# 2008 International Global Supply Chain Conference Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Thursday, May 29</th>
<th>All sessions at the Induk Center (Pusan National University)</th>
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<tbody>
<tr>
<td>8:45-9:15</td>
<td>Registration</td>
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<td>9:15-9:45</td>
<td><strong>Co-Program Chairs’ Welcome Remarks and Opening Address</strong></td>
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<td>– Dr. Hokey Min, Bowling Green State University</td>
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<td>Dr. Younghae Lee, Hanyang University</td>
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<td>Dr. Kap Hwan Kim, Pusan National University</td>
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<td>9:45-10:00</td>
<td>Coffee Break</td>
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<tr>
<td>10:00-11:30</td>
<td>The Use of Genetic Algorithm in Supply Chain Management</td>
<td>Reverse Supply Chain Management</td>
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<td>11:30-1:00</td>
<td><strong>Networking Luncheon (Light Buffet at the Sang Nam International House)</strong></td>
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<tr>
<td>1:00-2:30</td>
<td>Supply Chain Network Design</td>
<td>Case Studies in Value Chain Management</td>
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<td>2:30-2:45</td>
<td>Coffee Break</td>
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<td>2:45-4:15</td>
<td>Demand Planning</td>
<td>New Product Development</td>
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<td>4:15-4:30</td>
<td>Coffee Break</td>
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<td>4:30-5:30</td>
<td>Panel Discussions on the Future of Supply Chain Research</td>
<td>Practitioner’s Session with the Total Soft Bank, Daewoo Logistics, Asiana Airlines, and Korea Express</td>
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<td>(Panelists: Prof. Youngwon Park, University of Tokyo; Prof. Shuo-Yan Chou, National Taiwan University of Science &amp; Technology)</td>
<td>(to be moderated by Dr. Hokey Min, BGSU; Dr. Kap Hwan Kim, PSU)</td>
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<td>5:30-7:00</td>
<td><strong>Networking Banquet (Appreciation Ceremony)</strong></td>
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<td>Time</td>
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<tr>
<td>8:00-9:00</td>
<td>Breakfast on Your Own</td>
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| 9:00-10:00 | Keynote Speech, Dr. Mark Vonderemse, University of Toledo; Dr. Paul Hong (follow-up moderator), University of Toledo with an introduction by Dr. Gyewan Moon, Kyungpook National University: "Creating an International Research and Education Panel for Supply Chain Management"

The address describes the purpose and objectives for creating an International Research and Education Panel, outlines what has been done, and what remains to be accomplished. It describes the need for a strong working relationship with practitioners. In addition, it describes how funding was secured from the U.S. Department of Transportation to support these efforts, and how we can work together to secure funding from the governments of other countries.

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<thead>
<tr>
<th>10:00-10:15</th>
<th>Coffee Break</th>
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<td>10:15-11:45</td>
<td>The Use of Information Technology in Supply Chain Management</td>
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Closing Remarks, Luncheon, and Departure for the Facility Tour (Both Hyundai Heavy Industry and Hyundai Motors Ulsan Plants)

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<th>11:45-12:30</th>
<th>Farewell Dinner</th>
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<td>6:30-7:30 p.m.</td>
<td>(Participants from foreign countries and organizing committee members only)</td>
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<tr>
<td>Schedule (Thursday, May 29)</td>
<td>Session Topics</td>
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| 10:00-11:30 | Session 1 - The Use of Genetic Algorithm in Supply Chain Management | Session Chair – Dr. Byung-in Park, Chonnam National University  
“The evolution of genetic algorithm in supply chain modeling” – Hokey Min, Bowling Green State University; Gengui Zhou, Zhejiang University of Technology  
“A study on strategic alliance model in express courier service network based on consolidation terminal” – Jae-Jeung Rho, Information and Communication University; Ki-Ho Jung, Kyungsung University; Chang Seong Ko, Kyungsung University  
“Profit-based reconfiguration of express courier service network with multiple consolidation terminals” – Hyung Jeung Ko, Korea Maritime Institute; Yonghwan Sohn, Security Management Institute; Byung-in Park, Chonnam National University; Chang Seong Ko, Kyungsung University  
“Optimal route modeling for customer-oriented container truck transportation” – Ruiyou Zhang, Pusan National University; Won Young Yun, Pusan National University; Il Keong Moon, Pusan National University |
| 10:00-11:30 | Session 2 - Reverse Supply Chain Management | Session Chair – Dr. Seung-Chul Kim, Hanyang University  
“Pricing policies under competition and cooperation in a remanufacturing system” – Ki Seung Jung, KAIST; Hark Hwang, KAIST  
“A study on RFID application for reverse supply chain management” – Yoon Min Hwang, Information and Communication University; Jae Jeung Rho, Information and Communication University |
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<tr>
<th>Time</th>
<th>Session</th>
<th>Topic</th>
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<tr>
<td>1:00 - 2:30 pm</td>
<td>Session 3</td>
<td>Supply Chain Network Design</td>
<td>Session Chair – Dr. Geon Cho, Chonnam National University</td>
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<td>“Green Management, Partner Trust, Information sharing and performance in supply chain management” – Jinhwan Kim, HongIk University; Sunhee Youn, HongIk University; Paul Hong, University of Toledo</td>
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<td>“A closed-loop recycling system with minimum allowed quality level on returned products” – Sang Hun Yune, KAIST; Young Dae Ko, KAIST; Hark Hwang, KAIST</td>
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<td>“A framework for managing supply chain flexibility using a neural network” – Young Hae Lee, Hanyang University; Jung Woo Jung, Hanyang University; Dong Won Cho, Hanyang University</td>
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<td>“Analytic network process for analyzing supply chain relationship” – Taioun Kim, Kyungsung University; Hokguan Jo, Kyungsung University</td>
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<td>“Supply chain network for sustainable competitive advantages: case studies of global firms operating in greater Shanghai areas” – Mingu Kang, Zejiang University; Xiaobo Wu, Zhejiang University, Paul Hong, University of Toledo</td>
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<td>“An improved spatial scheduling algorithm for the block assembly shop in a shipbuilding company” – Shiegheun Koh, Pukyong National University</td>
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<td>Time</td>
<td>Session</td>
<td>Session Chair</td>
<td>Presentation</td>
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<td>1:00 - 2:30 pm</td>
<td>Session 4 - Case Studies in Value Chain Management</td>
<td>Dr. Koichi Ogawa, University of Tokyo</td>
<td>“Value creation, innovation, and human resource management: a case study of APPLE cluster” – Gyewan Moon, Kyungpook National University; Paul Hong, University of Toledo; Youngwon Park, University of Tokyo; Choi, Jaekwon, Kyungpook National University</td>
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<td>“Value chain management of mobile phone and role of semiconductor: case illustrations from mobile phone companies” – Youngwon Park, University of Tokyo; Ogawa Koichi, University of Tokyo; Tatsumoto Hirohumi, University of Tokyo; Paul Hong, University of Toledo</td>
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<td>“The effect of technological platform on a global supply chain: a case study of Intel’s platform business in PC industry”- Tatsumoto Hirohumi, University of Tokyo</td>
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<td>“An improved order picking system by using the concept of bucket brigades,” – Pyung-Hoi Koo</td>
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<td>2:45 – 4:15 p.m.</td>
<td>Session 5 - Demand Planning</td>
<td>Dr. Young Hae Lee, Hanyang University</td>
<td>“Estimating the bullwhip effect under seasonal autoregressive demand process using bootstrap” – Dong Won Cho, Hanyang University; Young Hae Lee, Hanyang University</td>
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<td>“Optimal outbound dispatch policy to consider pricing” – Ki-sung Hong, Korea University; Chlung Lee, Korea University</td>
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<td>“Methods for allocating the cost of quay construction” – Soukkyung Sung, Seoul National University</td>
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<td>“A supplier selection model using fuzzy-AHP” – Heung Suk Hwang, TongMyong University.</td>
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<td>2:45-4:15 p.m.</td>
<td>Session 6 - New Product Development</td>
<td>Dr. Shuo-Yan Chou, National Taiwan University of Science and Technology</td>
<td>“Antecedents of customer involvement and success of new product development in competitive global market” – Abdullah Aldakhil, University of Toledo; Paul Hong, University of Toledo</td>
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<tr>
<td>Schedule (Friday, May 30)</td>
<td>Session Topic</td>
<td>Presentation Titles and Authors</td>
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<td><strong>Session 7 - The Use of</strong></td>
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<td><strong>Information Technology</strong> in ****</td>
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<td><strong>Supply Chain Management</strong></td>
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<td>10:15-11:45</td>
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<td>Session Chair – Dr. Young Ku Kim, Inje University</td>
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<td>“The effects of interactivity of Internet shopping malls on trust and repurchase intention of fashion products” – Eun Ju Kim, Youngdong University; Myung Sun Chung, Chonnam National University; Soon W. Hong, Youngdong University</td>
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<td>“e-tool usage, supply chain integration and manufacturing performance: an empirical examination” – Ki-hyun Park, University of Toledo; Paul Hong, University of Toledo</td>
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<td>“Simulation study of RFID based air cargo process” - S.H. Jung, Korea Aerospace University; H.C. Choi, Korea Aerospace University; M.K Sohn, Korea Aerospace University; D.J. Korea Aerospace University Kim; Y.S. Chang, Korea Aerospace University</td>
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<td>“A subproblem based compromised large-scale neighborhood heuristic for capacitated air-cargo loading planning with fixed commissions” – Yanzhi Li, City University of Hong Kong; Yi Tao, City University of Hong Kong; Fan Wang, Sun-Yat Sen University</td>
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<td><strong>Session 8 - Global Sourcing</strong></td>
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<td>10:15-11:45</td>
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<td>Session Chair – Mr. Melvin Williams, University of Toledo</td>
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<td>“Supplier selection strategy and supply chain integration for innovation: an international study” – David D. Dobrzykowski, University of Toledo; Paul Hong, University of Toledo</td>
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| “Role of Korean SMEs in global supply chain management: case study illustrations” – Soon W. Hong, Youngdong University; Paul Hong, University of Toledo; Maga Yang, University of Toledo  
“A study on the practical use of standby letters of credit” – Woo-Sik Sohn, Youngdong University  
“The Indian automotive supply chain network implications for the global automotive industry” – Melvin Williams, University of Toledo; Paul Hong, University of Toledo |