

# 5<sup>th</sup> EurOMA Summer School

June, 24th-28th  
Cranfield - UK

Following the success of the first four EurOMA Summer Schools, we are pleased to announce that the Fifth EurOMA Summer School in Operations Management will take place at Cranfield University, Cranfield, United Kingdom, June 24th -28th, 2013.

The Cranfield Centre for Logistics and Supply Chain Management (CLSCM) based in the Cranfield School of Management provides an international focal point for advanced teaching and research in the field of logistics, supply chain management and transportation management.

- The CLSCM was founded by Prof. Martin Christopher to sought to bring together the apparently conflicting worlds of marketing and logistics
- The Supply Chain Research Centre (part of CLSCM) is one of Europe's largest centres dedicated to research into Logistics and Supply Chain Management.
- One of the only Universities to have a specific Demand Chain Management (DCM) community that brings together marketing, logistics and supply chain faculty
- Developed a network of leading Professors around the world to ensure that we stay at the fore front of demand driven supply chain thinking
- Strong links to industry through our Agile Supply Chain Research Club (ASCRC), Supply Chain responsiveness in Practice (SCRiP) industrial forum and Executive Procurement Network (EPN) which is jointly hosted with the Chartered Institute of Purchasing and Supply (CIPS)

## Programme

The 5th EurOMA Summer School will focus specifically on Demand Driven Supply Chains. The need for congruence between product, marketing and supply chain strategy is heightened in today's turbulent world. It requires co-delivery of two potentially conflicting priorities: driving growth through innovation whilst simultaneously reducing costs. To successfully address this challenge the business needs to unite. No longer can the supply chain pursue cost reduction in splendid isolation. It needs to connect to the marketplace and ensure that the right supply chain strategy is developed to meet market needs.

The lectures will provide an overview of the knowledge and research on Demand Driven Supply Chains, and will draw on the subject expertise of faculty from around the globe. Each one-day module is devoted to specific subjects and features lectures, case studies group work and plenary discussion.

## Programme

Monday:

### Demand Driven SC Strategy

Dr. Janet Godsell & Prof. Martin Christopher

Tuesday:

### Demand driven service networks

Prof. Martin Spring (TBC)

Wednesday:

### Demand Driven from outside the Supply Chain

Prof. Mark Pagell

Thursday:

### Demand driven procurement strategy

Prof. Lisa Ellram

Friday:

### Demand driven humanitarian logistics

Prof. Gyöngyi Kovács

## Faculty

Prof. Lisa Ellram (Miami University, USA)  
Prof. Mark Pagell (University College Dublin, Ireland)  
Prof. Gyöngyi Kovács (Henken University, Finland)  
Prof. Martin Spring (Lancaster University, UK) TBC

## Organising Committee

Prof. Martin Christopher (Cranfield University, UK)  
Dr. Janet Godsell (Cranfield University, UK)  
Dr. Silvia Rossi Tafuri (Cranfield University, UK)\*

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## Application deadline: April 12, 2013

Notification of acceptance / bursary: April 26, 2013

For the application process and form, please refer to the instructions provided on the website

## For any query about registration contact:

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