

Panels, Workshops, and Tutorials

Friday, 08:00 AM - 09:30 AM

17	Friday, 08:00 AM - 09:30 AM, International 2 <i>Session:</i> Mediation Analysis Workshop <i>Chair(s):</i> Jason Miller Johnny Rungtusanatham	<i>Track:</i> General Track
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051-0493 Mediation Analysis Workshop

Jason Miller, Student, Ohio State University, United States
Johnny Rungtusanatham, Professor, Ohio State University, United States

New, more appropriate methods for mediation analysis have been recently introduced in quantitative psychology. This workshop provides a hands-on demonstration of why these methods should be replacing the more familiar methods such as the Baron and Kenny approach and Sobel test. WORKSHOP Leaders: Jason Miller & Johnny Rungtusanatham

Friday, 10:00 AM - 11:30 AM

37	Friday, 10:00 AM - 11:30 AM, A708 <i>Session:</i> Industry Panel: Revenue Management and Pricing <i>Chair(s):</i> Pelin Pekgun	<i>Track:</i> Revenue Management and Pricing
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051-0509 Industry Panel: Revenue Management and Pricing

Pelin Pekgun, Assistant Professor, University of South Carolina, United States
Ronald Menich, EVP and Chief Scientist, Predictix, United States
Douglas LaPointe, Senior Director, Product Management & Support, The Rainmaker Group, United States
Jon Higbie, Managing Partner and Chief Scientist, Revenue Analytics, United States
Stan Ward, Sr. Practice Director, JDA Software, United States

In this panel, leading solution providers in the revenue management and pricing field will discuss current trends and new directions in various industries, including retail, travel, hospitality and leisure.

44	Friday, 10:00 AM - 11:30 AM, International 2 <i>Session:</i> Moderation Analysis Workshop <i>Chair(s):</i> Jason Miller Johnny Rungtusanatham	<i>Track:</i> General Track
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051-0494 Moderation Analysis Workshop

Jason Miller, Student, Ohio State University, United States

Complex moderation effects are increasingly being analyzed in empirical SCM research. This workshop demonstrates the use of the Johnson-Neyman (JN) technique to investigate three-way and curvilinear interaction effects with newly-developed tools available from quantitative psychology. WORKSHOP Leader: Jason Miller.

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Friday, 01:30 PM - 03:00 PM

57	Friday, 01:30 PM - 03:00 PM, A701 <i>Session:</i> Panel: Future Research in Closed Loop Supply Chains <i>Chair(s):</i> Gal Raz	<i>Track:</i> Closed Loop Supply Chains
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051-0089 Panel on the Future of Close Loop Supply Chain Research
Daniel Guide, Professor, Penn State University University Park, United States
Tamer Boyaci, Associate Professor, McGill University, Canada
Robert Klassen, Professor, University of Western Ontario, Canada

In this panel, leading researchers in the area of Close Loop Supply Chain will share their thoughts about the future of research in the field and which avenues of research seem most promising. The panel will include interactive discussion with the audience on the future directions of CLSC.

66	Friday, 01:30 PM - 03:00 PM, M101 <i>Session:</i> Tutorial and Panel Discussion: Not for Profit Operations Management <i>Chair(s):</i> Gemma Berenguer George Shanthikumar	<i>Track:</i> General Track
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051-1450 Tutorial and Panel Discussion - Not for Profit Operations Management
Gemma Berenguer, Assistant Professor, Purdue University, United States
Pinar Keskinocak, Professor, Georgia Institute of Technology, United States
George Shanthikumar, Professor, Purdue University, United States
Jayashankar Swaminathan, Professor, University of North Carolina, United States
Luk Van Wassenhove, Professor, INSEAD, France

We will start this session with a tutorial lead by Professor Jay Swaminathan on global health. This talk will highlight the key challenges in global health operations and will focus on similarities and differences in the operations as compared to those of commercial firms. Next, three panelists will present their work related to other applied areas of research where nonprofit activities are common. A final discussion will debate whether Not for Profit Operations Management can be defined as a new stream of OM research, what are its distinctive features and what are the most promising future research directions.

71	Friday, 01:30 PM - 03:00 PM, International 2 <i>Session:</i> Teaching and Positioning the Core OM Course (Part I) <i>Chair(s):</i> Joel Goldhar	<i>Track:</i> General Track
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051-1457 Purpose and 'Positioning' of the Core Operations Management Course
Joel Goldhar, Professor, Illinois Institute of Technology, United States
Arthur Hill, Professor, University of Minnesota, United States

This session will concentrate on the role/purpose of the OM Core Course in the MBA or Undergraduate Curriculum. Discussion to include: Learning Objectives, Key Topics, 'Big Ideas', and Critical Tools and Concepts? Appropriate balance between 'OR' tools/optimization and Organization Behavior/management skills? How should the course be structured and the ideas/topics sequenced? What does not belong? To what extent should OM be an 'Integrative' course? How has the OM Core Course changed over the past 10 years and where should it go in the future? ALL ATTENDEES ARE ENCOURAGED TO BRING THEIR OWN EXPERIENCES AND TO ACTIVELY PARTICIPATE IN THE DISCUSSION.

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Friday, 03:30 PM - 05:00 PM

98	Friday, 03:30 PM - 05:00 PM, International 2 <i>Session:</i> Teaching and Positioning the Core OM Course (Part II) <i>Chair(s):</i> Joel Goldhar	<i>Track:</i> General Track
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051-1458 Teaching the Core OM Course: Methods, Materials, Tools and Techniques, Pedagogy and 'Tricks of the Trade'
Joel Goldhar, Professor, Illinois Institute of Technology, United States
Arthur Hill, Professor, University of Minnesota, United States

How do we best teach the OM course to various types of students: MBA, UG, Working Professionals, On-Line, Executives, Second Language Learners, Non-Majors, etc.? What are your favorite cases, readings, textbooks, games and exercises, plant tours, simulations, projects, etc.? What works and what has not worked, and why? How do we best get students 'engaged' and excited about OM concepts and tools? Where do we go from here? How do we teach new OM PhD's how to teach OM? All Attendees are expected to be active Participants in the discussion. Bring your experiences, questions and excitement about teaching OM!

102	Friday, 03:30 PM - 05:00 PM, International 6 <i>Session:</i> The Delicate Balance Between Depth and Breadth in Service Research <i>Chair(s):</i> Rohit Verma	<i>Track:</i> Service Operations
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051-0282 The Delicate Balance between Depth and Breadth in Service Research
Rohit Verma, Professor, Cornell University, United States
Joy Field, Associate Professor, Boston College, United States
Vishal Gaur, Professor, Cornell University, United States
Julie Paquette, Assistant Professor, Hec Montreal, Canada
Liana Victorino, Assistant Professor, University of Victoria, Canada

Some researchers study topics central to many types of services (e.g. waiting lines, service quality, various issues related to service design) while others focus on specific service industries (e.g. retail, healthcare, hospitality). The purpose of this panel is to discuss the positives and negatives of each research approach for services.

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Saturday, 08:00 AM - 09:30 AM

141	Saturday, 08:00 AM - 09:30 AM, A704	<i>Track:</i> Retail Operations Management
	<i>Session:</i> Retail Operations - Nanostores Tutorial	
	<i>Chair(s):</i> Jan Fransoo Edgar Blanco	

051-0018 Nanostores in Megacities - Tutorial
Edgar Blanco, Professor, Massachusetts Institute of Technology, United States
Jan Fransoo, Professor, Eindhoven University of Technology, Netherlands

We outline the concept and characteristics of nanostores as a dominant retail channel in megacities. We list challenges that exist in supplying and selling to nanostores, provide illustrative examples, and identify research opportunities.

150	Saturday, 08:00 AM - 09:30 AM, M104	<i>Track:</i> Marketing and OM Interface
	<i>Session:</i> Operations/Marketing Interface: Emerging Research Issues	
	<i>Chair(s):</i> Rohit Verma	

051-0285 Operations/Marketing Interface: Emerging Research Issues
Rohit Verma, Professor, Cornell University, United States
Mark Ferguson, Professor, University of South Carolina, United States
Nitin Joglekar, Associate Professor, Boston University, United States
Bo van der Rhee, Associate Professor, Nyenrode University, Netherlands
Glen Schmidt, Professor, University of Utah, United States

The purpose of this panel is to discuss the contemporary and emerging research issues related to marketing - operations interface. Discussion themes will include product/service design and development, revenue management, servitization, sustainability, quality/process improvement and other related topics.

160	Saturday, 08:00 AM - 09:30 AM, International 10	<i>Track:</i> Humanitarian Operations and Crisis Management
	<i>Session:</i> Journal Editors	
	<i>Chair(s):</i> Graham Heaslip Kate Hughes	

051-1413 Humanitarian Operations and Crisis Management Editors' Panel
Kate Hughes, Student, Macquarie University, Australia
Steve Brown, Professor, University of Exeter, United Kingdom
Nezih Altay, Associate Professor, Depaul University, United States
Thomas Choi, Professor, Arizona State University Tempe, United States
Bart MacCarthy, Professor, Nottingham University Business School, United Kingdom
Alexandre Dolgui, , ,

The Editors' Panel aims to bring top editors from leading international journals around the world to share their ideas about selection consideration and criteria for a potential publication. We are hoping to cover topics such as "What drives editors nuts and what makes them cheer?", "What trends are you noticing in your journal?" This discussion is expected to benefit and strengthen possible publications among doctoral students as well as junior faculties. The editors' insights and viewpoints are important for a submission preparation.

Saturday, 10:00 AM - 11:30 AM

188	Saturday, 10:00 AM - 11:30 AM, International B	<i>Track:</i> Learning and Knowledge Management in OM
	<i>Session:</i> Knowledge Management in Mature versus Entrepreneurial Firms	
	<i>Chair(s):</i> Manpreet Hora Jennifer Bailey	

051-1437 Interdisciplinary Panel on Knowledge Management
Manpreet Hora, Assistant Professor, Georgia Institute of Technology, United States

The panel "Knowledge Management in Mature versus Entrepreneurial Firms" will bring together interdisciplinary scholars to discuss their view on Learning and Knowledge Management from different perspectives. Panelists include: Lisa Bobb, Director, Knowledge Sharing and Collaboration at The Coca-Cola Company; Harris Bergman, EVP, Engineering Innovation at United Sciences; David Ku, Professor, Georgia Institute of Technology; Michael Lapre, Professor, Vanderbilt University; Subhashish Samaddar, Professor, Georgia State University

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Saturday, 01:45 PM - 03:15 PM

192	Saturday, 01:45 PM - 03:15 PM, A701 <i>Session:</i> Closed Loop Supply Chain Research Overview <i>Chair(s):</i> Gilvan Souza	<i>Track:</i> Closed Loop Supply Chains
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051-0091 Closed Loop Supply Chain Research Overview
Gilvan Souza, Associate Professor, Indiana University, United States

In this session, I provide an overview of research in closed-loop supply chains (CLSCs), with an emphasis on strategic and tactical issues, such as when should an OEM remanufacture, take-back legislation, impact of product recovery on new product design, coordination and incentives, CLSC network design, product acquisition and disposition.

193	Saturday, 01:45 PM - 03:15 PM, A702 <i>Session:</i> Panel: Discussion on Detection of Small Effects <i>Chair(s):</i> Rohit Verma	<i>Track:</i> Empirical Research in Operations Management
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051-0297 Panel: Detecting Small Effects and the Role of Statistical Power in OM Empirical Research
Aleda Roth, Professor, Clemson University, United States
Rohit Verma, Professor, Cornell University, United States
John Gray, Assistant Professor, Ohio State University, United States
Sriram Narayanan, Assistant Professor, Michigan State University, United States
Eve Rosenzweig, Associate Professor, Emory University, United States
Enno Siemsen, Associate Professor, University of Minnesota, United States

Despite advances in multivariate statistical methods, several empirical research studies still have one problem - the confidence by which small effects are detected and the corresponding type II error. The purpose of this session is to discuss and debate the seriousness of the above issue in empirical research in OM.

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Saturday, 03:30 PM - 05:00 PM

219	Saturday, 03:30 PM - 05:00 PM, A701	<i>Track:</i> Closed Loop Supply Chains
	<i>Session:</i> Panel: Product Recalls in the Food Industry	
	<i>Chair(s):</i> Rachna Shah	

051-0778 Panel on Recalls and Quality Risks in the Food Supply Chain
Aleda Roth, Professor, Clemson University, United States
Tracy Johnson-Hall, Assistant Professor, College of William & Mary, United States
Manpreet Hora, Assistant Professor, Georgia Institute of Technology, United States

With the fragmentation of industry regulations and increased globalization as well as demographic trends, food recalls are likely to continue to be a serious public health and supply chain management issue. The panel will discuss antecedents of food recalls, public responses, methods for evaluating recall effectiveness, and a research agenda.

220	Saturday, 03:30 PM - 05:00 PM, A702	<i>Track:</i> Learning and Knowledge Management in OM
	<i>Session:</i> Learning in Supply Chains	
	<i>Chair(s):</i> Adrian Choo	

051-1438 Learning in Supply Chains
Adrian Choo, Assistant Professor, Georgia State University, United States

The panel will present perspectives of the current state of research about learning in supply chains and the potential opportunities/ideas for future research. The discussion will touch on various aspects of the research topic such as learning curve, implications for operations management, manufacturing versus service contexts, data collection, methodologies, and levels of analysis. Panelists: Anupam Agrawal, KC Diwas, Sriram Narayanan, Enno SiemsenFacilitator: Adrian Choo

241	Saturday, 03:30 PM - 05:00 PM, International 10	<i>Track:</i> Humanitarian Operations and Crisis Management
	<i>Session:</i> Teaching Humanitarian Logistics	
	<i>Chair(s):</i> Kate Hughes Graham Heaslip	

051-1459 Teaching in Humanitarian Logistics
Kate Hughes, Student, Macquarie University, Australia
Graham Heaslip, Associate Professor, National University of Ireland, Ireland
Nezih Altay, Associate Professor, Depaul University, United States
D. Whybark, Emeritus Professor, University of North Carolina Chapel Hill, United States

This workshop aims to promote new theoretical, empirical and practitioner research on the developments of education and training in humanitarian logistics. Specific aspects such as the use of innovative teaching methods, together with consideration of pedagogical issues and research in the areas of disaster management and/or development studies.

Sunday, 08:00 AM - 09:30 AM

259	Sunday, 08:00 AM - 09:30 AM, M106	<i>Track:</i> OM Practice
	<i>Session:</i> Women Supply Chain Executives	
	<i>Chair(s):</i> Roberta Russell	

051-0504 Women Leaders in Supply Chain Management
Sharon Rice, Executive Director, APICS Foundation, United States

This session presents an industry panel of women leaders in the field of supply chain management to discuss the challenges and rewards of advancing in a supply chain career. Sharon Rice, Executive Director of the APICS Foundation, will serve as panel moderator.

268	Sunday, 08:00 AM - 09:30 AM, International 10	<i>Track:</i> Humanitarian Operations and Crisis Management
	<i>Session:</i> Explaining Failure to Avoid Disruption/Disaster in Operations	
	<i>Chair(s):</i> Willard Price	

051-1412 Workshop: Explaining Failure to Avoid Disruption/Disaster in Operations
Willard Price, Professor, University of Pacific, United States

This session will present a life cycle model of disruption/disaster. It will explain the PREVENTION-RESPONSE tradeoff and a method to optimize investment. Suggest reasons why Prevention fails to deter disruption; test in selected cases below. Theorize full prevention is rational. Detail a design for preparing case studies on disaster: "Ten Queries". Offer highlights on more recent cases of system failures with disastrous consequences. Panel members will present insights from these cases: Hurricane Katrina, Fukushima-Daiichi Nuclear Reactors, BP-Deepwater Horizon Spill, West Texas Plant Explosion and Canadian Train Derailment. Propose case studies from the above and other examples for an annual Casebook.

Panels, Workshops, and Tutorials

Sunday, 01:00 PM - 02:30 PM

288	Sunday, 01:00 PM - 02:30 PM, International 3 <i>Session:</i> Classroom Exercises that Teach and Excite <i>Chair(s):</i> Charles Munson	<i>Track:</i> Scheduling and Logistics
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- 051-1308** Classroom Exercises that Teach and Excite
Barry Render, Emeritus Professor, Rollins College, United States
Jay Heizer, Emeritus Professor, Texas Lutheran Univ, United States
Charles Munson, Professor, Washington State University Pullman, United States
Ken Klassen, Professor, Brock University, Canada
Howard Weiss, , ,

Several classroom exercises suitable for operations management courses will be demonstrated, including a card shuffling exercise for time and motion studies, a "finding the e's" TQM exercise, a cookie-making exercise to introduce operations management, and an Excel application of the Dice Game that facilitates student ideas for improvement.

Sunday, 02:45 PM - 04:15 PM

299	Sunday, 02:45 PM - 04:15 PM, A602 <i>Session:</i> Playing an Online Game Used to Teach Operations Management <i>Chair(s):</i> Sam Wood	<i>Track:</i> General Track
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- 051-1431** 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 around the world. In this interactive session, participants will play an actual game compressed to 45 minutes and discuss how online games can be used effectively. Although not required, attendees are encouraged to bring a laptop to the session.

Sunday, 04:30 PM - 06:00 PM

326	Sunday, 04:30 PM - 06:00 PM, A602 <i>Session:</i> Panel: Making Professional Connections <i>Chair(s):</i> Cheryl Gaimon	<i>Track:</i> General Track
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- 051-1382** Panel: Making Professional Connections
Cheryl Gaimon, Professor, Georgia Institute of Technology, United States
Mark Ferguson, Professor, University of South Carolina, United States
Joy Field, Associate Professor, Boston College, United States
Kathryn Steckle, Professor, University of Texas Dallas, United States
Beril Toktay, Professor, Georgia Institute of Technology, United States
Xiande Zhao, Professor, China Europe International Business School, China

Panel will discuss how to establish and sustain professional connections. We will explore the special problems encountered by an under-represented minority such as women and we will examine how cultural differences impact connections among people from different nations. Panel moderator Professor Cheryl Gaimon.
