Panels, Workshops, and Tutorials

Sessions for Friday, May 08

Friday, 01:30 PM - 03:00 PM

**060-1700**  Doctoral Consortium 1

Rachna Shah, Associate Professor, University of Minnesota, United States

Only those doctoral students who have registered for this session are invited to attend. The purpose of the POMS Doctoral Consortium is to help doctoral students maximize their chances of having a successful academic career in our globally competitive environment.

**060-1698**  The Grass on the Other Side - How Is It Being a Mathematician in Industry?

Vaidyanathan Ramaswami, Vice President, Strategy & Research, Color EyeQ, United States

Do the statisticians and mathematicians in industry really get a chance to think and innovate, or do they just have to turn the crank endlessly? Are they given things to do, and if not how do they find interesting things to do? What are the trade-offs between academia and industry?
### Meet the Editors 1

**Track:** Meetings & Symposiums  

**Chair(s):** Cheryl Gaimon, Kalyan Singhal  

**Session:** Meet the Editors  

Aleda Roth, Professor, Clemson University, United States  
Kalyan Singhal, Professor, University of Baltimore, United States

Conference participants are invited to meet the Production and Operations Management Journal's departmental editors and the editor-in-chief to discuss any publication issues. All are welcome.

### Doctoral Consortium 2

**Track:** Meetings & Symposiums  

**Chair:** Rachna Shah  

**Session:** Doctoral Consortium  

Rachna Shah, Associate Professor, University of Minnesota, United States

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### Hospital Payment Trends and Alignment with Quality Care

**Track:** Meetings & Symposiums  

**Chair(s):** David Dobrzykowski, Linda LaGanga  

**Session:** Semi-Plenary on Relevance, Healthcare Operations College: Hospital Payment Trends and Alignment with Quality Care  

Priya Bathija, Senior Associate Director, Policy, American Hospital Association, United States  
Akinluwa Demehin, Senior Associate Director, Policy, American Hospital Association, United States  
David Dobrzykowski, Assistant Professor, Rutgers University, United States  
Linda LaGanga, Director of Quality Systems & Operational Excellence, Mental Health Center of Denver, United States  
Vikram Tiwari, Assistant Professor, Vanderbilt University, United States

Presenters from the American Hospital Association explain current and emerging payment approaches and their effect on delivery of high-quality healthcare. Incentives for hospitals and their providers and their alignment with desired results for patients will be discussed, then we will interview presenters for their recommendations and facilitate a question-and-answer session.
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<td>Meetings &amp; Symposums</td>
<td>Doctoral Consortium 3</td>
<td>Rachna Shah, Associate Professor, University of Minnesota, United States</td>
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<tr>
<td>145</td>
<td>Meetings &amp; Symposums</td>
<td>Semi-Plenary on Relevance, College of Humanitarian and Crisis Management: Preventing, Preparing for, and Responding to Disasters</td>
<td>Jarrod Goentzel</td>
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<td></td>
<td></td>
<td>Preventing, Preparing for, and Responding to Disasters</td>
<td>Trevor Riggen, Vice President, Disaster Operations &amp; Logistics at the American Red Cross, United States</td>
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Trevor Riggen, Vice President, Disaster Operations & Logistics at the American Red Cross, will share insights from a comprehensive organizational assessment of all ARC preparedness, response, and recovery programs, which resulted in revamped processes to improve service delivery in disasters small and large. There will be time for Q&A.
Panels, Workshops, and Tutorials

Sessions for Saturday, May 09

Saturday, 08:00 AM - 09:30 AM

Meetings & Symposiums

Saturday, 08:00 AM - 09:30 AM, Columbia 5-8
Track: Meetings & Symposiums
Chair(s): Christopher Tang

060-1711 Operations: Concepts and Issues from Practitioners' Perspective
ManMohan Sodhi, Professor, Cass Business School, United Kingdom
Nicole DeHoratius, Professor, University of Chicago, United States

This session examines different conceptual and practical challenges observed by three practice leaders in Consulting, Information Service, and Consumer Goods Industries. These challenges create research opportunities for OM researchers.
060-01696  Risk Analytics

David Yao, Professor, Columbia University, United States

This tutorial provides a survey on risk analytics as a fundamental tool—applying analytical methods to turn data into models and optimal decisions—much the same way as business analytics has in recent years supported, with considerable success, the end-to-end supply chains of most enterprises. The difference between the two also makes them distinctly complementary to each other. The focus of business analytics is on issues of productivity and efficiency: cost savings and revenue/profit optimization; whereas the emphasis of risk analytics is on issues of sustainability and resiliency: risk-return tradeoff, disaster mitigation, and related resource allocation decisions and hedging strategies. Some of the applications we shall focus on include: resilient urban infrastructures, resilience financing and insurance, analytics for entrepreneurship and innovation, and healthcare analytics.

060-0001  Panel Discussion on Frontier Analytics

Qi Feng, Associate Professor, Purdue University, United States
Vaidyanathan Ramaswami, Vice President, Strategy & Research, Color EyeQ, United States
M Johnson, Professor, Vanderbilt University, United States
Kalyan Singhal, Professor, University of Baltimore, United States

Conference participants are invited to meet the Production and Operations Management Journal's departmental editors and the editor-in-chief to discuss any publication issues. All are welcome.

060-1122  Learn by Doing: Lean for Social Innovation

Wiljeana Glover, Assistant Professor, Babson College, United States

Online platforms may be ineffective in teaching hands-on POM concepts, e.g., Lean’s “learn by doing.” Translating this practice to the classroom requires close collaboration with industry. This presentation highlights lessons learned from the Lean for Social Innovation course at Babson College supported by the Toyota Production System Support Center (TSSC).

060-1249  Teaching Interdisciplinary Product Design

Jennifer Bailey, Assistant Professor, Babson College, United States

We will share our experiences teaching an interdisciplinary product design course. The course is a collaboration across three independent colleges: Babson College, Olin College of Engineering and Massachusetts College of Art and Design. The course is co-taught by faculty from each of the three colleges.

060-1477  Creating Space for Innovation

Sebastian Fixson, Associate Professor, Babson College, United States
Victor Seidel, Assistant Professor, Oxford University, United Kingdom
Jennifer Bailey, Assistant Professor, Babson College, United States

What is the effect of physical space on teaching and learning how to innovate? In this presentation we consider how to design a physical space most conducive to learning the innovation process. We present the design of one space, the Babson "Design Zone" that takes into account these requirements.
This session presents various operational challenges observed by Practitioners in three different industries: healthcare, packaging, and car manufacturing. These challenges create research opportunities for OM researchers.
### Panels, Workshops, and Tutorials

**Saturday, 11:30 AM - 01:00 PM**

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<td>Managing Consumer Returns</td>
<td>Closed Loop Supply Chains</td>
<td>Michael Ketzenberg</td>
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<td>213</td>
<td>Panel Discussion: Managing Consumer Returns</td>
<td>Information in Operations Management</td>
<td>Vijay Mookerjee</td>
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<tr>
<td>060-1653</td>
<td>Panel Discussion: Operations Management and Information System Interface</td>
<td>Information in Operations Management</td>
<td>Vijay Mookerjee, Asoo Vakharia, Subodha Kumar, Karthik Kannan, Geoffrey Parker, Janice Carrillo</td>
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<td>232</td>
<td>Practice Leaders Semi-Plenary: Operations Challenges and Opportunities 2</td>
<td>Meetings &amp; Symposiums</td>
<td>Christopher Tang</td>
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#### Panel Discussion: Managing Consumer Returns

**Chair(s):** Michael Ketzenberg, Necati Ertekin, James Abbey  

This panel focuses on consumer returns across multiple industries, with particular attention on cross-methodological and cross-disciplinary examinations of the multi-billion dollar impact that returns have on consumer-facing firms. Panelists will present a structural overview of current literature that provides a typological pathway for continued research into consumer returns.

#### Panel Discussion: Operations Management and Information System Interface

**Chair(s):** Vijay Mookerjee, Asoo Vakharia, Subodha Kumar, Karthik Kannan, Geoffrey Parker, Janice Carrillo  

This panel will discuss research and publication ideas in Operations Management and Information System Interface.

#### Practice Leaders Semi-Plenary: Operations Challenges and Opportunities 2

**Chair(s):** Christopher Tang  

This session presents various operational challenges observed by Practitioners in three different industries: Online retailing, technology innovation, and technology products & services. These challenges create research opportunities for OM researchers.
Panels, Workshops, and Tutorials
Saturday, 03:45 PM - 05:15 PM

060-1714  Operations: New Trends from Practitioners’ Perspective
ManMohan Sodhi, Professor, Cass Business School, United Kingdom
Nicole DeHoratius, Professor, University of Chicago, United States

This session presents the knowledge and insights obtained by various consulting firms regarding OM from the perspectives of company executives. This session can generate ideas for researchers to explore new OM research areas.
### Sessions for Sunday, May 10

#### Sunday, 08:00 AM - 09:30 AM

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<td><strong>285</strong></td>
<td>Sunday, 08:00 AM - 09:30 AM, Northwest</td>
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<td><strong>Session:</strong></td>
<td>Designing and Teaching the OM Core Course Workshop Part I - Content, Scope, and Positioning</td>
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<tr>
<td><strong>Chair(s):</strong></td>
<td>Joel Goldhar, Arthur Hill</td>
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**060-0324** Designing and Teaching the OM Core Course Workshop Part I - Content, Scope, and Positioning  
Arthur Hill, Professor, University of Minnesota, United States  
Joel Goldhar, Professor, Illinois Institute of Technology, United States  
This first of two OM Core Course workshops will focus on the design, learning objectives, content, and positioning of the core OM course at the MBA and UG levels. This session will feature a few invited ‘Commenters’, but leave most of the time for open discussion, sharing, and brainstorming.

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<th>Session Sequence</th>
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<td><strong>491</strong></td>
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<tr>
<td><strong>Session:</strong></td>
<td>Emerging Scholars Program 1</td>
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<tr>
<td><strong>Chair(s):</strong></td>
<td>Jack Kanet</td>
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**060-1707** Emerging Scholars Program 1  
Jack Kanet, Professor, University of Dayton, United States  
This session is by invitation only. This Program provides new university professionals in OM with career-building advice in developing excellence in their personal programs of teaching, research, and service. The program is highly interactive and features internationally recognized senior OM scholars as discussion leaders.
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<th>Track: General Track</th>
<th>Track: Meetings &amp; Symposiums</th>
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<td><strong>295</strong></td>
<td><strong>200-1697</strong> Applying Machine Learning in Online Revenue Management</td>
<td><strong>492</strong> Emerging Scholars Program 2</td>
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<tr>
<td>Sunday, 09:45 AM - 11:15 AM, Columbia 9</td>
<td>David Simchi-Levi, Professor, Massachusetts Institute of Technology, United States</td>
<td>Jack Kanet, Professor, University of Dayton, United States</td>
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<tr>
<td>Session: Prescriptive Empirical Operations Management</td>
<td>In a dynamic pricing problem where the demand function is unknown a priori, price experimentation can be used for demand learning. In practice, however, online sellers are faced with a few business constraints, including the inability to conduct extensive experimentation, limited inventory and high demand uncertainty. In this tutorial we discuss models and algorithms that combine machine learning and price optimization and significantly improve revenue. We report results from live implementations at companies such as Rue La La, Groupon and a large European Airline carrier.</td>
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<tr>
<td>Chair(s): David Simchi-Levi George Shanthikumar</td>
<td><strong>314</strong> Designing and Teaching the OM Core Course Workshop Part II - Materials, Pedagogy, and Student Engagement</td>
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<td></td>
<td><strong>060-0003</strong> Panel Discussion on Prescriptive Empirical Research</td>
<td><strong>060-0325</strong> Designing and Teaching the OM Core Course Workshop Part II - Materials, Pedagogy, and Student Engagement</td>
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<td>George Shanthikumar, Professor, Purdue University, United States</td>
<td>Arthur Hill, Professor, University of Minnesota, United States</td>
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<td>Sridhar Tayur, Professor, Carnegie Mellon University, United States</td>
<td>This second OM Core Course workshop will focus on materials (e.g., cases and games), pedagogies, and student engagement strategies for the core OM course. This session will feature a few invited &quot;star&quot; teachers, but leave most of the time for open discussion, sharing, and brainstorming.</td>
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<td>Vinayak Deshpande, Associate Professor, University of North Carolina Chapel Hill, United States</td>
<td><strong>060-1708</strong> Emerging Scholars Program 2</td>
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<td>This session is by invitation only. This Program provides new university professionals in OM with career-building advice in developing excellence in their personal programs of teaching, research, and service. The program is highly interactive and will feature internationally recognized senior OM scholars as discussion leaders.</td>
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Panel on Innovations Service Operations Management Empirical Research
Chair(s): Aleda Roth

060-1680
Panel on Innovations Service Operations Management Empirical Research
Sriram Venkataraman, Assistant Professor, University of South Carolina, United States
Ryan Buell, Professor, Harvard University, United States
Rohit Verma, Professor, Cornell University, United States

This interactive session addresses innovative empirical research methods in service operations management. The panelist will discuss novel methods as they have applied to their research in services, including various types of experiments (e.g., classical behavioral, video, story-board, best-worst), econometric techniques, and measurement.

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Corporate Session: Playing an Online Game Used to Teach Operations Management
Chair(s): Sam Wood

060-1730
Corporate Session: Playing an Online Game Used to Teach Operations Management
Sam Wood, President, Responsive Learning Technologies, United States
TBA
This panel will discuss the role of innovation, information technology and complementary organizational initiatives such as business excellence in shaping transformations and economic success. We expect that the presentations and conversations will help to develop a more complete understanding to transform globally distributed firms and organizations.
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Monday, 09:45 AM - 11:15 AM, Holmead West

Track: Scheduling and Logistics

Session: Activities to Engage Students in Large Operations Management Classes
Chair(s): Charles Munson

060-1349 Activities to Engage Students in Large Operations Management Classes

Charles Munson, Professor, Washington State University Pullman, United States

This interactive workshop will allow attendees to participate in several activities as though they were students in a large operations management class. Demonstrated games will include "Improving Conditions for the Dice Game," "Reliability Choices," and "The e-Counting Game." These activities have successfully engaged as many as 100 students in class.