact the primary motivation behind the choice of the theme for this year's conference—*OM in the New World Uncertainties*—has been to emphasize the critical role of operations management in an area that has not received sufficient attention in our field. Last year's tsunami, earthquakes, and hurricanes confirmed that perhaps the most valuable capability during a major disaster is excellence in management of operations. This is true for government agencies, humanitarian organizations, or companies. We can all learn from companies like FedEx and Wal-Mart that seemed to have been well-prepared and effective before and after Katrina.

There is a lot more to learn in this conference besides these relatively new areas. You have many choices and perhaps your most difficult decision will be to choose among many attractive sessions.

We, in operations management, appreciate better than many other groups the work that goes into putting a conference like this together. I thought I did, but I must admit that I had underestimated it. This year I was in a position to witness closely the countless hours that so many of our dedicated colleagues spend to organize the different pieces of this conference. I am truly impressed and even more grateful than in previous years. It is really fortunate that we have colleagues who do so much with passion as service to our Society and profession.

They are many and since their names are mentioned in the following messages from Barb Flynn, General Chair, and Nada R. Sanders, Program Chair, I will not repeat the list here. Instead, I will only mention our Society's special thanks to Barb Flynn and Nada Sanders for their tireless and enthusiastic work, and to Sushil Gupta for always being there with the right answer and valuable advice. I also like to extend a personal thank to our plenary speakers, Bob Hayes and Yossi Sheffi.

Like you, I am looking forward to an exciting conference.

Kasra Ferdows

President,
Production and Operations Management Society

POMS: Welcome Message from the General Chair

I am very happy to welcome you to Boston and the 17th Annual Conference of the Production and Operations Management Society, on behalf of the 2006 organizing committee. The organizing committee has worked very hard to put together a program that I think you will find to be interesting, innovative and useful. We are lucky to be gathering our colleagues in a great location.



The conference theme for 2006 is OM in the New World Uncertainties. It reflects the role of Operations Management in the new global environment, characterized by significant geopolitical and economic changes. In addition to the use of new technologies and management of global and cross-cultural supply chains, this theme incorporates the vulnerability of inter-organizational supply chains to both natural and man-made disasters, including national security issues, the SARS epidemic, the 2005 tsunami and hurricane Katrina. Operations Management plays a critical role in this new world economy, breaking functional boundaries and working collaboratively across functions. Both theoretical and empirical research in Operations Management are important in the development of this new perspective. The conference program reflects the theme through the inclusion of sessions on new technologies and innovation, as well as the management of supply chain disruptions and disaster management.

The 2006 conference is expected to be the largest POMS conference ever, with over 600 abstracts accepted for presentation and attendees from 37 countries. This would have not been possible without the tireless efforts of Program Chair Nada Sanders and the hard work of all of the track chairs. They have done an outstanding job, and I thank them sincerely.

It takes the efforts of many people working together in a coordinated effort to make a great conference. Many thanks go to Elliot Bendoly for his hard work putting together both the conference program and the Proceedings CD. Raju Balakrishnan and Alka Gupta were very helpful with the webpage and database. Elliot, Raju and Alka were very responsive to the many last minute changes and were instrumental in putting together an outstanding program. Similarly, thanks to Joy Field for her work as Local Arrangements Coordinator, taking care of the many small details that are so important to putting on a seamless conference, as well as developing suggestions for things to do in the Boston area. Of course, many thanks to Sushil Gupta and Chellia Sriskandarajah, who were always responsive to questions and requests.

Once again, welcome to Boston, and I hope that you enjoy your participation in the conference. Please feel free to contact us if you have any questions or concerns.

Barbara Flynn

General Chair

Sisel Fellow and Professor of Operations Management

Babcock Graduate School of Management

Wake Forest University

POMS: Welcome Message from the Program Chair

It is with great pleasure that I welcome all of you to the 17th annual POMS conference - ***OM in the New World Uncertainties***. The Program Committee has put together a timely and highly relevant program. The theme of this year's meeting reflects the unprecedented geopolitical, economic, and technological changes we are witnessing, and the critical role of OM in these times of change. Since Kasra Ferdows and Barb Flynn have already summarized the highlights of this current meeting, I will take this opportunity to focus on the Program.



All the submissions for this meeting have been clustered into twenty-two different tracks with 662 abstracts submitted. This represents the largest total set of submissions for a POMS meeting to date. I would like to start out by acknowledging the support and effort of the track chairs in putting together this program. The track chairs have been instrumental in helping us put together this entire program by organizing an excellent set of invited sessions and also by helping to cluster the submitted abstracts into a set of focused sessions. These track chairs are: Amelia Carr, Martha Cooper, Joy Field, Byron Finch, C. Forza, Craig Froehle, Ram Ganeshan, Dan Guide, Janelle Heineke, Daniel Heiser, Hale Kaynak, Michael A. Lapre, Karl Manrodt, Yoshiki Matsui, George Polak, Eve Rosenzweig, Manus Rungtusanatham, M. Hossein Safizadeh, Fabrizio Salvador, Rachna Shah, Luk Van-Wassenhove, M.A. Venkataramanan, Rohit Verma, Chris Voss, Don Warsing, Vidyaranya Gargeya, Ram Tewari, and Sushil Gupta.

I would like to acknowledge the help we received from Sushil Gupta, Raju Balakrishnan, and Alka Gupta, without whom this meeting would not have been possible. They were always there to respond to administrative and organizational issues in putting together this program. I would also like to thank all the members of the Planning Committee for their hard work. Finally, my thanks to all of you in submitting your papers, which is really what has made this program come together.

I look forward to seeing you all. Enjoy the conference and let me know if there is anything else I can do to help.

Nada R. Sanders

Program Chair

Professor of Operations Management and Logistics

Information Systems and Operations Management

Raj Sooin College of Business

Wright State University

Purpose: Production and Operations Management Society (POMS) is an international professional organization representing the interests of POM professionals from around the world. The purposes of the Society are:

- to extend and integrate knowledge that contributes to the improved understanding and practice of production and operations management (POM);
- to disseminate information on POM to managers, scientists, educators, students, public and private organizations, national and local governments, and the general public; and
- to promote the improvement of POM and its teaching in public and private manufacturing and service organizations throughout the world.

Vision: The goal of POMS is to become the "home" organization for all POM professionals and be recognized as such by other professional organizations, accreditation bodies, university administrators, business and industry leaders, and our own colleagues in business schools. The following products and services are designed to meet this goal.

- POMS website (www.poms.org).
- The Society's flagship research journal, *Production and Operations Management*. The journal publishes scientific research into the problems, interest, and concerns of managers who manage product and process design, operations, and supply chains. It covers all topics in product and process design, operations, and supply chains and welcomes papers using any research paradigm.
- POM chronicle – the electronic newsletter of the Society.
- Annual conferences to provide a forum to POM professionals for interaction on topics of importance to the POM field. There are normally two conferences every year – one in U.S.A. and one in another country. The conferences include contributed papers, workshops, plenary sessions, tutorials, and panel discussions.

The benefits of the Society membership include:

- The journal, *Production and Operations Management*
- Access to the electronic version of the Journal on-line.
- Online newsletter, POM – Chronicle
- Discounted registration fee at the POMS annual conference.
- Periodic receipt of Job Bulletin, Research Bulletin, and other e-mail announcements.
- POMS website (www.poms.org): Links to information about research and teaching in POM, meetings and conferences, POM journals, POM job opportunities, and information about members.

Membership: POMS has about 1000 members from 44 countries. Non-U.S.A. members account for about 34% of all members.

For information contact:

Dr. Sushil Gupta, Executive Director-POMS (poms@fiu.edu)

Dr. Chelliah Sriskandrajah, Associate Executive Director – POMS (chelliah@utdallas.edu)

Journal: Production and Operations Management is the official journal of the Society. The inaugural issue of the Journal was published in 1992. Members of POMS receive the Journal as a part of their membership benefits. The criteria for acceptance of manuscript include originality, significant contribution, readability, and organization of the manuscript. The Journal publishes high quality papers on all topics on POM. The Journal recognizes that the knowledge in POM is not restricted to a single discipline and that it covers several areas, including behavioral science, operations research, statistical analysis, decision support systems, information systems, strategic planning, economics, and engineering. The Journal has published several special issues on topics of current interest which include: Total Quality Management, Manufacturing Strategy, Capacity Constrained Planning and Scheduling, Global Operations and Technology Management, Global Supply Chain Management, Internship Projects at MIT Leaders for Manufacturing Program, Teaching POM: Visions, Topics and Pedagogies, and Service Marketing and Service Operations. Several universities cosponsor the journal.

Annual Conferences: POMS' annual conferences provide a forum to POM professionals for interaction on topics of importance to the POM field. There are normally two conferences every year – one in U.S.A. and one in another country. The conferences include contributed papers, workshops, plenary sessions, tutorials, and panel discussions. POMS' conferences always have a theme; are smaller but more cohesive and more intimate than many other conferences; and spend considerable time in plenary and semi-plenary sessions that serve to unite us all. The themes of some of the recent conferences include:

- Teaching POM: Visions, Topics, and Pedagogies
- World Best Practice in POM (Australia -1996)
- Reflections: The History of Thought in Operations Management (Santa Fe - 1998)
- (South Africa - 1998)
- Operations Management for Global Economy – Challenges and Prospects (India – 1999)
- POM Facing the New Millennium (Spain – 2000)
- Operations Management in the Internet Era (Brazil – 2001)
- POM in the Service Economy (Savannah – 2003)
- Operations Management 2004: The Expanding Constellation (Cancun, Mexico – 2004).
- (Indianapolis-1996)
- Integrating POM Research and Practice in the 21st Century (Miami - 1997)
- Competitiveness and Wealth Creation – Role of POM
- Creating a New POM Architecture for the 21st Century (Charleston -1999)
- Expanding Boundaries of POM (San Antonio – 2000)
- POM Mastery in the New Millennium (Orlando – 2001)
- POM High Tech (San Francisco – 2002)
- One World? One View of OM? (Italy – 2003)
- OM Frontiers: Winds of Change (Chicago -2005)

The conference in Spain (2000), the 1st World POM Conference, was cosponsored by European Operations Management Association (EurOMA) and Japan Society for Production Management (JSPM). The conference in Italy (2003) was a joint conference with EurOMA. The conference in Cancun, Mexico (2004) was the 2nd World POM conference and was cosponsored by EurOMA and JSPM. POMS conferences are supported by contributions from various sponsors that include universities, book and software publishers, and private businesses and industries.

Books: POMS published its first book in Technology and Operations Management Series in 1998. The Book, Global Supply Chain and Technology Management, was edited by Hau L. Lee (Stanford University) and Shu Ming Ng (Hong Kong University of Science and Technology). This book project was financially supported by the School of Business and Management, Hong Kong University of Science and Technology, the Research Grant Council of Hong Kong, and the Stanford Global Supply Chain Management Forum. The second book, Supply Chain Management: Innovations for Education, edited by M. Eric Johnson and David F. Pyke (both from Dartmouth College) was published in June 2000. This book project was financially supported by Dartmouth College.

Membership: POMS has about 1000 members from 44 countries. (U.S.A. – 66%, other countries - 34%).

Web Page: POMS' web page was developed by a grant from CIBER at Indiana University, Indianapolis, Indiana, U.S.A. POMS' web page provides important links to information about research and teaching in POM, meetings and conferences, POM journals, POM job opportunities, and information about members. (www.poms.org).



2005 Membership Dues

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Please mail to Professor Chelliah Sriskandarajah, Associate Executive Director, POMS, SM 30, School of Management, The University of Texas at Dallas, 2601 N. Floyd Road, Richardson, TX 75080, USA. Dues include a subscription to the Society's journal **Production and Operations Management** including online access. Life members are required to pay the dues for the colleges if they want to belong to any of the above colleges.

* Persons of limited income may join at the \$20 rate by simply informing the society in writing that they seek this option.

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