

PLENARY SESSIONS

Session 1: Sunday, June 28, 2009, 2:00-2:40 p.m.
Session Chair: P. S. Rao
L N Welingkar Institute of Management Development and Research
Mumbai, India

Speaker: Paul Swamidass
Auburn University, USA
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**On Teaching New Product and Business Development to
Business and Engineering Students**

The Business-Engineering-Technology minor at Auburn University enrolls about 40 students from the colleges of business and engineering each year. The minor is four-semesters long. In the first semester, teams composed of business and engineering students select a product, design and develop it, and prepare a complete business plan for launching a new business to exploit their product. All in about 13 weeks. This course could be replicated in other universities with the cooperation of the colleges of engineering and business.

Dr. Paul Swamidass has joint appointments in two colleges at Auburn University; Professor of Operations Management, College of Business, and the Director of Thomas Walter Center for Technology Management, College of Engineering. As a mechanical engineer, he was a manager at BHEL, Tiruchi, India, before his doctorate in Operations Management from the University of Washington, Seattle. He has over 90 refereed and non-refereed publications. He is the director of the unique Business-Engineering-Technology program at Auburn University for selected business and engineering students. Using graduate students teams from the colleges of business and engineering, he helps the Office of Technology Transfer commercialize new inventions from the college of engineering. He is known for his publications on manufacturing strategy, manufacturing technology, and university technology commercialization.

He edited The Encyclopedia of Production and Operations Management (Kluwer, 2000; Japanese translation, 2004), Innovations in Competitive Manufacturing (hardcover, Kluwer, 2001; paperback, AMACOM, 2002), and Cross-Functional Management of Technology: Cases and Readings (Irwin, 1996). His research and publications on manufacturing and manufacturing technology have been quoted or cited in The Economist, The New York Times, The Wall Street Journal, The Asian Wall Street Journal, U.S. News and World Report, and others.

Session 2: Monday, June 29, 2009, 11:30-1:00 p.m.
Session Chair: Arvinder P.S. Loomba
San Jose State University, CA, USA

Speaker: Lawrence Kalbers
Loyola Marymount University, USA

Corporate Fraud and Bad Business Decisions: Can Ethics Make a Difference?

From scandals like Enron and WorldCom to the current financial crisis and distribution of unsafe products, the underlying reasons that managers commit fraud and abuse, and make bad business decisions, are explored. Kalbers discusses conflicts of interest, greed and need, opportunity, self-deception, and rationalization as key components that lead to fraud and bad decisions. Major philosophical and practical approaches to ethical decision making are discussed as ways for managers and organizations to work through financial reporting, business, and ethical decisions. The role of regulation and laws in reducing and eliminating fraud is evaluated and the importance of monitoring and enforcement is included. Similarly, corporate rules, internal controls, rewards and discipline, and codes of conduct are examined for potential strengths and weaknesses in preventing and detecting fraud and poor decisions. Specific cases of fraud and bad business decisions are used to illustrate the problems, and why ethical reasoning could have made a difference.

Lawrence Kalbers is a full professor, the R. Chad Dreier Chair in Accounting, and the director of the Center for Accounting Ethics, Governance, and the Public Interest at Loyola Marymount University. He earned a B.A. at Wittenberg University, a M.S. at Kent State University, and a Ph.D. from Penn State University. His teaching interests are in the areas of ethics, financial reporting, and auditing. He holds a CPA license in New York and Ohio. Kalbers has published articles on a variety of topics, including audit committees and corporate governance, professionalism, auditor burnout, auditor organizational commitment, accounting education, and accounting history. In addition to published research, he has presented at numerous academic and professional conferences. He is a member of the American Institute of CPAs, the American Accounting Association, the Institute of Internal Auditors, and the California Society of CPAs.

Speaker: Santanu Roy
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**Emerging Trends and Challenges in Teaching and Practicing of
Operations Management**

The subject of Operations Management within the broader spectrum of Decision Sciences forms the backbone of any MBA curriculum whatever might be the specialization offered in the MBA programme. Without understanding the basic nuances of the role of Operations Management in any business, the learning of a business management course is never complete. However, the way the various sub-disciplines under the rubric 'Operations Management' currently being taught in various business schools is set to undergo a great deal of upheaval once the new technologies specially in the communications and networking domain come in full force in the digital economy of the near future. But how does it compare with traditional classroom teaching and case-based learning with face-to-face teacher-student interaction? There is perhaps an intermediate mode as well, currently being practiced by some organizations in India and elsewhere that combines the two modes in a distance learning framework. The new technology throws up a plethora of potentialities for interactive online teaching of operations management concepts with pathways like virtual factory tours and designing facility layouts, and perhaps interactive consultancy too. But there are challenges to be faced as well, specifically in software, hardware, and aspects related to bandwidth. The presentation attempts to discuss and debate some of these issues with examples from different operations management disciplines.

Dr. Santanu Roy is currently serving as a Professor and Area Chairperson, Operations Management Area, at the Institute of Management Technology (IMT), Ghaziabad, India. Prior to joining IMT, he was an Associate Professor at Vinod Gupta School of Management (VGSOM), Indian Institute of Technology (IIT) Kharagpur. Dr. Roy had earlier served as a Senior Scientist in National Institute of Science, Technology and Development Studies (NISTADS), New Delhi.

Dr. Santanu Roy had done his Ph.D. in Industrial Engineering and Management from IIT Kharagpur and Integrated Master of Science (M.S.) from IIT Delhi. He has more than 26 years of experience in research, consultancy and teaching. He has published a large number of papers in international and national journals of repute. Dr. Roy has carried out many sponsored research and consultancy assignments.