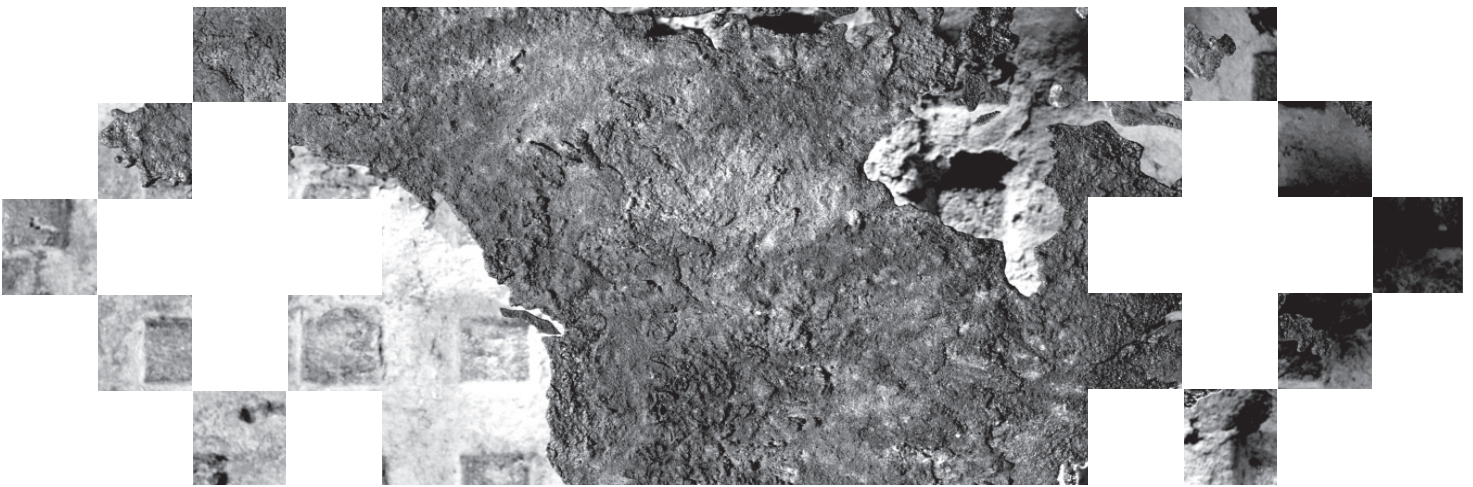


# **The 16th Annual North American Research and Teaching Symposium on Purchasing and Supply Chain Management**



**March 17-19, 2005 • Embassy Suites Hotel  
Tempe/Arizona State University • Tempe, Arizona**

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



# PLEASE JOIN US AT THE 16TH 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 from the best of 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 17, 2005

10:30 - 11:30	<b>Sign-In and Registration</b>	<div> <b>Sign-In/Registration</b>  10:30 a.m. - 11:30 a.m. in the Grand Ballroom Foyer </div>
11:30 - 12:30	<b>Luncheon</b>	
12:30 - 12:45	<b>Transition to General Session</b>	
12:45 - 1:00	<b>Welcome Messages:</b>	
	James L. Patterson, Associate Professor of Management, Western Illinois University and Chair, ISM Educational Resources Committee	
	Paul Novak, Chief Executive Officer, Institute for Supply Management	
	Mary Aylesworth, Executive Director, Purchasing Management Association of Canada	
	Phillip L. Carter, Executive Director, CAPS Research and Harold E. Fearon Chair of Purchasing, Arizona State University	
1:00 - 2:00	<b>Keynote Address and Discussion</b>	
	Anthony S. Nieves, Senior Vice President – Supply Management, Hilton Hotels Corporation <i>The Marketing of Supply Management</i>	
2:00 - 2:15	<b>Break</b>	
2:15 - 3:15	<b>Concurrent Research/Instructional Paper Sessions</b>	
	<b>Supply Chain Management I</b>	
	<i>The Nature and Scope of Supply Chain Management: Supply Chain Management's Marketing Heritage</i> by Marcus Mau, University of Giessen; Ralph G. Kauffman, University of Houston–Downtown	
	<i>Supply Chain Management for Small Businesses</i> by Michael E. Smith, Western Carolina University; Lee Buddress, Portland State University	
	<b>Instructional Topics I</b>	
	<i>Case Study of Barriers to Supply Chain Management Initiatives</i> by Jeffrey A. Ogden and Stanley E. Fawcett, Brigham Young University	
3:15 - 3:30	<b>Break</b>	
3:30 - 5:00	<b>Concurrent Research/Instructional Paper Sessions</b>	
	<b>Instructional Topics II</b>	
	<i>An Empirical Examination of Purchasing and Supply Management Journals</i> by George A. Zsidisin, Regina C. McNally and Thomas J. Kull, Michigan State University; Michael E. Smith, Western Carolina University	
	<i>Team-Based Learning in MBA and Undergraduate Supply Chain Management Classes</i> by Zach G. Zacharia, Texas Christian University	
	<i>Design of a Supply Chain Management Curriculum Using QFD and Benchmarking</i> by Marvin E. Gonzalez and Gioconda Quesada, College of Charleston	
	<b>Strategic Issues I</b>	
	<i>An Exploratory Study of Firms Involved in Purchasing Training Programs Through a Consortium</i> by Amelia S. Carr, Bowling Green State University	
	<i>A Review of Trust in the Business Literature: Evolution and Directions</i> by Regis Terpend, Arizona State University	
	<i>A Novel Framework for Managing a Sourcing Portfolio</i> by Lutz Kaufmann and Alex Michel, WHU	
5:00 - 6:30	<b>Free Time</b>	
6:30 - 8:30	<b>Dinner</b>	

## Friday, March 18, 2005

8:00 - 9:30

### **Concurrent Research/Instructional Paper Sessions**

#### **Strategic Issues II**

*An Application of Systems Thinking to Supply Base Rationalization* by William A. Verdini, Mark Henderson and Sriram Puthucode, Arizona State University

*Supplier Networks vs. Social Networks in Biotech Companies* by Tuija-Liisa Pohja, Abo Akademi University

*Information Sharing: At the Heart of SCM* by Paul D. Larson, University of Manitoba; Jack D. Kulchitsky, University of Calgary

#### **Global Supply Chain Management I**

*SCM of Yue Yuen: Theory, Model and Operation* by Liqun Du and Zhenjun Liu, Peking University

*Managing Import Duties Within a Supply Chain Management Context* by Richard R. Young, The Pennsylvania State University

*Supply Chain Management in the Mexican Pharmaceutical Industry* by Lutz Kaufmann, Claus Thiel and Alexander Becker, WHU

9:30 - 9:45

#### **Break**

9:45 - 10:45

### **Concurrent Research/Instructional Paper Sessions**

#### **Supply Chain Management II**

*Keys to Effective Supply Chain Collaboration* by Nancy Nix, Zach G. Zacharia and Wesley R. Bridges, Texas Christian University; Robert F. Lusch, University of Arizona

*Perspectives on the Strategic Development of Third-Party Logistics in the United States* by Y. Helio Yang, San Diego State University

#### **Risk and Performance Management I**

*Implementing Risk Management Strategies in a Multinational Agribusiness Corporation* by Oral Capps Jr., Texas A&M University; Michael Haigh, University of Maryland; Steve Smiley, Nellson Nutraceutical

*Are You Managing Your Supply Chain? Having the Correct Performance Measurements Will Lead to Success* by Jamie Canelas, Closure Medical Corporation

10:45 - 11:00

#### **Break**

11:00 - 12:00

### **Concurrent Research/Instructional Paper Sessions**

#### **Purchasing and Supply Management I**

*Values-Driven Supplier Selection — A New Financial Model for Supplier Relationship Success* by Laura M. Birou, University of Tampa; Bill Michels and Linda Michels, ADR North America; Joan Shafer, Richard Barrett and Associates LLC; Steve Walter, Courageous Leadership, Inc.

*Supplier Relationship Management — An Explorative Study Concentrated on the Controlling Process* by Ulli Arnold and Frank Warzog, University of Stuttgart

#### **Risk and Performance Management II**

*Implementing a Commodity Hedging Program to Manage Price Risk* by Steve Smiley, Nellson Nutraceutical and Bill Dunham, Bioproducts

*The Importance of Supplier Performance Measurement and Key Performance Indicators (KPIs) for the Systematic Management of Supply Risks* by Michael Henke, Technische Universität München; Christopher Jahns, Supply Management Institute

12:00 - 1:00

#### **Lunch**

1:00 - 1:15

#### **Transition to Concurrent Sessions**

1:15 - 2:15

### **Concurrent Research/Instructional Paper Sessions**

#### **E-Commerce and Technology Issues I**

*The Influence of Organizational Factors and Industry Context on E-Business Technology Use in the Supply Chain* by P. Fraser Johnson, Robert D. Klassen, Michiel R. Leenders and Amrou Awaysheh, The University of Western Ontario

*Business-to-Business Electronic Marketplace Usage for Purchasing and the Impact of Buyers' E-Readiness* by Dothang Truong, Fayetteville State University; Thuong T. Le and S. Subba Rao, The University of Toledo

#### **Instructional Topics III**

*Supply Chain Puzzle: A Pedagogical Tool Modeling Behavioral Issues in Supply Chain Management* by Matthew W. McCarter, Stanley E. Fawcett and Jeffrey A. Ogden, Brigham Young University

2:15 - 2:45

#### **Break**

2:45 - 3:45

### **Concurrent Research/Instructional Paper Sessions**

## **E-Commerce and Technology Issues II**

*Impact of E-Procurement Technologies Usage on Procurement Practices and Procurement Performance* by Gioconda Quesada, College of Charleston; S. Subba Rao and T.S. Ragu-Nathan, The University of Toledo

*Diffusion of Reverse Auctions, Electronic Catalogs, Electronic Fulfillment Systems and Electronic Payment and Settlement Systems* by Paul D. Brown, Clark Atlanta University

## **Training and Change Management I**

*The Impact of Experiential Learning in the Process of Change* by Laura M. Birou, University of Tampa; Heather Lutz, Syracuse University; Peggy D. Lee, Pennsylvania State University – Great Valley

*Target- and Result-Oriented Management Training: A New Approach of Designing, Teaching and Efficiency Control* by Christopher Jahns and Holger Schober, Supply Management Institute

3:45 - 4:15

## **Networking Break**

4:15 - 5:15

## **Concurrent Research/Instructional Paper Sessions**

## **E-Commerce and Technology Issues III**

*Why Do Sellers Dislike Internet Reverse Auctions?: Some Experimental Results* by Thomas F. Gattiker, Xiaowen Huang and Joshua L. Schwarz, Miami University

*Non-Adopters of Reverse Auctions: An Exploratory Examination of the Relationship Between Centralization and Organizational Innovativeness in Electronic Procurement* by Dawn H. Percy, Eastern Michigan University; Larry C. Giunipero, The Florida State University

## **Ethics and Social Responsibility I**

*Federal Government Acquisition of Commercial Items* by Ronald L. Straight, Howard University

*Supplier Diversity Initiative in the Hotel-Casino Industry* by Jocelina Santos, University of Nevada – Las Vegas

5:15

## **Open Time — No Planned Activities**

# **Saturday, March 19, 2005**

8:00 - 9:00

## **Concurrent Research/Instructional Paper Sessions**

## **Purchasing and Supply Management II**

*Is It Time to Reallocate Supply Management Resources?* by Lisa M. Ellram and Wendy Tate, Arizona State University; Corey Billington, 3E

*The Supplier Selection as a Strategic Competence of Purchasing: A Transaction Cost Economics Approach* by João Amato Neto and Germano Manuel Correia, Escola Politécnica da Universidade de São Paulo

## **Ethics and Social Responsibility II**

*Ethics Case Studies and Guidelines for Supply Management Professionals* by Gordon Moore, Sepia Associates LLC; Jonte Baker, Tiffany Ragland and Colin Benjamin, Florida A&M University

*The Competitive Potential of Socially Responsible Purchasing Practices* by Andrea McGee Prud'homme, Michigan State University

9:00 - 9:30

## **Break**

9:30 - 10:30

## **Concurrent Research/Instructional Paper Sessions**

## **Global Supply Chain Management II**

*Organizing Entry in Emergency Supply Markets — the Example of China* by Lutz Kaufmann and Fabian Hedderich, WHU

*Challenges in Conducting Empirical Purchasing Research in the People's Republic of China* by Jeffery H. Adams and Katharine A. Bohley Hubbard, University of Indianapolis

## **Purchasing and Supply Management III**

*The Scope, Strategic Focus and Performance Impact of the Purchasing Function* by John Pearson, Regis Terpend, Christian Rossetti and Brian Ashenbaum, Arizona State University

*Trends in Supplier Codes of Conduct* by Gregory M. Magnan, Seattle University; Stanley E. Fawcett, Brigham Young University

10:30 - 10:45

## **Break**

10:45 - 11:30

## **Best Paper Session**

*Critical Success Factors of Supply Base Reduction Efforts* by Jeffrey A. Ogden, Brigham Young University

11:30 - 12:00

## **Best Paper Award and Closing Remarks**

**James L. Patterson**, Associate Professor of Management, Western Illinois University and Chair, ISM Educational Resources Committee

## FEES, FACILITIES AND ACCOMMODATIONS

**FEES** – Registration Fee, \$295 USD. This includes all presentations and handouts. You are responsible for your own transportation, lodging and incidental expenses.

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**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, 2005. Be sure to mention Group Code "NARS" and receive the Symposium rate of \$149 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 800/433-1790 and refer to file #17520. Discounted fares are also available through Delta Air Lines. Call Delta directly at 800/241-6760 and refer to file #207112A. Please confirm your program registration before making air travel arrangements.

**GUEST MEALS** – If bringing a guest, there is an additional charge for his/her meals: \$25 each lunch, \$35 each dinner.

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-  **Internet:** Visit ISM's Web site at [www.ism.ws](http://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.
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Country \_\_\_\_\_ Postal Code \_\_\_\_\_

(\_\_\_\_\_) (\_\_\_\_\_) \_\_\_\_\_

Daytime Phone Number\* \_\_\_\_\_ Fax Number\* \_\_\_\_\_ E-Mail Address \_\_\_\_\_

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

GUEST MEALS (Additional charge is for guest meals only): 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 \_\_\_\_\_

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☐ 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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## The 16th Annual North American Research and Teaching Symposium on Purchasing and Supply Chain Management

**INSTITUTE FOR SUPPLY MANAGEMENT™ (ISM)** is the oldest and largest supply management institute in the world. The mission of ISM is to lead supply management. By executing and extending its mission through education, research, standards of excellence, influence building and information dissemination — including the renowned monthly *ISM Report On Business®* report — ISM continues to extend the global impact of supply management. ISM's membership base includes more than 40,000 supply management professionals in 75 countries. Supply management professionals are responsible for trillions of dollars in the purchases of products and services annually. ISM is a member of the International Federation of Purchasing and Supply Management (IFPSM).

**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 W.P. Carney School of Business and the Institute for Supply Management™.

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