

Session Code: TF

## MEANINGFUL INVOLVEMENT IN SERVICES PURCHASING

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What does it mean to you to have meaningful involvement in services purchasing? Would it surprise you to learn that some of your peers in supply management have very different perceptions about meaningful involvement in services purchasing? This session is based on interactive focus groups that the presenters held with a number of services supply managers at various levels in various companies. They will present different concepts of what services supply managers can — and should — do to have a positive impact on organizational success. They will discuss everything from successful initial engagement to what the ideal would look like, and which issues — such as industry, company maturity and corporate culture — have an effect on what works and what does not work in significant and effective involvement in services purchasing.

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**Lisa M. Ellram, Ph.D., C.P.M., CMA**, is the Rees Distinguished Professor of Supply Chain in the Department of Marketing at Miami University in Oxford, Ohio, where she teaches logistics and supply chain management at the undergraduate and graduate level. Her primary areas of research interest include sustainable supply chain management, services supply management and supply chain cost management. She has led classes and seminars on supply management issues in more than 20 countries, and has published in *Journal of Supply Chain Management*, *Journal of Operations Management*, *California Management Review*, *Industrial Marketing Management*, *Journal of Business Logistics* and other managerial and academic outlets. Ellram is the recipient of numerous research grants. She currently serves as the co-editor in chief for the *Journal of Supply Chain Management*.

**Wendy L. Tate, Ph.D.**, is associate professor at the University of Tennessee in the Department of Marketing and Supply Chain Management. Tate's research and teaching interests include offshoring and outsourcing, services purchasing, the services supply chain, and environmental supply chain management. She has published articles in *California Management Review*, *Journal of Business Logistics*, *Journal of Supply Chain Management*, *International Journal of Physical Distribution & Logistics Management*, *Journal of Operations Management* and others.

Tate also contributes to a variety of managerial outlets that provide insights to practicing managers including: *eSide Supply Management*, *Inside Supply Management*, *Supply Chain Management Review*, *CSCMP Explores* and *CSCMP Supply Chain Quarterly*.

She frequently attends and presents at a variety of forums including the North American Research and Teaching Symposium (NARS), the Institute for Supply Management™ (ISM), and Decision Sciences. She is a member of the Institute for Supply Management™, Decision Sciences, Production and Operations Management Society and the Council of Supply Chain Management Professionals.