1st EurOMA Workshop on Practice-Oriented Research in Operations Management
14-15 October 2013
IESE Barcelona North Campus, Barcelona, Spain

Monday, 14 October
09:30-10:00 Arrival and registration. Welcome coffee and tea.
10:00-10:15 Launching the new EurOMA initiative - Welcome address
Jaume Ribera, IESE Barcelona, Spain
10:15-11:00 The interface and collaboration between practitioners and researchers in OM
Jan Olhager, Lund University, Sweden
11:15-12:00 Making OM research relevant for practitioners – a practitioners perspective
Dr. Tino Fuhrmann, SEAT-VW and Marc Sachon, IESE Business School, Spain
12:15-13:00 Making OM research relevant for practitioners – a researchers perspective
Jaume Ribera and Alex Lago, IESE Business School, Spain
13:00-14:30 Lunch
14:30-16:00 Session 1: The role of the university in industry-academia collaboration
Experience with and perspectives for collaboration with technical universities
Per Langaa Jensen & Merete Nørby, Denmark Technical University, Denmark
Action Research as a methodology for reinforcing the contribution of OM research to business competitiveness: analysis of Chairs in Spanish universities
José A. Alfaro, University of Navarra, Spain & Lucia Avella, University of Oviedo, Spain
Postgraduate training – a possibility for collaboration between research and practice
Peter Hasle, Aalborg University, Denmark & Per Langaa Jensen, Denmark Technical University, Denmark
16:00-16:30 Coffee break
16:30-17:30 Parallel sessions

**Session 2a: Collaboration through action research**

Managing global networks: an empirical study of Ferdows factory role
*Miguel Mediavilla and Sandra Martinez, GLOBOPE Research & Consulting, San Sebastián, Spain, Ander Errasti, NATRA, Oñate, Spain & Claudia Chackelson, TECNUN, University of Navarra, San Sebastián, Spain*

W2: Applying a new tool for supporting warehouse design
*Claudia Chackelson and Miguel Mediavilla, GLOBOPE Research & Consulting, San Sebastian, Spain, Ander Errasti, NATRA, Oñate, Spain, Sandra Martinez, GLOBOPE Research & Consulting, San Sebastian, Spain & Javier Santos, TECNUN, University of Navarra, San Sebastian, Spain*

**Session 2b: Collaboration in the supply chain**

Learning and innovation with supply chain partners
*Desirée Knoppen, EADA, Barcelona, Spain & María Jesús Sáenz, MIT Zaragoza, Spain*

Theory building through co-creational research
*Jenny Bäckstrand, Eva Johansson & Joakim Wikner, Jönköping University, Sweden*

20:00-23:00 Dinner

Tuesday, 15 October

09:30-11:00 Parallel sessions

**Session 3a: Collaboration in the food and healthcare industries**

How to conduct practice-oriented research in operations management – an example from the food industry
*Zaza Nadja Lee Hansen & Peter Jacobsen, Denmark Technical University, Denmark*

An empirical case study in the frozen pizza distribution planning process
*Andrea Bacchetti & Massimo Zanardini, University of Brescia, Italy*

A dialogue-orientated search for performance judgment in healthcare systems
*Pim Stegen, Saxion University of Applied Science, Enschede, The Netherlands*

**Session 3b: Collaboration in the manufacturing industry**

Globalization of manufacturing: the role of supply chain best practices
*Sami Farooq & Harry Boer, Aalborg University, Denmark*

An integrated model for optimizing the feeding system in assembly lines: A case study in automotive industry
*Maria Jesus Alvarez, TECNUN, University of Navarra, San Sebastian, Spain, Victoria Rodriguez, University of Navarra, Pamplona, Spain & Masood Fathi, TECNUN, University of Navarra, San Sebastian, Spain*

Working with industrial requirements: Studying technological development of manufacturing systems in high-cost settings
*Rikke Matthiessen, John Johansen & Sami Farooq, Aalborg University, Denmark*
11:00-11:30  Coffee break
11:30-12:30  **Setting the future agenda**
Taking the workshop further, plans for future meeting, conference activities, and other related activities.
*Open discussion*
12:30-13:00  Workshop summary
13:00-14:30  Lunch (optional)
15:00-17:30  Company visit (optional)