

POMS College of Supply Chain Management – May 7-8 – Austin, TX

Globalization: Sourcing from and Supplying to Emerging Markets

Firms from established, mature economies are increasingly expanding into emerging markets. For one firm the driver is a new market for its products, for another it is access to suppliers or raw materials, for a third it is about lowering the cost of manufacturing and services. Regardless of the driving factors, all companies face many common supply chain issues as they enter or expand their businesses in emerging markets: new risks of disruption and quality, financial uncertainties both of partners and whole countries, unfamiliar cultures, varied infrastructure, historically different approaches to business, and rapid growth and change. In the POMS College of SCM conference, hosted by UT Austin and Dell, we will discuss the supply chain strategies and tactics of working in emerging markets with an eye toward new research opportunities through speakers, panels, and breakout discussion.

The conference will begin on the afternoon of May 7 at Dell with a tour of the production facility, conference dinner, and keynote address from Dell executives. On May 8, the conference will reconvene at the McCombs School of Business at UT Austin, hosted by the UT SCM Consortium. The conference will feature speakers from both industry (Ray Archer, Dell Americas Operations) and academia (Hau Lee, Stanford) as well as panels with executives from Applied Materials, HEB Grocery Stores, Frito-Lay, Motorola, Shell, and Textron. The panels will be followed by breakout discussions aiming to develop an agenda for SCM research.

Further details of the conference schedule are available on the POMS website:

<http://www.poms.org/POMSColleges/SCM>

Conference Committee: Karen Donohue (Minnesota), Ricardo Ernst (Georgetown), Marshall Fisher (Wharton), Ram Ganeshan (William and Mary), Eric Johnson (Dartmouth), Katariina Kemppainen (RSM Erasmus), Douglas Morrice (Texas), Ananth Raman (Harvard), Jayashankar Swaminathan (North Carolina). Local Chair: Douglas Morrice (Texas).