

## Japanese Operations Management and Strategy Association

As the hosting organization of the 3<sup>rd</sup> World Conference on Production and Operations Management to be held at Gakushuin University, Tokyo, Japan, from August 5 to 8 in 2008, we would like to send our greetings to the people all over the world having an interest in operations management.

This conference is to be held jointly with European Operations Management Association (EurOMA) and the Production and Operations Management Society (POMS) under the theme of the conference, “Manufacturing Fundamentals: Necessity and Sufficiency”. The theme is to re-examine the basic construct of manufacturing management and to explore new research directions for better managing manufacturing firms and their global supply chains.

With close cooperation and support from EurOMA and its president and from POMS and its president, we are proud to have wonderful and devoted co-chairs of the conference representing the two organizations, Jose A. D. Machuca (Professor, University of Seville) from EurOMA and Barbara B. Flynn (Professor, Kelly School of Business, Indiana University) from POMS. We have developed an attractive plan for this conference and worked out its management as a team to make this conference a memorial international conference in the field of POM in Asia.

We sincerely hope that many researchers, educators, professional people and members of the business community will participate in this conference. We look forward to seeing you in Tokyo.

Best wishes.



**Prof. Yoshiki Matsui**  
Yokohama National Univ.



**Prof. Michiya Morita**  
Gakushuin Univ.



**Prof. Kakuro Amasaka**  
Aoyama Gakuin Univ.



**Prof. Hirofumi Matsuo**  
Kobe Univ.

*Executive founding members of Japanese Operations Management and Strategy Association*



# Greetings

## European Operations Management Association (EurOMA)

**I**t is my pleasure as President of EurOMA to invite you to attend the 3rd World Conference on Production and Operations Management to be held in Japan in August 2008. After the successful previous World conferences in Seville (Spain) in 2000 and Cancun (México) in 2004, the Japan conference will provide an excellent opportunity for POM professionals from around the world to meet and discuss our current research work, teaching challenges and practical applications of our field.

**J**apan has been for many years a source of innovations, from the JIT production philosophies to the current applications of similar principles to product development. The contents of a POM course is very different now from what it was in the 70's and Japanese Management techniques deserve a big credit for it. It is not very common for Western scholars to have the opportunity to attend a world conference in Japan and to network with our Japanese colleagues, and this is definitely an occasion not to miss.

**T**hese World Conferences are jointly organized by JOMSA, POMS and EurOMA, the leading production/operation management societies in Japan, USA and Europe, respectively. Once every four years one of the associations takes the lead in the organization of this world event. Our fellow EurOMA Board member, Prof. J. A. D. Machuca is the representative of EurOMA to the conference organization committee. From EurOMA we thank our colleagues from JOMSA for the efforts they are making in the preparation of the 2008 Conference, we are convinced this will be one of the best POM conferences the world have ever seen, and I encourage everybody interested in the field to attend it. See you in Japan!!

Best wishes.



Prof. Jaume Ribera  
IESE Business School, Spain  
CEIBS, P. R. China  
President, EurOMA  
( 2004-2007)



# Greetings

## European Operations Management Association (EurOMA)

**I**t is my pleasure to invite you to the 3<sup>rd</sup> World Conference on Production and Operations Management, which will be held at Gakushuin University in Tokyo, Japan, in August 2008.

**T**his conference is the third of its kind. In 2000, POMS organised its first world conference in Seville, in Spain. In 2004, the second conference was organized in Cancun, in Mexico. Now, four years later, the conference travels to Asia. It is a co-organisation of JOMSA, POMS and EurOMA, the leading operations management societies in Japan, the USA and Europe.

**I**'m convinced that all of us, in our Operations Management courses, talk about the impact that the Japanese concepts and practices have had and are still having on our field. This conference offers a unique opportunity for Western scholars to experience these practices and to discuss the future of Operations Management with both academics and practitioners, in this stimulating environment.

The conference programme looks very promising: it offers a mix of keynote speeches and paper sessions; it combines insights from academics and from executives; it provides the opportunity to join on a few factory visits; and after the hard work, there is also some time for sightseeing in the magnificent city of Tokyo.

**T**his conference offers a unique setting: a global network of participants, in a region famous for its operations management theories and philosophy.

**I** look forward to meeting you in Tokyo next August !

Best wishes.



Prof. Ann Vereecke  
Vlerick Leuven Gent  
Management School and  
Ghent University, Belgium  
President, EurOMA  
( 2007-2010 )



## Greetings from Co-Chair

### European Operations Management Association (EurOMA)

In 1998 POMS proposed that I should organize their International Conference in 2000. I thought that the transition from one millennium to the next and unstoppable globalization implied a need to share different points of view, provided by different geographical and historical settings. This is why I proposed the organization of the First World Conference on Production and Operations Management, which would provide an incomparable opportunity for joint reflection and cooperation efforts in our field.

This initiative received the active support of valued colleagues in North America, Europe, Asia and Latin America and of the leading OM Associations. In this way a seed was sown with the intention that it should grow and bear fruit, facilitating and catalyzing worldwide cooperation for the benefit of the OM discipline, a point of departure for a possible series of OM World Conferences.

The seed has indeed borne fruit thanks to the support and effort from international OM organizations which agreed to hold these joint Conferences every four years, alternating between Europe, America and Asia. The first was held in Seville (POM Seville 2000) and the second in Cancun (POM Cancun 2004); both enjoyed remarkable success. The third, which will bring the first twelve-year cycle to a close, will be held in Tokyo in 2008 and there is no doubt that it, too, will be the perfect example of a complete success.

Thanks, as always, to the effort and expectations of the organizing teams and the collaboration of a vast number of colleagues from a wide range of countries. EurOMA (UE), POMS (USA) and JOMSA (Japan) are working hard and closely together to achieve this success and, I have no doubt, they'll manage it. I feel certain that a great number of OM researchers, professors and managers from all over the world will meet up once more, this time in Asia, not only to share their ideas and facilitate the scientific advance of our discipline, but also to benefit from this incomparable opportunity for networking with colleagues from all five continents. This networking will be aided by social activities planned before and during the Conference.

I look forward to seeing you in Tokyo!!!



Prof. Jose A. D. Machuca  
University of Seville, Spain  
Co-Chair, The 3rd World  
Conference on POM 2008

## Production and Operations Management Society (POMS)

**O**n behalf of the Production and Operations Management Society, I want to congratulate the organizers of the Third World Conference on POM, Tokyo, 2008, for developing a very exciting plan for this important event. I also want to invite you to participate, as this conference promises to be a productive and enjoyable one.

**W**ith the globalization of the world's economy where production and operation activities are increasingly distributed all over the globe, it is very fitting that the 2008 World Conference on POM be held in Tokyo, one of the world's most cosmopolitan cities. Asia, in general, is also a major emerging geography in the global operations network. Industries now can have product design, supply sourcing, manufacturing, distribution, retailing and after-sales service located in different corners of the world. Coordinating such activities, exchanging information, and developing the necessary infrastructure, are all key issues that we in the POM community should explore and contribute. In his well known best-seller, Thomas Friedman described how “The World is Flat,” as a result of globalization, advances in information technology, and the emergence of developing economies. How can companies perform well in this “flattened world?”

**T**he World Conference in 2008 is a combined effort of multiple international societies, headed by our host in Japan. This is a great opportunity for us to share research findings, exchange ideas, share lessons, and most importantly, renew our existing professional friendships and build new ones. Collectively, we in the POM community can make a big impact to industry on how to manage the global operations network in a “flattened world.”

Best wishes.



Prof. Hau Lee  
Graduate School of Business  
Stanford University  
President, POMS (2006-2007)

**P O M S**

# Greetings

## Production and Operations Management Society (POMS)

**O**n behalf of the Production and Operations Management Society, it is with great pride, excitement and honor that I invite you to participate in the 3<sup>rd</sup> World Conference on Production and Operations Management to be held at Gakushuin University, Tokyo in Japan in August 2008. After two successful World Conferences, the first in Seville, Spain in 2000 and second in Cancun, Mexico in 2004, it is appropriate to move to the Eastern Hemisphere and organize a conference for POM academicians and professionals around the world to gather together and discuss the current and emerging issues, challenges and contributions in solving world's problems and making it a better place to live and enhance the quality of life.

**O**ur profession and discipline of Production and Operations Management is more important today than it ever has been. The widespread use of internet and resulting telecommunications in organizations and the speed with which we can traverse through the world has created a global village. Therefore, there is an urgent and increased need for operations management, logistics, and supply chains in a global context to solve new and emerging problems. With most emerging global economies being in Asia at this time makes the selection of Japan as the venue of the 3<sup>rd</sup> World Conference on POM really timely and appropriate. The collaboration of the three prominent societies, Production and Operations Management Society (POMS), European Operations Management Society (EurOMA) and Japanese Operations Management and Strategy Association (JOMSA) to organize this world conference is a testimony to the harmonizing nature of the world affairs and business functions on one hand and the need to coordinate and cooperate on the other. This conference will feature speakers that will enable participants to learn the state-of-art developments in POM and also to exchange information on topics of vital importance and interest.

**P**rofessor Barbara Flynn of Kelly School of Business at Indiana University is POMS' representative to serve as the General Co-chair of this conference. She and her other two co-chairs, Professor Jose Machuca of University of Seville, Spain, and Professor Michiya Morita of Gakushuin University are hard at work to organize excellent program for us to learn and enjoy. I am thankful to them for undertaking this important task and invite you to take advantage of it by participating in this conference by way of attending the conference, presenting a paper, or serving as a session and/or track chair. I look forward to welcoming and seeing you at the 3<sup>rd</sup> World Conference at Gakushuin University, Tokyo in Japan in August 2008. I know it will be fun!!!

Best wishes.



Prof. Jatinder (Jeet) N. D. Gupta  
University of Alabama, USA  
President, POMS (2007-2008)

**P O M S**

## **Greetings from Co-Chair**

### **Production and Operations Management Society (POMS)**

**I**t is very exciting to be serving as Co-Chair of the Third World Conference on POM 2008. This conference represents a unique collaboration between the best POM scholars from around the world. In addition to sharing our research findings, this venue will allow ample opportunity for networking and developing relationships with global POM scholars that will form the foundation for future POM research opportunities.

**W**hat better place to be located than in Tokyo, home to many of the advanced POM techniques that we study? We will be able to observe Japanese manufacturing first-hand through tours of cutting edge manufacturing facilities, as well as enjoy the surroundings in one of the world's largest and most dynamic cities.

**A**t the heart of the Third World Conference on POM 2008 is collaboration. EurOMA and POMS will be joining hands with Japanese partners in the Japanese Operations Management and Strategy Association (JOMSA). Previous World Conferences on POM have been held in Seville, Spain and Cancun, Mexico. For the Third World Conference on POM, we are happy to be part of the inauguration of the new Japanese Operations Management and Strategy Association.

**P**lease join us in Tokyo at beautiful Gakushuin University in August, 2008 for the Third World Conference on POM 2008.

**I** am looking forward to seeing you in Tokyo!



Prof. Barbara Flynn  
Indiana University,  
Co-Chair, The 3rd World  
Conference on POM 2008