



Educational Resources Committee

NEWSLETTER

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Robert A. Kemp, Ph.D., CPSM, C.P.M., Editor

ERC PROGRAM CALENDAR

The schedule is provided below to invite ERC members and others to plan to compete with a research paper or participate in program development and leadership. These ISM-sponsored programs are for you, your colleagues and students to learn, grow, enjoy and network with others. ERC is about professional development.

Beginning in 2012, a case competition, North American Case Competition in Supply Management (NACCSM), will be included with the NARS program. See page 5 of this newsletter for details.

ERC SCHEDULE

Please save this schedule and plan to attend and participate.

NARS – March 17-18, 2011 The ERC will hold its annual meeting on Wednesday afternoon before the NARS program starts. Members and others are invited to this business meeting.	NARS and NASCCM – Spring 2012-2015
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NORTH AMERICAN RESEARCH SYMPOSIUM (NARS) 2011

Join us in California March 17-18, 2011 for the 21st Annual North American Research Symposium on Purchasing and Supply Chain Management at the Joan B. Kroc Institute for Peace & Justice at the University of San Diego. The program, scheduled to run Thursday morning until the end of the day on Friday, provides a unique forum for academicians and practitioners to share completed research, discuss future programs and instructional issues, motivate involvement, support collaboration and encourage increased interdisciplinary research in purchasing and supply management. The program includes addresses by senior business leaders, provocative panel discussions, presentations of competitively selected original research papers, sessions on instructional techniques and material, and scheduled time for discussion and collaboration. In addition, the program focuses on giving researchers the opportunity to exchange ideas on topics relevant to the fields of purchasing, supply management, logistics and materials management.

CAPS Research grants research scholarships of \$750 to up to 30 junior faculty members or doctoral students to support participation in the symposium. The scholarships will be provided for paper/session proposals or cases accepted for presentation at the Symposium. Watch for details on who qualifies and how to apply in your notification letters.

ISM and the ERC are pleased by the broad range of topics and the level of competitive proposals submitted for presentation at the 2011 symposium. Notification of accepted papers will be sent to lead authors by December 20, 2010. A great big THANKS to those colleagues who participated in the review process. We appreciate your time, talents and dedication to ISM and our academic profession.

For symposium registration and hotel information visit the ISM website at www.ism.ws. Hope to see you in sunny San Diego!

NEW ISM ACADEMIC RESEARCH SUPPORT PROGRAM

The ISM Educational Resources Committee (ERC) has established a comprehensive Academic Research Support Program to provide a new career-long, multigenerational academic program closely related to the supply management profession.

ISM and the supply management profession will benefit significantly as more academicians become involved in this program over time, and we see dedicated researchers in the field generating increasingly sophisticated intellectual activities that lead to named professorships, involvement by business and greater overall recognition for the supply management profession and ISM. These results should lead to enhanced supply management programs for more students, increased academic leadership by the profession and significantly more advanced students entering the supply management profession. At the same time, this comprehensive, four-phased ISM Academic Research Support Program will lead to new opportunities

for student involvement at CAPS, ISM, major organizations and related universities.

The four program phases are:

Phase 1: *The ISM Dissertation Research Grant*

Phase 2: *The Professional Research Development Grant*

Phase 3: *The ISM Professional Research and Collaboration Grant*

Phase 4: *The ISM Distinguished Leadership Grant*

The ISM Board approved this new program in 2010. The ISM staff and Board of Directors will establish funding levels for the academic research program each year. The ISM budget for 2011 includes these allocations for projects doctoral students and faculty grants for each phase:

1. ISM Dissertation Research	US\$24,000
2. Professional Research Development	US\$10,000
3. Professional Research and Collaboration	US\$12,000
4. Distinguished Leadership	US\$15,000

In addition, ISM will provide US\$5,000 to support two grants of US\$2,500 each to doctoral students attending the IFPSM Summer School in Austria.

For more information on the ISM Academic Research Support Program, contact Robert A. Kemp, Ph.D., CPSM, C.P.M., by phone at +1 515/401-4758 or by e-mail at kempr@mchsi.com.

PROFESSIONAL ANNOUNCEMENT: ASSOCIATE PROFESSOR POSITION

The Howard University School of Business seeks applicants with teaching and research interests in supply chain management (SCM). Applicants in all areas of SCM will be considered; however, individuals with expertise and interest in procurement and logistics are preferred. Applicants must have a doctorate in business or a closely related field, or expect to receive a doctoral degree in 2011.

Applicants for this Associate Professor position must have an established record of quality teaching and a commitment to research excellence as evidenced by publications in peer-reviewed academic journals. All applicants will be asked to help build our MBA concentration in SCM and our growing undergraduate major in SCM through research, teaching and industry interaction. Expected start date is August 2011.

Please contact Dr. Rajni Goel, department chair (rgoel@howard.edu), or Prof. Ron Straight, director, Center for Excellence in SCM (rstraight@howard.edu), for additional information.

Please share this information with your Ph.D. students and colleagues.

JOHN H. HOAGLAND AWARD: CALL FOR NOMINATIONS

The ERC and ISM are seeking nominees for the John H. Hoagland Award, to be presented at the NARS banquet in San Diego, on March 17, 2011.

The John H. Hoagland Award was created to recognize and honor the contributions of outstanding academics in supply management. Professor Hoagland taught supply management from 1952 to 1990 at Michigan State University to undergraduate, graduate and executive students. As one of the first academics in the field of purchasing and operations, he was instrumental in training doctoral students who would later deliver courses in purchasing at universities and colleges around the world. He also made strong contributions in research, focusing on business surveys to study leading economic indicators and business trends.

Nominees can also come from companies and associations. Candidates from outside the United States are also eligible, and individuals are not required to be members of ISM to be nominated.

The criteria to be used in evaluating recommendations for the Hoagland Award are listed below. Those recommending others for the award should address these criteria in so far as possible:

1. Demonstrated distinguished leadership in academe and the profession of supply management measured by academic rank, business leadership, such as creating major seminars, and leadership positions held in the profession and academe.
2. Distinguished publications in professional journals as well as academic journals.
3. Significant contribution to practical research, such as economic surveys or support for the ISM *Report On Business*[®] and publications in journals used by practitioners.
4. Long and distinguished service in the classroom, leading and motivating students at all levels to the profession of supply management.
5. Service for and professional contribution to ISM, its affiliates and the profession.
6. Recommendations for this award may include practitioners and other professionals who have made distinguished contributions to professional learning, academe and the field of supply management.

The file must include a current curriculum vita or professional biography.

Colleges, schools, individuals or groups are invited to prepare and submit nominations for deserving individuals. The ERC will make the selection and present the inaugural award as part of the 2011 NARS program. ISM will support the recipient and a guest to attend the annual NARS program.

ERC RESEARCH AND PROJECTS

This column was created to provide ERC members and others with information concerning new or ongoing research projects by our members or the universities. We invite announcements or reports for inclusion in this column. In this issue, we are delighted to provide updates on two exciting and meaningful projects that demonstrate significant imagination, development effort and dedication by the research teams. Equally important, these projects hold significant potential for academe and the profession.

Project 1: Bullwhip Effect: Breaking New Ground

Project partners:

- Chair of Logistics Management, Swiss Federal Institute of Technology (ETH) Zurich, Switzerland: Prof. Dr. Stephan M. Wagner, Dr. T. T. Niranjana (Postdoc), Dr. Christoph Bode (Postdoc)
- Management Development Institute (MDI), Gurgaon, India: Professor Vijay Aggarwal, Professor and Chair, Operations Management
- Johnson Graduate School of Management, Cornell University, Ithaca, USA: Assistant Professor Srinagesh Gavirneni, Operations Management

Bullwhip Effect and Vendor Managed Inventory

As part of its ongoing research on the bullwhip effect in supply chains, the research team at the Chair of Logistics Management, Swiss Federal Institute of Technology Zurich (ETH Zurich) recently completed empirical work on the vendor managed inventories (VMI) readiness of companies, and is currently in the process of disseminating the findings. The first piece, titled *Are You Ready for VMI?* (by Tarikere T. Niranjana, Stephan M. Wagner and Bublur Thakur-Weigold), will appear in early 2011 in the journal *Industrial Engineer* (published by the Institute of Industrial Engineers); another, entitled *Measuring Information Distortion in Real-World Supply Chains* (by Tarikere T. Niranjana, Stephan M. Wagner and Vijay Aggarwal), is in press in the *International Journal of Production Research*. More on the larger project on the bullwhip effect will be published in peer-reviewed scholarly journals.

VMI is a popular tool and is one of the most well-known solutions for bullwhip and information distortion in supply chains. The research found out that VMI has not always been successful; there have been dramatic failures as well, with huge financial implications for the companies involved. Therefore, the research team set out to develop a toolkit by which companies could self-analyze whether they are VMI-ready before investing resources in VMI.

The study used a combination of case studies of Swiss companies in a wide range of industries, and expert opinion of both academicians and practitioners to come up with a 15-question survey as part of an easy-to-use methodology for companies to score themselves on their VMI readiness. The framework was tested in the real world and was found to have high predictive power. The study concludes that VMI is indeed not the silver bullet that it is often considered to be in the industry and in MBA classrooms.

Contact:

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Project 2: New Supply Chain Management Research Center Arizona State University, Tempe, AZ

The Supply Chain Management Department at the W. P. Carey School of Business has created a new research center. Professor Thomas Choi, the John G. and Barbara A. Bebbeling Professor of Supply Chain Management, director of the Center for Supply Networks, has provided this update for the ERC newsletter. The Center for Supply Networks has received its first grant from the National Science Foundation. The grant of US\$316,205 will support a multiyear study on the supply network design. The project leader is Professor Kevin Dooley.

The new research center at ASU will design and conduct research at the leading edge of several groundbreaking changes happening in supply chain research.

Editor's Comment:

We hope to hear from others who have ongoing research projects, to be announced in future ERC newsletters. We also hope to hear of joint projects and collaborative work between research centers and researchers in or out of academe.

IFPSM SALZBURG SUMMER SCHOOL - JULY 2011

The IFPSM Summer School in Salzburg, Austria will be held July 7-12, 2011. ERC and ISM join our worldwide colleagues to encourage doctoral students in supply management to plan now to attend this summer school.

ISM will support two worthy students with competitive grants of US\$2,500 to attend the IFPSM summer workshop. This long-standing summer school project has provided tremendous opportunities for many doctoral students and professors over the years. You will receive information concerning the grant application process early next year. We hope to see you at the IFPSM Summer School in Salzburg, Austria in 2011.

YOUR EDUCATION RESOURCE COMMITTEE MEMBERS

ERC members, their universities and contact information are listed below. We have seven ERC members to serve more than 400 academic members in ISM.

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NORTH AMERICAN CASE COMPETITION IN SUPPLY MANAGEMENT

ISM has approved the North American Case Competition (NASCCM) to tentatively start in conjunction with NARS in March 2012. The first program will be for MBA students. This major, new, competitive student program will feature a new and unpublished strategic supply management case that has not been taught. The case will be prepared and used by the teams in the competition. Judges for the competitive student presentations will be senior executives and may include members of the ISM Board of Directors.

The competition program will have adequate process security to ensure that teams are uniformly treated and heard, regardless of school and or location. The teams will have 24 hours to prepare their solution and PowerPoint presentation for the case. The three winning teams will earn significant cash prizes. The awards will be presented at the NARS banquet. After the competition, the students are invited to attend the NARS program, go on company visits or depart on their own schedule.

The first ISM brochure for the NACCSM will be published and released at NARS in 2011. This will be a rapid, hard-hitting case competition process for MBA-level students. Colleges and universities with MBA programs should get ready to compete.

STAFF CHANGES AT ISM

The ISM staff position with responsibility for leadership and assistance to the Education Resource Committee (ERC), and ISM support for academic research and relations with academic members and our student members, has changed. Effective in mid-November 2010, Scott R. Sturzl, CPSM, C.P.M., ISM Vice President—Education, assumed responsibilities for all ISM programs with academe and the ERC. He is also Vice President—Center for Strategic Supply Leadership, A.T. Kearney Center for Strategic Supply Leadership at the Institute for Supply Management™.

A longtime ISM member and staff member, Scott moved from New Jersey to Arizona when ISM (formerly NAPM) made the move west in 1987. He has worked with ISM's certification programs and professional education programs for business and with academe over the years. You will have an opportunity to meet Scott at NARS on March 17- 18, 2011. We welcome Scott to ERC and look forward to working with him and his staff as we move into the future.

The Editor