

POMS COLLEGE OF SUPPLY CHAIN MANAGEMENT

2019 MINI-CONFERENCE

“THE IMPACT OF PUBLIC POLICY ON SUPPLY CHAINS”

When

Thursday, May 2nd

Where

Washington Hilton Hotel

1919 Connecticut Ave NW, Washington, DC 20009

Who [in order of appearance]

Çağlar Özden, Lead Economist, Development Research Group at The World Bank

Nitin R. Joglekar, Associate Professor, Questrom School of Business, Boston University

Sarah Campbell-Sengupta, Assistant Professor of Operations, Herberger Business School, St. Cloud State University

David Dobrzykowski, Associate Professor and Director of the Supply Chain Management Institute, Bowling Green State University

Craig Gundersen, ACES Distinguished Professor, Department of Agricultural and Consumer Economics, University of Illinois

Richard McGrath Captain, U.S. Navy and Assistant Professor of Operations Research, U.S. Naval Academy

Yung-Yi Nindorf, Senior Manager, Strategic Sourcing & Procurement organization, Verizon

H. Muge Yayla-Kullu, Associate Professor of Supply Chain Management, College of Business Administration, University of Central Florida

Timothy J. Richards, Morrison Chair of Agribusiness, W. P. Carey School of Business, Arizona State University

MORE INFO

CHECK THE WEBSITE OF THE COLLEGE OF SUPPLY CHAIN MANAGEMENT AT:

<http://www.poms.org/colleges/cscm/>

OR JOIN OUR LINKEDIN GROUP AT: <https://www.linkedin.com/groups/8106962/>

FOR QUESTIONS EMAIL Dorothee.honhon@utdallas.edu

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MENTORING PROGRAM?

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<https://goo.gl/forms/ZPpqSkSivnwUk5xq1>



Agenda

12:00-1:00pm Lunch

1:00-2:15pm Keynote presentation

2:15-2:30pm Coffee break

2:30-4:00pm Panel session

4:00-4:15pm Coffee break

4:15-5:15pm Academic session

5:15-6:00pm Mentoring session

6:00-7:30pm Reception

7:30-10:00pm Dinner

You can register for the mini-conference via the POMS conference website at:

<https://pomsmeetings.org/conf-2019/>

On-site registration is also possible.

More events at the POMS conference

Saturday, May 4th

9:45am-1:00pm Student paper

competition finalists' presentations

5:45-6:30pm Business meeting

Keynote Speaker



Çağlar Özden is Lead Economist in the Development Research Group at The World Bank. A Turkish national and a professional migrant, Çağlar received his undergraduate degrees in economics and industrial engineering from Cornell University and Ph.D. in economics from Stanford University. He is a fellow of IZA, CreAM and ERF. His research explores the nexus of globalization of product and labor markets, government policies and economic development. He has edited three books and published numerous papers in leading academic journals such as American Economic Review and the Economic Journal. His current research projects explore the determinants and patterns of global labor mobility, impacts of migrants on the destination labor market outcomes, linkages between migration, trade, and foreign direct investment flows, medical brain drain and linkages between ageing and global economic integration. He is the co-author of *Moving for Prosperity: Global Migration and Labor Markets* which aims to address the tension between the academic research and the public discourse on migration by focusing on the economic evidence, identifying prominent knowledge gaps and stimulating policy debate.

Panelists

Nitin R. Joglekar (Moderator) is on the faculty at Boston University's Questrom School of Business. His interests involve digital product management and digitalization of supply chain configurations (through the use of data analytics) at established firms and during entrepreneurial startups, along with the oversight of allied public policy issues in global supply chains. Professor Joglekar is the department editor for Industry Studies and Public Policy at Production & Operations Management.



Sarah Campbell-Sengupta is an Assistant Professor of Operations Herberger Business School at St. Cloud State University. Dr. Sengupta has developed expertise in research applications of technology use in transportation; particularly related to impacts of public policy on IT investment decisions in the heavily regulated industry. She has a number of transportation and supply chain publications and proceedings along with numerous paper presentations at national conferences including the Transportation Research Board Annual Meeting, the Decision Sciences Institute Annual Meeting, Production and Operations Management Society, the Academy of Management, and the Urban Affairs Conference. Dr. Sengupta serves on advisory and executive boards in supply chain and procurement capacities. In the classroom, she teaches courses in Supply Chain Management and Operations at both the graduate and undergraduate levels in the Herberger Business School at St. Cloud State University in Minnesota.

David Dobrzykowski is an Associate Professor and the Director of the Supply Chain Management Institute at Bowling Green State University. His research investigates information processing and the coordination of work in supply chains, primarily in healthcare and regulated industries. His research has appeared in *Journal of Operations Management*, *Decision Sciences Journal*, and *Journal of Supply Chain Management* among other outlets and has been recognized with several journal and conference awards including the 2017 Decision Sciences Journal Best Paper Award. He serves as a Department Editor for Healthcare and Service Operations for *Decision Sciences Journal*, an Associate Editor for *Journal of Operations Management*, an Editorial Review Board member for *Journal of Supply Chain Management*, and is an Academic Scholar at Cornell's Institute for Healthy Futures.



Craig Gundersen is ACES Distinguished Professor in the Department of Agricultural and Consumer Economics at the University of Illinois, is on the Technical Advisory Group for Feeding America, is the lead researcher on Feeding America's Map the Meal Gap project, and is the Managing Editor for *Applied Economic Perspectives and Policy*. He is also a Round Table Member of the Farm Foundation, a Non-Resident Senior Fellow at the Chicago Council on Global Affairs, and a Faculty Affiliate of the Wilson Sheehan Lab for Economic Opportunities (LEO) at the University of Notre Dame. His research concentrates on the causes and consequences of food insecurity and on the evaluation of food assistance programs, with an emphasis on SNAP.



Captain Richard McGrath has served on active duty in the U.S. Navy for the past 28 years. He holds a Bachelor of Science degree from the Massachusetts Institute of Technology, a Master of Science degree from Stanford University, a Master of Arts degree from the Naval War College, and a Doctor of Philosophy Degree in Operations Research from the Naval Postgraduate School. He is currently assigned to the United States Naval Academy as a Permanent Military Professor in the Mathematics Department and previously served as the Deputy Director of the Division of Mathematics and Science. His research interests include Optimization, Stochastic Models, Decision Theory, and Supply Chain Management. Captain McGrath's personal awards include two Meritorious Service Medals, two Strike/Flight Air Medals, seven Navy and Marine Corps Commendation Medals, the Navy and Marine Corps Achievement Medal, and various campaign and unit awards. He has accumulated over 3,400 flight hours in 28 different aircraft and over 640 aircraft carrier arrested landings.

Yung-Yi Nindorf is a Senior Manager in the Strategic Sourcing & Procurement organization at Verizon supporting federal, state and local government customer sales. Prior to Verizon, she held positions managing federal government customer facing contracts and subcontracts, and also negotiating agreements with mobile device manufacturers and suppliers at Motorola. Her career has spanned global roles in supply chain, sales operations, internal audit, and consulting, with a focus on the telecommunications industry. She is a Certified Professional Contracts Manager (CPCM), Certified Federal Contracts Manager (CFCM), Certified Commercial Contracts Manager (CCM) and a member of the National Contract Management Association.



Academic Speakers



Sarah Campbell-Sengupta is an Assistant Professor of Operations Herberger Business School at St. Cloud State University. Dr. Sengupta has developed expertise in research applications of technology use in transportation; particularly related to impacts of public policy on IT investment decisions in the heavily regulated industry. She has a number of transportation and supply chain publications and proceedings along with numerous paper presentations at national conferences including the Transportation Research Board Annual Meeting, the Decision Sciences Institute Annual Meeting, Production and Operations Management Society, the Academy of Management, and the Urban Affairs Conference. Dr. Sengupta serves on advisory and executive boards in supply chain and procurement capacities. In the classroom, she teaches courses in Supply Chain Management and Operations at both the graduate and undergraduate levels in the Herberger Business School at St. Cloud State University in Minnesota.

H. Muge Yayla-Kullu is an Associate Professor of Supply Chain Management at UCF College of Business Administration. She holds a PhD in operations management from Kenan-Flagler Business School, University of North Carolina, Chapel Hill. She received her master's and bachelor's degrees in industrial engineering from Bilkent University, Turkey. As an award-winning researcher, Dr. Yayla-Kullu studies a firm's decisions under competitive pressures and increasing product variety, in particular when the resource capacity is constrained. She has numerous publications in top tier journals. Her dissertation won the 2008 Runner-up Award in the prestigious APICS George and Marion Plossl Research Fellowship Competition. She is frequently invited to organize and chair sessions and to give talks at prominent universities and academic conferences. She is also an award-winning teacher in the classroom and a regular reviewer for leading academic journals in her field. Prior to beginning her academic career, Dr. Yayla-Kullu worked as an internal auditor-investigator for Finansbank A.S., a leading financial institution in Turkey. Her previous work experience also includes a software company, where she worked as an internal SAP consultant, as well as a glass manufacturing company and a construction materials manufacturing company.



Timothy J. Richards (Tim) is the Morrison Chair of Agribusiness in the W. P. Carey School of Business at Arizona State University. He holds an undergraduate business degree from the University of British Columbia, where he majored in Economics and Finance, and a Ph.D. in Agricultural Economics from Stanford University. He has published over 105 articles in top economics, marketing, and agricultural economics journals, including the Review of Economics and Statistics, Management Science, the Journal of Retailing, the American Journal of Agricultural Economics, and several others. He has won twelve Article of the Year awards, is co-editor of the American Journal of Agricultural Economics and is on the editorial boards of four journals. The focus of his research is quantitative marketing, data analytics, retailing strategy, agricultural labor, and food policy. He teaches Managerial Economics, Strategic Pricing for Retailers, and Risk Management and Insurance. He also does extensive consulting work in the food retailing and manufacturing industries for clients that include Walmart, Kroger, SuperValu, Hormel, Sara Lee, JBS Swift, Foster Farms, and a number of others.

Presentation abstracts

Title: *Regulatory and Public Policy Effects on Supply Chain IT Investments*

Authors: Sarah Campbell-Sengupta and David Dobrzykowski

Abstract

There is increasing interest in understanding how public policy decisions affect private firm's supply chain and operational decisions, particularly in regulated industries. Our study examines firm Regulatory Exposure, Public IT Deployment, Private IT Investment and Customer Operational Performance in the highly regulated motor carrier industry. Grounded in Theory of Regulatory Economics, public and private interest perspectives are used to explain impacts of Regulation Exposure and Public IT Deployment on Private IT Investment decisions, and consequently on Customer Operational Performance. Secondary data measuring IT deployment from the U.S. Department of Transportation were matched with lagged data capturing Private IT investment and operational factors collected from 141 U.S. based freight transportation service providers to test the model. Our study contributes to the literature by informing curiosity around how public and private interests motivate IT investment in regulated industries, but have differential effects on performance. This further highlights the key role of IT investment in developing processes beneficial to customer-facing performance to gain competitive advantage in regulated industries.

Title: *Reining in Onion Prices by Introducing a Vertically Differentiated Substitute: Models, Analysis, and Insights*

Authors: H. Muge Yayla-Kullu, Omkar Palsule-Desai and Nagesh Gavirneni

Abstract

Onion is an indispensable ingredient of the Indian diet, and plays a vital role in the Indian economy, society, and politics. The ongoing volatility in its prices leads to significant social unrest. In this paper, we are interested in analyzing this situation and help the decision makers to come up with socially-sustainable policies. One proposed remedy is the introduction of dehydrated onion as a substitute to the fresh onion in the market. We identify conditions under which it is optimal to introduce such a processed substitute and whether it should be managed by non-profit or profit-maximizing firms. Our model captures (i) vertically differentiated competition over multiple periods, (ii) consumers' valuation discount for processed produce, and (iii) perishability of the fresh produce. Our analysis finds ample evidence to work towards implementing the processed substitute strategy. We find that the mere existence of a substitute in the marketplace is quite beneficial compared to the current situation. Moreover, management by a non-profit processing firm would be a far better solution resulting in a larger market coverage and higher social welfare compared to a profit-maximizing firm. We also find that implementation may be counterintuitive in some cases. While improved perception and technological progress is generally beneficial, the decision makers should be aware of some relatively unexpected consequences in some cases.

Title: *Retail Price Discrimination and Food Waste*

Authors: Timothy J. Richards and Stephen F. Hamilton

Abstract

When consumers are willing to pay a premium for high-quality fruit and vegetables, retailers may be motivated to sell fresh produce from only the upper portion of the quality-distribution, even when such behavior results in unsold products in the lower tail. In this paper, we consider the economic incentive for retailers to truncate the quality distribution of fresh produce at the farm level as part of a second-degree price-discrimination strategy to achieve higher prices in the consumer market. We estimate a structural model of retail price discrimination and conduct a series of counter-factual experiments using data from a major US food retailer and demonstrate that observed behavior is consistent with quality-based price discrimination in the consumer market. Our evidence indicates that quality standards on fresh produce can explain a substantial proportion of food waste by retailers in the US food system.