

Panels, Workshops, and Tutorials

39	Friday, May 9, 1:30-3:00 Room: Athenia A Session: Public Sector Logistic Research Opportunities	Track: Public Sector Log Apps, 1	Chair: Brad Anderson
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008-0702: Opportunities for Logistics Research in the Public Sector

Geraldo Ferrer, Naval Post Graduate School, United States
Bradley Anderson, Air Force Institute of Technology, United States
Jack Crumbly, Jackson State University, United States
Stephan Swartz, University of North Texas, United States
Pamela Donovan, Air Force Institute of Technology, United States
Michael Knemeyer, Ohio State University, USA

This panel will discuss their research activities at various levels of government and the possibilities they perceive for future research, including the processes for obtaining government funding and/or sponsorship for research. Different perspectives will be represented, including education, consulting, and breadth of research topics.

73	Friday, May 9, 3:30-5:00 Room: Barcino A Session: Tutorial on Empirical Methods - I (Key Elements)	Track: Empirical Research, 1	Chair: Kamalini Ramdas
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008-0590: Fundamentals of the Empirical Toolkit

Marshall Fisher, University of Pennsylvania, United States
Kamalini Ramdas, University of Virginia, United States
Jonathan Williams, University of Virginia, United States

In this tutorial we will discuss the key elements of empirical research. We'll start with problem identification, data collection, sample selection and sample size issues, and move on to common problems such as omitted variables and endogeneity. Using real life examples and visuals, we will highlight the basic intuition behind these problems and how to deal with them via methods such as instrumental variables. Along the way we hope to help debunk some commonly held misconceptions about empirical methodology. The intended audience is any researcher who is interested in starting to do empirical work but lacks formal training in this field. We will share from our own experience in trying to bridge the gap between the typical Operations skill set and the methods and theory of empirical research, with the intention of stimulating a conversation on how researchers in our field can effectively acquire the empirical skill set.

100	Saturday, May 10, 10:30-noon Room: Milos Session: Simulators for Education and for Professional Development	Track: General, 5	Chair: Avraham Shtub
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008-0753: Simulators for Education and for Professional Development

Avraham Shtub, Technion Israel Institute of Technology, Israel

The workshop will be based on a simulator developed at the Technion - the Project Management Trainer – PMT. Participants will learn how to use simulation tools to improve education and training.

112	Saturday, May 10, 10:30-noon Room: Aventine E Session: Tutorial on Empirical Methods - III (Focus on Primary Data)	Track: Empirical Research, 3	Chair: Kamalini Ramdas
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008-0604: Tutorial on Survey Research and Design

Aleda Roth, Clemson University, United States

This tutorial is designed for individuals interested in conducting primary empirical research, where data is not available from secondary sources or the author wishes to supplement external data. The objective of this workshop is to help participants develop a basic understanding of the science of survey research and to hone skills in survey design. The workshop will emphasize the key design elements for survey research, sampling, questionnaire development, including item and multi-item measurement scales that tap into salient constructs. We will discuss the various design trade-offs and practical methods for administration (e.g., the web and mail). Practical examples and issues will be discussed.

113	Saturday, May 10, 10:30-noon Room: Aventine F Session: Teaching OM with Interactive Computer Instruction	Track: Education, 1	Chair: Jay Heizer
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008-0748: Teaching Operations Management with Interactive Computer Instruction

Jay Heizer, Texas Lutheran University, United States
Barry Render, Rollins College, United States

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This tutorial will explain how new software that supports teaching and learning is expanding the educational options available to POM faculty. The Internet can now deliver unique randomized POM problems that are automatically graded with immediate feedback to the student. These are delivered as stand-alone packages or via vehicles such as Blackboard and Web CT. Some of these software packages have been adopted by textbook publishers such as McGraw-Hill, Wiley, and Prentice-Hall. This presentation looks at how this innovative technological and various testing schemes help POM teaching/learning.

119	Saturday, May 10, 1:30-3:00 Room: Milos	Track: General, 6	Chair: Ramakrishnan Ramanathan
	Session: Data Envelopment Analysis and its Operations Management Applications		

008-0723: Data Envelopment Analysis and its Operations Management Applications
Ramakrishnan Ramanathan, Nottingham University Business School, United Kingdom

122	Saturday, May 10, 1:30-3:00 Room: Palatine A	Track: OAG, 2	Chair: Joel Goldhar
	Session: 5th Annual Chief Operating Officers (COO) Roundtable		

008-0142: 5th Annual Chief Operating Officers (COO) Roundtable

Joel Goldhar, Illinois Institute of Technology, United States
Rafael Menda, McNeil Consumer Healthcare, United States

COO's from both manufacturing and service businesses will be invited to join the OAG and other invited Academics to discuss the role and importance of the COO, relationships to CEO and other 'C-suite' Executives, needed skills and experience and knowledge, and the impact of various organizational structures on the effectiveness of the COO and the financial success of the firm. The session will end with a discussion of research needs and opportunities

136	Saturday, May 10, 3:30-5:00 Room: Delphi A	Track: Education, 10	Chair: Roberta Russel
	Session: Teaching in the Golden Age of Operations		

008-0663: Teaching in the Golden Age of Operations

Roberta Russell, Virginia Tech, United States

The field of operations management has experienced significant changes over the past twenty years, the kind of radical changes in ideas, management systems and technologies that should energize and elevate a field of study. And yet operations, both in industry and academe, is often viewed as a mundane functional area with little strategic impact, prestige or relevance. This session discusses the problems of teaching operations in such an environment and suggests ways to enliven your classes and encourage a renewed appreciation of our chosen field.

138	Saturday, May 10, 3:30-5:00 Room: Milos	Track: General, 7	Chair: Steven Harrod
	Session: Migrating from Spreadsheets to Relational Databases		

008-0695: Migrating from Spreadsheets to Relational Databases

Steven Harrod, University of Dayton, United States

This tutorial would demonstrate the application of desktop relational database tools to planning and scheduling problems managed by individuals or small workgroups (less than 100 persons), which are very frequently performed today in spreadsheets. In my tutorial I would demonstrate the conceptual differences between a spreadsheet model and a database model and the benefits of a database tool over a spreadsheet, explain elementary relational database theory, and then demonstrate how some traditional, textbook operations scheduling models can be converted from spreadsheets to databases. I would conclude with comments on implementation issues using typical products.

141	Saturday, May 10, 3:30-5:00 Room: Palatine A	Track: OAG, 3	Chair: Joel Goldhar
	Session: 5th Annual Chief Operating Officers (COO) Roundtable		

008-0786: 5th Annual Chief Operating Officers (COO) Roundtable - continued

Joel Goldhar, Illinois Institute of Technology, United States
Rafael Menda, McNeil Consumer Healthcare, United States

COO's from both manufacturing and service businesses will be invited to join the OAG and other invited Academics to discuss the role and importance of the COO, relationships to CEO and other 'C-suite' Executives, needed skills and experience and knowledge, and the impact of various organizational structures on the effectiveness of the COO and the financial success of the firm. The session will end with a discussion of research needs and opportunities

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151	Saturday, May 10, 3:30-5:00 Room: Aventine F Session: LINKS: Supply Chain Simulation	Track: Education, 2	Chair: Laura Meade
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008-0584: LINKS: Supply Chain Simulation

Laura Meade, Texas Christian University, United States

Mike Knemeyer, Ohio State University, United States

This panel will discuss the varied approaches to using LINKS a global supply chain management simulation.

195	Sunday, May 11, 1:30-3:00 Room: Milos Session: Littlefield Technologies: Operations Management Simulation	Track: Education, 11	Chair: Sam Wood
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008-0015: Play an award-winning online game used to teach Operations Management

Sam Wood, 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 more than 200 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, including theory and best practice. Although not required, attendees are encouraged to bring a laptop to the session.

224	Sunday, May 11, 3:30-5:00 Room: Aventine C Session: Frameworks for Operations and Supply Management	Track: SC Mgmt, 31	Chair: Robert Jacobs
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008-0008: Frameworks for Operations and Supply Management

F. Robert Jacobs, Indiana University, United States

Hayes and Wheelwright's classic Product/Process Matrix and Chase's Service-System Design Matrix are valuable frameworks for introducing trade-offs associated with different process designs. In this session, we introduce a similar set of frameworks for other supply chain and operations management topics. These include: logistics processes, warehouse design, sourcing, inventory control, sales and operations planning, forecasting, and project management.

225	Sunday, May 11, 3:30-5:00 Room: Aventine D Session: Tutorial on Empirical Methods - II (Focus on Secondary Data)	Track: Empirical Research, 2	Chair: Kamalini Ramdas
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008-0104: A Tutorial on Using Secondary Data in Operations Management Research: Overview and Research Opportunities

Vinod Singhal, Georgia Institute of Technology, United States

Operations Management (OM) researchers have started using secondary data to link operations decisions to shareholder value and operating performance. This tutorial will provide an overview of how to use secondary data in OM research. It will discuss data sources that are available, the research methods and statistics for use with secondary data, and an approach for carrying out this research. Basics of the event study methodology will be discussed. An application that uses this approach will also be discussed.