



ACADEMY OF MANAGEMENT

Perspectives

THE NEWSLETTER FOR THE OPERATIONS MANAGEMENT DIVISION

Vol. 29, No. 2

Spring 2002

Interesting Facts and Sights of Denver appear throughout this Newsletter!

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From our Division Chair

Many of the Operations Management (OM) Division members participated in the division survey conducted late last year. Of the 366 members, 108 members participated in the survey, which gives us a 30% response rate. THANK YOU. This response rate is much higher than the 15% rate that the Academy recommends for the division surveys.



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From our Program Chair (2002)



The hard work is done (at least for me – I hope) – the papers are written, the reviews are in and the schedule is planned.

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*From our Professional
Development Chair (2002)*

We have three excellent sessions lined-up in the OM professional development schedule this year.

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Message from Division Chair

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The responses have been tallied and presented in our division's five-year review that we filed earlier this year. You may find a copy of this report on our division's web page at <http://www.aom.pace.edu/OperMgmt/Index.html>.

But, just tell you briefly regarding the results of the survey, the members of the OM division appear to



be in general satisfied with the direction of the division and the leadership. For instance, only 5% of 107 responding members expressed

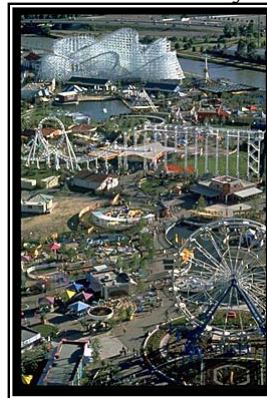
some level of disagreement to the responsiveness of the division leadership (Q. 3). Only about 11% of 106 responding members expressed some level of disagreement to the interestingness and usefulness of the division's program (Q. 4). Also, as we suspected, research is expressed as the most important reason for the membership in the OM division with teaching and training as the distant second and third reasons.

For this year's meeting in Denver, Ken Boyer, our program chair, has put together wonderful sessions for us. Also, Morgan Swink as the professional development workshop chair has put together many interesting pre-conference sessions. Continuing our tradition of doctoral consortium that just about guarantees all participants a close interactions with the leading teachers and scholars in our field, Rebecca Duray invites all doctoral students to apply and come. In Denver, we will continue to allocate \$500 for the best division paper award, the Chan Hahn award, and also award \$100 to the best reviewer, as we have done before. In addition, we plan to award two student papers in the amounts of \$200 and \$100.

We are also planning a big event this coming year in Denver—The 30th Year Anniversary of our division's membership in the Academy. There will be two sessions on Monday afternoon, followed by a huge social in the evening. The Department of Management at Arizona State University will support \$4,000 toward this event. At the center of our celebration will be all past OM division chairs

from last 30 years. What this means for the rest of us that we will have an opportunity to meet them and interact with them on a personal level. Thirteen of 29 past chairs have agreed to come join us in Denver: There are 29 past chairs instead of 30 because Professor Powell Niland was the division chair for two years in 1972 and 1973. The complete list of past chairs can be found on our division's web page. Here, I will list the names of past chairs that will be coming along with the year when they were chair and their university affiliations. They are: Ken Ramsing (1980, Univ. of Oregon), Dick Chase (1982, Univ. of Southern California), Chan Hahn (1986, Bowling Green State Univ.), Tom Callarman (1987, Arizona State Univ.), Ram Narasimhan (1989, Michigan State Univ.), Barbara Flynn (1991, Wake Forest Univ.), Dan Reid (1992, Univ. of New Hampshire), David Dilts (1993, Vanderbilt Univ.), James Gilbert (1996, Rollins College), Stan Fawcett (1997, Brigham Young Univ.), Peter Ward (1998, Ohio State Univ.), Cecil Bozarth (1999, North Carolina State Univ.), and Rob Klassen (2000, Western Ontario Univ.).

As I mentioned in my last message of the fall newsletter, the OM division is one of the founding divisions of Academy. According to our division



Six Flags Elitch Gardens Theme Park.

domain statement, we study "the management of the transformation processes that create products or services." As long as management entails working with processes and adding values, we remain the true gatekeepers of the management field.

Through good times and bad times, we have maintained our status within the Academy of Management, and we are now looking into this new millennium as rightful heirs of our field. Please come and join us in celebration.

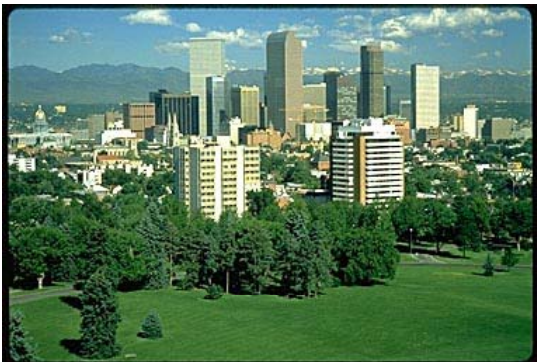
Tom Choi
Arizona State University

Message from the PDW Chair (2002)

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Please note that the sessions are scheduled for Saturday afternoon and Sunday morning, allowing you to fly in Saturday morning in plenty of time to catch the sessions while minimizing your time away from home (or the office). Hope to see you there! Each of the session descriptions is provided below:

“At the Intersections of the Disciplines: Supply Chain Management Research Part II - Practitioners' SCM Research”



Denver is the largest city within a 600-mile radius -- an area almost the size of Europe. For more than 125 years, it has been

Supply chain management research has been directly or indirectly appropriated by many disciplines (among these are marketing, purchasing/logistics, operations, and information technology). An interdisciplinary model for collaboration was derived from the extant literature in each of the four areas and introduced by the authors in 2001. The researchers will present the original model and host a panel including practitioners to refine and extend the model for further research.

“Are You Ready to Swim? Assessing Readiness for Integration in Teaching.”

Panelists will present five levels of integrated teaching and learning from coordinated syllabi to a totally integrated core business curriculum. The

various levels are associated with levels of expertise in swimming (Poliwogs to Swimmers). Using a model that assesses readiness for organizational change published over 20 years ago, participants will assess their own organization's readiness for integration, understand the level of integration that may be appropriate for the organization, and develop specific actions to move forward.

“New Teaching Resources for Service Management Service Management Teaching”

During recent years several new textbooks, cases, interactive exercises, simulation programs and other teaching materials have been introduced to support Service Management and related courses being offered by a large number of universities. This session will discuss some of the new teaching resources available to the instructors who wish to include service management concepts in their courses. The panelists for this session have taught undergraduate, graduate and executive Service Management courses at private and public universities and have coauthored textbooks, cases, teaching notes and other instructional materials.

See you on Saturday!

Morgan Swink
Michigan State University

**Denver Center Attractions - 2002
Musicals**



THE MUSIC MAN

August 6, 2002 -- August 18, 2002

Temple Buell Theatre

Journal of Innovative Education



Call for Papers

Barbara B. Flynn, Editor
 Decision Sciences Journal of Innovative Education
 Wake Forest University

Babcock Graduate School of Management
 P.O. Box 7659, Reynolda Station
 3102 Worrell Professional Center
 Winston-Salem, North Carolina 27109-7659
 (336) 758-3672, fax (336) 758-4514 email:
 barb.flynn@mba.wfu.edu

DSJIE is a quarterly, peer-reviewed journal published by the Decision Sciences Institute. Its mission is to publish significant research relevant to teaching and learning issues in the decision sciences.

Please find specific information for submission on the Journal home page in the chart to the right.

Barb Flynn
 Wake Forest University



Interesting journal information

Web pages for journals of interest to OM members.

Journal of Operations Management	http://www.elsevier.nl/inca/publications/store/5/2/3/9/2/9/
Academy of Management	http://www.aom.pace.edu/publications.stm
POMS	www.poms.org
IJOPM	www.mcb.co.uk/ijopm.htm
Decision Sciences	www.bus.msu.edu/dsjonline/
Management Science	http://mansci.pubs.informs.org/
IEEE Trans on Engineering Management	http://www.emp.pdx.edu/ieee/ieee.html
Jnl of Business Logistics	http://www.clm1.org
Supply Chain Management	http://www.mcb.co.uk/scm.htm
Intl Jnl of Production Research	http://gort.ucsd.edu/newjournal/i/msg02651.html
Intl Jnl of Physical Distribution & Logistics Management	http://www.mcb.co.uk/ijpdlm.htm
Intl Jnl of Production Economics	http://www.elsevier.com/inca/publications/store/5/0/5/6/4/7/index.htm
Quality Management Jnl	http://www.asq.org/pub
Journal of Innovative Education	http://www.mba.wfu.edu/dsjie/



Tiny Town Railroad Village

➤ Denver receives 300 days of sunshine a year -- more annual hours of sun than San Diego or Miami Beach.

- **Denver is the nation's most highly educated city with the highest percentage of high school and college graduates.**

**Call for Nominations
2003 Professional
Development
Workshop Chair**

The Operations Management Division of the Academy of Management is seeking nominations for the position of Professional Development Workshop (PDW) Chair for the 2003 Academy of Management Conference. The PDW Chair will become the OM Division Program Chair in 2004 and, ultimately, OM Division Chair. This is an excellent opportunity for someone seeking a high visibility position in the OM discipline. Professional Development Workshops (PDWs) take place during the weekend prior to the main conference, and have grown in popularity in the past years. This position works with other faculty to develop workshop ideas, and manages the PDW review and selection procedures. Over the last few years, the PDW has included an OM Doctoral Consortium, as well as sessions on teaching project management, the emerging role of technology in supply chain management, and efficient operations in government and non-profits. The ideal nominee will have a history of involvement with the OM Division and Academy, excellent leadership skills, a solid research record, and the time and commitment necessary to ultimately serve as OM Division Chair. The PDW chair should plan on attending the session for incoming PDW chairs on Sunday, August 11th at this year's conference in Denver.

Please send all nominations by April 30, 2002 or as soon as possible to:

Robert Klassen

Ivey Business School

University of Western Ontario

1151 Richmond Street

London, Ontario N6A 3K7

CANADA

519-661-3336 (v) 519-661-3959 (f)

rklassen@ivey.uwo.ca

Dinosaur Ridge



Dinosaur Ridge is a geologically famous National Natural Landmark, located along the Front Range of the Rocky Mountains, near Morrison, Colorado and is only 15 miles west of downtown Denver.



This location features historically famous Jurassic dinosaur bones, such as Stegosaurus and Apatosaurus, discovered in 1877, and Cretaceous dinosaur footprints, attributed to ornithopod and theropod dinosaurs.



This car is passing in front of the visitor center, and is about to curve left, up Alameda Parkway and over Dinosaur Ridge. The dinosaur tracks are located on the eastward dipping rocks of the Cretaceous Dakota Group (arrow).

<http://www.dinoridge.org/>

Message from the Program Chair

...continued from page 1

Now for the fun part – visiting Denver and the Rocky Mountains for the Academy of Management's 2002 Conference: Building Effective Networks in Denver, Colorado, August 11-14. The division received about 50 overall submissions, including 44 papers and 4 symposia.

From this distinguished list, eight paper sessions have been developed, along with several opportunities to interact with other divisions via symposia, shared interest track papers and interactive papers. In particular, I would like to point out a few special activities that will occur at this year's conference:

30th Anniversary Sessions:

To celebrate the 30th anniversary (OM is one of the Academy's founding divisions), Division Chair Tom Choi has invited all former chairs to attend and participate in two special sessions.

OM Past, Present and Future - Past Chairs share their Wisdom and Counsel

Monday, August 12, 1:00 – 2:10 PM,
Convention Center 206.

This session will be a roundtable discussion led by current chair Tom Choi, with numerous past chairs participating. The history of the division and field will be reviewed and prescriptions offered for the future. Join us for a wonderful opportunity to interact with the leadership that has shaped the division over the last 30 years and discuss the future of the division and field. All of the 29 past chairs have been invited to participate and at least 12 have confirmed.

OM Past, Present and Future (II): Discussion Groups with Chairs

Monday, August 12, 2:30 – 3:50 PM, Convention Center 206

This session will break participants in the earlier session into 3-5 discussion groups on selected topics. This presents an opportunity to interact with past chairs and help develop ideas for managing the future of the division.

30th Anniversary Celebration

Monday, August 12, 6:20 – 8:30 PM,
Convention Center A201

This event will be sponsored by Arizona State University and will offer an opportunity to meet, greet and eat!

This is just a sampling of the exciting activities. We have a full program of offerings on Monday and Tuesday, including presentations by the winner of the Chan Hahn award for best paper and two best student paper prizes. For full details, go to the Academy's website at <http://aom.pace.edu/> and review the program schedule. FINALLY, we will have commemorative 30th anniversary buttons to be passed out at the conference.

Ken Boyer
Michigan State University

Denver International Airport



One of the most advanced airports ever built, DIA covers 53 square miles and services 19 airlines. It is the first airport designed to move your body and your mind.

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- **Denver brews more beer than any other American city.**
 - **Denver has the largest city park system in the nation with 205 parks in city limits and 20,000 acres of parks in the nearby mountains.**
-

- **Denver is the "Baby Boomer" capital of America with the highest percentage of boomers of any major U.S. city.**
- **Denver is 20th in the U.S. in population, but has the 10th largest downtown in terms of office space and retail space.**

Doctoral Consortium 2002

The 2002 AOM Operations Management Division Doctoral Consortium is following a new research-focused format. This year, the consortium is designed to give doctoral students the opportunity to discuss their research questions with eminent scholars. In honor of the celebration of the Division's 30th year of membership at the Academy of Management, the Doctoral Consortium invited the past presidents of the division to participate in the research incubator. To date, we received positive responses from five past presidents: Ram Narasimhan (1990), Barbara Flynn (1991), Dan Reid (1992), Peter Ward (1998), and Rob Klassen (2000). This group of researchers have made significant contributions to the field of operations management in the last 30 years. In addition, this group represents the editors and editorial staff of many operations management journals. We are pleased to have these distinguished researchers share their wealth of knowledge with doctoral student through the Doctoral Consortium.



We are inviting PhD students who are in the early dissertation proposal or later phase of their programs to participate in the Doctoral Consortium Research Incubator. Students will be asked to prepare a brief presentation of their research proposals. Distinguished faculty members will meet with these students in small groups to provide guidance and feedback on the proposals. We believe this format should prove useful to the students and may serve to stimulate new research ideas for veteran faculty as well.

The AOM Doctoral Consortium will be held in the Pre-Program session of the 2002 AOM meeting,

Saturday afternoon, August 10, 2002, from 1 to 5 pm.

Interested student should submit a curricula vita and a brief (1 page) description of the research proposal or overview to:

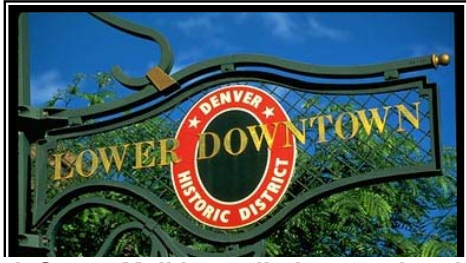
Rebecca Duray

University of Colorado - Colorado Springs
 College of Business and Administration
 1420 Austin Bluffs Parkway
 Colorado Springs, Colorado 80933-7150
 (719) 262-3673 office
rduray@uccs.edu

OM Division Officers

Division Chair	Thomas Choi Arizona State University (602) 965-6135 tom.choi@asu.edu
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Program Chair	Ken Boyer Michigan State University (517) 353-6381 boyerk@bus.msu.edu
Pre-Program Chair	Morgan Swink Michigan State University 517-353-6381 swinkm@msu.edu
All-Academy Council:	Barb Flynn Wake Forest University (336) 758-3672 barb.flynn@mba.wfu.edu
Newsletter Editor, Webmaster, & Secretary	Diane Parente Penn State University - Erie (814) 898-6436 dhp3@psu.edu

- **Denver has the nation's second largest performing arts center. The Denver Performing Arts Complex has eight theaters seating over 9,000 people.**



16th Street Mall is a mile-long pedestrian promenade through the heart of downtown Denver, lined with shops, department stores and outdoor cafes.

Special Issue

Journal of Operations Management

Coordinating Product Design, Process Design, and Supply Chain Design Decisions

The complex interdependencies among product design, process design, and supply chain design decisions have been recognized and brought to the attention of scholars and managers as early as Hoekstra and Romme (1992). Most recently, Fine (1998) argued that for firms to stay competitive, product design, process design, and supply chain design decisions have to be integrated to support one another. Despite the undeniable appeal and importance of this issue to both science and practice, we know very little, at present, about how these decisions in product design, process design, and supply chain design should be coordinated to maximize operational and supply chain performance.

The special issue on *Coordinating Product Design, Process Design, and Supply Chain Design Decisions* aims to publish a set of papers that would shed greater insights into how decisions about product design, process design, and supply chain design can be coordinated to achieve better performance. From a content perspective, papers may be either conceptual or empirical in nature, and pursue either a theory-building or a theory-testing objective. From a methodology perspective, papers may be based on empirical methodologies (e.g., case research, survey research, etc.) or on modeling methodologies (i.e., optimization or simulation). Papers that are

interdisciplinary in nature in terms of content or in terms of methodologies are strongly encouraged.

SUBMISSION DEADLINE AND PROCESS

Manuscripts must be submitted by August 1, 2003 and conform to JOM requirements. *In addition, authors are encouraged to submit up to three names of potential referees for their manuscripts. These individuals should not have working relationships with authors at time of manuscript submission and may or may not be used in the review process.* Manuscripts will be reviewed in a double-blind fashion consistent with JOM review guidelines. The guest editors in consultation with the Editor-in-Chief of JOM will make all final decisions as to the suitability of manuscripts for the special issue.

Papers can be submitted to EITHER the Editor-in-Chief of JOM at:

Robert Handfield
Editor-in-Chief, Journal of Operations
Management
Bank of America University Distinguished
Professor of Supply Chain Management
Director, Supply Chain Resource Consortium
College of Management, CB 7229
North Carolina State University
Raleigh, NC 27695-7229
robert_handfield@ncsu.edu

OR to one of the two guest editors:

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**ATTENTION ALL FIRST AND SECOND
YEAR
DOCTORAL STUDENTS!**

**GET THE MOST OUT OF YOUR DOCTORAL
EXPERIENCE BY ATTENDING**

***THE ACADEMY OF MANAGEMENT'S
NEW DOCTORAL STUDENT
CONSORTIUM***

-- Saturday August 10th, 2002 – Denver,
Colorado --

First and second year doctoral students, this is your invitation to attend the New Doctoral Student Consortium (NDSC) at the Academy of Management Conference in Denver, Colorado – August 9-14, 2002. The NDSC *represents* the Academy's interest and commitment to the professional development and success of all new doctoral students.

NDSC is organized and run by doctoral students for doctoral students! This one-day interactive session includes presentations and discussions by leading management scholars, and active panel discussions by both senior doctoral candidates and practicing academics. This 2002 NDSC agenda includes:

- ❖ Succeeding in your doctoral program;
- ❖ Entering the Academic Profession;
- ❖ Building effective networks, locally and internationally;
- ❖ Doing Exemplary Research and Publishing;
- ❖ Careers in our field; and
- ❖ Getting the most out of the Academy of Management experience

Light refreshments will be served during the day, and NDSC participants are invited to attend the "All Doctoral Student Reception" in the evening.

The NDSC is proving to be one of the major pre-conference events for doctoral students attending the Academy of Management Conference, however, *attendance is limited*. You are strongly encouraged to register early by accessing the NDSC website – www.aom.pace.edu.au/ndsc - registration is now

open! Visit our site to register and to learn more about this year's NDSC meeting.

For more information, contact Tyrone S. Pitsis (NDSC Marketing Chair) at tyrone.pitsis@uts.edu.au.



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- **Denver citizens contribute more public funding for the arts per capita than any other U.S. city.**
 - **Denver has the thinnest residents of any U.S. city, according to a federal study.**
 - **Denver really is a mile high. There's a spot on the west steps of the State Capitol building that is exactly 5,280 feet above sea level.**

<http://www.denver.org/visitors/whydenver.asp>

Red Rocks Amphitheatre



This 9,000-seat, acoustically perfect amphitheatre was created in 1936 by carving out the seats between two gigantic red rock boulders. The huge rocks flank the theatre, rising 500 feet on either side, while ahead all the lights of Denver can be

seen spreading out across the plains.

A well-marked nature trail winds through the rocks, explaining their geologic history. The rocks were created 70 million years ago when the region was covered by a vast inland sea. Deposits of sand settled in layers on the sea floor. As the water receded, the sediment hardened into sandstone. Iron oxide deposits are responsible for the many shades of red. The same great upheavals of the earth's crust that formed the Rocky Mountains also pushed up this red sandstone and erosion created the many unusual formations and shapes seen today.

