

INNOVATION INTERACTION

The 14th Annual North American Research and Teaching Symposium on Purchasing and Supply Chain Management

Sponsored by CAPS Research, the Institute for
Supply Management™ (ISM), the Educational
Resources Committee of ISM, and the Purchasing
Management Association of Canada (PMAC)

March 20-22, 2003

Embassy Suites Hotel

Tempe/Arizona State University

Tempe, Arizona



**institute for
supply management**



PLEASE JOIN US AT THE 14TH ANNUAL NORTH AMERICAN RESEARCH/ TEACHING SYMPOSIUM ON PURCHASING AND SUPPLY CHAIN MANAGEMENT.

This innovative program focuses on research in the fields of supply management, purchasing, logistics, materials management, information technology, and decision science. Join your distinguished colleagues from academia, research, and business in this challenging program that explores current research findings, ongoing research, emerging trends, research methodologies, and business research needs. Be prepared to discuss a mix of topics, processes, innovative pedagogy, instructional techniques, and classroom materials.

This program features an inventive mix of presenters from business and academia creating opportunities to explore the application of theoretical research to create business solutions. The symposium highlights include the presentation of several research papers selected through a rigorous review process. Combining an organizational and academic view, this respected event covers content and delivery practices gleaned the best from each platform.

Don't miss this unique opportunity to network with your colleagues within an atmosphere of constructive discussion and insightful exchange.

The Curriculum

THURSDAY, MARCH 20, 2003

11:45 a.m. - 12:45 p.m.

Opening Luncheon

1:00 p.m. - 1:15 p.m.

Welcome Messages

Paul Novak, C.P.M., A.P.P.

Chief Executive Officer, Institute for Supply Management™

Mary Aylesworth

Executive Director, Purchasing Management Association of Canada

James Patterson, Ph.D., C.P.M.

Associate Professor of Management, Western Illinois University and Chair Elect, ISM Educational Resources Committee

Phillip L. Carter, D.B.A.

Executive Director, CAPS Research and Harold E. Fearon Eminent Scholar Chair of Purchasing, Arizona State University

1:15 p.m. - 2:00 p.m.

Keynote Address and Discussion

Nancy F. Mailhot

Vice President, Global Supply Chain, Phelps Dodge Mining Company

2:15 p.m. - 3:45 p.m.

Concurrent Research/Instructional Paper Sessions

Measurement

- *The Implementation of Purchasing Strategies Using a Balanced Scorecard: Examining Barriers and Remedial Actions* by Stephan M. Wagner, SIG Holding Ltd. and Lutz Kaufmann, WHU
- *Analysis of ISM Forecasting Accuracy* by Ronald L. Straight, Howard University
- *Supply Chain Performance Measurement* by Edward A. Morash, Michigan State University

Relationships

- *Supply-Chain Trust: What is It Really?* by Stanley E. Fawcett, Brigham Young University, Gregory M. Magnan, Seattle University, and Alvin J. Williams, University of Southern Mississippi
- *The Supplier Lifetime Value Model — A Strategic Approach for Relationship Controlling in Purchasing* by Ulli Arnold, University of Stuttgart and Michael Essig, Bundeswehr University Munich
- *Product Development and Innovation-Based Competition between Collaborating Supply Chain Partners — A Differential Game Based Analytical Investigation* by Anand Nair and Ram Narasimhan, Michigan State University

4:15 p.m. - 5:15 p.m.

Concurrent Research/Instructional Paper Sessions

Diversity

- *The Effectiveness of Supplier Diversity Programs: A Comparative Test of Predictors* by Gwendolyn Whitfield, Western Michigan University
- *Supplier Diversity Initiative: Using Grounded Theory for the Qualitative Analysis of Buyer Behavior* by Jocelina Santos, University of Nevada–Las Vegas

Logistics

- *Relational vs. Portal Approaches to Managing the Logistics Triad* by Paul D. Larson, Iowa State University

Sign-In/Registration

11:00 a.m. - 11:45 a.m. Outside the Grand Ballroom

- *An Empirical Study of the Interaction among Inbound and Outbound Transportation, Delivery Service, and Manufacturing Firm Performance* by Michael Tracey, University of Idaho

5:15 p.m. - 6:30 p.m.

Free Time

6:30 p.m. - 8:30 p.m.

Dinner — Embassy Suites

FRIDAY, MARCH 21, 2003

8:00 a.m. - 9:30 a.m.

Concurrent Research/Instructional Paper Sessions

Strategic Sourcing

- *Caveat Emptor: Strategic Sourcing and Supply Chain Disintegration in the Aerospace Industry* by Christian Rossetti and Thomas Choi, Arizona State University
- *A Comparison of Techniques for Measuring the Results of Strategic Sourcing* by Jennifer A. Manship and Larry R. Smeltzer, Arizona State University
- *Global Integration of the Sourcing Process in the Multinational Company* by Nancy W. Nix, Texas Christian University and John T. Mentzer, University of Tennessee

Teaching I

- *E-Learning in the Manufacturing Industry* by Mary Kay Vona, Tanya L. Northman, and Susan Garrison Scheper, IBM Business Consulting Services
- *Cognitive Style and Pedagogical Preferences in Online Supply Chain Management and Business Administration Graduate Programs* by Carl M. Briggs, and Vincent A. Mabert, Indiana University
- *A Systems Perspective to Teaching Supply Chain Management* by David B. Hoffman, Hoffman & Associates and Oliver Hedgepeth, University of Alaska Anchorage

9:45 a.m. - 10:45 a.m.

Concurrent Research/Instructional Paper Sessions

Teaching II

- *Responding to and Evaluating Student Writing in Typical SCM Assignments* by James L. Patterson and Sherie A. Brigham, Western Illinois University
- *Structuring Teams for Success: The Influence of Small Groups in Case-Based Learning* by Anna Flynn, Institute for Supply Management™

Strategic Role I

- *Visionaries at the Top: Championing the Supply Cause* by P. Fraser Johnson and Michiel R. Leenders, The University of Western Ontario
- *Purchasing's Strategic Reputation and Its Moderating Effect on Cross-Functional Relationship Satisfaction* by Daniel J. Goebel, Illinois State University and Alvin J. Williams, The University of Southern Mississippi

11:00 a.m. - 12:00 p.m.

Sourcing in China — Panel Discussion

- **Gary Swinden, C.P.M., C.P.I.M.**, Vice President of Supply Chain Solutions, Amkor Technologies, Inc.
- Other panelists to be announced

12:00 p.m. - 1:00 p.m.

Lunch

1:15 p.m. - 2:00 p.m.

What's Happening at ISM?

Paul Novak, C.P.M., A.P.P.
Chief Executive Officer, Institute for Supply Management™

2:15 p.m. - 3:45 p.m.

Concurrent Research/Instructional Paper Sessions

Teaching III

- *Experiential Learning: Live Business Cases in MBA Supply Management and Logistics Classes* by Zach G. Zacharia, Texas Christian University and Marc E. Ruzicka, The University of Tennessee
- *Purchasing in Small Municipalities in the Netherlands and the USA: A Comparative Study and an Instructive Course Component* by Hanke L. Telgen and Jan Telgen, University of Twente
- *Promoting Supply Management Programs at the Undergraduate Level* by Ralph G. Kauffman and Gary L. Stading, University of Houston

E-Purchasing/Supply I

- *Supply Chain Management and E-Commerce: SCM as a Main Critical Success Factor for E-Commerce of Grocery Products. Insights into the 140 billion US\$ German Grocery Market* by Markus Mau, University of Giessen
- *The Transformational Effects of Web-Based E-Procurement Systems* by William Qualls and Chandra Subramaniam, University of Illinois
- *The Linkage between Value Enhancement/Creation and B2B E-Marketplace Survival* by Ken Petersen, Jason Nichols, Jeff Ogden, and Phil Carter, Arizona State University

4:15 p.m. - 5:15 p.m.

Concurrent Research/Instructional Paper Sessions

Supply Chain Management I

- *Supply Chain Success: Three Initiatives Differentiating High- and Low-Performing Firms* by Gregory M. Magnan, Seattle University and Stanley E. Fawcett, Brigham Young University
- *Supply Chain Management and Its Impact on Corporate Performance* by William D. Presutti and John Mawhinney, Duquesne University

Reverse Auctions

- *Reverse Auction Implementation and the Impact of Corporate Strategy on Governance Structure* by Dawn H. Percy, Eastern Michigan University, Larry C. Giunipero, Florida State University, and Lisa M. Dandeo, University of Kentucky
- *Deciding on the Mode of Negotiation: To Auction or Not to Auction Electronically* by Lutz Kaufmann, WHU and Craig R. Carter, University of Maryland

Open time — Dinner on own

5:15 p.m.

SATURDAY, MARCH 22, 2003

8:00 a.m. - 9:30 a.m.

Concurrent Research/Instructional Paper Sessions

E-Purchasing/Supply II

- *E-Procurement and Buyers — Suppliers' Perceptions* by Socrates J. Moschuris and Lambros G. Laios, University of Piraeus and Maria P. Aslani, Intracom
- *Strategic Bundling in B2B Procurement: Case Study Observations* by Tobias Schoenherr and Vincent A. Mabert, Indiana University
- *Developing Decision Aids for Evaluating E-Commerce Applications in Supply Chain Management* by Ajay Das, Baruch College, CUNY

Risk Management

- *Industrial Firms and Suppliers — Value Extraction and Risk Management: Evolution in Research and Practice* by Daniel R. Krause, Arizona State University and Beverly Tyler and Robert Handfield, North Carolina State University
- *Reducing Supply Risk with Early Supplier Involvement* by George A. Zsidisin, Michigan State University and Michael E. Smith, Western Carolina University
- *Vendor Performance with Supply Risk: A Chance-Constrained DEA Approach* by Srinivas Talluri, Ram Narasimhan, and Anand Nair, Michigan State University

9:45 a.m. - 10:45 a.m.

Concurrent Research/Instructional Paper Sessions

Strategic Role II

- *A Longitudinal Study of the Purchasing Function's Participation in Key Decision Issues* by John N. Pearson, Christian L. Rossetti, and Jennifer A. Manship, Arizona State University
- *A Model of Purchasing Management Development within Small Businesses* by Jeffrey H. Adams, University of Indianapolis

Purchasing/Supply Issues I

- *Knowledge Transfer and Learning in Supplier Development* by Daesik Hur and Senthilkumar Muthusamy, Bowling Green State University
- *The Impact of Role Stress on Purchasing/Supply Employees* by Reham Aly Eltantawy and Larry Giunipero, Florida State University

11:00 a.m. - 12:00 p.m.

Concurrent Research/Instructional Paper Sessions

Supply Chain Management II

- *The Performance of JIT, EDI, Expert Systems, and Agents during Unexpected Supply Interruption: An Investigation of Electronic Purchasing's Performance during the October Dock Strike* by Michael A. Jones and Connie White, Southeastern Louisiana University
- *Practical Environmentalism: A Study of Supply Chain Management and Environmental Sustainability* by Wendy L. Tate and Lisa M. Ellram, Arizona State University

Purchasing/Supply Issues II

- *Acquisition Reform in the Department of Defense: Has DoD Broken through the Reform Barrier?* by Carl R. Templin and David S. Christensen, Southern Utah University
- *Transaction Cost Analysis in Make-or-Buy Decisions: A Diminishing Role?* by Regina C. McNally, Michigan State University and Abbie Griffin, University of Illinois

12:15 p.m. - 12:30 p.m.

Best Paper Award and Closing Remarks

- **James L. Patterson**
Western Illinois University
- **Phillip L. Carter, D.B.A.**
Arizona State University

FEES, FACILITIES, AND ACCOMMODATIONS

FEES – Registration Fee, \$225 USD. This includes all presentations and handouts. You are responsible for your own transportation, lodging, and incidental expenses.

ISM programs are educational in nature. The promotion of individual organizations' products or services is strictly prohibited.

We reserve the right to substitute speakers. If the program is not held for any reason, ISM's liability is limited to the program fee.

THE ISM GUARANTEE – Satisfaction with all programs is guaranteed. If you are not satisfied, a refund or free registration will be provided.

TAX DEDUCTIONS – The Internal Revenue Service may permit an income tax deduction to U.S. residents for expenses (including





registration fees, travel costs, meals, and lodging) incurred in pursuit of continuing professional education. Consult your tax advisor for details.

HOTEL ACCOMMODATIONS – The program is at the Embassy Suites Hotel, 4400 S. Rural Rd., Tempe, AZ 85282. Please make your own hotel reservations at 800/EMBASSY or 480/897-7444 by February 19, 2003. Be sure to mention ISM and receive the Symposium rate of \$144 single/double. Complimentary ground transportation is available from Phoenix Sky Harbor International Airport.

AIR TRANSPORTATION – ISM's official airline carrier is American Airlines. To receive the ISM discount, call American Airlines directly at 800/221-2255 and refer to file #6133AA. Please confirm your program registration before making air travel arrangements.

GUEST MEALS – \$25 each lunch, \$35 each dinner.

FOUR EASY WAYS TO REGISTER

-  **Internet:** Visit ISM's Web site at www.ism.ws.
-  **Fax:** Transmit completed form with credit card information to 480/752-2299.
-  **Mail:** Mail completed form with check or credit card information to: ISM Seminars, P.O. Box 22160, Tempe, AZ 85285-2160, USA.
-  **Phone:** Call ISM Customer Service at 800/888-6276 or 480/752-6276, extension 401. Please have your credit card information ready.

Program: 4990 – 14th Annual North American Research/Teaching Symposium

Member Type: ISM Nonmember ISM ID # _____ (if known)

Dr. Mr. Mrs. Ms. Miss

First Name _____ MI _____ Last Name _____

Title _____ Organization Name _____

MAILING ADDRESS: HOME BUSINESS

City _____ State _____ ZIP Code _____

Country _____ Postal Code _____

(_____) _____ (_____) _____

Daytime Phone Number** _____ Fax Number** _____ E-Mail Address _____

**For international phone numbers, please include country and city codes.

GUEST MEALS: Guest Name _____

Lunch: Thursday Friday \$25 each, total _____ Dinner: Thursday \$35 each, total _____

METHOD OF PAYMENT: (U.S. Funds Only)

Personal Organization check is enclosed for \$ _____ Org. Name _____

Credit/Procurement Card VISA MasterCard American Express Diners Club

Charge Card # _____ Expiration Date ____/____

Amount to be Charged \$ _____ Cardholder Signature _____

Please check here if you have any special needs that we can address to make your participation more enjoyable and meaningful (this includes any dietary or physical requirements).



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INSTITUTE FOR SUPPLY MANAGEMENT (ISM)™ – The Institute for Supply Management™, established in 1915, is the world's leading educator of supply management professionals and is a valuable resource for decision makers in major markets, companies, and government. In May 2001, the membership of NAPM voted to change the association's name from the National Association of Purchasing Management to the Institute for Supply Management™ to reflect the increasing strategic and global significance of supply management. For further information, see the ISM Web site at www.ism.ws.

CAPS RESEARCH – CAPS Research is a global, independent research organization whose mission is to provide leading-edge research to support strategic purchasing and supply management. CAPS Research is affiliated with the Arizona State University College of Business and the Institute for Supply Management™.

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New research focusing on hot topics in supply management and instruction.