

## **Saturday Plenary Session**

May 9, 2015, 2:00 PM – 3:30 PM; Venue: Columbia 5-8

**Aleda Roth, College of Business and Behavioral Science, Clemson University**

**Vinod Singhal, Associate Dean, Scheller College of Business, Georgia Tech**

**Michael Toffel, Associate Professor of Business Administration, Harvard Business School**

**Abstract Title:** Enhancing Relevance of Research

**Abstract:** We discuss the importance of relevant research in Supply Chain and Operations management. The aim of the session is to motivate rigorous supply chain and operations management research that aims to inform practice. Speakers will discuss their own perspectives on this topic and offer suggestions for enhancing our research.

### **Aleda Roth Biography:**

Aleda Roth is the Burlington Industries Distinguished Professor in Supply Chain Management in Clemson University's College of Business and Behavioral Science. Prior to Clemson, Aleda held the W.P. Carey Endowed Chair in Supply Chain Management at Arizona State University and the Mary Farley Ames Lee Distinguished Professor (endowed chair) at the University of North Carolina-Chapel Hill and was an Associate Professor at Duke's Fuqua School of Business



and an Assistant Professor of Operations Management at Boston University. She received her doctorate from The Ohio State University in production and operations management, and also her Bachelors of Science in psychology. She also holds a Master's of Science in Public Health (MSPH) in biostatistics from the University of North Carolina at Chapel Hill. Prior to her doctorate, Aleda worked for more than 10 years in health care, where she held senior research and top management positions as a Chief Statistician, Epidemiologist/Senior Research Associate and Principal Investigator, and for seven years, as Director of the American Nurses Association Statistics Department. At ANA, she directed national survey research and sampling studies; her reports informed national and state government policies; and she served on Congressionally-appointed committees for the US Department of Health and Human Services. Over her career, she has received over \$2.75 million in external research funding.

Aleda is an internationally recognized empirical scholar and thought leader in manufacturing and service operations strategy. Her research is motivated by theoretical and practical explanations of how businesses can best deploy their operations, global supply chains, and technology strategies for an effective triple bottom line: competitive advantage, sustainability and public well-being. Aleda is currently addressing business performance and policy impacts of emerging paradigms. She is currently devising new business models to mitigate quality risks in global supply chains, as well as strategies and policies for improving U.S. health care systems and global humanitarian recovery services. At Clemson, she initiated the Global Food Supply Chain Quality Risk Project; and continues as key partner on Global Country Manufacturing Competitiveness Index Project with the Council on Competitiveness and Deloitte Consulting. Aleda has published extensively. With over 200 publications, her work ranks in the top 1% of POM scholars in the U.S.; in the top 2%, published in the *Journal of Operations Management (JOM)*; and 7th worldwide in service management research. Attesting to the high impact of her work, she received over 85 research and teaching awards since her doctorate in 1986. Most recently, she was honored at INFORMS with the 2014 Award for the Advancement of Women in Operation Research and Management Sciences; and in 2013 she was named as a Texas A&M Institute for Advanced Study (TIAS) Eminent Scholar. In 2012, her co-authored paper, "Unraveling the Food Supply Chain: Strategic Insights from China and the 2007 Recalls" in *Journal of Supply Chain Management (JSCM)* was recognized as one of the top 50 management, business and economic published articles in 2008 globally (out of 1500 articles that year); and her 1994 paper, "A Taxonomy of Manufacturing Strategies," was listed in the top 10 percent of all *Management Science* papers published over 50 years according to citations in 2004. Aleda is uniquely distinguished by being named a lifetime Fellow in all three of her professional associations (Production and Operations Management Society [POMS], Manufacturing and Service Operations [M&SOM] and Decision Sciences); and she received an UK Advanced Institute of Management Research Fellowship Awards from British Economic and Social Research Council in conjunction with London Business School. She was honored with two Lifetime Achievement Awards—(POMS College of Service Management and Academy of Management OM Division).

Aleda is a Department Editor of *Production and Operations Management Journal*, an Associate Editor for *Journal of Supply Chain Management* and *Decision Sciences Journal* and serves on the advisory boards of *Journal of Operations Management* and *Service Science*. She has also held editorial leadership positions as a Department Editor for *Management Science* and Co-editor-in-Chief for *Manufacturing and Service Operations Management*. She is a member of the Supply Chain Thought Leaders Roundtable; and was the first woman selected to be the President of the Production and Operations Management Society. She currently serves as subject matter expert for the National Science Foundation, the Executive Advisory Committee of the U.S. Manufacturing Competitiveness Initiative of the Council of Competitiveness in Washington DC, and since 1991, as an industry-sponsored member of the Conference Board's Business Performance Excellence Council.

She has consulted with corporate senior executives at Nestlé Corporate, Glaxo-Welcome R&D Services, GE Corporate Office of Technology, Baxter Healthcare, Nortel, Equifax, IBM, Bank Administration Institute, Skandia, Allied Signal, Smith & Nephew UK, Texas Instruments, Hoechst-Celanese, J&J, Deloitte, Accenture, E&Y, Price Waterhouse Coopers, National Center for Manufacturing Sciences, and others. Consistent with her management background and many consulting experiences, Aleda is passionate about bringing highly relevant and rigorous empirical research to the field and developing pedagogical innovations—both in the MBA and doctoral classes. She has had the privilege of serving on 35 doctoral committees. Of these, she chaired the dissertation of 25—and attesting to the impact of their work, each of her graduating Ph.D. students received at least one dissertation-related and/or best paper award. She has taught numerous courses at the graduate and undergraduate levels at her home universities and was a visiting professor in China, Singapore, Taiwan, Germany, Portugal, and Venezuela.

### **Vinod Singhal Biography:**

Vinod Singhal is the Dunn Family Professor of Operations Management and Associate Dean for MBA programs at the Scheller College of Business at Georgia Institute of Technology, Atlanta, USA. He has a Bachelors in Mechanical Engineering from BITS, Pilani, India; MBA from IIM Ahmedabad, India; and Ph.D. from University of Rochester; Rochester, USA. Prior to joining Georgia Tech., he worked for three years as a Senior Research Scientist at General Motors Research Labs.



Vinod's research has focused on the impact of operating decisions on accounting and stock market based performance measures. His research has been supported through grants from the US Department of Labor, National Science Foundation, the American Society of Quality, and the Sloan Foundation. He has published extensively in academic journals and has made more than 100 presentations at different universities. His research has been recognized in the practitioner community through his many articles in industry-practitioner journals and frequent invited presentations as keynote speaker at practitioner conferences. His work has been cited well over 200 times in practitioner publications such as *Business Week*, *The Economist*, *Fortune*, *Smart Money*, *CFO Europe*, *Financial Times*, *Investor's Business Daily*, and *Daily Telegraph*.

Vinod is a Departmental Editor of *Production and Operations Management*, and Associate Editor of *Journal of Operations Management*, *Management Science*, and *Manufacturing and Service Operations Management*. He is on the Academic Advisory Board of the European School of Management and Technology, Germany. He has served on the Board of

Examiners of the Georgia Oglethorpe Award, Bell South's President Quality Award, and the Baldrige Board of Examiners.

Vinod has contributed to the Georgia Tech. community in terms of teaching and service. Vinod's teaching interests include operations strategy and supply chain management. At the Scheller College of Business, Vinod has taught at the undergraduate, MBA, executive, and PhD programs and has won teaching awards at the MBA level. His contributions to curriculum development are diverse and deep including those made while serving as Associate Dean of MBA Programs and area coordinator of Operations Management. He has contributed to teaching at an international level, as well, by offering workshops and advising faculty and PhD students on how to enhance the quality and impact of their research in countries including Australia, China, France, New Zealand, and Singapore, and United Kingdom.

### **Michael Toffel Biography:**

Professor Michael Toffel is an Associate Professor of Business Administration at the Harvard Business School in the Technology and Operations Management unit. He is affiliated with the Harvard Environmental Economics Program, the Harvard Center for the Environment, and the Regulatory Policy Program at the Harvard Kennedy School of Government.



Professor Toffel's research examine show companies are managing environmental, quality, occupational safety and other working conditions in their own operations and in their supply chains. He also studies how government regulations, voluntary programs, and certification standards influence performance environmental, safety, and quality performance. His work ranges from academic articles based on econometric analyses of large datasets to case studies of individual companies. His work has been published in top-tier journals in operations management, organizations, strategy, and environmental engineering. He has also published articles in practitioner journals, newspapers, and blogs. Several of his research articles have been discussed in the national press and trade journals.

He is a board member of the Alliance for Research on Corporate Sustainability (ARCS), which promotes high-quality research on corporate sustainability topics from all disciplines. He also serves on the Editorial Boards of the Strategic Management Journal and Organization Science, and is a member of the Strategy Research Initiative. Professor Toffel received a Ph.D. in Business Administration from the Haas School of Business' Business and Public Policy department at the University of California at Berkeley, an MBA from the Yale School of Management, a Master's in Environmental Management (Industrial Environmental Management) from the Yale School of Forestry & Environmental Studies, and a BA in Government from Lehigh University. He has worked as the Director of

Environment, Health and Safety at Jebsen & Jessen (South East Asia) Group of Companies, based in Singapore. In the United States, he has served as an environmental management consultant for Arthur Andersen, Arthur D. Little, and Xerox Corporation, and an operations management analyst at J.P. Morgan.