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The 15th Annual North American Research and Teaching Symposium on Purchasing and Supply Chain Management

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

March 25-27, 2004
Embassy Suites Hotel
Tempe/Arizona State University
Tempe, Arizona
PLEASE JOIN US AT THE 15TH 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 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.

THURSDAY, MARCH 25, 2004

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<td>11:30 - 12:30</td>
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<td>12:30 - 12:45</td>
<td>Transition to General Session</td>
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<td>12:45 - 1:00</td>
<td>Welcome Messages:</td>
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<td>Paul Novak, Chief Executive Officer, Institute for Supply Management™</td>
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<td>Mary Aylesworth, Executive Director, Purchasing Management Association of Canada</td>
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<td>James L. Patterson, Associate Professor of Management, Western Illinois University and Chair, ISM Educational Resources Committee</td>
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<tr>
<td>1:00 - 1:45</td>
<td>Keynote Address and Discussion</td>
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<td>Tomás Gálvez Martínez, Chief Executive Officer, Gálvez &amp; Miebach Executive Center of Logistics</td>
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<td>1:45 - 2:00</td>
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<td>2:00 - 3:30</td>
<td>Lean, Mean and Fragile: Exploring the Hidden Risks in the Supply Chain by Robert W. Nason, Donald J. Bowersox, David J. Closs, Steven A. Melnyk, Gary L. Ragatz and George A. Zsidisin, Michigan State University</td>
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<td>3:30 - 3:45</td>
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Supply Chain Topics I

- Retail Buyer Behavior, Decision-Making Strategies and Product Characteristics: An Empirical Examination of Automatic Replenishment Programs by Lisa M. Dandeo, Lynn University; Dawn H. Peary, Eastern Michigan University; Larry C. Giunipero, Florida State University
- Paradigms and Methods for Supply Chain Management as an Emerging Discipline by Michael Smith, Western Carolina University; Lee Buddress and Alan Raedels, Portland State University
- To Consign or Not to Consign? Forms and Timing by Cynthia Wallin, Elliot Rabinovich and M. Johnny Rungtusanatham, Arizona State University

Research Issues/SCM Education

- Determining When Multiple Respondents Are Needed in Supply Chain Research: The Case of Purchasing and Operations by Mark Pagell, Oregon State University; Daniel R. Krause, Arizona State University
- Employing an Integrated Undergraduate Business Curriculum to Develop Effective Supply Chain Managers by Michael Tracey, Jack Morris, Chong Leng Tan and Scott Metlen, University of Idaho

5:15 - 6:30   | Free Time |
6:30 - 8:30   | Dinner   |
FRIDAY, MARCH 26, 2004

8:00 - 9:30  Concurrent Research/Instructional Paper Sessions

Diversity and Small Business
- Supplier Diversity and Minority Business Enterprise Development: Case Study Experience of Three U.S. Multinationals by Mayank Shah and Monder Ram, DeMontfort University
- A Study of Purchasing Management Development Within Small Businesses by Jeffery H. Adams, University of Indianapolis
- The Impact of Organizational Culture on Spending Levels With Minority Suppliers by Gwendolyn Whitfield, Pepperdine University

Supply Chain Topics II
- Initiating Purchasing With the Federal Government: FAR Part 13 — Simplified Acquisition Procedures by Ronald Straight, Howard University
- An Instrument to Measure HRM’s Impact on SCM by Kimberly A. Smith-Doerflein, Taggart Smith and Cynthia Tomovic, Purdue University; Michael Tracey, University of Idaho
- Sourcing for Transportation Services: Ashland Chemical’s Carrier Selection Process by Amelia S. Carr, Bowling Green State University

9:30 - 9:45  Break

9:45 - 10:45  Concurrent Research/Instructional Paper Sessions

Knowledge Systems
- Gaining Optimal Performance From Your ERP System by Joseph F. Shedlawski, Wyeth Consumer Healthcare
- A Structural Model of Early Supplier Involvement From a Knowledge Integration Perspective by Jinhui Wu and Gary L. Ragatz, Michigan State University

RFID
- Inventory Record Inaccuracy and RFID by Nicole DeHoratius
- “When Wal-Mart Speaks”: What You Need to Know About RFID and Its Potential Impact on Supply Chain Management by Michael Jones and David C. Wyld, Southeastern Louisiana University

10:45 - 11:00  Break

11:00 - 12:00  Concurrent Research/Instructional Paper Sessions

Knowledge Management
- Knowledge Management in Supply Organizations by Anna E. Flynn, Institute for Supply Management™ and CAPS Research

Supply Chain Management I
- What Is the Services Supply Chain? by Lisa M. Ellram and Wendy L. Tate, Arizona State University; Corey Billington, 2nd Edison, Inc.
- The Nature and Scope of Supply Chain Management by Ralph G. Kauffman, University of Houston-Downtown; Markus Mau, University of Giessen

12:00 - 1:00  Lunch

1:00 - 1:15  Transition to General Session

1:15 - 2:00  “Senior Managements’ Short-Term Expectations for Supply Management”
- Paul Novak, Institute for Supply Management™

2:00 - 2:15  Break

2:15 - 3:45  Concurrent Research/Instructional Paper Sessions

Global Supply Chain Management
- Integrating Developing Country Firms Into Global Supply Chains: Preliminary Findings by Arnold Maltz, Arizona State University; Poul Erik Christiansen, Copenhagen Business School; Octavio Carranza, Universidad Panamericana; Adegoke Oke, Cranfield University
- Managing Complexity in Global Supply Chains by Richard R. Young, The Pennsylvania State University

SCM Education/Research Issues
- Supply Chain Management Coverage in a Bachelor of Science in General Business Program: A Case Study by Michael A. McGinnis and Leslie I. Wolfe, The Pennsylvania State University
SATURDAY, MARCH 27, 2004

8:00 - 9:30 Concurrent Research/Instructional Paper Sessions

E-Supply Chain Management I
- Purchasing Auctions — A Synthesis of Current Research by Lutz Kaufmann and Thomas Germer, WHU
- Web-Enabled Supply Chain Management: A Case Study of a Food Distribution Company by Salil Joshi and Nagendra Nagarur, Binghamton University
- The Current State of Bundling Practice in B2B Procurement by Tobias Schoenherr and Vincent A. Mabert, Indiana University

Negotiations and Relationships
- Competitiveness and Integrity in Negotiations: A Study of Student Attitudes? by Carl R. Templin, Southern Utah University
- Bargaining Stances and Outcomes in Industrial Negotiations by Daniel R. Krause, Regis Terpend and Kenneth Petersen, Arizona State University
- The Impact of Product Modularization on Supply Chain Structure and Buyer-Supplier Relationship by Young Ro, University of Michigan–Dearborn; Zhaohui Wu, Oregon State University

9:30 - 9:45 Break

9:45 - 10:45 Concurrent Research/Instructional Paper Sessions

E-Supply Chain Management II
- Supply Chain Integration in E-Business Environment by Ying Liao and Paul Hong, University of Toledo
- Managing E-Procurement Adoption as a Strategic Option by Anthony Ross, Michigan State University

Strategic Roles and Issues II
- Stakeholder Impact on Supply Management by Christine M. Wright, Central Missouri State University; Michael E. Smith, Western Carolina University; Brian G. Wright, Johnson County Community College
- Company and Supplier Codes of Conduct: Implementation Challenges in the Supply Chain by Gregory M. Magnan, Seattle University; Stanley E. Fawcett, Brigham Young University

10:45 - 11:00 Break

11:00 - 11:45 Best Paper Session

- Getting the Most Out of E-Auction Investment by Daesik Hur, Bowling Green State University; Vincent A. Mabert, Indiana University

11:45 - 12:00 Best Paper Award and Closing Remarks

- Phillip L. Carter, Arizona State University, CAPS Research
FEES – Registration Fee, $250 USD. This includes all presentations and handouts. 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. We reserve 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 advisor for details.

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, 2004. 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 800/221-2255 and refer to file #1834AA. Discounted fares are also available through Delta Air Lines. Call Delta directly at 800/241-6760 and refer to file #199783A. 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.

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. 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.

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Phone: Call ISM Customer Service at 800/888-6276 or 480/752-6276, extension 401. Please have your credit card information ready.


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_____________________________________________________________________________________________________________________
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)
□ 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 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).
INSTITUTE FOR SUPPLY MANAGEMENT™ (ISM), established in 1915, is the world’s leading educator of supply management professionals and is a valuable resource for decision makers in major markets, companies and government.

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 College of Business and the Institute for Supply Management™.

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