Disruptive supply network models in future industrial systems: Configuring for resilience and sustainability

19 and 20 September 2013, Møller Centre, Cambridge

Draft Programme

Thursday 19 September

09.00 Registration and refreshments

09.30 Welcome and Introduction

Global Value Networks
Publication from the Centre for International Manufacturing

Dr Jagjit Singh Srai
Head, Centre for International Manufacturing, Institute for Manufacturing, University of Cambridge

10.15 Keynote presentation

Identifying the Global Footprint Levers at Electrolux
Ed Mercer
Electrolux

11.00 Refreshments

11.30 Keynote presentations

From Multi-Channel to Omni-Channel
Tom Hebbert
Supply Chain Development Director, Tesco plc

Transforming Global Manufacturing at Sealed Air
Lars Fritz
Vice President, Supply Chain Europe, Sealed Air

13.00 Lunch

14.00 Keynote presentations

International Manufacturing Projects at Jaguar Land Rover
Julian M Hetherington
Director, Strategic Projects, Manufacturing, Jaguar Land Rover

Transforming Pharmaceutical Supply Chains
Jon-Paul Sherlock
Director, Physical Science, Pharmaceutical Development, AstraZeneca

Rob Alves
Global Supply Director, Operations, AstraZeneca

15.30 Refreshments

16.00 Nick Wildgoose
Global Supply Chain Product Leader, Zurich Insurance and Supply Chain Risk Report, World Economic Forum

16.45 Discussion

17.15 Wrap up and close of session

18.45 Transport to Gonville and Caius College

19.00 Symposium Dinner
Friday 20 September

08.30  Registration and refreshments

09.00  Keynote presentations

  **Professor Thomas Choi**  
  W. P. Carey School of Business, Arizona State University

  **Professor Michael Jacobides**  
  London Business School

10.30  Refreshments

11.00  Research Themes

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Risk and resilience of global supply networks

11.00 – 12.30

To Foresee and forestall? Challenges for policy making around systems-based approaches to resilience
Professor Denis Fischbacher-Smith
Adam Smith Business School, University of Glasgow

TBC
Professor Mohan Sodhi
Cass Business School, City University

13.15 – 14.45

Resilience – capabilities and future directions in global supply networks
Inger Ehrenhuber, Markus Gerschberger and Corinna Engelhardt
Logistikum-University of Applied Sciences Upper Austria, Austria

Implications of Climate Change on Global Supply Chains
Mukesh Kumar, Magnus Danemar, Jag Srai and Mike Gregory
Institute for Manufacturing, University of Cambridge, UK

Structural embeddedness and supply network resilience
Alexandra Brintrup1, Filippo Torriani2, Thomas Choi1
1Cranfield University, UK 2W. P. Carey School of Business, Arizona State University, USA

15.00 – 16.30

Risk and resilience in global supply networks: how demand, design, and coordination affect financial and operational performance
Laird Burns and Fan Tseng
The University of Alabama in Huntsville, USA

A 360 Degree View on Supply Chain Risk Identification
Sudipa Sarker1,2, Paolo Trucco2 and Jannis Angelis1
1Royal Institute of Technology (KTH), Sweden 2Politecnico di Milano, Italy

Assessing Resilience in Agriculture: Case Study at G's Growers
Lukas Wong1, Duncan McFarlane1, John Currah1, Liz Salter1
1Institute for Manufacturing, University of Cambridge, UK 2G's Fresh, UK
Global value chains and emerging multinationals

11.00 – 12.30

Adaptation of emerging market firms’ supply networks in the context of internationalisation to advanced markets: development and test of a research approach
Harri Lorentz¹ and Jagjit Singh Srai²
¹University of Turku, Finland ²Institute for Manufacturing, University of Cambridge, UK

Upgrading of EMNEs’ acquired subsidiaries in developed countries: an unintended consequence of asset-seeking OFDI?
Shaowei He
Northampton Business School, University of Northampton, UK

An analytical framework for emerging country multinationals’ international operations management
Afonso Fleury¹, Yongjiang Shi², Silas Ferreira Junior¹ and Jose H D Cordeiro¹
¹University of São Paulo, Brazil ²Institute for Manufacturing, University of Cambridge, UK

13.15 – 14.45

Assessing global HVM competitiveness using a life-cycle income. Statement approach
John Sullivan and Tomas Harrington
Institute for Manufacturing, University of Cambridge, UK

A Framework for Outsourcing Electronic Manufacturing in Emerging Countries
Samuel Vieira Conceição and Eliane Wolff
Federal University of Minas Gerais, Brazil

The impact of geographic dynamics associated with international expansion of firms on firm strategic and financial performances: an analysis of manufacturing emerging market multinationals and global value chains
Aysun Ficici and C Bulent Aybar
Southern New Hampshire University, USA

15.00 – 16.30

Understanding Food Safety Practices in Cross-border Supply Chain
Mukesh Kumar, Susmitha Gunda, Jag Srai and Mike Gregory
Institute for Manufacturing, University of Cambridge, UK

Exploration of new industrial system for brics sustainable development: industrial symbiosis lessons learnt from malaysian palm oil industry and its mills
Yongjiang Shi
Institute for Manufacturing, University of Cambridge, UK

Frontiers of R&D internationalisation research in recent ten years, a systematic review with bibliographic coupling analysis
Xingkun Liang and Yongjiang Shi
Institute for Manufacturing, University of Cambridge, UK

Operationalising dynamic capabilities: A network configuration approach
Leila Alinaghian
Institute for Manufacturing, University of Cambridge, UK
Configuring sustainable supply networks/Emerging global industrial systems and ecosystems

11.00 – 12.30

Do French companies prepare their supply chains to face sustainability issues?
Nathalie Fabbe-Costes, Cendrine Fons, Christine Roussat
Aix-Marseille University, France

Connecting to resources: analogies between dark networks and industrial systems
Steve New1, Felix Reed-Tsochas1, Tomomi Kito2 and Alexandra Brintrup3
1Saïd Business School, University of Oxford, UK 2University of Tokyo, Japan 3Cranfield University, UK

Implementing Supply Chain visibility to promote fisheries sustainability
Isabel Duarte de Almeida1, J.M. Vilas-Boas da Silva2,3, Luis Miguel D.F. Ferreira4 and Cunaal Kumar Harjivan2
1Universidade Lusíada, Portugal 2 Instituto Universitário de Lisboa, Portugal 4 Univ. Aveiro, GOVCOPP, Portugal

13.15 – 14.45

5Rs Concepts in Manufacturing Fashion Clothing - MFC Applied to Textile Waste
Francisca Dantas Mendes, Romy Tutia and Sergio de Almeida Pacca
University of São Paulo, Brazil

Nurturing Emerging Industries through Business Ecosystems: The Evolutionary Processes and Key Building Blocks
Tianjiao Shang and Yongjiang Shi
Institute for Manufacturing, University of Cambridge, UK

Offset Programmes in the international defence manufacturing system: role, dynamics and effects
Alma Lozano
Nanyang Technological University, Singapore

15.00 – 16.30

High Value Production Network- AT WORK
Bjørn Guvåg1, Oddmund Oterhals2 and Jag Srai3
1Molde University College 2Møre Research, Molde 3Institute for Manufacturing, University of Cambridge, UK

Low Carbon Emission Supply Networks : Starting from carbon footprint measurement
Jialun Hu, Yongjiang Shi
Institute for Manufacturing, University of Cambridge, UK

Business Tsunami; Beyond the Bullwhip in High-Clockspeed Supply Networks
Henk Akkermans1 and Luk van Wassenhove2
1 Tilburg University, The Netherlands 2INSEAD, France
Disruptive supply networks

11.00 – 12.30

Supply Chain Knowledge Networking
Susan Grant and Olinkha Gustafson-Pearce
Brunel University, UK

Design Management in the Textile Industry - A Network Perspective
Anne Louise Bang¹ and Poul Rind Christensen¹,²
¹Kolding School of Design, Denmark ²University of Southern Denmark, Denmark

A modelling approach for Supply Chain planning and cash conversion cycle optimization based on scheduling theory
Pierre Fenies¹, Frédéric Gautier¹, Pierre Pariente¹, Nikolay Tchernev²
¹Université Paris Ouest, France ²Université d’Auvergne, France

13.15 – 14.45

A literature-based state of the art review on the identification and classification of supply chain design tasks
Matthias Parlings¹, Jan Cirullies¹ and Katja Klingebiel²
¹Fraunhofer Institute for Material Flow and Logistics, Germany ²University of Applied Science and Arts, Germany

A network theory approach for robustness measurement in dynamic manufacturing systems
Till Becker, Mirja Meyer, Katja Windt
Jacobs University Bremen, Germany

Performance benchmarking of manufacturing networks within corporations in the steel industry
Alireza Tavakoli¹, Katharina Adaev²
¹Fraunhofer Institute for Material Flow and Logistics, Germany ²Technical University of Dortmund, Germany

15.00 – 16.30

Promoting innovation by disruptive networks: Learning from the high-tech industry?
Philip Müller, Achim Kampker, Christoph Deutskens and Felix Hans-Ulrich Basse
Aachen University, Germany

Progressing Virtualization of Production - Contributions from Distributed Manufacturing
Hermann Kuehnle
Otto-von-Guericke-University Magdeburg, Germany

R&D Dynamic Capabilities in a Changing Regulatory Context
John E Ettlie¹, Francisco Veloso² and Muammer Ozer³
¹Saunders College of Business, Rochester Institute of Technology, USA ²Catolica Lisboa, Portugal ³City University, Hong Kong
Logistics and Service

11.00 – 12.30

Innovative product-services for robust global supply chains – a viewpoint
Gisela Lanza, Nicole Stricker and Johannes Stoll
Karlsruhe Institute of Technology (KIT), Institute of Production Science (wbk), Germany

Importance of supply chain risk management at outsourced logistics
Alexander König and Stefan Spinler
WHU – Otto Beisheim School of Management, Germany

Servitizing manufacturers: The impact of service complexity and contractual and relational capabilities
Melanie E Kreye, Jens K Roehrich and Michael A Lewis
University of Bath, UK

13.15 – 14.45

Tackling complex challenges by seizing the ecosystem opportunity
Ivanka Visnjic and Andy Neely
University of Cambridge, UK

Virtual Experiment Fields for Logistical Problem Solving
Jörn Deiseroth¹, Manuel Klennert¹, Sarah A Thissen¹, Christian Schwede² and Michael Toth⁴
¹Volkswagen AG, Germany ²Graduate School of Logistics Dortmund, Germany ³Fraunhofer IML, Germany ⁴Hochschule Bochum, Germany

Analysis of PET Container Recovery Processes: A Contribution from Reverse Logistics
Felipe Diuana Saud de Lellis Ferreira, José Rodrigues de Farias Filho and Osvaldo Luiz Gonçalves Quelhas
Fluminense Federal University, Rio de Janeiro, Brazil

15.00 – 16.30

TBC
Hiroshi Katayama
Waseda University, Japan

"Kotodukuri" as a magic word for manufacturing - by the intensive discussion with 15 major Japanese manufacturing companies at COCN
Akira Tezuka
National Institute of Advanced Industrial Science & Technology (AIST), Japan

Characterising and designing B2C distribution
Bruno Jin
Institute for Manufacturing, University of Cambridge, UK