



UNIVERSITY OF
CAMBRIDGE



18th International Annual EurOMA Conference

Exploring Interfaces

3 – 6 July 2011, Cambridge, UK

Programme and general information



Welcome to Cambridge

This booklet provides details of the programme, and other useful information relating to the conference. We have also included visitor information about Cambridge and its historic colleges.

Conference venue

University of Cambridge Sidgwick Site
West Road
Cambridge
CB3 9DP

Plenary sessions and the EurOMA AGM will be held at West Road Concert Hall.

Parallel sessions will be held across the site, in the faculties of English, Divinity and Law, as well as the West Road Concert Hall.

Please see the map at the back of this booklet for further details.

Refreshments & lunch

Refreshments will be served in the foyer of West Road Concert Hall at the times indicated in the programme. Lunches are served at Selwyn College and Robinson College. Please check your delegate pack for your lunch tokens and please ensure you go to your allocated venue.

Registration

The registration desk is located in the foyer of West Road Concert Hall, and will be open from 08.00 – 18.00 on Monday 4 and Tuesday 5 July. Please come to the desk if you have any queries, including those regarding accommodation.

Internet access

Internet access is available free of charge in West Road Concert Hall. You will need a login code which you can collect from the registration desk.

Exhibition and sponsors

Exhibitors and sponsors are located in the Recital room, accessed from the main foyer of West Road Concert Hall.

Accompanying persons

Please collect your pack from the registration desk. To redeem your walking tour voucher, go to the tourist information office where the staff will book your place.

Address: Tourist Information Centre, Peas Hill, Cambridge, CB2 3AD



Information for presenters

There will be a laptop and projector available in each room. Please have your presentation saved as a Powerpoint 2003 file on a USB stick. Please arrive to meet the session chair, and to upload your presentation 10 minutes before the session begins.

Presentation slots are 30 minutes (usually 20 minute presentation followed by 10 minutes questions). You must not exceed this limit, and the session chair will ensure that presentations finish on time. A steward will be available in the area should you require any assistance.

3 July – Welcome reception at Judge Business School

The welcome reception will be held at the Judge Business School. You will be able to register and collect your delegate material from 17.30 – 19.30. Drinks and canapés will be served.

Address: Judge Business School, Trumpington Street, Cambridge, CB2 1AG (see map for details)

4 July – Gala evening at King's College

The main social event takes place within the magnificent surroundings of King's College located in the centre of Cambridge. This gala event gives you the unique opportunity to see the famous Collegium Regale (King's College Choir) in concert inside the iconic Chapel, as well as trying your hand at punting on the river Cam. Dinner will be served buffet-style to enable you to explore these historic grounds and to network with your colleagues.

The event takes place from 19.00 on Monday 4 July. A full programme of this event can be found in your delegate pack.

Address: King's College, King's Parade, Cambridge, CB2 1ST (see map for details)

6 July – Company Visits

The company visits will take place on the morning of the Wednesday 6 July. Participants will visit Xaar, located in Huntingdon, and the Hauser Forum in Cambridge.

Xaar, established in 1990, is a leading independent supplier of industrial inkjet printheads. They have a wide product range to deliver industrial strength inkjet performance, which in turn provides their customers with the flexibility and choice required to address the diversity of applications.

The Hauser Forum is a new state-of-the-art focal point for entrepreneurship in the East of England designed to stimulate innovative collaboration between clusters of academics, start-up businesses and established industries.



Programme

Monday 4 July

08.00 – 09.00	Registration
09.00 – 09.30	Opening session <i>Dr Jag Srari and Dr Matthias Holweg</i> <i>Conference co-chairmen, University of Cambridge</i> Welcome to EurOMA 2011 <i>Professor Raffaella Cagliano</i> <i>EurOMA President, Politecnico di Milano</i>
09.30 – 10.15	Keynote speaker <i>Dr Ralf Speth</i> <i>Chief Executive Officer, Jaguar Land Rover</i> <i>Nick Fell</i> <i>Director and Head, Tata Motors European Technical Centre</i>
10.15 – 10.45	Refreshment break
10.45 – 12.15	Parallel sessions
12.15 – 13.15	Lunch
13.15 – 14.45	Parallel sessions
14.45 – 15.15	Refreshment break
15.15 – 16.45	Parallel sessions
16.50 – 17.50	EurOMA 2011 Annual General Meeting
19.00 – 22.30	EurOMA gala evening <i>King's College and Chapel, Cambridge</i>

Tuesday 5 July

08.45 – 10.15	Parallel sessions
10.15 – 10.45	Refreshment break
10.45 – 12.15	Parallel sessions
12.15 – 13.15	Lunch
13.15 – 14.45	Parallel sessions
14.45 – 15.15	Refreshment break
15.15 – 16.30	Keynote speakers <i>Professor David Upton, University of Oxford</i> <i>Kell Ryan, Co-founder, Ryanair</i>
16.30 – 17.00	Conference close <i>Chaired by Dr Jag Srari and Dr Matthias Holweg</i> <i>Harry Boer award and Chris Voss award</i> <i>EurOMA 2012 – an introduction</i>

Wednesday 6 July

09.00 – 13.00	Company visits
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Programme Overview

Monday July 4

Room	WRCH 1	WRCH2	WRCH 3	WRCH 4	WRCH 5	English 1	English 2	English 3	English 4	English 5
0900	Opening session, Welcome to Cambridge and Keynote presentation - West Road Concert Hall									
10.15	Refreshment break - West Road Concert Hall									
Chair	Niraj Kumar	Mukesh Kumar	Raffaella Cagliano	Roy Stratton	Luiz Di Serio	Patrik Jonsson	John Mills	Jaime Castañeda	Antony Potter	Peter O'Neill
1045	STR1	STR4	STR7	SCD1	GSCN1	G01	RBV1	INV1	NPD1	SUPPLY1
	STR2	STR5	STR8	SCD2	GSCN2	G02	RBV2	INV2	NPD2	SUPPLY2
	STR3	STR6	STR9	SCD3	GSCN3	G03	RBV3	INV3	NPD3	SUPPLY3
12.15	Lunch - Selwyn and Robinson Colleges									
Chair	Atanu Chaudhuri	Jill MacBryde	Luiz Carpinetti	Shereen Nassar	Jan Stenfoft Arlbjorn	Min Zhang	Ken Platts	Afshin Mansouri	Lars Bengtsson	Christopher Williams
13.15	STR10	STR13	STR16	SCD4	GSCN4	G04	RBV4	INV4	INN1	SUPPLY4
	STR11	STR14	STR17	SCD5	GSCN5	G05	RBV5	INV5	INN2	SUPPLY5
	STR12	STR15	STR18	SCD6	GSCN6	G06	RBV6	INV6	INN3	—
14.45	Refreshment break - West Road Concert Hall									
Chair	Dirk Pieter Van Donk	Saskia Gutter	Paulo Dalcol	Robert van der Meer	Marja Blomqvist	Maïke Scherrer-Rathje	Vikram Bhakoo	Katri Karjalainen	Pairach Piboonrunroj	Alan McKittrick
15.15	STR19	STR22	STR25	SCD7	GSCN7	ENV13	PURCH1	INTER1	PERF1	INTER4
	STR20	STR23	STR26	SCD8	GSCN8	ENV14	PURCH2	INTER2	PERF2	INTER5
	STR21	STR24	STR27	SCD9	GSCN9	ENV15	PURCH3	INTER3	PERF3	INTER6
16.50 - 17.50	EurOMA 2011 Annual General Meeting									
19.00 - 22.30	EurOMA Gala Evening - King's College									

Tuesday July 5

Room	WRCH 1	WRCH2	WRCH 3	WRCH 4	WRCH 5	English 1	English 2	English 3	English 4	English 5
Chair	Yufeng Zhang	Marcus Assarind	Levente Szász	Rhian Silvestro	Bart McCarthy	Kate Blackmon	Mervi Vuori	José Talamo	David Kirkwood	Thomas Wallner
08.45	STR28	STR31	STR34	SCD10	GSCN10	TOM1	UIFR1	GSCN13	INN4	NETSTR1
	STR29	STR32	STR35	SCD11	GSCN11	TOM2	UIFR2	GSCN14	INN5	NETSTR2
	STR30	STR33	STR36	SCD12	GSCN12	—	UIFR3	GSCN15	INN6	NETSTR3
10.15	Refreshment break - West Road Concert Hall									
Chair	Jurgen Strohhecker	Andreas Feldmann	Sander de Leeuw	Hendrik Schellmann	Aydin Inemek	Olli-Pekka Hilmola	Mesbahuddin Chowdhury	Björn Söderberg	Per Engelsest	Anita Romsdal
10.45	EMP1	STR37	STR40	SCD13	GSCN16	TOM3	UIFR4	FIN1	RISK1	INTER7
	EMP2	STR38	STR41	SCD14	GSCN17	TOM4	UIFR5	FIN2	RISK2	INTER8
	EMP3	STR39	STR42	SCD15	GSCN18	TOM5	UIFR6	FIN3	RISK3	INTER9
12.15	Lunch - Selwyn and Robinson Colleges									
Chair	Andreas Groessler	Maïke Scherrer-Rathje	Andrea Furlan	Karen Li	Rosane Faria	Marek Szejczewski	Magdy Khalaf	Antonios Karatzas	Roger Schmenner	Barbara Resta
13.15	EMP4	STR43	STR46	SCD16	GSCN19	NEWOP1	UIFR7	FIN4	RISK4	GOV1
	EMP5	STR44	STR47	SCD17	GSCN20	NEWOP2	UIFR8	FIN5	RISK5	GOV2
	—	STR45	STR48	SCD18	GSCN21	—	—	—	—	—
14.45	Refreshment break - West Road Concert Hall									
15.15	Keynote presentations									

16.30 – 17.00 Conference close

Law 1	Law 2	Law 3	Law 4	Law 5	Divinity 1	Divinity 2	Divinity 3	Divinity 4	Divinity 5
Opening session, Welcome to Cambridge and Keynote presentation - West Road Concert Hall									
Refreshment break - West Road Concert Hall									
Lucio Lamberti	João Amato Neto	Helena Forslund	Andy Neely	Martin Spring and Scott Sampson	Carmen Medina-López	Alessandro Ancarani	Paul Coughlan	Zoe Radnor	John Bicheno
MKT1	ENV1	ENV4	SERV1	PANEL SSC Service Supply Chairs	HRM1	HRM4	PUB1	PUB4	LEAN1
MKT2	ENV2	ENV5	SERV2		HRM2	HRM5	PUB2	PUB5	LEAN2
MKT3	ENV3	ENV6	SERV3		HRM3	HRM6	PUB3	PUB6	LEAN3
Lunch - Selwyn and Robinson Colleges									
Nick Oliver	Johann Meckenstock	Tânia Pereira Ramos	Ivanka Visnjic	Saara Brax	Richard Cooney	Matthias Holweg	Paul Walley	Steve New	Christine Welch
MKT4	ENV7	ENV10	SERV4	SERV7	HRM7	PANEL The good paper	PUB7	PUB10	PI1
MKT5	ENV8	ENV11	SERV5	SERV8	HRM8		PUB8	PUB11	PI2
MKT6	ENV9	ENV12	SERV6	SERV9	HRM9		PUB9	PUB12	PI3
Refreshment break - West Road Concert Hall									
Thomas Bortolotti	Elcio Tachizawa	Silvia Zilber	Tim Baines	Antero Putkiranta	Jürgen Wagner	Nigel Caldwell	Harry Barton	Giovanni Radaelli	Arumugam Velayudan
MKT7	ENV16	ENV19	SERV10	SERV13	HRM10	MCP1	PUB13	PUB16	PI4
MKT8	ENV17	ENV20	SERV11	SERV14	HRM11	MCP2	PUB14	PUB17	PI5
MKT9	ENV18	ENV21	SERV12	SERV15	HRM12	MCP3	PUB15	PUB18	PI6
EurOMA 2011 Annual General Meeting									
EurOMA Gala Evening - King's College									

Law 1	Law 2	Law 3	Law 4	Law 5	Divinity 1	Divinity 2	Divinity 3	Divinity 4	Divinity 5
Rui Sousa	Cristina Gimenez	Kalinga Jagoda	Jasna Prester	Sharon Williams	Bozena Poksinska	Mickey Howard	Manda Broekhuis	Jane Davies	
MKT10	ENV22	ENV25	SERV16	SERV19	HRM13	MCP4	PUB19	PUB22	
MKT11	ENV23	ENV26	SERV17	SERV20	HRM14	MCP5	PUB20	PUB23	
MKT12	ENV24	ENV27	SERV18	SERV21	HRM15	MCP6	PUB21	PUB24	
Refreshment break - West Road Concert Hall									
Patrik Jonsson	Sinead Carey	Maria López-Gamero	Tomas Harrington	Maria Oltra	Peter Marzec	Jens Roehrich	Nicola Spiller	Paul Lillrank	Matthias Holweg
MKT13	ENV28	ENV31	SERV22	SERV25	OMT1	MCP7	PUB25	PUB28	PANEL Theory in Operations Management
MKT14	ENV29	ENV32	SERV23	SERV26	OMT2	MCP8	PUB26	PUB29	
MKT15	ENV30	ENV33	SERV24	SERV27	OMT3	MCP9	PUB27	PUB30	
Lunch - Selwyn and Robinson Colleges									
Donna Marshall	Kate Thirlaway	Ely Paiva	Tim Baines	Biao Yang	Bart MacCarthy and Mike Lewis	Nigel Caldwell and Mickey Howard	Justin Drupsteen	Svante Lfvergren	
PTNR1	ENV34	ENV37	SERV28	SERV30	PANEL The same old Methodologies	MCP10	PUB31	PUB34	
PTNR2	ENV35	ENV38	SERV29	SERV31		MCP11	PUB32	PUB35	
—	ENV36	ENV39	—	—		—	PUB33	—	
Refreshment break - West Road Concert Hall									
Keynote presentations									

Conference close 16.30 – 17.00

All Sessions

Monday July 4

Room	WRCH 1	WRCH2	WRCH 3	WRCH 4	WRCH 5	English 1	English 2	English 3	English 4	English 5
09.00	Opening session, Welcome to Cambridge and Keynote presentation - West Road Concert Hall									
10.15	Refreshment break - West Road Concert Hall									
10.45	1.1 Managing the operations-strategy interface Niraj Kumar	1.2 Managing the operations-strategy interface Mukesh Kumar	1.3 Managing the operations-strategy interface Raffaella Cagliano	1.4 Supply chain design Roy Stratton	1.5 Global supply chain networks Luiz Carlos Di Serio	1.6 Managing global operations: perspectives from emerging economies Patrik Jonsson	1.7 Capability and the resource based view in practice and theory Ken Platts	1.8 Inventory management, planning and scheduling Jaime Castañeda	1.9 NPD with suppliers Anthony Potter	1.10 Supplier relationships: developing a country's perspective Peter O'Neill
	STR1 Make to Order Manufacturing and Operational Management Strategies - A Case Study at Priordave Ltd. Sreejit Pillai, Raj Bhatti, Alan Arokiam, Tony Collins	STR4 Network configuration of global R&D networks: Extending OM configuration concepts Zaza Nadja Lee Hansen, Jagjit Singh Srini	STR7 Cumulative capabilities of three industries in a developing economy Chee Yew Wong, Sakun Boon-itt	SCD1 Company types between flexibility and stability strategies and their impact on innovativeness and performance - Evidence from a large-scale survey in German manufacturing industry Steffen Kinkel	GSCN1 Processes of global sourcing decision-making practices Christian Busse, Alina Stancyc, Constantin Blome	G01 The Internationalization Process of Foreign Automotive Part Suppliers in China: Toward an Adaptive Capability Evolution Model Joongsan Oh, Kyung-Tae Kim, Seung-Kyu Rhee	RBV1 Capabilities and Competencies in Humanitarian Operations Aruna Apte, Keenan Yoho	INV1 A theoretical and empirical investigation of inventory practices Angel Diaz, Oswaldo Lorenzo, Bjorn Claes	NPDI Managing internal interactions in new product development operations Burca Felegoklu, James Moultrie	SUPPLY1 Buyer-supplier relationships in a Sustainable Supply Chain: the Organic chain in Brazil Luciana Vieira, Marcia Barcellos, Silvio Silva, Alexia Hoppe
	STR2 Integration themes in mergers and acquisitions in the Medical Technology Industry from a resource-based view Tian Wei, Mike Gregory	STR5 Managing the Operations-Strategy Interface through Programme Management Peter Meulengracht Jensen, John Johansen, Brian Vejrum Waehrens	STR8 The capabilities trade-off debate in operations strategy: An initial assessment of the airline industry in Australia. Alka Singh, Prakash Singh, Damien Power	SCD2 Logistics as a framework for examining historical phenomena: The case of triangular trade Gilles Pache, François Fulconis, Nathalie Merminod, Thierry Goddile	GSCN2 Offshoring and nearshoring success: the importance of strategic reasons Federico Caniato, Ruggero Golini, Matteo Kalchschmidt	G02 Exploring the Interface between Foreign Invested Manufacturing and R&D in Emerging Markets Peder Veng Soeborg, Brian Vejrum Waehrens	RBV2 The roles of resource coordination in the development of manufacturing competence: an exploratory case study Yue Zhao, John Mills, Ken Platts	INV2 Inventory Management in Closed Loop Supply Chains: a heuristic approach with safety stock on demand Andrea Bazzini, Massimiliano Schiraldi, Erica Segel	NPDI2 Relationships between supplier involvement, absorptive capacity and product innovation: a study of manufacturing industry in the UK Saeed Najafi Tavani, Hossein Sharifi, Hossain Ismail	SUPPLY2 A process for the prequalification of suppliers for a service organisation in a developing economy Frank Qjafi, Dotun Adebajo
	STR3 Exploring the influence of contractual and relational governance on the relationship between capability and collaboration Niraj Kumar, Mickey Howard, Mike Lewis, Sinead Carey	STR6 Risk Management in Global Manufacturing Investment: Dimensions and Process Mukesh Kumar, Mike Gregory	STR9 Sustainability strategies: the impact on manufacturing capabilities trade-offs Raffaella Cagliano, Ruggero Golini, Amachiara Longoni	SCD3 The strategic management of demand uncertainty - a longitudinal study Roy Stratton	GSCN3 Strategic outsourcing? The Philips' case in the LCD TV Market Luiz Carlos Di Serio, Robson Dantas Bento, Guilherme Silveira Martins, André Luis de Moura Castro Duarte	G03 Effects from implementing advanced planning & scheduling systems for supply chain planning Patrik Jonsson, Marlin Rudberg	RBV3 Performance Improvement and Resource Co-ordination John Mills, Ken Platts	INV3 Influence of joint decisions and cognitive dissonance on newsvendor results Jaime Castañeda, Paulo Gonçalves	NPDI3 The antecedents and consequences of glitches when suppliers are involved in new product development: the moderating effect of environmental turbulence Anthony Potter, Bern Lawson, Daniel Krause	SUPPLY3 Supply chain management relationship structures: Chinese evidence compared to traditional frameworks Peter O'Neill, Anibal Scavarda, Sisi Gao, Boqi Kam
12.15	Lunch - Selwyn and Robinson Colleges									
13.15	2.1 Managing the operations-strategy interface Atanu Chaudhuri	2.2 Managing the operations-strategy interface Jill MacBryde	2.3 Managing the operations-strategy interface Luiz Carpinetti	2.4 Supply chain design Shereen Nassar	2.5 Global supply chain networks Jan Stentoft Aribjorn	2.6 Managing global operations: Perspectives from emerging economies Min Zhang	2.7 1.7 Capability and the resource based view in practice and theory John Mills	2.8 Inventory management Afshin Mansouri	2.9 Innovation in inter-firm relationships Lars Bengtsson	2.10 Supplier relationships: developing a country's perspective Christopher Williams
	STR10 Reflections on operations strategy development and execution Alex Hill, Terry Hill	STR13 Developing a framework for servitization decision Jassada Lertsakereekun, Natcha Thaweesangskulthai	STR16 Business models in fashion industry: an empirical analysis Laura Macchion, Pamela Danese, Andrea Vinelli, Romano Cappellari	SCD4 Supply Chain Agility and Supply Chain Adaptability: Antecedents, Moderators and Performance Effects Dominik Eckstein, Constantin Blome, Michael Henke	GSCN4 Plant Roles in High Cost Countries - A Survey Analysis of Manufacturing Networks in the Northern Europe Virpi Turkkulainen, Marja Blomqvist	G04 Internationalization among emerging economies: insights from Brazilian-Russian beef network Karin Marini Thome, Rosa Teresa M. Machado, Luciana Marques Vieira	RBV4 Configuring Competitive Advantages: Resources and Capabilities in Operations Networks Johanna K. Jaskari	INV4 The volatility of the airline industry and its effects on an aircraft manufacturer's purchasing function João Henrique Lopes Guerra, Luis Miguel Domingues Fernandes, Ferreira, Alceu Gomes Alves Filho	INNI1 An Empirical Investigation of Business Model Innovation on Inter- and Intra-Organisational Relationships Mehmet Cakkol, Mark Johnson	SUPPLY4 Patterns of supply chain integration: cluster analyses of three Thai industries Sakun Boon-itt, Chee Yew Wong, Christina W.Y. Wong
	STR11 Supply chain integration under resource dependence: How powerful buyers and suppliers shape integration as the value of the relationship rises Boyana Petkova, Taco Van der Vaart, Eric Molleman	STR14 An exploratory study of the dynamic manufacturing strategy in start-up companies Sirirat Lim, Ken Platts, Tim Minshall	STR17 Configuration of a global manufacturing system - a longitudinal case study. René Taudal Poulsen, Anders Paarup Nielsen, Brian Vejrum Waehrens	SCD5 Key factors for implementing postponement: case studies from the Brazilian food industry Karine Araújo Ferreira, Rosane Lucia Chicarelli Alcântara, Angela Cristina Marqui	GSCN5 Factors affecting the execution of supply chain management - an international view Herbert Kotzab, Christoph Teller, David Grant	G05 Adjusting Process Implementation Activities to context-specific Requirements in Low-Cost-Countries Hans-Georg Mundhenke, Ken Platts	RBV5 Dynamic Capabilities in Sustainable Supply Chain Management - a conceptual framework and insights from the literature Philip Beske, Stefan Seuring, Matthias Freise	INV5 Investigating the Applicability and Impact of Enterprise Resource Planning (ERP) Systems: The Effect of Production Strategy Bulut Aslan, Mark Stevenson, Linda Hendry	INNI2 Managing inter-firm relationships in open service innovation Carolien de Blok, Wietze van der Aa, Pim den Hertog	SUPPLY5 Exploring the Client-Vendor Interface in Offshore Outsourcing: A Longitudinal Study of a Project's Transition to India Christopher Williams
	STR12 Utilizing constraints to identify opportunities for innovation: Findings from Indian industries and future research directions Atanu Chaudhuri	STR15 Lost in Translation: bridging the gap between strategic management and operations strategy Jill MacBryde, Steve Paton, George Burt	STR18 Supplier selection criteria and techniques: a case research on the automotive supply chain Yania Pela, Luiz Carpinetti	SCD6 An integrated model for enhancing supply chain visibility: an extended resource-based view Shereen Nassar, Alistair Brandon-Jones, Nigel Caldwell, Michael Lewis	GSCN6 Capability Requirements in Evolving Manufacturing Networks Jan Stentoft Aribjorn, Aki Laiho, Eero Boranta, Mareike Kessels	G06 Outsourcing in the global pharmaceutical industry: Collaborative value delivery Kulwant Pawar, Janat Shah, Ashrit Cheepirishetti, Peeyush Mehta, Min Zhang, Johann Riedel	RBV6 Developing a Process for Identifying "Make Competences" in Small and Medium Manufacturers Mohamed Khatir, Ken Platts	INV6 A New Algorithm for Product Mix Problems for Job Shop Systems based on Theory of Constraints Davaod Gholmohammadi, Afshin Mansouri	INNI3 Leveraging supplier innovativeness through knowledge integration Lars Bengtsson, Nicolette Lakemond, Mandar Dablikar	
14.45	Refreshment break - West Road Concert Hall									
15.15	3.1 Managing the operations-strategy interface Dirk Pieter Van Donk	3.2 Managing the operations-strategy interface Saskia Gutter	3.3 Managing the operations-strategy interface Paulo Roberto Dalcol	3.4 Supply chain design Robert van der Meer	3.5 Global supply chain networks Marja Blomqvist	3.6 Operations and the environment Maïke Scherrer-Rathje	3.7 Purchasing management Vikram Bhakoo	3.8 Managing inter-firm relationships Katrin Karjalainen	3.9 Performance management in inter-firm relationships Pairsach Piboonrungraj	3.10 Managing inter-firm relationships Alan McKittrick
	STR19 Market Made: Manufacturing Capabilities and Export Markets for Developing Country Firms Nigel Williams, Yongmei Bentley, David Owen, Ely Philippot	STR22 Dynamic abilities in performance measurement systems: a case study on practice and strategies Mohammed Salloum, Magnus Wikström	STR25 Investigating the Effects of New Product Development Techniques on Mass Customisation Capability Zu'bi Al-Zu'bi, Christos Tsinopoulos	SCD7 A supply chain resilience assessment model Helena Carvalho, Virgilio Cruz-Machado	GSCN7 Advances in Augmented reality for Operating Global manufacturing Value Chains Wazim A. Khan, Amir Hussain	ENV13 Greening the construction industry supply chain using - system dynamics approach Balan Sundarakan, Arjit Sildar, Sreejith Balasubramanian, Stephan Wagner	PURCH1 Aligning operations strategy and purchasing strategy Joakim Wikner, Jenny Backstrand	INTER1 Classification of Retailer-Supplier Partnerships with Different Levels of Partnership Performance Canan Kocakocoglu-Hillmer, ManMohan Sodhi, Byung-Gak Son	PERF1 Virtuality of organizations and performance: a quantitative study in Brazilian manufacturing firms Claudia Mattes, Fernando Laurindo	INTER4 Supply Chain Rationality in Engineering-To-Order companies: similarities and differences in two cases Frans Bakker, Dirk Pieter Van Donk
	STR20 The Causal Relationships between Manufacturing Strategy Process, Manufacturing-Marketing Integration and Plant Performance Joongsan Oh, Wonhee Lee, Seung-Kyu Rhee	STR23 The role of continuous improvement programmes beyond operational excellence Seamus O'Reilly, Lawrence Dooley	STR26 Organisational antecedents of mass customisation capability Alessio Trentin, Cipriano Forza, Elisa Perin	SCD8 Escaping the inescapable: inevitable disruptions and risk mitigation in supply networks Philip Greening, Janet Godsell, Christine Rutherford	GSCN8 Governance and transformation of clusters: theoretical models and the case of the maritime cluster in Mid-West Norway Lise Lillevigfeldt Halse	ENV14 Supply chain planning with sustainability considerations: an integrative framework Yang Wang, Renzo Akkerman, Morten Birkev, Martin Gronow	PURCH2 Outsourcing Practices in Canadian Organizations: The Experience of Purchasing Professionals Harvey Miller, Suzana Russell	INTER2 The relationship between trust and supply chain partnership with operational performance: a cross-regional analysis Andrew Finger, Ely Panu, Luciana Vieira	PERF2 The giant's dilemma: to dance or wrestle? Interdependence between large organisations and the effect on relationship performance Donna Marshall, Mark Goh, Daniel Lynch, Eamonn Ambrose	INTER5 The Impact of Information Visibility on the Bullwhip Effect Paulo Gonçalves, Mohammad Moshtari
	STR21 Dynamics of SKU classification: the production strategy in a dairy company Tim Van Kampen, Dirk Pieter Van Donk	STR24 The influence of single lean principles on lean bundles Saskia Gutter	STR27 Decision-making on manufacturing flexibility for the management of operational risks in the productive process of Brazilian automotive industries Paulo Roberto Dalcol, Uilson Rebulu de Oliveira, Fernando Augusto Marins	SCD9 Modelling and managing systemic risks in supply chains Kanogan Leersjanaprapa, Lesley Walls, Robert van der Meer	GSCN9 Managing global manufacturing networks - Uncovered plant roles of global manufacturing companies Marja Blomqvist, Virpi Turkkulainen	ENV15 Using Causal Loop Diagrams (CLD) as an organizational learning tool to raise management awareness of the eco-sustainability challenge and to facilitate operational problem solving Andreas Hinz, Maïke Scherrer-Rathje, Saskia Guetter	PURCH3 Institutional decoupling across the supply chain: The case of Information Technology implementation Vikram Bhakoo, Thomas Choi	INTER3 Electronic purchasing tools and purchasing absorptive capacity as antecedents of purchasing category performance Katrin Karjalainen, Alistair Brandon-Jones, Stefano Ronchi, Erik van Raaij	PERF3 Supply chain collaboration, inter-firm trust and logistics performance: Evidence from the tourism sector Pairsach Piboonrungraj, Stephen Disney	INTER6 A Case Study of Management Control in a Large Back-office BPO Arrangement Alan McKittrick, Frank Wiengarten
16.50	EurOMA 2011 Annual General Meeting									
19.00 - 22.30	EurOMA Gala Evening - King's College									

Law 1	Law 2	Law 3	Law 4	Law 5	Divinity 1	Divinity 2	Divinity 3	Divinity 4	Divinity 5	Room	
Opening session, Welcome to Cambridge and Keynote presentation - West Road Concert Hall											09.00
Refreshment break - West Road Concert Hall											10.15
1.11 Managing the operations-marketing interface											10.45
Lucio Lamberti	João Amato-Neto	Helena Forstlund	Andy Neely	Martin Spring and Scott Sampson	Carmen Medina-López	Alessandro Ancarani	Paul Coughlan	Zoe Radnor	John Bicheno		
MKT1 The application and evaluation of a framework for the sustainable alignment of operations strategy: exploring the marketing interface Celeste Zanon, Alceu Alves Filho	ENV1 Sustainable Supply chains: New Challenges, New Governance Samir Dani	ENV4 Environmental sustainability: drivers, practices and performance within the German third-party logistics industry Steffen Maas, Tassilo Schuster	SERV1 New service development in capital goods manufacturers: empirical evidence from an Italian sample and proposal of a conceptual framework Sylvie Roscio, Donatella Corti	Service Supply Chain Structure, Incentives and Workflow: Case study insights from two-stage outsourcing of engineering services Martin Spring	HRM1 Evaluating the relation between worker-oriented lean practices and operational performance using meta-analysis and path-analysis Nick Ziegls, Jan Riezebos, Dirk Pieter van Donk	HRM4 Human resource issues in the New Zealand pipfruit industry: some findings from a quality management study Nigel Grigg, Hans Doevendans	PUB1 Adapting to the Future: The application of new approaches to business process improvement - initial findings from a study of five UK police forces. Harry Barton	PUB4 What is lean culture - and how to measure it? Noémi Imre, István Jenei, David Losonci	LEAN1 Kaizen implementation: A "best case" analysis Kodo Yokozawa, Harm-Jan Steenhuis		
MKT2 Inter-functional integration between Marketing and Logistics: case study insights Marcos L. Pimenta, Cynthia S. Brigante, Andrea L. Da Silva, Wendy L. Tate	ENV2 Sustainable Supply Chain Management: Towards a Holistic Understanding of the Triple Bottom Line? Alison Ashby, Mike Leat, Melanie Hudson-Smith	ENV5 Logistics strategy, transportation and environmental impacts - a causal systematic approach Gerald Aschauer, Manfred Gronalt	SERV2 Organizing servitization: A contingency perspective Tajja Turunen	The Seven Customer Roles in Service Supply Chains Scott Sampson	HRM2 Fit of technical and socio subsystems in lean context, and its impact on operational performance indicators David Losonci	HRM5 Team results and team members' competence development in virtual and face-to-face teams Cristina Garcia, Maria I. Oltra, M. Luisa Flor, Montserrat Bonnat	PUB2 The implications of maturity of Improvement Methodologies in UK Public Services: A pilot study Ann Esain, Sarah Lethbridge, Simon Elias, Barry Evans, Ceri Davies	PUB5 The Impact of EHR Capability on Hospital Performance Bogdan Bichescu, Randy Bradley, Wei Wu, Terry Byrd	LEAN2 Lean implementation within SMEs: a literature review Qing Hu, Sharon Williams, Robert Mason, Pauline Found		
MKT3 The supply chain management - marketing interface in dynamic contexts: an exploratory study Margherita Pero, Lucio Lamberti	ENV3 A Study on Sustainability Common Topics in Operations Management and Industrial Ecology publication Marcos Cesar Lopes Barros, João Amato Neto	ENV6 Environmental performance in transport contracts Maria Björklund, Helena Forstlund	SERV3 The Servitization of Manufacturing: Further Evidence Andy Neely, Ornella Benedetto, Ivanka Visnjic	Discussion	HRM3 Analysis and validation of a HRM and TOM scales in a multiple informant international sample Carmen Medina-Lopez, Raífaela Alfala-Luque, Juan A. Marin-García	HRM6 Over-confidence in inventory management: insights from a human experiment Alessandro Ancarani, Carmela Di Mauro, Diego D'Urso	PUB3 Process Capability - towards an empirical basis for support of lean operations Paul Coughlan, Brian Fynes, Frank Wiegarten, Bastian Franken	PUB6 Readiness for Lean in Healthcare: Views from the Executive Zoe Radnor, Amrik Sohal, Nicola Burgess, Peter O'Neill	LEAN3 The Formula of Lean: Notes on the Kingman equation Matthias Holweg, John Bicheno		
Lunch - Selwyn and Robinson Colleges											12.15
2.11 Managing the operations-marketing interface											13.15
Nick Oliver	Johann Meckenstock	Tânia Pereira Ramos	Ivanka Visnjic	Saara Brax	Richard Cooney	Matthias Holweg	Paul Walley	Steve New	Christine Welch		
MKT4 External product variety, mass customization and order fulfillment in the automotive industry: A comparison between German and Japanese cases Thomas Staebelin, Katsuki Aoki, Takahiro Tomino	ENV7 Green Supply Chain Management in Italy: Pressures, Practices and Performance Guido J. L. Micheli, Enrico Cagno, Marzia Zorzini, Joseph Sarkis, Sara Perotti	ENV10 Challenges and Opportunities for Reverse Logistics Initiatives in the Automotive Industry Breno Nunes, David Bennett, Duncan Shaw, João Quiriquias Frola Neto	SERV4 Change Drivers for Transformation towards Product-Service Systems Dorothea Vladimirova, Stephen Evans, Veronica Martinez	SERV7 New Industrial Product-Service Systems Development: The interface between innovation and operations Juliana Santos, Martin Spring	HRM7 "Organisational agility" - A critical success factor in the introduction of High Performance Work Systems? Martin Menrad, Thomas Wallner	Panel discussion with Martin Christopher, Morgan Swink, Steve Brown	PUB7 Collaborative sourcing of complex technologies in healthcare systems: implications for strategies Chiara Gobbi, Juliana Hossain	PUB10 Trajectory of Lean implementation: the case of English hospitals Nicola Burgess, Zoe Radnor	PI1 A Systematic approach for prioritizing lean practices using AHP Magdy Khalaf, Mohamed El Mokadem		
MKT5 Product Diversity Management within a supply chain perspective: Lessons from an empirical study Katja Klingebiel, Augusto da C. Reis, Luiz Felipe Scavarda, Jens Schaffer, Silvia Brafran	ENV8 Improving sustainability performance in the supply chain: drivers and barriers to engaging SME suppliers Osama Meqdadi, Rhona Johnson, Thomas Johnson, Joe Miernczyk, Thierry Sauvage	ENV11 Reverse logistics systems for waste generated throughout vehicles life-cycle Ruth Carrasco-Gallego, Joaquin Delgado-Hipolito, Eva Ponce-Cueto	SERV5 Organising for Servitization across Multiple Operating Environments: the constraining and enabling effects of path dependency Jawwad Raja, Ahmad Beltagui, Mehmet Gakkol	SERV8 Untangling the emerging concept of service platforms: what are they? what do they consist of? Martin Skold, Malin Schmidt	HRM8 Developing a causal model of factors affecting labor productivity of construction operations: the case of Iran Mohammad Mohammadpour Omran, Gholamreza Jamali		PUB8 Performance measurement utilisation in public organizations: the influence of political, cultural and rational factors. Francesco Sole, Daniela Carlucci, Giovanni Schiuma	PUB11 Lessons from using the A3 structure in a multi-site lean healthcare experiment Norman Faulk, Chipu Mupure, Anton Grutter, Tony Booyens, Zameer Brey, Ruzivo Chigwedere, Rose Heathcote	PI2 Financial performance indicators used in the analysis of the TQM, TPM and JIT/Lean manufacturing advanced production practices: literature review and proposal Benabe Escobar Perez, José Antonio Dominguez Machuca, Darksy Edith Lujan Garcia		
MKT6 Changing Patterns of Leanness: Stock Turns in the Japanese and Western Auto Industries 1975-2008 Nick Oliver, Nina Cuckow	ENV9 Understanding sustainable supply chains - Locally and globally Johann Meckenstock, Ana Paula Barbosa-Póvoa	ENV12 Restructuring service areas and vehicle routes in a recyclable waste collection system Tânia Rodrigues Pereira Ramos, Maria Isabel Gomes, Ana Paula Barbosa-Póvoa	SERV6 Successfully Implementing Service Business Model in a Manufacturing Firm Ivanka Visnjic, Bart Van Looy	SERV9 Process modularity in service offerings - Conceptual analysis Saara Brax, Majja Isotalus	HRM9 Teamworking and Flexibility: Two Cases from the Australian Automotive Industry. Richard Cooney		PUB9 The content and process of a successful whole system improvement programme Paul Walley	PUB12 Lean and Safety in Healthcare: Methodologies for Practice and Research Steve New, Simon Kreckler, Ken Cathpole, Peter McCulloch	PI3 Value streams, effectiveness and the achievement of balance Christine Welch, Tammi Sinha		
Refreshment break - West Road Concert Hall											14.45
3.11 Managing the operations-marketing interface											15.15
Thomas Bortolotti	Elio Tachizawa	Silvia Zilber	Tim Baines	Antero Putkirtanta	Jürgen Phil Wagner	Nigel Caldwell	Harry Barton	Giovanni Radella	Arumugam Velayudan		
MKT7 The strategic alignment of operations: case studies in the interface with marketing Celeste Zanon, Alceu Alves Filho	ENV16 Manufacturer-retailer collaboration on sustainability: An emerging agenda Silvia Rossi, Marie Koulikoff-Souviron	ENV19 Low Carbon Emission Global Supply Networks: From measurement to Redesign - a case study in ICT industry Jialun Hu, Yongjiang Shi, Dennis Lewis	SERV10 A location model proposal for collecting used batteries in Spain Eva Ponce-Cueto, José A. González-Manteiga, Ruth Carrasco-Gallego	SERV13 A process model for developing integrated product-service offerings Richard Clayton, Chris Backhouse, Samir Dani, Jeremy Lovell	HRM10 Behavioural Dynamics in High-Performing Continuous Improvement Teams Desiree Van Dun, Tim Van Eck, Mark Van Vuuren, Celeste Wilderom	MC1 Complex Service Systems - Identifying Drivers, Characteristics and Success Factors Andy Neely, Duncan McFarlane, Ivanka Visnjic	PUB13 Lean Business Schools - A case study of Lean Implementation in Higher Education Tammie Sinha, Jackie Seymour, Eric De Greef	PUB16 Innovating operations in healthcare: the (un)solved quest for making telemedicine-based services work FedERICA Segato, Laura Bartoli, Emanuele Lettieri, Cristina Masella	PI4 Randomness in processing times and its impact on a serial production process performance Yaghoob Khojasteh-Ghamari		
MKT8 Market Orientation, Performance Management and Strategic Integration of Purchasing and Supply Management - An Embedded Multiple Case Study Matthias Goelner, Constantin Blome, Michael Henke	ENV17 Sustainable purchasing through inter and intra-firm collaboration Davide Luzzini, Gianluca Spina, Raffaele Almic	ENV20 Sustainability and mass customization: can they be integrated in a new production paradigm? Empirical test of a reference framework. Donatella Corti, Marco Iacob, Golbro Puaraboljahan, Luca Ganetta, Andrea Bettini, Paolo Pedrazzoli	SERV11 The importance of dynamic assembly for the management of operations in service supply chains Frederic Pellegrin-Romeglio, Diego Vega, Elodie Kaciouci-Maurin	SERV14 Service Transition: A Path Dependence Approach Max Fine, Mari Heikkilä	HRM11 The joint effect of HRM and TQM practices on business competitive advantage Raífaela Alfala-Luque, Carmen Medina-Lopez, Juan A. Marin-García	MC2 Patient safety and Operational Complexity: a systemic approach Maria Kapsali, John Bessant	PUB14 Total quality management in developing countries: a model for Pakistani Universities Muhammad Usman Awan, Muhammad Khalid Khan, Niaz Ahmad	PUB17 The development and evaluation of an Innovation Engine for empowerment and change in healthcare Kristian Sverbo, Henrik Eriksson, Helle Wilje	PI5 A Matrix for identification and selection of appropriate quality improvement techniques for food SMEs: findings from empirical research Manoj Dora, Maneesh Kumar, Dirk Van Goubbergen, Adnenn Molnar, Xavier Gellynck		
MKT9 Product modularity, supplier integration and operational performance: evidence from the high performance manufacturing project Pamela Danese, Pietro Romano, Thomas Bortolotti	ENV18 Assessment or collaboration? An empirical study on Green Supply Chain Management Elio Tachizawa, Cristina Gimenez, Maria José Montes-Sancho	ENV21 The Carbon Credits Market in Brazil: Supplying CDM Project Solutions Silvia Zilber	SERV12 An exploration of vertical integrations and facilities practices within servitized operations Tim Baines, Howard Lightfoot, Palie Smart	SERV15 Applying the Ferrows's model 'the strategic role of plant' in service environment Markku Koula, Antero Putkirtanta	HRM12 Re-constructing Organisational Cultures of Continuous Improvement: Findings from International Case Studies Jürgen Phil Wagner, Nigel Grigg, Robin Mann, Musli Mohammad, Warwick Harvie	MC3 A sales and operations planning framework Patrik Jonsson	PUB15 Assessing the Impact of Lean Implementation within a UK University Business School: A Case Study in Action. Harry Barton, Baback Yazdani, Colin Tivey	PUB18 The role of individual and group innovativeness to support the diffusion of a new operations practice in Healthcare Giovanni Radella, Emanuele Lettieri, Cristina Masella	PI6 Organizational Learning mechanisms in Six Sigma Projects: An empirical study Arumugam Velayudan, Jiju Antony, Maneesh Kumar		
EurOMA 2011 Annual General Meeting											16.50
EurOMA Gala Evening - King's College											19.00 - 22.30

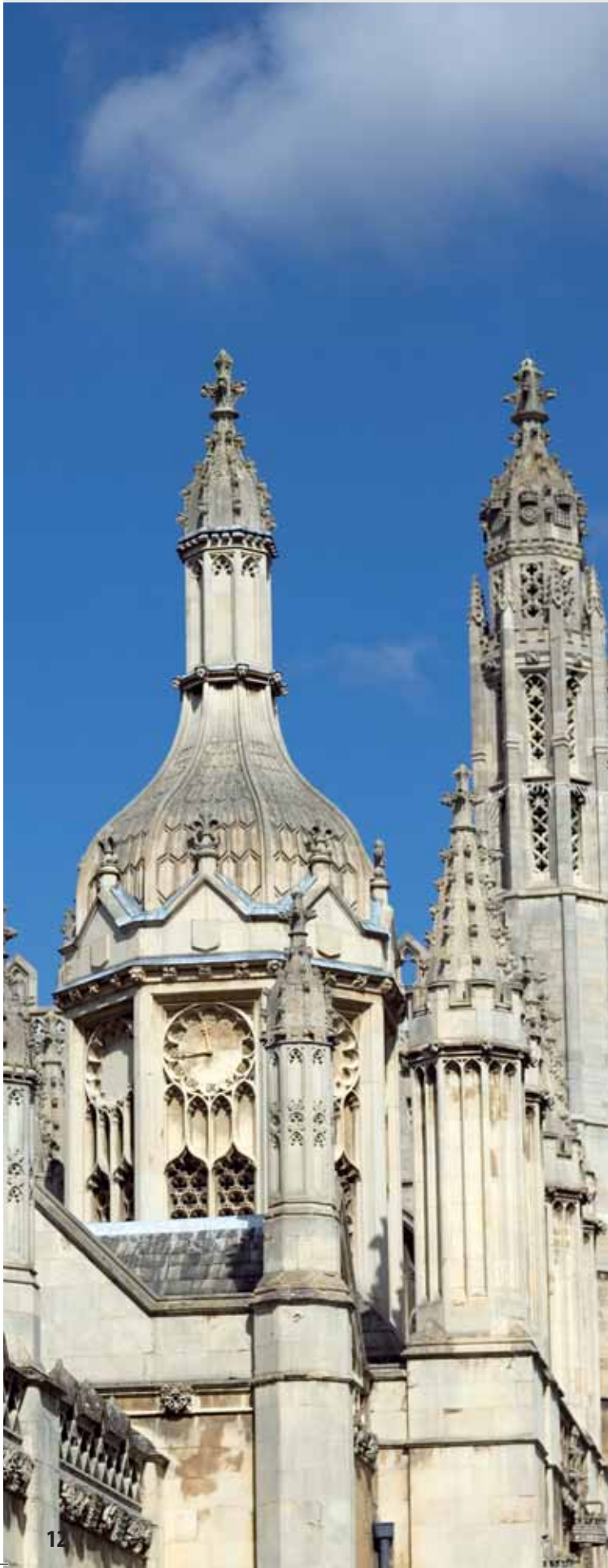
All Sessions

Tuesday July 5

Room	WRCH 1	WRCH2	WRCH 3	WRCH 4	WRCH 5	English 1	English 2	English 3	English 4	English 5
08.45	4.1 Managing the operations-strategy interface Yufeng Zhang	4.2 Managing the operations-strategy interface Marcus Assarind	4.3 Managing the operations-strategy interface Levente Szász	4.4 Supply chain design Rhian Silvestro	4.5 Global supply chain networks Bart MacCarthy	4.6 Teaching operations management Kate Blackmon	4.7 Understanding inter-firm relationships Mervi Vuori	4.8 Global supply chain networks José Roberto Talamo	4.9 Innovation in inter-firm relationships David Kirkwood	4.10 Networking strategy Thomas Wallner
	STR28 Viewing engineering offshoring in a network perspective: Challenges and key patterns Zaza Hansen, Yufeng Zhang, Saema Ahmed-Kristensen	STR31 Manufacturing supporting strategies in SMEE Kristina Sälsten, Mats Winroth	STR34 Linking supplier relationship with postponement: an empirical analysis Sorosh Saghir, Alex Hill	SCD10 Low Cost Country Sourcing Complexities and Supply Chain Strategies Nachappan Subramanian, Shams Rahman, Chandra Lalwani	GSCN10 The Configuration of the Outbound Supply Chain for the International Growth of Italian Fashion Companies Antonella Moretto, Andrea Sianesi, Gianluca Spina	TOM1 Assessing the Service Quality of Higher Education in Operations Management: Two Servqual Gap Analyses. Cyril Foropon, Ruth Seiple, Laucine Kerbache	UIFR1 Understanding inter-organizational relationships in programme management: a social network analysis study Qing Li, Nicky Shaw, Tom Burgess, Yongjiang Shi	GSCN13 Interactions between R&D and production in globalisation: The implications for the Operations Management Community Yang Cheng, John Johansen, Yongjiang Shi	INM4 The Effect of Product Complexity and Modularity on New Product Development and Supply Chain Management Integration Federico Cianiato, Luca Crippa, Andreas Gröbler	NETSTR1 Networking strategy as a strategic management tool Francesca Riccobono, Manfredi Brucoleri, Giovanni Perrone
	STR29 Developing a SWOT roapping technique for managing strategy, operations, and technology interfaces Choy Leong Yee, Kenny Guan Cheng Toh, Winnie Wei Yu Liaw	STR32 Sustaining local manufacturing: A longitudinal study of Swedish companies Mats Winroth, Muhammad Abid, Bengt Almgren, David Bennett, Breno Nunes	STR35 Using manufacturing focus portfolios to assess product mix complexity in manufacturing footprint design Robert Schilling, Joerg Schwartz	SCD11 The Role of Functional Interdependencies in Global Operations Networks: From Delinking to Organizing Interfaces Dmitrij Slepniou, Brian Vejrum Waehrens	GSCN11 Competing in the Global Aerospace Supply Chain: The Case of the Canadian Aerospace Industry Isabelle Dostaler	TOM2 The design of a research methods module for a course in Major Programme Management Kate Blackmon	UIFR2 Reconceptualising inter-organisational supply chain behaviours Mark M.J. Wilson, Clive Smallman, David L. Dean	GSCN14 Changing patterns of R&D relocation activities in the course of the global economic crisis Steffen Kinkel	INM5 The effects of supplier-buyer integration on collaborations in sustainable environmental innovations: the case of automobile industry Maria Cristina De Stefano	NETSTR2 Integrating interfaces with logistics service providers: a literature review and future research Chee Yew Wong, Ran Cao
	STR30 Engineering Strategies: An analytical framework and implementation guidance Yufeng Zhang	STR33 Enabling Factors of Adaptive Capability in Small and Medium Enterprises Aylin Ikes, Marcus Assarind, Catherine Maguire, Umit Bitlici, Jillian MacBryde	STR36 Manufacturing competitive priorities and business performance – an importance-performance analysis approach Levente Szász, Kristina Demeter	SCD12 Managing the interface between physical and financial supply chains: implications for banks' payment services Rhian Silvestro, Paola Lustrato	GSCN12 Global supply networks and responsiveness in the international clothing industry: Differences across different retailer types Bart MacCarthy, Amila Jayarathne	UIFR3 Domains and contextual factors of e-business systems utilization in inter-firm relationships: a case study Mervi Vuori, Jouni Kauremaa, Aki Laiho	GSCN15 Confidence issue on network companies managing: an empirical study José Roberto Talamo	INM6 A Network Configuration Framework for the Transition of Mascent Technologies into Emerging Industries David Kirkwood, Tomas Harrington, Jagjit Singh Srani	NETSTR3 The Identification of Critical Supply Network Segments in Theory and Practice Thomas Wallner, Markus Gerschberger	
Refreshment break - West Road Concert Hall										
10.15 10.45	5.1 Empirical modelling and simulation Jurgen Strohhecker	5.2 Managing the operations-strategy interface Andreas Feldmann	5.3 Managing the operations-strategy interface Sander de Leeuw	5.4 Supply chain design Hendrik Schellmann	5.5 Global supply chain networks Aydin Inemek	5.6 Teaching operations management Olli-Pekka Himola	5.7 Understanding inter-firm relationships Mesbahuddin Chowdhury	5.8 Managing the operations-finance interface Björn Söderberg	5.9 Risk management Per Engseth	5.10 Managing inter-firm relationships Anita Romsdal
	EMP1 Automotive crash repair reverse logistics operations: An analysis of the inventory-service trade-off James Atken, Hartanto Wong	STR37 The interface between "theory-as-practice" strategy and operations management: Towards a "practice-as-strategy" theory Kate Blackmon	STR40 The 'Reduction-Retention conundrum': Managing organisational capabilities at times of large-scale economic crises Matthias Holweg, Mats Johansson, Patrik Jonsson	SCD13 A meta-model for choosing a supplier selection technique within an EPC company Donato Masi, Guido Jacopo Luca Micheli, Enrico Cagno	GSCN16 Improvement programs in multinational manufacturing enterprises: A proposed theoretical framework and literature review Torbjorn Netland	TOM3 Thirty Years of OM Research Published in JOPM: Insights Using Latent Semantic Analysis Shalish Kulkarni, Uday Apte, Nicholas Evangelopoulos	UIFR4 A assessing the influence of information sharing and information quality on customer integration Roberto Chavez, Cristina Gomez, Brian Fynes, Frank Wiengarten	FIN1 Implications of e-Purchasing systems for the Operations-Finance interface: a survey of finance and accounting managers Adrian Done, Ching Liao, Markus Maeder	RISK1 Managing risk in Complex and Business Critical Outsourcing of Services Mikael Malmgren, Dan Andersson, Mats Abrahamsson	INTER7 The role of scenario planning in developing supply network configuration options: A case study of the pharmaceutical value chain Leila Alinaghiyan, Jagjit Singh Srani
	EMP2 The assumption of exponential interarrival times in hospital emergency departments: right or wrong? Francisco Aguado-Correa, Nuria Padilla-Garrido, Maria Isabel Rengel-Dominguez, Teresa Leal-Linares	STR38 Visual management and shopfloor teams - linking action to strategy Nicola Bateman, Lee Philip, Harry Warrender	STR41 The effect of contingencies on manufacturing strategy and operations performance Zolt Matyusz, Krisztina Demeter	SCD14 Modelling supply networks: a structural analysis of the Toyota supply chain Tomomi Kito, Alexandra Brintrup, Steve New, Felix Reed-Tooshas	GSCN17 Adoption of global spare parts management practices within a network of local autonomous units Jouni Kauremaa	TOM4 International operations management: a bibliometric analysis of published research 1998 to 2008 David Barnes, Alan Pilkington	UIFR5 How strategic needs influence alliance formation and their governance modes: An empirical study in the Italian biopharmaceutical industry Erica Mazzola, Giovanni Perrone	FIN2 An Approach to Evaluate a Portfolio of Technologies for Licensing Out Leonardo Santiago, Daniel Eloi-Santos, Marcelo Martinelli, Luciana Hashiba Horta	RISK2 Risk Management Parity in Energy Industry Service Relationships Ross Ritchie, Jannis Angelis	INTER8 From Transaction Cost Economics to Food Webs: A Multi-disciplinary Discussion on the Length of Supply Chains Alexandra Brintrup, Tomomi Kito, Steve New, Felix Reed-Tooshas
	EMP3 Airport services to passengers with reduced mobility: a case for adoption of Auto ID technologies? Maurizio Tomasella, Alan Thorne, Duncan McFarlane, Guillaume Febay, Laetitia Usseau	STR39 Distribution of Manufacturing Strategy Decision-Making in Manufacturing Networks Andreas Feldmann, Jan Olhager	STR42 Manpower planning strategies in times of financial crisis: evidence from logistics service providers and retailers in the Netherlands. Sander de Leeuw, Vincent Wiers, Maartje Smits, Celine Couwenberg	SCD15 A simulation based approach to evaluate customer-specific volume flexibility of a manufacturing company Gunther Reinhart, Hendrik Schellmann	GSCN18 Enhancing supplier performance in buyer-supplier relationships: The roles of supplier assessment, buyer assistance, and supplier involvement in product development Aydin Inemek, Paul Mathysseus	TOM5 System Dynamics Course at University Level: Review of Student Simulation Models Olli-Pekka Himola, Lauri Lähtik	UIFR6 Antecedents and impacts of social capital in buyer-supplier relationships: A study of Australian manufacturing industry Mesbahuddin Chowdhury, Daniel Prajogo, Quamrul Alam	FIN3 Challenges of implementing lean principles in product development – the case of visual planning Björn Söderberg, Ludwig Alfredson	RISK3 Managing Risk in Individual Supply Relationships and in the Complete Supply Network - A case study from the maritime industry Per Engseth, Terje Grønsdal	INTER9 Fresh food supply chains: characteristics and supply chain requirements Anita Romsdal, Maria Kollberg Thomassen, Heidi Carin Dreyer, Jan Ola Strandhagen
Lunch - Selwyn and Robinson Colleges										
12.15 13.15	6.1 Empirical modelling and simulation Andreas Groessler	6.2 Managing the operations-strategy interface Maike Scherrer-Rathje	6.3 Managing the operations-strategy interface Andrea Furlan	6.4 Supply chain design Karen Li	6.5 Global supply chain networks Rosane Faria	6.6 New operations management Marek Szwajczewski	6.7 Understanding inter-firm relationships Magdy Khalaf	6.8 Managing the operations-finance interface Antonios Karatzas	6.9 Risk management Roger Schmenner	6.10 Governing inter-firm relationships Barbara Resta
	EMP4 Intelligence, personality, and interests – Determinants of Individual Inventory Management Performance? Jürgen Strohhecker, Andreas Gröbler	STR43 The Effect of Culture, Process and Structure on Exploration and Exploitation in Traditional Manufacturing Networks versus Lead Factory Networks Patricia Defforn, Maike Scherrer-Rathje, Philippe Walliman, Helmut Diefel	STR46 A Risk Management Approach to Improving Information Quality for Operational and Strategic Management Alexander Borek, Philip Woodall, Ajith Parikad	SCD16 The Contribution of Supply Chain Management to Face the World Crisis in the Fashion Luxury Industry Federico Cianiato, Maria Carli, Antonella Moretto	GSCN19 An empirical study on the container terminals integration in supply chains: insights from the Italian scenario Antonio Palmieri, Enzo Baglieri	NEWOP1 The Future of Supply Chain Security - A Delphi Consensus Christoph Markmann, Tobias Gnatzy, Heiko von der Gracht, Inga-Lena Darkow	UIFR7 Increasing buyer's absorptive capacity by creating social capital in inter-organizational relationships Judith Whipple, Evelyn Vanpoucke, Kenneth Boyer	FIN4 Managing the Operations-Risks interface: A Proposal for Protocol Analysis of the Operational Risk Management Luiz Carlos Di Sefio, Luciel Henrique de Oliveira, Luiz Marcelo Siebert Schuch	RISK4 The importance of risk for the success of outsourcing contracts: Identifying the complementary role of enforcement practices Frank Wiengarten, Mark Pagell, Brian Fynes	GOV1 Improved Collaboration to link manufacturing strategies with order winners in Thai industries Pongpak Ratchun, Ian Sadler, Himanshu Shee
	EMP5 Operations Strategy under Environmental Uncertainty Baris Yalabik, Mike Lewis, Gulsum Nakioglu	STR44 Coordination in intra-company manufacturing networks - a multidimensional perspective Andreas Mundt	STR47 Multiple stakeholder Performance Measurement and Management in third sector organisations: An exploratory study of the implementation of an IT system Sara Hajjassini, Margaret Taylor, Andrew Taylor	SCD17 The impact of experience on total cycle time reduction in supply chains Jonathan Gosling, Mohamed Naim, Denis Towill, Brian Moore	GSCN20 Socially Responsible Supplier Development and Organizational Performance Xiaogang Lu, Peter K C Lee, T.C. Edwin Cheng, Andy C.L. Yeung	NEWOP2 Managing Production Ramp-up: The Impact of Co-operation Marek Szwajczewski, Alan Cousins	UIFR8 Exploring the effect of lean manufacturing on collaborative relations sustainability Mohamed El Mokadem, Magdy Khalaf	FIN5 Servitization of manufacturing: An event study to examine how public announcements of different types of offerings affect shareholder value Antonios Karatzas, Mark Johnson, Marko Basti	RISK5 Supply chain integration under uncertainty: The role of asset specific investment with suppliers Taco Van der Vaart, Damien Power, Dirk Pieter Van Donk	GOV2 Configure the service network managing inter-firm relationships Barbara Resta, Paolo Giardelli, Giuditta Pezzotta, Lucrezia Songini
	STR45 Establishing a Lead Factory - when can an inter-firm network benefit the most? Maike Scherrer-Rathje, Patricia Defforn, Thomas Friedli	STR48 Contextual Ambidexterity and Just-in-Time as nurturers of Continuous Improvement and Innovation Andrea Furlan, Andrea Vinelli	SCD18 Relationship Exploration between Products and Outsourcings in Mobile Handset Industry Karen Li, Yongjiang Shi	GSCN21 Evaluation of logistic performance indicators of Brazil in the international trade Rosane N Faria, Cais S Souza, Jose GV Vieira						
15.15	Keynote presentations									
16.30 – 17.00 Conference close										

Law 1	Law 2	Law 3	Law 4	Law 5	Divinity 1	Divinity 2	Divinity 3	Divinity 4	Divinity 5	Room
<p>4.11 Managing the operations-marketing interface</p> <p>Rui Sousa</p> <p>MKT10 Collaborative supply chain pricing: insights from a case study Marco Formentini, Pietro Romano, Thomas Bortolotti</p>	<p>4.12 Operations and the environment</p> <p>Cristina Gimenez</p> <p>ENV22 Sustainability initiatives in fashion firms and their supply chains: a risk/reward framework Emma Brandon-Jones</p>	<p>4.13 Operations and the environment</p> <p>Kalinga Jagoda</p> <p>ENV25 Conceptualizing Climate Change: Constructed Practices in Operations Networks Johanna K. Jaskari</p>	<p>4.14 The manufacturing-service interface</p> <p>Jasna Prester</p> <p>SERV16 Manufacturers becoming service providers - developing service business in an industrial context Pasi Raikisto, Jaakko Kuikkonen, Ameer Shah, Jan Holmstrom</p>	<p>4.15 The manufacturing-service interface</p> <p>Sharon Williams</p> <p>SERV19 Quality of service and operating efficiency in service industries: an analysis of Korean service driving industry Srinivas Talluri, Myung Kyo Kim, Tobias Schoenher</p>	<p>4.16 Human resource management aspects in operations</p> <p>Bozena Poksinska</p> <p>HRM13 Relationship between safety climate and safety compliance in hospitals Alessandro Ancarani, Carmela Di Mauro, Maria Daniela Giannanco, Giuseppe Giannanco</p>	<p>4.17 Practice and theory building for managing complex performance</p> <p>Mickey Howard</p> <p>MC4 Procurement of complex performance in public infrastructure: A process perspective Andreas Hartmann, Jens Roehrich, Andrew Davies, Lars Frederiksen</p>	<p>4.18 Operations in the public sector</p> <p>Manda Broekhuis</p> <p>PUB19 Developing operational understanding of multi-channel service delivery systems through computer simulation. Isabella Porcelli, Mario Rapaccini, Filippo Visintin</p>	<p>4.19 Operations in the public sector</p> <p>Jane Davies</p> <p>PUB22 The role of physicians in the implementation of process flow solutions in healthcare Torbjörn Jacobsson, Pär Ahlstrom</p>		08.45
<p>MKT11 E-Quality, Service Recovery and Loyalty relationship: the e-banking case Frederic Marimon, Luc Honore Petnjaj Yaya, Marti Casadesus Fa</p>	<p>ENV23 Drivers and competitive priorities: implications for environmental strategies Ambra Galeazzo, Robert Klassen</p>	<p>ENV26 Using multiple case studies to determine company attitudes to carbon emissions reduction in logistics operations Jimmy Castro Bolaarte, Yongmei Bentley, James Crabbe, Martin Christopher</p>	<p>SERV17 Services in Manufacturing - A Study of Product Orientation in the Product-service systems Veridiana Rotondaro Pereira, Marly Monteiro de Carvalho, Roberto Gilloli Rotondaro</p>	<p>SERV20 A holistic approach for building productivity metrics in services: two reports of using the adapted "house-of-quality metrics matrix" Noel Torres Junior, Claudio Gelape, Mirian Braga, Fernanda Mello, Wesley Souza Junio, Mateus Azevedo</p>	<p>HRM14 Recognition and reward parties in employee participation systems. An empirical study in Spanish companies Arturo J. Fernandez-Gonzalez, Jesus Garcia-Arca, Jose Carlos Prado-Prado, Ana Mejias-Sacaluga</p>	<p>MC5 Delivering integrated building performance of material flows in supply chains Jens Roehrich, Nigel Caldwell</p>	<p>PUB20 Long-Term Care services: A simulation model to predict future demand and utilization Teresa Cardoso, Mónica Oliveira, Ana Póvoa, Stefan Nickel</p>	<p>PUB23 Decision support by process-oriented cost accounting for the healthcare industry, PFC - patient flow costing Malin Wiger, Håkan Aronsson</p>		
<p>MKT12 Service Delivery across Multiple Direct Channels: Is More Better? Rui Sousa, Marlene Amorn, Elliot Rabinovich</p>	<p>ENV24 Sustainable Operations: The Impact of environmental and social practices Cristina Gimenez, Vicenta Sierra, Joan Rodon</p>	<p>ENV27 National Innovation System Framework for Sustainable Development of the Canadian Oil Sands Michael Laciuk, Kalinga Jagoda, Nathaniel Johnson</p>	<p>SERV18 Servitization as a strategy for survival: evidence from a small European country Jasna Prester</p>	<p>SERV21 Understanding System Uncertainty in Healthcare Supplies Tillmann Bohme, Sharon Williams, Paul Childerhouse, Eric Deakins, Denis Towill</p>	<p>HRM15 Building capability for Employee-Driven Innovation Bozena Poksinska, Dag Swartling</p>	<p>MC6 Materials flow mapping: a tool for describing and assessing performance of material flows in supply chains Christian Finnsgård, Mats L. Johansson, Lars Medbo, Carl Wänström</p>	<p>PUB21 Task division and coordination in multi-channel healthcare system designs Manda Broekhuis, Marjolijn van Offenbeek</p>	<p>PUB24 Leveraging Boundary Objects to Enable Knowledge Management: a Case Study on Operating and Hosting Planning Centralisation in Health Care Agnès Lancini, Nathalie Sampieri Teissier</p>		
Refreshment break - West Road Concert Hall										
<p>5.11 Managing the operations-marketing interface</p> <p>Patrik Jonsson</p> <p>MKT13 Models on interval lead time quotation: analysis and insights Banu Yuksek-Ozkaya</p>	<p>5.12 Operations and the environment</p> <p>Sinéad Carey</p> <p>ENV28 Researching sustainability in OM community Edson Pinheiro de Lima, Sergio E. Gouvea da Costa, Pamela Mocolin Manfrin</p>	<p>5.13 Operations and the environment</p> <p>Maria López-Gamero</p> <p>ENV31 The moderating role of operations efficiency on the link between environmental performance and financial performance: Evidence from the UK using three independent datasets Ramakrishnan Ramanathan, Adewole Akanni</p>	<p>5.14 The manufacturing-service interface</p> <p>Tomas Harrington</p> <p>SERV22 A framework for understanding distance and location choice in the services outsourcing decision Martina Gerbl, Ronan McIvor, Paul Humphreys</p>	<p>5.15 The manufacturing-service interface</p> <p>Maria J. Oltra</p> <p>SERV25 An Indicator-based Management Model for Service Levels in Shared Services Centres Renata Coelho, Ricardo Martins, Debora Lobo</p>	<p>5.16 OM Theory</p> <p>Peter Marzec</p> <p>OMT1 Theory Borrowing in Operations Management: are scholars aligning theory and measures? Pinar Martin, Mark Johnson, Janet Godsell</p>	<p>5.17 Practice and theory building for managing complex performance</p> <p>Jens Roehrich</p> <p>MC7 Seeing the forest and the trees: Managing ramp-ups in complex, IT-enabled service supply chains Henk Akkermans, Annelore Buijs, Chris Voss</p>	<p>5.18 Operations in the public sector</p> <p>Nicola Spiller</p> <p>PUB25 Process orientation in healthcare services: tracking the patient's journey through the healthcare system Mattias Eij, Jan Lindmark, Andreas Hellstrom</p>	<p>5.19 Operations in the public sector</p> <p>Paul Lilfrank</p> <p>PUB28 Identification of key operational factors and barriers in supply chain integration for New Zealand public hospitals Neavan Wright, Kamrul Ahsan, Kabossa Misangyi</p>	<p>5.20 Panel discussion: On theory in operations management</p> <p>Panel discussion with Martin Kilduff, Roger Schmenner, Matthias Holweg</p>	10.15 10.45
<p>MKT14 Optimizing the Services and Lifetime of Complex Capital Equipment Monika Moehring, John Finch, Ralf Gitzel</p>	<p>ENV29 The Impact of Carbon Emission Considerations on Manufacturing Value Chain Relocation Peng Wu, Ying Jin, Yongjiang Shi</p>	<p>ENV32 Achieving competitive advantage by addressing the dimensions of eco-sustainability and innovation in manufacturing processes Andreas Hinz, Maik Scherrer-Rathje, Michèle Neumann</p>	<p>SERV23 An operations strategy formulation methodology for manufacturing organisations seeking adopt informed product servitized solutions Louis Redding, Tim Baines, Peter Ball</p>	<p>SERV26 Analysis of the interface among Knowledge, Competence and Leadership for improving operations Osniildo Santos, Pedro Costa Neto, Oduvaldo Vendrametto, Marcelo Okano</p>	<p>OMT2 Unpacking operations activities; process, practice and routine perspectives. Stephen Kelly, Martin Spring</p>	<p>MC8 Project Management Methodologies in SMEs: Are they relevant? Kurt Scott, Oliver Vogt, Christos Tsinopoulos</p>	<p>PUB26 Front/back office considerations in improving patient orientation: Empirical findings on the operational access to long-term care Lisette Schipper, Bert Meijboom, Katrien Luijckx, Jos Schols</p>	<p>PUB29 The English Patient Experience: Does Healthcare Quality Matter? Mel Hudson Smith, Dave Smith, Andy Phippen</p>		
<p>MKT15 Linking master production scheduling performance to planning methods Linea Kjellsdotter Ivert, Patrik Jonsson</p>	<p>ENV30 Sustainability in supply chain relationships: Managing relational risk Sinéad Carey, Emma Brandon-Jones</p>	<p>ENV33 Perceived environmental uncertainty, environmental management and firm performance in the hotel sector Maria D. Lopez-Gamero, Enrique Claver-Cortés, José F. Molina-Azorin</p>	<p>SERV24 Defining Engineering Service Network Location Roles in Global Operations Tomas Harrington, Jagjit Singh Srasi</p>	<p>SERV27 The influence of quality and frequency of use on e-services performance. An analysis of the information service in a university. Maria J. Oltra, M. Luisa Flor, Mariola Bellosa</p>	<p>OMT3 A knowledge-based view of process improvement: Examining the role of networks and knowledge acquisition Peter Marzec, Kim Tan</p>	<p>MC9 How to audit a Business Process Excellence Implementation ? Niels Gorm Rajj Bytzer, Torben Knudby, Rikke Vestergaard Matthiesen, Kim Hua Tan, Chris Voss</p>	<p>PUB27 Organisation level drivers that promote innovative work behaviour in healthcare delivery: a micro-level perspective Nicola Spiller, Giovanni Radaelli, Emanuele Lettieri, Matteo Mura</p>	<p>PUB30 Organising a maternity care network Julia Venesmaa, Paul Lilfrank</p>		
Lunch - Selwyn and Robinson Colleges										
<p>6.11 Partnership development</p> <p>Donna Marshall</p> <p>PTNR1 Mutual dependence and supplier innovation, the moderating role of power asymmetry: An empirical study from the Arabian Gulf Countries Zainab Al-Balushi, Damien Power</p>	<p>6.12 Operations and the environment</p> <p>Kate Thirlaway</p> <p>ENV34 Social Indicators for Supply Chain Analysis Ana Carvalho, Ana Paula Barbosa-Poiva</p>	<p>6.13 Operations and the environment</p> <p>Ely Paiva</p> <p>ENV37 Product Carbon Footprint - A case of measuring in a food supply chain Jesper Kronborg Jensen</p>	<p>6.14 The manufacturing-service interface</p> <p>Tim Baines</p> <p>SERV28 Servitisation and Value Co-production in the UK Music Industry Glenn C. Parry, Oscar F. Bustina, Ferran Vendrell-Herrero</p>	<p>6.15 The manufacturing-service interface</p> <p>Biao Yang</p> <p>SERV30 The importance of loyalty on online airplane tickets' purchase Josep Llach, Maria del Mar Alonso-Almeida, Fredric Marimon, Merce Bernadó</p>	<p>6.16 The same old methodologies?</p> <p>Panel discussion Bart MacCarthy, Mike Lewis</p>	<p>6.17 Practice and theory building for managing complex performance Nigel Caldwell and Mickey Howard</p> <p>MC10 Lean: insights into SMEs ability to sustain improvement Jane Goodyer, Yashwant Murti, Nigel Grigg, Aruna Shekar</p>	<p>6.18 Operations in the public sector</p> <p>Justin Drupsteen</p> <p>PUB31 Examining the applicability of demand and capacity management strategies to an NHS Urology department Jane Guinery, Emrah Kok</p>	<p>6.19 Operations in the public sector</p> <p>Svante Livfvergren</p> <p>PUB34 Is Organisational Culture the Answer to Performance Improvement in Healthcare? A Case Study of New Zealand's District Health Boards (DHBs) Evelyn S. T. Looi, Richard Greatbanks, André M. Everett</p>		12.15 13.15
<p>PTNR2 Opposites attract: Organisational culture influences on high and low performing supply chains Trevor Cadden, Donna Marshall</p>	<p>ENV35 Sustainable services: A conceptual framework Emma Brandon-Jones, Alistair Brandon-Jones, Helen Walker</p>	<p>ENV38 The Potential of Inter-organisational Product Tracking Systems in a "Sustainable" Supply Chain - Observations from the Wild Seafood Supply Network Ola Bo</p>	<p>SERV29 Servitization in action: findings from a study of the extended Caterpillar enterprise Tim Baines, Howard Lightfoot, Morgan Swink</p>	<p>SERV31 E-business Service in the UK Telecommunication industry Ying Yang, Paul Humphreys, Ronan McIvor, Biao Yang</p>		<p>MC11 Visualisation of service performance information: insights for management decisions Jasser Al-Kassab, Zied Ouertani, Giovanni Schiuma, Andy Neely</p>	<p>PUB32 A Universal Appointment Rule for Different Patient-Types, No-Shows and Walk-ins Tugba Cayirli, Kum Khiong Yang</p>	<p>PUB35 Transforming a healthcare organization so that it is capable of continual improvement - the integration of improvement knowledge Andreas Hellström, Svante Livfvergren, Susanne Gustavsson</p>		
<p>ENV36 Environmental management programmes in the UK information technology (IT) industry Kate Thirlaway</p>	<p>ENV39 ISO14001 certification in an emerging economy: a taxonomy proposal Iuri Gavronski, Ely Paiva, Rafael Teixeira</p>					<p>PUB33 Integrative practices in hospitals and their impact on patient flow Justin Drupsteen, Taco Van der Vaart, Dirk Pieter Van Donk</p>				
Keynote presentations										

Conference close 16.30 – 17.00



Cambridge visitor guide

Having recently celebrated its 800th year anniversary, the University of Cambridge is home to thirty-one autonomous colleges. Each has its own distinctive atmosphere and rich history to soak up and enjoy – from the medieval Peterhouse (the oldest, founded in 1284) to the twentieth-century Churchill College (founded in 1958 in honour of Britain's famous war time Prime Minister).

No trip would be complete without gazing upon the majestic King's College Chapel– the picture postcard symbol of the city and its University that is known around the world. The Great Court at Trinity College, founded by the infamous Henry VIII, offers a scene that has remained virtually unchanged for centuries.

The most idyllic way to see the city has to be by drifting slowly down the River Cam on a punt – a flat-bottomed boat steered and powered by a pole. Once on board, you can see history pass before your eyes as you take in 'The Backs' of the Colleges and glide under the famous Bridge of Sighs (St John's College) or the Mathematical Bridge (Queens' College).

Not forgetting Corpus Christi College founded by members of the Town Guilds of Corpus Christi and the Blessed Virgin Mary, the College houses a unique collection of Anglo-Saxon manuscripts. Old Court is the finest surviving early medieval court in Cambridge and famous members have included the dramatist Christopher Marlowe.

To satisfy your thirst for culture, Cambridge has everything from paintings by Titian and Picasso through to World War II fighter planes, to fossils dating back 550 million years. Our museums house some of the most fascinating and diverse collections in the world – and best of all most are free to enter.

There are exhibits to excite and inspire visitors of all ages and interests – you could wonder at treasures from the tombs of ancient Egypt in the Fitzwilliam, gaze upon a masterpiece by Rubens in Kings College Chapel, visit Concorde at The Imperial War Museum Duxford, take a trip to the North and South Poles at the Scott Polar Research Institute, and still have time to see the specimens that Darwin gathered on his famous trip on the Beagle at the Museum of Zoology.

The world-famous Fitzwilliam Museum has been described as 'the finest small museum in Europe' and is an essential stop on any cultural itinerary of Cambridge. The diverse collection includes antiquities from ancient Egypt, Rome and Greece, illuminated manuscripts, armour and weaponry used by knights, as well as masterpieces by artists such as Canaletto, Cézanne, Renoir and Monet – a treasure trove not to be missed.

For something completely different, try Kettle's Yard – formerly the home of Jim Ede, a curator at the Tate Gallery, London, whose private art collection has been preserved and opened to the public in this beautiful house alongside his furniture and household objects. Just next door, is the Kettle's Yard gallery of contemporary art, and just around the corner is the recently renovated Cambridge & County Folk Museum.

Further a field, visitors to Cambridge are also spoiled for choice with beautiful stately homes such as Anglesey Abbey and Wimpole Hall and just 15 miles north of Cambridge is Ely, Britain's second smallest city and home to an awe-inspiring cathedral dating back nearly one thousand years.*

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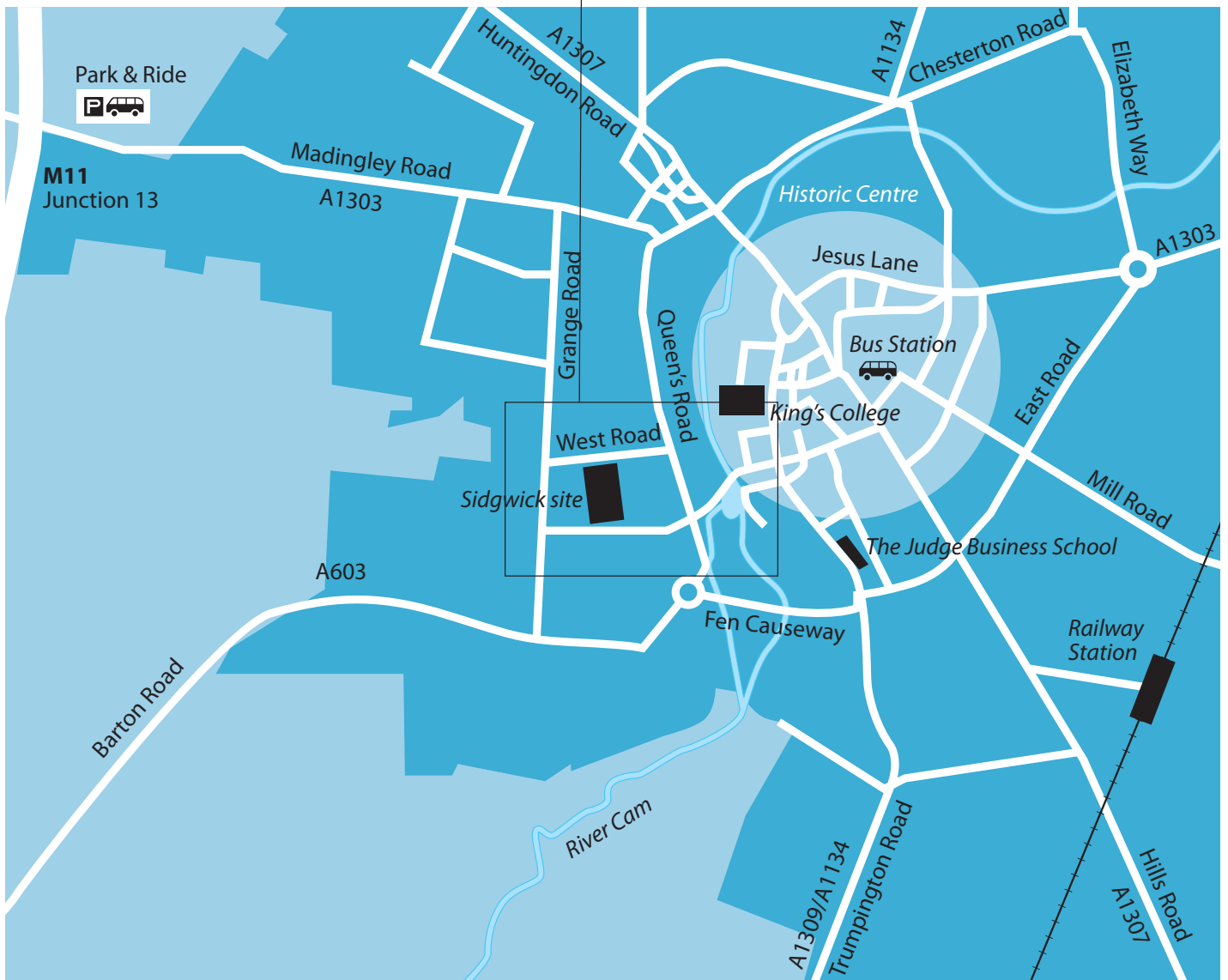
For further information regarding things to do in and around Cambridge during your stay, the 'Visit Cambridge' team at the tourist information centre will be happy to help.

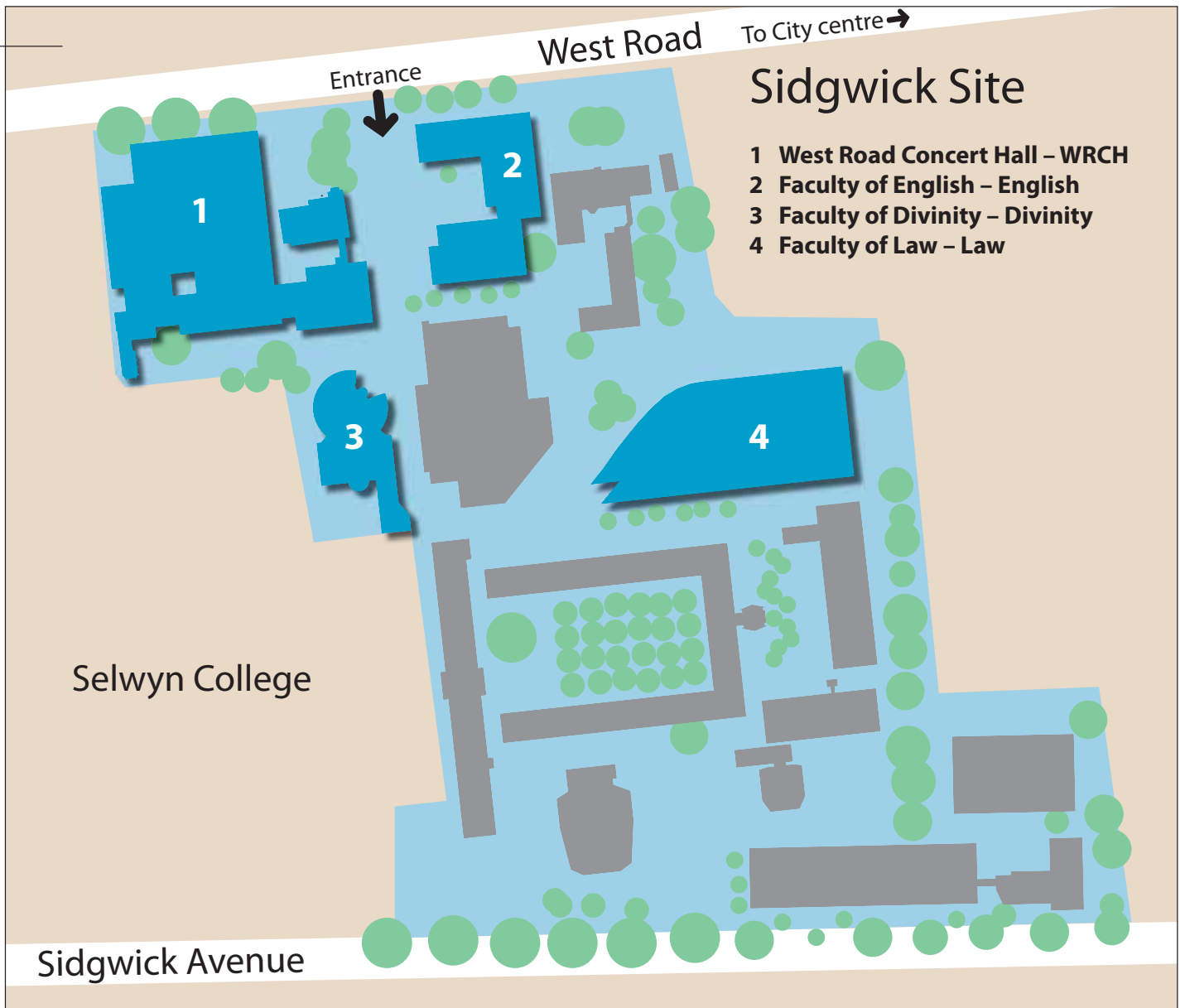
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Conference Venue

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