

AGENDA  
 IMVP Researchers' Meeting  
 April 2-3, 2003

*Sheraton University City Hotel, 36<sup>th</sup> and Chestnut St. and  
 Wharton School, U. of Pennsylvania*

Revision Date: 4/2/03

**Tues., April 1<sup>st</sup>**

7:30pm Early Arrivals Dinner --- Meet in Hotel Lobby  
 Destination: Lemon Grass Thai Restaurant, 3626 Lancaster Avenue

**Wed., April 2<sup>nd</sup>**

Chestnut Conference Room, Lower Level

8:00 – 8:30am Continental Breakfast

8:30 – 9:00am Welcome and Overview of the Meeting John Paul MacDuffie  
 Report on IMVP's FY03 Activities IMVP Co-Director

9:00 – 10:15am Funded research projects: Updates, Part 1 Matthias Holweg, MIT  
 Frits Pil, U. of Pittsburgh  
 Ezra Zuckerman, M.I.T.

10:15 – 10:45am BREAK

10:45 – 12:30pm Research summaries by visitors/guests, Part 1  
 Manufacturing systems Francisco Veloso, Carnegie-Mellon  
 Francois Fourcade, Central Res. Group-Paris  
 Product strategies Heike Proff, Univ. of Mannheim  
 Environmental outcomes Sandra Rothenberg, Rochester Instit. Tech.

12:00 – 1:00pm LUNCH (Working lunch: extension of morning session and networking)

1:00 – 3:00pm New "signature projects" for IMVP John Paul MacDuffie  
 Why discuss this?  
 Examples from the past  
 Possible topic areas

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 Discussion in topic groups:  
 Product cost modeling: led by Sebastian Fixson  
 Global inventory model: led by Frits Pil & Matthias Holweg  
 Production/design location model: led by Susan Helper

3:00 – 3:30pm BREAK and Walk to Jon M. Huntsman Hall, Room 245

3:30 -- 5:00pm FutureView Presentation and Debrief Peter Fader, Wharton  
 (NB: Advance preparation via website requested)

CyberExchange Presentation and Discussion Christian Terwiesch, Wharton

5:00 – 7:00pm	BREAK	
7:00 – 10:00pm	Reception and Dinner --- White Dog Café, 3420 Sansom Street	
<b><u>Thursday, April 3<sup>rd</sup></u></b>	Chestnut Conference Room, Lower Level	
8:00 – 8:30am	Continental Breakfast	
8:30 – 8:45am	Interactive teaching case on auto industry, prepared by Joel Cutcher-Gershenfeld and Tom Kochan, M.I.T., Sloan Industry Case Program	demonstrated by John Paul MacDuffie
8:45 - 10:00am	Funded research projects: Updates, Part 2	Susan Helper, Case-Western Sebastian Fixson, U. Michigan
10:00 – 10:30am	BREAK	
10:30 – 12:00pm	Research summaries by visitors/guests, Part 2:  Supplier Role in Product Development User Design & Product Customization Organizational learning/knowledge management	Sharon Novak, Northwestern Christian Terwiesch, Wharton Janet Kiehl, Case Western George Roth, M.I.T.
12:00 – 1:30pm	LUNCH – Georgian 2 Room	
1:30 - 3:00pm	Research summaries by visitors/guests, Part 3:  Mercosur: State and Business Strategies Brazil: Modularization trends Argentina: Supply chains India:	Mahrukh Doctor, Oxford U. Ronaldo Parente, Salisbury U. Gerry McDermott, Wharton Madhuri Saripelle and Richard Langlois, U. of Conn.
3 :00 – 3 :30pm	Wrapup	John Paul MacDuffie
3 :30 – 3 :15pm	Break	
3 :15 - 5 :00pm	Networking/Topic-based group discussions (to be organized)	
5:00 – 7:00pm	BREAK	
7:00pm	Dinner --- Meet in Hotel Lobby Destination: Zocalo, 36 <sup>th</sup> Street & Lancaster Avenue	