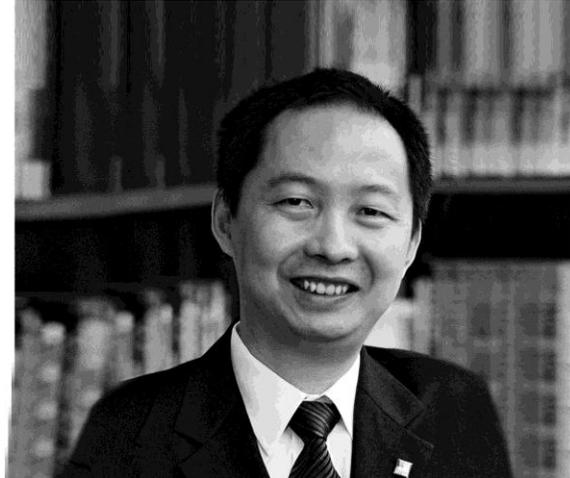


**Welcome Message
from the
Conference General Chair**



On behalf of the 2009 organizing committee I would like to welcome you to Vancouver and the 21st Annual Conference of the Production and Operations Management Society. The organizing committee has put together a program that is impressive with 938 abstracts and representation from approximately 51 countries. We thank you for your active participation in the conference.

The theme of this year's conference is Operations in Emerging Economies. Over the last two decades, manufacturing and service operations in emerging markets have become increasingly important and significant in the global economy. Operations in emerging economies have presented unique challenges and opportunities. Our hope is that the 2010 conference will be a showcase of relevant research that addresses these challenges and opportunities in our production and operations management context.

We expect the 2010 meeting to be the largest POMS conference to date. Many thanks to Jim Gilbert for arranging the details related to our beautiful Vancouver conference site, as well as sharing with us his rich experience in organizing the conference. We thank Hasan Cavusoglu for his help with the local arrangement. We also thank Sushil Gupta who handled the website, as well as helped us through the conference organization. A very special thanks to Nagesh Murthy who was able to raise extra funding to support POMS and many of the special conference activities.

We are especially indebted to Vishal Gaur and Mahesh Nagarajan for putting the conference together. Vishal and Mahesh handled all the details of organizing the tracks, developing and refining the schedule. Special thanks for your patience and persistence in working with over 50 track chairs. Vishal and Mahesh did an amazing job.

Finally, I would like to thank all the sponsoring organizations for their generous financial support.

Welcome to the 2010 Vancouver conference and the 21st Annual Conference of the Production and Operations Management Society.

Hong Chen

Conference General Chair

Alumni Professor in Supply Chain Management

Sauder School of Business, University of British Columbia