THE 20TH ANNUAL NORTH AMERICAN RESEARCH AND TEACHING SYMPOSIUM ON PURCHASING AND SUPPLY CHAIN MANAGEMENT

March 11-12, 2010
Embassy Suites Phoenix-Tempe
Tempe, Arizona

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

ISM and PMAC are members of the International Federation of Purchasing and Supply Management (IFPSM)
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 for this dynamic 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.

The program also features an inventive mix of presenters, from business and academia, creating opportunities to explore the application of theoretical research to create business solutions.

Symposium highlights include the presentation of several research papers that were selected through a rigorous review process. Combining an organizational and academic view, this respected event covers content and delivery practices, gleaning 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. And, earn 11.75 Continuing Education Hours (CEHs) for your attendance.

Thursday, March 11, 2010

7:00-8:00 am  Check-in and Registration
8:00-8:15 am  Welcome Messages

Simon Croom, Professor of SCM, University of San Diego, CIPS Research Fellow in Sustainable Supply, Executive Director, SCM Institute, Chair of the ISM Educational Resources Committee

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

Robert Dye, President, Purchasing Management Association of Canada (PMAC)

Phillip L. Carter, Executive Director, CAPS Research and Harold E. Fearon, Chair of Purchasing, Arizona State University

8:15-9:15 am  Panel Discussion

Unusual Supply Chains

Edward Davis, Oliver Wight Professor of Business Administration, University of Virginia

Jamison Day, Assistant Professor of Supply Chain Management, Louisiana State University

Paul Larson, Professor and Chair of Supply Chain Management, University of Manitoba

Steven Melnyk, Professor of Operations Management, Michigan State University

D. Clay Whybark, Macon G. Patton Distinguished Professor of Operations, University of North Carolina at Chapel Hill

Allen Wilhite, Professor of Economics, Chairman of the Department of Economics and Information Systems, The University of Alabama in Huntsville

Session Moderator: David Berkowitz, Associate Professor and Chairman of Marketing and Management, The University of Alabama in Huntsville

9:15-9:30 am  Transition Break

9:30-10:30 am  Competitive Paper Session

Collaboration

Supplier, Customer and Collaboration Orientations: A Longitudinal Perspective by Chad Allred, Stanley Fawcett and Cynthia Wallin, Brigham Young University; and Gregory Magnan, Seattle University

Involving Suppliers in New Product Development: Coordination Fit, Goal Congruence and Collaboration Quality by Tingting Yan and Kevin Dooley, Arizona State University

9:30-10:30 am  Working Paper Session

Supply Chain Topics

Roles of Purchasing Development and Complexity in Achieving Strategic Supplier Leverage in Small and Medium Enterprises by Jeffery Adams, Gary Stading; and Ralph Kaufman, University of Houston—Downtown

It Depends on Where You Start: How the Disciplinary Focus of Supply Chain Management Researchers Affects Perceptions of Research Publication Outlets by Michael Smith, Western Carolina University; George Zsidisin, Bowling Green State University; and Thomas Kull, Arizona State University

Is Benchmarking Destined to Fail? by Kimberly Bates, Trent University; Steven Melnyk, Michigan State University, Sarah Wu, Fordham University; Barbara Flynn, Indiana University; and Dana Johnson, Northern Michigan University

10:30-11:00 am  Networking Break

11:00 am-12:00 pm  Competitive/Practitioner Paper Session

Risk I

Managing Procurement Risk in the Strategic Sourcing Cycle: An Expanded Framework by Barry Wilson and Selina Kaing, Express, LLC

Assessing Supplier Default Risk on the Portfolio Level: A Method and Application by Stephan Wagner, Christoph Bode and Xiaoxia Li, Swiss Federal Institute of Technology Zurich

11:00 am-12:00 pm  Working Paper Session

Relationships

Making an End Run: When Do Firms Build Relationships With Distant Supply Chain Partners? by Anne Parmigiani and Jennifer Irwin, University of Oregon
The Moderating Role of Absorptive Capacity and Collaborative Communication in a Buyer-Supplier Learning Collaboration by Zach Zacharia, Lehigh University; Nancy Nix, Texas Christian University; and Robert Lusch, University of Arizona

The Architecture of Relational Capabilities: Building and Managing Strategic Supplier Relationships by Gregory Magnan, Seattle University; and Marc Day and Carola Hillenbrand, University of Reading

12:00-1:00 pm  
Lunch

1:00-1:15 pm  
Transition Break

1:15-2:15 pm  
Keynote Address and Discussion  
The Role of Procurement in the Engineering and Construction Industry by Jim Scotti, Senior Vice President and Chief Procurement Officer, Fluor Corporation

2:15-2:30 pm  
Transition Break

2:30-3:30 pm  
Panel Discussion  
Cross-Disciplinary Thought-Leadership in Supply Chain Management  
Michael A. Hitt, Joe B. Foster Chair in Business Leadership and the C.W. and Dorothy Conn Chair in New Ventures, Texas A&M University  
Robert F. Lusch, Professor of Marketing and Marketing Department Head, University of Arizona  
Session Moderator: Craig R. Carter, Professor of Supply Chain Management, University of Nevada

3:30-4:00 pm  
Networking Break

4:00-5:00 pm  
Competitive Paper Session  
Supply Chain Topics  
Purchasing Team Activities in the Supply Chain by P. Fraser Johnson and Michiel Leenders, University of Western Ontario  
The Role of Drivers as Customer Contact Employees by Christoph Bode, Eckhard Lindemann, Stephan Wagner, Swiss Federal Institute of Technology Zurich

4:00-5:00 pm  
Working Paper Session  
Supply Chain Topics  
The Outcome-Driven Supply Chain: Towards A New Paradigm by Steven Melnyk and Joe Sandor, Michigan State University; Ed Davis; and Robert Spekman, University of Virginia  
Procurement Structures for Low-Cost Country Sourcing by Gisela Lanza, Stefan Weiler and Philipp Mann, Karlsruhe Institute of Technology  
The Effect of Institutional Pressures and Top Managers' Posture on China's Product Recovery, Product Returns and Firm Performance by Fei Ye, South China University of Technology Xiande Zhao, The Chinese University of Hong Kong; and Carol Prahinski, Michigan State University

5:00-6:30 pm  
Free Time

6:30-8:00 pm  
Dinner

Friday, March 12, 2010

8:00-9:00 am  
Panel Discussion  
Sustainability at Arizona State University: An Academic and Operational Initiative  
Rob Melnick, Executive Dean and Chief Operating Officer, Global Institute of Sustainability, Presidential Professor of Practice, School of Sustainability, Arizona State University  
Kevin Dooley, Professor, W. P. Carey School of Business, Department of Supply Chain Management, Affiliate Faculty, School of Sustainability, Arizona State University  
Ray Jensen, Associate VP, University Business Services, University Sustainability Operations Officer, Arizona State University  
Session Moderator: Lisa M. Ellram, James Evans Rees Distinguished Professor of Distribution, Miami University

9:00-9:15 am  
Transition Break

9:15-10:15 am  
Competitive Paper Session  
Supplier Relationships  
Trust Signals in Supply Chain Alliances: Evaluating the Measurement of Trust in the Supply Chain Literature by Stephen Jones, Stanley Fawcett, and Cynthia Wallin, Brigham Young University; and Amydee Fawcett, Lateral Line Analytics  
Sources of Buyer Bargaining Power and its Impact on Performance by Tobias Schoenherr, Michigan State University; and Vincent Mabert, Indiana University

9:15-10:15 am  
Competitive Paper Session  
Supply Chain Topics I  
A Decision Support System for Supplier Selection in a Chemical Firm Supply Chain: A Case Study Leveraging Analytic Hierarchy Process Model by Chris Enyinda, Alabama A & M University; and Denver Tolliver and Khalid Backhar, North Dakota State University  
Developing Student Competencies in E-Sourcing Technology Using a Reverse Online Auction Project by Jacqueline Williams and Kathryn Dobie, North Carolina A&T State University; and Curtis Wynn, RFQHosting

10:15-10:30 am  
Transition Break
10:30 am-12:00 pm  
**Working Paper Session**

**Risk II**

- *Supply Base Complexity and Sustainability Disruption Risk* by Ednilson Bernardes, Georgia Southern University; and Marco Habermann, University of South Carolina
- *Effects of Sales Incentive on Supply Chain Financial Risk* by Christian Rossetti, North Carolina State University
- *Managing Supply Chain Risk that is Beyond Control at the Individual Firm Level: The Logistics Perfect Storm as an Example* by Michael Smith, Western Carolina University; and Lee Buddress, Portland State University

10:30 am-12:00 pm  
**Working Paper Session**

**Supply Chain Topics II**

- *Understanding Logistics Services through a Factor-Market Rivalry Lens* by Wendy Tate, University of Tennessee; Lisa Ellram, Miami University; Edward Feitzinger, End-To-End Analytics; and Gideon Markham, Colorado State University
- *Are Women the Better Purchasers? Gender Impacts on the Negotiation Process from the Purchasing Perspective* by Ulli Arnold and Stefanie Opitz, University of Stuttgart
- *Gender Differences, Competitiveness and Integrity in Negotiation* by Carl Templin, Southern Utah University
- *Exploring the Effects of Single versus Multiple Sourcing on Supplier Performance* by Regis Terpend, Boise State University; and Bryan Ashenbaum, Miami University

12:00-1:00 pm  
**Lunch**

1:00-1:15 pm  
**Transition Break**

1:15-2:00 pm  
**Best Paper**


2:00-2:15 pm  
**Transition Break**

2:15-3:15 pm  
**Workshop Session**

- *Global Benchmarking Study SCM Syllabi: Topics, Reading Assignments, Assignments and Course Requirements in Purchasing/Sourcing Courses* by Laura Birou, Louisiana Tech University; and Heather Lutz, University of St. Thomas

2:15-3:15 pm  
**Working Paper Session**

**Supply Chain Topics III**

- *Suppliers’ Reactions to ERAs — A Systematization and Empirical Examination* by Ulli Arnold and Wolfgang Schnellbächer, University of Stuttgart
- *Performance Measurement for Supply Management* by Carsten Reuter, Supply Management Institute

3:15-3:30 pm  
**Transition Break**

3:30-4:30 pm  
**Working Paper Session**

**Supply Chain Topics IV**

- *Supply Integration, Market Intelligence, and Performance: Initial Model Development and Construct Formulation* by George Zsidisin and Janet Hartley, Bowling Green State University; and Ednilson Bernardes, Georgia Southern University
- *Balancing Government Risks with Contractor Incentives in Performance-Based Logistics Contracts* by Jeffrey Ogden and Christopher Gardner, Air Force Institute of Technology; and Stephan Brady, Penn State University

3:30-4:30 pm  
**Competitive/Practitioner Paper Session**

**Supply Chain Topics V**

- *Network Centrality in Construction Mega Projects — The Role of Global Architectural Practice* by Arash Azadegan, David Boje and Gerri McCullough, New Mexico State University
- *Developing an Environmental Approach to Paper Procurement at the World Bank and the IMF* by Jeanette Rennie and Liang Wang, World Bank; and Michiel Leenders, University of Western Ontario

4:30-4:45 pm  
**Program Wrap-Up and Closing Remarks**

Simon Croom, Professor of SCM, University of San Diego, CIPS Research Fellow in Sustainable Supply, Executive Director SCM Institute, Chair of the ISM Educational Resources Committee

Phillip L. Carter, Executive Director, CAPS Research and Harold E. Fearon Chair of Purchasing, Arizona State University

---

**Remember!** Proceedings will be available in early March 2010 in electronic form only. Papers can be downloaded from ISM’s Web site at www.ism.ws in the Conferences section. You are encouraged to download Proceedings prior to the event.
FEES—Registration Fee: US$295. 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. ISM reserves 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 adviser for details.

HOTEL ACCOMMODATIONS—The program is at the Embassy Suites Phoenix-Tempe, 4400 S. Rural Rd., Tempe, AZ 85282. Please mention group code ISM-NARTS when making your hotel reservations at 800/EMBASSY or 480/897-7444, by February 15, 2010, in order to receive the Symposium rate of $169. Complimentary ground transportation is available from Phoenix Sky Harbor International Airport.

GUEST MEALS—If bringing a guest, there is an additional charge of $25 per person for each lunch and $35 per person for dinner.

ISM CANCELLATION AND REFUND POLICY—if you register for a program and you are unable to attend, please notify ISM Customer Service; notification of your cancellation must be in writing. No refunds are given once the program has begun. Registrants who fail to attend a program are not entitled to a refund. ISM must be contacted within 30 days of the program completion in order for a refund to be considered.

FOUR EASY WAYS TO REGISTER

1. Internet: Visit ISM’s Web site at www.ism.ws.

2. Fax: Transmit completed form with credit card information to 480/752-2299.

3. Mail: Mail completed form with check or credit card information to: ISM Seminars, P.O. Box 22160, Tempe, AZ 85285-2160, USA.

4. Phone: Call ISM Customer Service at 800/888-6276 or 480/752-6276, option 8. Please have your credit card information ready.

20TH ANNUAL NORTH AMERICAN RESEARCH AND TEACHING SYMPOSIUM

PROGRAM NUMBER: NARTS-10

Member Type:
❑ ISM  ❑ Nonmember
ISM ID # ____________________________

❑ Dr.  ❑ Mr.  ❑ Mrs.  ❑ Ms.  ❑ Miss

First/Given Name __________________ MI ___________________ Last/Family/Surname __________________

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 (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) REGISTRATION FEE: $295

❑ 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 contact ISM Customer Service at 800/888-6276 or 480/752-6276, option 8 if you have any special needs that we can address to make your participation more enjoyable (this includes any dietary or physical requirements).
Join us to learn about new research that addresses dynamic topics in supply management and instruction.