

# Panels, Workshops, and Tutorials

Friday, 09:15 AM - 10:45 AM

<b>13</b>	Friday, 09:15 AM - 10:45 AM, Watertower (Floor 10) <i>Session:</i> The Intersection of Disaster Relief and Sustainability <i>Chair(s):</i> Scott Young	<i>Track:</i> OM in Travel, Tourism, and Hospitality Industries
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**025-1747** Panel Session: The Intersection of Disaster Relief and Sustainability

Scott Young, Professor, Depaul University, United States  
Nezih Altay, Associate Professor, Depaul University, United States  
Kanwalroop Dhanda, Associate Professor, Depaul University, United States  
Laura Birou, Associate Professor, Louisiana Tech University, United States

Disasters accentuate the need for logistical support of key scarce resources. They also strain the societal and welfare needs of the people who are impacted. This panel will discuss key issues in the long-term effects on sustainability caused by disasters.

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Friday, 03:30 PM - 05:00 PM

<b>92</b>	Friday, 03:30 PM - 05:00 PM, Ballroom C (Floor 5) <i>Session:</i> Getting Your Healthcare OM Research Published <i>Chair(s):</i> Craig Froehle	<i>Track:</i> Healthcare Operations
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**025-0076** Getting Your Healthcare OM Research Published

Craig Froehle, Associate Professor, University Of Cincinnati, United States  
Anita Tucker, Associate Professor, Harvard University, United States  
Michael Pinedo, Professor, New York University, United States  
John Fowler, Professor, Arizona State University Tempe, United States

In this moderated panel, editors of top journals will discuss the hot topics in HOM being published, underrepresented areas and opportunities, and guidelines for increasing the probability that your research will be accepted. Represented journals will include POMS, MSOM, JOM, IIE Transactions on Healthcare Systems Engineering, and HealthCare Management Science.

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Saturday, 08:00 AM - 09:30 AM

<b>109</b>	Saturday, 08:00 AM - 09:30 AM, Ballroom H (Floor 5) <i>Session:</i> Panel: SCM Disruptions: Research Agenda <i>Chair(s):</i> Nada Sanders    Martin Starr	<i>Track:</i> Humanitarian Operations and Crisis Management
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**025-1693** SCM Disruptions: Research Agenda

Nada Sanders, Professor, Lehigh University, United States  
Martin Starr, Emeritus Professor, Rollins College, United States  
Sushil Gupta, Professor, Florida International University, United States

Global Supply chains are vulnerable to disruptions due to natural as well as the man-made disasters. This panel will discuss research challenges and opportunities to address the anticipation, preparation, and reaction to supply chain disruptions. The objective is to develop a research agenda that addresses relevant and pending research opportunities.

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## Panels, Workshops, and Tutorials

Saturday, 11:15 AM - 12:45 PM

<b>138</b>	Saturday, 11:15 AM - 12:45 PM, Watertower (Floor 10) <i>Track:</i> OM in Travel, Tourism, and Hospitality Industries <i>Session:</i> Managing the Service Experience in Travel, Tourism and Hospitality <i>Chair(s):</i> Jay Kandampully
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**025-0483** Panel Discussion on Managing the Service Experience in Travel, Tourism and Hospitality

Jay Kandampully, Professor, Ohio State University, United States  
Chris Roberts, Professor, Depaul University, United States  
Linda Shea, Professor, University Of Massachusetts Amherst, United States  
Michael Collins, Associate Professor, Coastal Carolina University, United States

This panel session will discuss strategies for how to best manage the customer experience for travel, tourism, and hospitality services. The concept of 'experience' proposes the notion of value enhancement to the firm's offering. Panelists will provide insights about how to deliver memorable and positive customer experiences.

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Saturday, 01:30 PM - 03:00 PM

<b>159</b>	Saturday, 01:30 PM - 03:00 PM, Ballroom H (Floor 5) <i>Track:</i> Teaching in OM <i>Session:</i> Teaching Service Operations Management to Business School Students <i>Chair(s):</i> Scott Sampson
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**025-0058** Effectively covering Service Operations in a traditional OM course  
Scott Sampson, Professor, Brigham Young University, United States

Many OM courses include brief and/or weak coverage of service operations, even though services dominate developed economies. This tutorial will show you how to make Service OM a high point of your OM course, reviewing how to present important SOM topics in a way that is interesting, rigorous, and engaging.

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# Panels, Workshops, and Tutorials

Saturday, 03:30 PM - 05:00 PM

<b>177</b>	Saturday, 03:30 PM - 05:00 PM, Lincolnshire II (Floor 6) <i>Track: Empirical Research in OM</i> <i>Session:</i> Workshop on Offshoring and Reshoring: Academic and Practitioner Perspectives <i>Chair(s):</i> John Gray
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**025-1160** Offshoring and Reshoring: Academic and Practitioner Perspectives

John Gray, Assistant Professor, Ohio State University, United States  
Keith Skowronski, Student, Ohio State University, United States

This session will include three parts. First, Harry Moser of the Reshoring Initiative ([www.reshorenow.com](http://www.reshorenow.com)) will present a tool to help companies analyze offshoring and reshoring decisions. Then, a practicing manager will share a case study. Finally, we will provide a structured review of the academic literature on location decisions.

<b>180</b>	Saturday, 03:30 PM - 05:00 PM, Great America II (Floor 6) <i>Track: OM Practice</i> <i>Session:</i> Panel: Supply Chains of the Future <i>Chair(s):</i> Roberta Russell
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**025-1789** Supply Chains of the Future

Roberta Russell, Professor, Virginia Polytechnic Institute And State University, United States

A panel of practitioners from Wal-Mart, John Deere, Boeing and E2open presents issues and trends in supply chain management, and suggests avenues for academic/industry engagement. Join us for a lively discussion of supply chains of the future. This session is sponsored by the APICS E&R Foundation.

<b>183</b>	Saturday, 03:30 PM - 05:00 PM, Denver (Floor 5) <i>Track: General Track</i> <i>Session:</i> Women in POM: An International Perspective <i>Chair(s):</i> Cheryl Gaimon
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**025-1398** Women in POM: An International Perspective

Cheryl Gaimon, Professor, Georgia Institute Of Technology, United States

Panel Members: Wedad Elmaghraby (University of Maryland (US)) Susana Pereira (Fundacao Getulio Vargas (Brazil)) Kamalini Ramdas (London Business School (UK)) Aleda Roth (Clemson University (US)) Ann Vereecke (Vlerick Leuven Gent Management School (Belgium)). During this session, we will explore the unique path taken by each woman in developing her very substantial academic credentials. It will be interesting to see how each woman's experience is similar or different to others working in different parts of the world.

<b>184</b>	Saturday, 03:30 PM - 05:00 PM, Ballroom H (Floor 5) <i>Track: Teaching in OM</i> <i>Session:</i> Teaching Supply Chain Management <i>Chair(s):</i> Gal Raz
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**025-0051** Panel on Teaching Supply Chain Management

Gal Raz, Associate Professor, University Of Virginia, United States  
Marshall Fisher, Professor, University Of Pennsylvania, United States  
Nicole DeHoratius, Instructor, Zaragoza Logistics Center, United States

Supply Chain Management is taught in many business schools both in core courses and in electives. In this panel we will discuss the current state of Supply Chain Management and its role in the business curriculum. We will also explore the process of identifying gaps in the existing supply chain curriculum and discuss opportunities to fill those gaps through the development of case material. The panel will examine specific case examples of global companies operating in China such as Luen Thai and Yihaodian. We will conclude with interactive discussion with the audience.

<b>188</b>	Saturday, 03:30 PM - 05:00 PM, Watertown (Floor 10) <i>Track: OM in Travel, Tourism, and Hospitality Industries</i> <i>Session:</i> Lean Service Design in Travel and Tourism <i>Chair(s):</i> Scott Sampson
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**025-0480** Lean Service Design in Travel and Tourism

Scott Sampson, Professor, Brigham Young University, United States

"Experiential service design" sounds cool but has limited market potential. An alternative is "lean service design," which I define as enhancing strategic interactions between providers and customers while automating, outsourcing, or eliminating non-strategic interactions. This workshop will review essential elements of lean service design, showing applications in travel and tourism.

<b>189</b>	Saturday, 03:30 PM - 05:00 PM, Ballroom F (Floor 5) <i>Track: Product Innovation and Technology Management</i> <i>Session:</i> Meet the Editors <i>Chair(s):</i> Sriram Narayanan Karthik Ramachandran
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**025-1665** Meet the Editors

Sriram Narayanan, Assistant Professor, Michigan State University, United States  
Karthik Ramachandran, Assistant Professor, Southern Methodist University, United States

Panel members: Thomas Choi, ASU, Editor Journal of Operations Management; Cheryl Gaimon, Georgia Tech, POM Journal, Management of Technology Dept Editor; Steve Graves, MIT, Editor M&SOM Journal; Asoo Vakharia, Univ. of Florida, Editor, Decision Sciences Journal.

# Panels, Workshops, and Tutorials

Sunday, 08:00 AM - 09:30 AM

<b>209</b>	Sunday, 08:00 AM - 09:30 AM, Ballroom H (Floor 5) <i>Session:</i> Teaching OM using Games and Simulations <i>Chair(s):</i> Gal Raz	<i>Track:</i> Teaching in OM
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**025-0048** Teaching OM Using Games and Simulations  
Gal Raz, Associate Professor, University Of Virginia, United States

Creative, participatory teaching techniques are important tools in every teaching environment. This tutorial explores the use of hands-on games and simulations in teaching OM. We begin with an overview of how simulations can be included in the curriculum and continue with specific examples for teaching SCM and Lean.

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Sunday, 01:00 PM - 02:30 PM

<b>239</b>	Sunday, 01:00 PM - 02:30 PM, Ballroom F (Floor 5) <i>Session:</i> State of the Art and Next Steps for Managing Process Innovation Programs <i>Chair(s):</i> Morgan Swink	<i>Track:</i> Product Innovation and Technology Management
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**025-1709** Panel Session: State of the Art and Next Steps for Managing Process Innovation Programs  
Robert Klassen, Professor, University Of Western Ontario, Canada  
Morgan Swink, Professor, TCU, United States  
Barbara Flynn, Professor, Indiana University, United States  
Wallace Hopp, Professor, University Of Michigan Ann Arbor, United States  
Enno Siemsen, Assistant Professor, University Of Minnesota, United States

Many firms report tremendous gains from innovation programs such as Lean, Six Sigma, Sustainability, and the like. In this interactive session we will hear from top process innovation researchers regarding what we currently know about successfully managing such programs, and opportunities for future research.

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<b>250</b>	Sunday, 01:00 PM - 02:30 PM, Indiana (Floor 6) <i>Session:</i> Responsive Learning Technologies: Interactive Game <i>Chair(s):</i> Sam Wood	<i>Track:</i> Teaching in OM
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**025-1823** Play an award-winning online game used to teach Operations Management  
Sam Wood, President, Responsive Learning Technologies, United States

In 2004 POMS awarded the Wickham Skinner Award for Teaching Innovation for the development of a competitive online simulation-based assignment named Littlefield Technologies. Last year the game was used in introductory operations courses at the undergraduate, graduate, and executive level in hundreds institutions around the world. In this highly interactive session, participants will play an actual game compressed to 45 minutes. The session will also include discussion of how online games can be used effectively. Although not required, attendees are encouraged to bring a laptop to the session.

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Sunday, 04:30 PM - 06:00 PM

<b>288</b>	Sunday, 04:30 PM - 06:00 PM, Watertower (Floor 10) <i>Session:</i> Overview of Resources from The Cornell Center for Hospitality Research for Teaching and Research <i>Chair(s):</i> Rohit Verma	<i>Track:</i> OM in Travel, Tourism, and Hospitality Industries
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**025-1142** Overview of Resources from the Cornell Center for Hospitality Research for Teaching and Research  
Rohit Verma, Professor, Cornell University, United States  
Mike Dixon, Assistant Professor, Naval Postgraduate School, United States  
María Del Val Segarra Oña, , Cornell Center for Hospitality Research, United States  
Liana Victorino, Assistant Professor, University Of Victoria, Canada  
Jie Zhang, Assistant Professor, University Of Vermont, United States  
Spring Han, Lecturer, Center for Hospitality Research, United States

This session will provide an overview of resources (industry reports, interactive tools, blogs, podcasts, webcasts, etc) available from the Cornell Center for Hospitality Research (CHR) for use in research and teaching. CHR's facilitates collaboration between practitioners and academia by conducting joint research and by organizing conferences and other events.

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