

President's Address

In the June newsletter, Jaume Ribera, who is now our past president, started by stating that it was time to say goodbye. Jaume has served in the board since the creation of EurOMA, and has been the president for the past three years. He has witnessed the growth of EurOMA, he has been a stimulating force in the professionalization and also formalization of EurOMA, and he has strengthened the cooperation with POMS. Together with the board, he has laid firm foundations on which can be built for the future. Thank you, Jaume, for the hard work and the nice accomplishments!

With the elections at the Ankara conference last June, a new face has joined the board. We welcome Marie Koulikoff-Souviron, from Ceram Business in Nice Sophia Antipolis, in France. New board members, new initiatives... You will soon see the announcement of a publishing workshop in OM and NPDM, hosted by Ceram. The idea is to give guidance to faculty, and especially non-native English speakers, in the review process. Check your mailbox or our website for more information!

With our annual conference, we are now moving north. After the successful conference in Ankara, with 307 participants, and 341 accepted papers, we are now heading to Groningen in the Netherlands. The conference organizers in Groningen are working hard these days, to put together an exciting conference. In the meantime, our colleagues in Sweden are making the first preparations for the 2010 conference in Gothenburg.

Make sure not to miss the 3rd World OM conference, a joint organization by POMS, JOMSA and EurOMA, in Tokyo, next August. This conference will not only offer interesting keynote and paper sessions, but will also provide the opportunity to visit some of the Japanese companies we talk about so often in our OM classes.

As you can see, there will be lots of initiatives, lots of opportunities to meet colleagues and to discuss research and teaching in our field... However, also this time there is someone to say goodbye to. Many of you will know Audrey O'Connor, who has been the Executive Secretary of EurOMA for quite some years. She took care of the membership administration, she compiled the newsletter to make sure you were updated on what was happening in OM, she was cheerfully chatting with many of us on our workshops and conferences, ... Audrey has decided to take on a next challenge in a new job as Junior Communications Manager. Audrey, we'll miss you, but we also wish you all the best in your career. Audrey's Canadian colleague, Ene Kannel, is now taking over the responsibilities of the EurOMA Executive Secretary. Welcome, Ene!

Ann Vereecke (ann.vereecke@vlerick.be)

From your Editor

Dear EurOMA members,

Alas, it is my time to say 'Goodbye'... As of 13th December, I shall finish my position with both EIASM and as EurOMA Executive Secretary and take up a new position at the CIAA here in Brussels.

It has been a pleasure to work with both the EurOMA Board and the membership. I am positive that my successor, Ene Kannel, will continue in the same spirit and I hope that you will enjoy working with her.

Audrey O'Connor (audrey@eiasm.be; audrey_strawberry@yahoo.com)

2008: 15th International Annual EurOMA Conference

Groningen, The Netherlands

15 – 18 June, 2008

*"Tradition and Innovation in Operations Management:
Connecting Past and Future"*

7th Doctoral Seminar

13 – 14 June, 2008

<http://www.euroma2008.org/>

2009: 16th International Annual EurOMA Conference

& 8th Doctoral Seminar

Gothenburg, Sweden

June, 2009

2008: Third World OM Conference: OM Tokyo 2008



CALL FOR ABSTRACTS AND FULL PAPERS

<http://www.jomsa.jp>

The 3rd World Conference on Production and Operations Management
POM TOKYO 2008 "*Manufacturing Fundamentals: Necessity and Sufficiency*"

August 5-8, 2008, Tokyo, Japan

The 3rd World Conference on Production and Operations Management will provide an international forum for researchers and practitioners to exchange innovative ideas on various topics of POM and the related areas. The first conference was held in Seville, Spain, in 2000 and the second in Cancun, Mexico, 2004. The third conference will be held in Gakushuin University, Tokyo, Japan, hosted by the Japanese Operations Management and Strategy Association (JOMSA), jointly with European Operations Management Association (EurOMA) and Production and Operations Management Society (POMS).

Topics of Interest

The main theme of the conference will be "Manufacturing Fundamentals: Necessity and Sufficiency". That intends to re-examine the basis of production management and to find out a promising direction to expand the perspectives on and grow the field of production management. Up until now, various manufacturing practices including those to realize JIT have been proposed, but the state seems to have fallen into confusion. Another aim of this conference is to overcome a superficial understanding of these practices, and to search out a way of constructing a new knowledge system based on fundamental principles. We would like to have high quality original papers in the areas of interest that include, but are not limited to:

- Cost Management
- Environmental Management
- Human Resource Management
- Information Systems
- International Operations Management
- Inventory Models
- JIT & Lean Production
- Kaizen Management
- Kansei Engineering

- Knowledge and Technology Management
- Logistics and Physical Distribution
- Manufacturing Strategy
- Manufacturing Technology
- Marketing-Operations Interface
- Mass Customization
- New Product Development
- Partnering
- Project Management
- Purchasing and Sourcing Management
- Quality Management
- Reliability and Maintenance
- Scheduling
- Service Operations Management
- Simulation and CAE
- Statistical Process Control
- Supply Chain Management
- Sustainable Operations

Abstract and Full Paper Submission

Those who would like to present a paper at the conference are requested to submit the abstract within 2000 characters along with the personal information of authors through the conference website until January 25, 2008. In principle, one person can submit up to three abstracts, irrespective of primary or secondary authorship. All submitted abstracts would be reviewed on the basis of relevance and significance to POM and originality.

Accepted abstracts can be followed by the submission of full papers, which will be reviewed for inclusion in the conference CD-ROM proceedings and could be further reviewed for possible publication in special issues of authorized journals related to POM after the conference. The submission of full paper is not compulsory for presenting a paper, but is optional.

Abstracts and full papers must be submitted in English, although presentations at the conference could be delivered in English or Spanish.

Important Dates

Start of Abstract Submission: October 1, 2007

Abstract Submission Due: January 25, 2008

Notification of Abstract Acceptance: January 31, 2008

Full Paper Submission Due: March 31, 2008

Notification of Full Paper Acceptance: May 31, 2008

Early Registration Due: June 15, 2008

Optional Kyoto Tour: August 2-3, 2008
Optional Toyota Plant Tour: August 4, 2008
Technical Sessions and Social Events in Tokyo: August 5-7, 2008
Optional Factory Tour in and around Tokyo: August 8, 2008

At least one of authors for each accepted full paper or abstract must register the conference until June 15, 2008. Otherwise, the paper will be removed from the conference program completely.

Conference Organization

Conference Co-Chairs

General Co-Chair

Michiya Morita, Gakushuin University, Japan (Representing JOMSA)

Co-Chairs

Barbara B. Flynn, Indiana University, USA (Representing POMS)

Jose A. D. Machuca, University of Seville, Spain (Representing EurOMA)

Executive Committee Chair

Kakuro Amasaka, Aoyama Gakuin University, Japan

Program Committee Chair

Hirofumi Matsuo, Kobe University, Japan

Conference Secretariat

Yoshiki Matsui, Yokohama National University, Japan

More detailed information on the conference will be available at:

<http://www.jomsa.jp>

Please send all proposals and inquiries electronically to the e-mail:

POM.TOKYO.2008@jomsa.jp

The 14th International EurOMA Conference

was hosted by the Bilkent University, Ankara, Turkey between June 17-20, 2007. The conference was preceded by the 6th EurOMA Doctoral Seminar, 15-16 June 2007. The theme of the conference was "Managing Operations in an Expanded Europe". The Conference aimed to offer an opportunity for considering past developments in the field of operations management (OM) at Europe, as well as looking ahead at the trends in the foreseeable future. 307 delegates from 37 countries participated in this year's conference, which included 341 papers in 19 parallel sessions.

The following were the main topics covered during the presentations:

- Competitiveness
- Cooperation and Contracts
- Environmental Management
- European Manufacturing Strategy
- Global Operations and Supply Chains
- Human and Organizational Factors of Planning and Scheduling
- Innovation
- International Operations Management
- Logistics and Physical Distribution
- Marketing and Operations Interface
- New Product Development
- Operations Strategy
- Operations and Supply Chain Performance Management

- Operations Planning and Control
- Project Management
- Production and Manufacturing Management
- Retail Operations
- Reverse Logistics
- Service Operations Management
- Sourcing
- Supply Chain Management
- Teaching issues in Operations Management
- Technology Management
- Quality Management

Professor Gündüz Ulusoy from Sabancı University was the keynote speaker opening the conference. In his presentation Professor Ulusoy assessed the contributions of the OM to Academia and Practice in Turkey. The closing keynote speaker was Professor Luk N. Van Wassenhove, INSEAD. He presented Supply Chain Management in the context of humanitarian disasters.

The final day of the conference included a visit to three successful companies in the Ankara area, namely Bilkent CyberPark (incubator for startups), Kavaklıdere Wines, Turk Traktor. Participants also had a chance for excursion and field trip together in Ankara; Beypazari (Charming historical town near Ankara) and Local truck body-frame manufacturer.

Chair

Prof. Erhan Erkut

Program Chairs of EurOMA 2007

Dr. Nuran Acur

Prof. Nesim K. Erkip

CALL FOR PAPERS

International Journal of Physical Distribution & Logistics Management

SPECIAL ISSUE

Evolution of the value chain concept: implications for logistics

Deadline for Submission of Abstracts: **March 31, 2008**

<http://www.emeraldinsight.com/info/journals/ijpdlm/calls.jsp>

Academics and practitioners alike are making increasingly more frequent references to value chain management.

The Value Chain framework was created by Michael E. Porter in his classic book, *Competitive Advantage: Creating and Sustaining Superior Performance* (1985). The value chain consists of a series of intra- and inter-organisational processes that create value and contribute to the development of competitive advantage.

Since then the concept has evolved and has been adapted to meet the interests of all stakeholders involved in the value creating activities. Logistics and supply chain management played a prominent role in Porter's value chain model; they continue to do so as the concept evolves. Logistics management too has evolved and matured.

The emphases of many businesses have also changed. The customer has much more of a focal point in strategic and operational decisions, and cash flow has replaced profitability as a primary measure of performance. It is arguable that now there is need for a greater understanding of the role of logistics in creating value and competitive advantage.

Toward this end IJPDLM is developing a special issue and invite submissions addressing the following topics:

- The role of logistics management in managing the flows of materials, information and cash in the evolving value chain
- Measuring the contribution of logistics to value creation
- Logistics impact on firm's competitive advantage
- Inter-firm or inter-organizational value chain connectivity
- Intra-firm value chains: logistics interface with other functional areas within the firm
- Logistics organizational structure and strategy
- Examining the virtual aspects of value chains
- The logistics outsourcing decision in the context of value creation and competitive advantage
- Logistics process assessment and management

Please note that the above is not intended to be an exhaustive list. Also, authors are reminded of the interests of the Journal's readership and should focus on the logistics and distribution aspects of value chain management.

The deadline for submission is 31 March 2008. The issue will be scheduled for publication either in late 2008 or early 2009.

Manuscripts should be submitted electronically to the guest editors:

Professor David Walters: davidw@itls.usyd.edu.au

Professor Stan Glaser: stanglaser@ozemail.com.au

EurOMA and POMS Service Operations Conference **July 12 & 13, 2007**

London Business School, London, England

This conference was held at London Business School in July. There were over 70 participants and 50 presentations/paper, with participants coming from as far a field as Brazil, Australia and India.

In most western economies, services now account for about 70% of GDP. In addition, manufacturing is increasingly becoming a complex mix of production and service coupled with the major initiative led by IBM to develop "Service Science", so this was a very timely meeting.

The conference opened with two keynote speeches. *Bob Johnston* issued a stirring call to action for OM academics and *Scott Sampson* presented a strong argument for why we need a new paradigm for services. As well as some of the more traditional aspects of service operations, there were streams addressing some of the important emerging areas.

The first is the new area of Service Science (or SSME), and were honored to have *Jim Spohrer* the initiator of the drive to develop this area as a participant and panelist. Also speaking on this was *Richard Taylor* of HP and *Aleda Roth*. The second theme was the servitisation of manufacturing. *Andy Neely* gave the keynote talk of this as this was followed by a number interesting papers on this and product service systems. The third emergent theme was the service supply chain and there were a number of insightful papers. Finally there was much attention paid to the area of service design.

The best paper awards were presented by *Jim Spohrer*.

The overall winner was *Scott Sampson: Why We Need an Operations Service Paradigm*.

The runners up were *Linda LaGanga and Stephen Lawrence: Optimal and Heuristic Appointment Overbooking To Improve Customer Access And Provider Productivity* and *Rui Sousa: The Relationship between Quality and Loyalty in E-Services: An Empirical Investigation in a Multi-Channel Setting*.

The best student paper award went to *Alesha Maxwell and Guang-Jie Ren: New Technology Adoption in Field Service Operations: An exploratory Stud*.

The runners up were *Renu Agarwal and Willem Selen: Drivers of Elevated Service Offerings in Collaborative Service Networks* and *Frédéric Ponsignon, (with Andi Smart and Roger Maull): Service delivery systems: a business process perspective*.

As with any service conference the dinner had to be a memorable service experience and this was no exception with a delightful evening being spent on a Riverboat on the Thames. Thanks in particular to *Leonieke Zomerdijk* and *Chao Wang* who organized it.

The challenge of bring EurOMA academics together is being carried forward by *Andi Smart* who is organizing a meeting in April 2008. Anyone interested should contact him at: p.a.smart@exeter.ac.uk

Most of the conference papers or presentations are now available to be downloaded from:

http://www.poms.org/2007/03/poms_college_of_service_operat_1.html#more

Chris Voss – Conference Co-Chair

2007 European Case Study Awards

This year's European Case Clearing House (ECCH) "case of the year" awards featured a number of active EurOMA members.

Production and Operations Management

[Managing Product Returns at Hewlett Packard](#)

Luk N Van Wassenhove and Daniel R Guide, Jr

INSEAD

ECCH Ref no 602-039-1

Ethics and Social Responsibility

[The Co-operative Group: Fairtrade Chocolate](#)

Chris Voss, Stephanie Robertson, Adrian Clarke and Josephine Brennan

London Business School

ECCH Ref no 704-056-1

This case examines the issues of developing ethical supply chains in the context of chocolate production.

Finance, Accounting and Control

sponsored by The ICFAI University

[Sainsbury's \(B\) Supply Chain Performance Measurement](#)

Regine Slagmulder, INSEAD

Daniel Corsten, University of St Gallen, Kühne - Institute of Logistics

ECCH Ref no 103-057-1

Inspection copies and teaching notes are available from the ECCH or the authors.

CALL FOR PAPERS

International Conference on Mobile Business 2008, Barcelona

⇒ **SPECIAL ISSUE** of the *Journal of Information Technology*

We are pleased to invite you to ICMB 2008, the 7th *International Conference on Mobile Business*. Barcelona, Spain. July 7-8, 2008. (www.mbusiness2008.org)

ICMB focuses on the exploration and debate of new business models and services that leverage mobile and ubiquitous computing technologies. We are witnessing the rapid convergence in technology devices, drawing from telephony, computing, photography, media, gaming, and more. Soon, all handheld devices will evolve to small computers capable of photography, web, browsing, telephony on mobile networks or the Internet (IP telephony), media/music players (including IP -Internet television), gaming consoles, and desktop work environments with office software.

This technology convergence will open significant and exciting possibilities in many business categories, including services, retailing, media, entertainment, logistics, medicine and manufacturing.

The aim of ICMB 2008 is to explore the full consequences of technology convergence; both the immediate effects of device convergence, as well as the often more subtle, yet substantial impacts at service and industry levels.

Specific track themes include:

1. New Business Models & Services
2. Entertainment and Gaming Applications
3. Mobile Applications in Logistics, Manufacturing and Services
4. Government, Medicine and Education
5. Embedded, Micro and Nano-technology
6. Social Change, Policy, Ethics and Responsibility
7. Mobile Application Development
8. Emergent Theory Building in Mobile Applications and Ubiquitous Computing

All submissions will be double-blind reviewed. Conference proceedings will be published by the IEEE. Best papers will be invited to a developmental review process for a special issue of the *Journal of Information Technology* on "Creativity and Convergence".

Important Dates

- Submissions Due, February 10th
- Acceptance Notification, March 28th
- Camera Ready Copy Due, April 20th
- Opening reception, July 6th
- ICMB Conference, July 7th -8th

Conference Website

www.mbusiness2008.org

Conference Chairs

- Jonathan Wareham, ESADE, Spain
- Xavier Busquets, ESADE, Spain

Academic Program Chair

- Robert Austin, Harvard Business School, USA

Academic Track Chairs

- Kalle Lyytinen, Case Western Reserve University, USA
- Stefan Klein, University of Münster, Germany
- Cecil Chua, Nanyang Technical University, Singapore
- Eric van Heck, Rotterdam School of Management, The Netherlands
- Carsten Sørensen, London School of Economics, UK
- Eusebio Scornavacca –Victoria University of Wellington, NZ
- Mogens Kuhn Pedersen, Copenhagen Business School

Organizing Chairs

- Joan Rodon, ESADE, Spain
- Cuca Alonso ESADE, Spain

International Journal of Operations and Production Management

http://www.emeraldinsight.com/info/journals/ijopm/si_product-service.jsp

SPECIAL ISSUE - Call for Papers

"Product-Service Modes of Working: Operations Management Implications"

For years those in the operations management community have debated the boundaries between manufacturing and service, recognising that these boundaries are becoming increasingly blurred. In business this blurring is becoming more pronounced, especially with the emergence of new forms of contracting, often enabled by developments in information technology. Providing additional services to accompany the sale of products is increasingly central to the strategies of many manufacturing companies.

Here we can see trends to offer a complete product and a one-off service (as in design and build in construction), and the trend to design / develop / make and operate a product, facility or service through-life (as in "power by the hour", now renamed "total care solutions" in aerospace, where engines are leased rather than sold. A similar trend is apparent in the construction and engineering sectors. In construction, procurement models such as Private Finance Initiative (PFI) reduced the traditional divide between the role of the construction company and facilities management.

The rationale is said to include, inter alia, customer relationships, steadier income flows, product differentiation and response to changing customer demands. Indeed, it has been argued that traditional distinctions between products and services are becoming increasingly blurred as organizations combine tangible products and intangible services into a bundled product/service offering. The phenomenon has been variously referred to as "product-service", "servitization" and "integrated solutions".

Papers are sought for a special issue on Product-Service Systems for the ***International Journal of Operations & Production Management***. Empirical and theoretical contributions are encouraged which discuss the implications of product service modes of working for operations management research and practice. The Operation Management / Service Operations Management focus of papers needs to be clear and the papers must engage with the operations literature. Contributed papers may deal with, but are not limited to, the implications of product-services systems for:

- Operations strategy and competitive priorities
- Operations and service design
- Supply chains and networks
- Production planning and control
- Quality management
- Performance measurement and management
- Knowledge and information management
- Organisational change and improvement
- Project management

Manuscripts should not exceed 8000 words. All contributions are subject to a double-blind review process. There should be a separate title page giving the names and addresses of the authors and any other references that reveal the identity of the authors should be removed.

Full papers are required by 30 March 2008 and should be submitted to Professor Adrian Wilkinson.

Guest editors for the special issue are:

Professor Adrian Wilkinson

Griffith Business School, Griffith University, Australia.

adrian.wilkinson@griffith.edu.au

Professor Andrew Dainty

Dept of Civil and Building Engineering, Loughborough University, UK.

a.r.j.dainty@lboro.ac.uk

Professor Andy Neely

Cranfield School of Management, Cranfield University, UK.

a.neely@cranfield.ac.uk

UPCOMING EVENTS

4th CINet PhD Seminar

Doctoral Seminar on Research in Continuous Innovation

Zurich, Switzerland - 31 March-4 April 2008

Core Faculty

Prof. Harry Boer
Prof. Mariano Corso
Prof. Paul Hyland
Dr. Carmen Kobe
Dr. Mats Magnusson

• The CINet seminar on Research in Continuous Innovation

On 31 March – 4 April 2008, the Continuous Innovation Network (CINet) will offer for the 4th time a Doctoral Seminar on Research in Continuous Innovation. The seminar a unique platform for doctoral students to present and discuss their research, and to get feedback from and exchange comments and views with fellow students and experienced researchers in the field.

• Work mode

The seminar features a combination of faculty teaching and student presentations, plenary sessions, and small-group work. The program is highly interactive and includes ample opportunity for exploring emerging themes in continuous innovation theory and methodology.

• Credits

Upon successful completion of the seminar, the participants are given a certificate and granted 5 ECTS.

- Registration deadline: **20 January 2008**

• More information

More and regularly updated information can be found on the seminar website:

http://www.continuous-innovation.net:80/Events/phd_seminar_2008.html

Coming Soon...

1st PUBLISHING WORKSHOP FOR NON-NATIVE ENGLISH RESEARCHERS IN OM AND NPDM

NICE-SOPHIA-ANTIPOLIS, FRANCE - OCTOBER 2008

sponsored by



Applications are welcome from researchers in two broad research areas:

- **Operations Management:** for reference, please read the call for papers for the forthcoming *15th International Annual EurOMA conference* (<http://www.euroma2008.org/>).
- **New Product Development Management:** for reference, please read the call for papers for the forthcoming *15th International Product Development Management conference* (http://www.eiasm.org/frontoffice/event_announcement.asp?event_id=565).

Workshop applicants are required to submit an abstract, and prior to participation a full paper must be sent. The abstract must have been accepted by either the EurOMA 08 or IPDM 08 conferences.

Applications to the Workshop must be submitted by **March 10, 2008**

After acceptance, a full paper based on this abstract must be submitted by August 15, 2008.

The full paper must incorporate the feedback received and the experience gained at the conference. This requirement means a re-drafting of the presented conference paper prior to submission to the workshop.

Decisions regarding acceptance to the workshop will be made by March 31, 2008. Submission of the full paper on time is a condition of participation.

Participation will be limited to 25 in order to ensure quality interaction.

See http://www.eiasm.org/frontoffice/event_announcement.asp?event_id=579 for more details, and keep an eye on both EurOMA & EIASM websites for updates!

PUBLICATIONS

Special issues of the 2005 EurOMA Budapest conference:

- Supply Chain Forum: An International Journal, June 2006
- International Journal of Operations and Production Management, January 2007
- International Journal of Services and Technology Management, June 2007
- International Journal of Manufacturing and Technology Management, 2007 (forthcoming)

JOB OFFERINGS

For all the latest Job Offerings in OM, please consult the Online EurOMA Job Market: http://www.eiasm.org/jmw/site/openings.asp?jobmarket_id=4

The job market is managed by [EIASM](#). It provides a facility for institutions to post current job announcements online, as well as for candidates to post their CV so prospective employers can contact them directly.

This service is FREE to use!

ELECTIONS 2007

The following candidates were elected for the EurOMA Board at the 2007 AGM held on Monday 18th June in Ankara, Turkey:

Board Members:

Raffaella Cagliano
Marie Koulikoff-Souviron

President:

Ann Vereecke

Complete information on the Elections & these candidates can be found under 'Elections' on the EurOMA website!

■ **NEW BOARD MEMBERS WELCOME!!**

European Operations Management Association

PRESIDENT

Ann Vereecke

Vlerick Leuven Gent Management School, Belgium

BOARD MEMBERS

Pär Åhlström

Chalmers University of Technology, Sweden

Krisztina Demeter

Budapest University of Economics, Hungary

Raffaella Cagliano

Politecnico di Milano, Italy

Jan Olhager

Linköping University, Sweden

Dirk Pieter Van Donk

Groningen University, Netherlands

Cipriano Forza

Modena University, Italy

Andi Smart

University of Exeter, UK

Marie Koulikoff-Souviron

CERAM, France

EXECUTIVE SECRETARY

Audrey O'Connor

EIASM, Belgium

CONFERENCE CHAIRS

Taco van der Vaart

Groningen University, Netherlands

Nuran Acur

Bilkent University, Ankara, Turkey

CO-OPTED MEMBERS

Chris Voss

London Business School, UK

Christer Karlsson

Copenhagen Business School, Denmark

José D. Machuca

University of Sevilla, Spain

Margaret Webster

IJOPM Editor

Andrew Taylor

IJOPM Editor

TREASURER

Juliana Hsuan Mikkola

Copenhagen Business School, Denmark

NEWSLETTER EDITOR

Audrey O'Connor

EIASM, Place de Brouckère 31
1000 Brussels, Belgium

Tel.: +32 2 226 66 65

Fax: +32 2 512 19 29

E-mail: audrey@eiasm.be

Websites: www.eiasm.org;

www.euroma-online.org

