

SOCIAL MEDIA ANALYTICS: Next-gen marketing deals with bloggers

informs

ORMS

TODAY

February 2010

Volume 37 • Number 1

The Road Best Taken

Vehicle Routing Software Survey:
Integrating computer, communication
and location technologies

ALSO INSIDE:

- **INFORMATION ENGINEERING:**
Time to stake a claim
- **ANALYTICS X COMPETITION:**
Fighting crime in Philly
- **MATERIAL HANDLING:**
Too much of a good thing

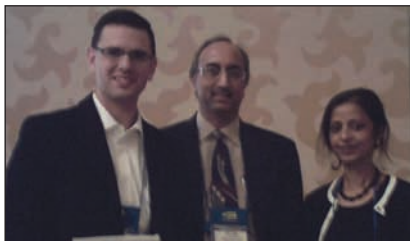
INFORMS SUBDIVISION AWARDS

INFORMATION SYSTEMS

Best Published Paper



V. Sambamurthy and Jae-Yun Moon (l-r).



Jason Kuruzovich, V. Sambamurthy and Ritu Agarwal (l-r).

Co-Recipients:

Jason Kuruzovich, Siva Viswanathan, Ritu Agarwal, Scott Weitzman

Recognized Work:

"Marketspace or Marketplace? Online Information Search and Channel Outcomes in Auto Retailing"

Co-Recipients:

Jae-Yun Moon, Lee S. Sproull

Recognized Work:

"The Role of Feedback in Managing the Internet-Based Volunteer Work Force"

Best Reviewer Award



Top reviewer Jungpil Hahn (l) with V. Sambamurthy.

Recipients:

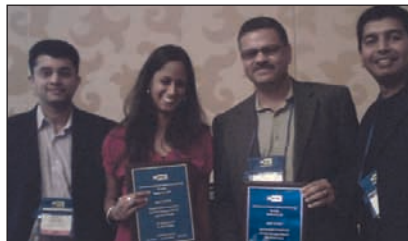
Yuqing Ren, University of Minnesota; Jungpil Hahn, Purdue University

Best Associate Editor Award

Recipients:

Chris Forman, Georgia Institute of Technology; Giri Tayi, State University of New York at Albany; Amrit Tiwana, Iowa State University

CIST Best Conference Paper Award



Anindya Ghose, Jui Ramaprasad, Sanjeev Dewan and Ravi Bapna (l-r).

Recipients:

Jui Ramaprasad, Sanjeev Dewan

INFORMS Moving Spirit Award



Jose Zayas-Castro accepts award from John Fowler.

Recipients:

Russell Wooten, WINFORMS Chapter; Jose Zayas-Castro, University of South Florida Chapter

Fora Moving Spirit Award

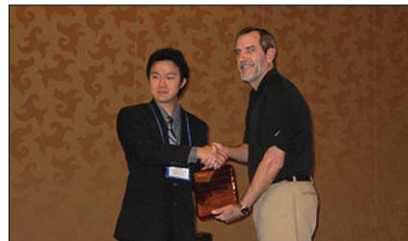


Gal Raz (center) receives congratulations from John Fowler (r).

Recipients:

Ana Muriel, Women in OR/MS; Gal Raz, Junior Faculty Interest Group

Judith Liebman Award



Panitan Kewcharoenwong accepts award from John Fowler (r).



Wilkistar Otieno accepts award from John Fowler (r).



Qiang "Patrick" Qiang accepts award from John Fowler (r).

Recipients:

Panitan Kewcharoenwong, Texas A&M University Student Chapter; Wilkistar Otieno, University of South Florida Student Chapter; Qiang "Patrick" Qiang, University of Massachusetts Student Chapter

Student Chapter Annual Award



Brandon Pope (center) accepts award from Anna Nagurney (r) on behalf of the Texas A&M Student Chapter.



Qiang "Patrick" Qiang accepts award from Anna Nagurney on behalf of the University of Massachusetts Student Chapter as John Fowler (l) looks on.



Laila Cure (center) accepts award from Anna Nagurney on behalf of the University of South Florida Student Chapter as John Fowler (l) looks on.



Students Hui Wang (l) and Fatemeh Sayyady (r) accept award from Anna Nagurney on behalf of the North Carolina State University Student Chapter.



Anna Nagurney (far left) and John Fowler (fifth from left) pose with representatives from cum laude student chapters.

Recipients:

University of Massachusetts and Texas A&M University (Summa Cum Laude); North Carolina State University, University of Illinois-Chicago and University of South Florida (Magna Cum Laude); Arizona State University, Oklahoma State University, University of California-Berkeley, University of Alabama, University of Arizona, University of Michigan, University of Virginia (Cum Laude)

Recognition:

Outstanding participation and performance during the year

INFORM-ED Case Competition

Recipient:

Susan Martonosi, Harvey Mudd College

Recognized Work:

"Flight Delays at RegionEx"

Second Place:

Jessica Heier Samm, Georgia Tech

Recognized Work:

"Lessons in Disaster Supply Chain Management from Waffle House Restaurants"

Third Place:

Greg Zaric, Western Ontario

Recognized Work:

"The Gold Claim at Sturgeon Lake"

JUNIOR FACULTY INTEREST GROUP

JFIG Paper Competition Award



JFIG Past President Gal Raz and Prize Chair Ananth Iyer with Lauren Xiaoyuan Lu and Qi Feng (l-r).

Recipients:

Qi Feng, University of Texas-Austin; Lauren Xiaoyuan Lu, University of North Carolina-Chapel Hill

Recognized Work:

"Design Outsourcing in a Differentiated Product Market"

Second Place:

Vivek Farias, MIT; Denis Saure, Columbia University; Gabriel Weintraub, Columbia University

Recognized Work:

"The Linear Programming Approach to Solve Large Scale Dynamic Stochastic Games"

Third Place:

Simge Kucukyavuz, Northwestern University

Recognized Work:

"On Mixing Sets Arising in Chance Constrained Programming"

LOCATION ANALYSIS (SOLA)

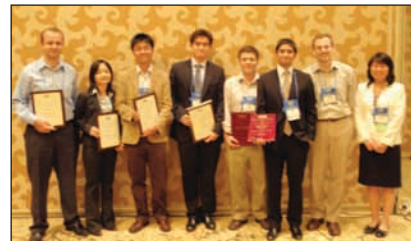
SOLA-Air Products Bi-Annual Dissertation Award

Recipient:

Sebastian Velten, Karlsruhe Institute of Technology

MSOM

Student Paper Competition



MSOM President Jeannette Song (far right) and Committee Chair Samian Bell (second from right) with winners and finalists Ali Ekici, Biyu (Polly) He, Ying Rong, Onesun (Steve) Yoo, Mehmet Begen and Denis Saure (l-r).

Recipient:

Denis Saure, Columbia University

Recognized Work:

"Optimal Dynamic Assortment Planning"

Second Place:

Mehmet Begen, University of British Columbia

Distinguished Service Award



MSOM President Jeannette Song and Martin Lariviere.

Recipient:

Martin A. Lariviere, Northwestern University

Recognition:

Meritorious service toward advancing the goals and objectives of the MSOM Society of INFORMS

Distinguished Fellows Award

Recipients:

Gabriel R. Bitran, MIT; Aleda Roth, Clemson University; Luk Van Wassenhove, INSEAD

RAILROAD APPLICATIONS

Management Science in Railroad Applications Student Competition



Mike Gorman (left) congratulates Endong Zhu.

Recipient:

Endong Zhu, University of Montreal

Recognized Work:

"Integrated Service Network Design for Freight Rail Transportation"

Second Place:

Ashish Nemani, University of Florida

Recognized Work:

"Exact and Heuristic Algorithms for the Curfew Planning Problem"

REVENUE MANAGEMENT

Historical Prize

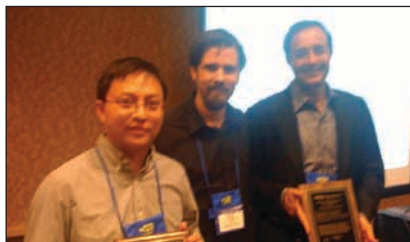
Recipient:

Gabriel R. Bitran, MIT

Recognized Work:

"Periodic Pricing of Seasonal Products in Retailing"

Section Prize



Xin Chen (left) and David Simchi-Levi (right) receive award from Rene Caldentey.

Recipient:

Xin Chen, MIT; David Simchi-Levi, MIT

Recognized Work:

"Coordinating Inventory Control and Pricing Strategies with Random Demand and Fixed Ordering Cost: The Finite Horizon Case"

SERVICE SCIENCE

Best Paper Competition

Recipient:

Mustafa Akan, Oguzhan Alagoz, Baris Ata, Fatih Safa Erenay, Adnan Said

Recognized Work:

"A Broader View of Designing the Liver Allocation System"

TECHNOLOGY MANAGEMENT

Best Dissertation Award

Recipient:

Brian Ffarek, Carnegie Mellon University

Recognized Work:

"Globalization, Offshoring and the Location of Innovation: A Case Study of Rare Earth Technology"

Distinguished Speaker Award

Recipient:

Marvin Lieberman, UCLA

Recognized Work:

"Winning material: Perspectives on Technology and Market Entry: Themes from Business Strategy"

TRANSPORTATION SCIENCE & LOGISTICS

Dissertation Prize



TSL Chair Jim Moore, Gitakrishnan Ramadurai and Committee Chair Georgia Perakis (l-r).

Recipient:

Gitakrishnan Ramadurai, RPI

Recognized Work:

"Winning material: Novel Dynamic User-Equilibrium Models: Analytical Formulations, Multi-Dimensional choice, and an Efficient Algorithm"

Robert Herman Lifetime Achievement Award



TSL Chair Jim Moore, Gilbert Laporte and Committee Chair Michel Gendreau (l-r).

Recipient:

Gilbert Laporte, Ecole des Hautes Etudes Commerciales Montreal

WOMEN IN OR/MS

Advancement of Women in OR/MS



Anna Nagurny (l) presents award to Alice Smith.

Recipient:

Dr. Alice Smith, Auburn University

2010 INFORMS ANNUAL MEETING

The 2010 INFORMS Annual Meeting will be held Nov. 7-10 in Austin, Texas. The theme of the conference is "Energizing the Future."

The deadline for submitting abstracts is May 15.

For more information, visit the conference Web site:

WWW.INFORMS.ORG/CONF/AUSTIN2010

PEOPLE

Send People items to Peter Horner via e-mail at: horner@lionhrtpub.com



Eva Lee

The ongoing threat of the H1N1 flu, future pandemics and biowarfare have given new urgency to pioneering research done by **Eva Lee** on the rapid design and deployment of logistical strategies to deliver both vaccines and antidotes during medical crises. Lee is director of the Center for Operations Research in Medicine and HealthCare, associate professor with the School of Industrial and Systems Engineering at Georgia Institute of Technology and co-director of the Center for Health Organization Transformation, a National Science Foundation Industry/University Cooperative Research Center.

Lee, in collaboration with the Centers for Disease Control, is the creator of RealOpt, a decision support system enabling real-time strategic and operational planning for large-scale systems modeling and optimization for public health. RealOpt is designed to take the guesswork out of mass dispensing of medical countermeasures. In numerous anthrax exercises and flu vaccination events conducted in the United States,

emergency planners using RealOpt were able to determine best facility layout, optimal staffing and throughput, cost-effective operations, and to perform strategic and operational planning. Lee's efforts align particularly well with the recent news that the Department of Health and Human Services will review in first-quarter 2010 how the nation can more quickly develop and produce medical countermeasures for public health emergencies.



David Ronen

David Ronen, professor of logistics and operations management at the University of Missouri-St. Louis, was awarded the 2008 Goodeve Medal by the Operational Research Society (ORS) for his paper "Tactical Store Delivery Planning." The paper describes a system for planning store deliveries that was developed for, and implemented by, a major U.S. retailer.

The Goodeve Medal, presented at the annual ORS Awards Ceremony at the Royal Society in London (England), "is awarded in recognition of the most outstanding contribution to the philosophy,

theory or practice of O.R. published in the *Journal of the OR Society*, the *European Journal of Information Systems* or *OR Insight*, within the relevant year."



Patrick Qiang

Patrick Qiang, assistant professor of Operations and Management with the School of Graduate Professional Studies at Penn State Great Valley, received the 2009 Charles V. Wootan Award from the Council of University Transportation Centers (CUTC). The award recognizes an outstanding Ph.D. dissertation in the Transportation Policy & Planning category based on a national competition. Founded in 1979, CUTC serves as a forum for U.S. universities and centers to interact with government and industry. Its members include more than 85 of the nation's premier university-based transportation research and education programs.

Qiang also received the 2009 Judith Liebman Award from INFORMS which recognizes outstanding student volunteers who have been "moving spirits in their universities, their student chapters and the Institute." **INFORMS**

FALL 2009 ROUNDTABLE MEETING

The 2009 Roundtable fall meeting was held in San Diego, Calif., in conjunction with the INFORMS annual meeting. The traditional Roundtable welcome outing featured a cruise around San Diego harbor.

The meeting theme was "OR in Transportation," and the program included presentations from both Roundtable members and industry experts.

The program began with an excellent keynote presentation by Tom Vanderbilt, author of "Traffic, Why We Drive the Way We Do (and What It Says About Us)." Vanderbilt focused on findings and implications from his book in an enlightening, interesting talk. The discussion included fascinating observations related to how humans interact, communicate and sometimes cooperate

with each other in the stressful world of transportation.

The next presentation featured Jeff Winters from UPS who discussed the challenges of moving O.R. software from the lab onto the road. The talk included several useful takeaways and hard-learned knowledge such as: the importance of leveraging existing business processes; making sure the engineers understand the business, and the business users understand the technology; and the importance of ongoing communication and education as products are deployed.

Cynthia Barnhart of MIT spoke on utilizing operations research to improve airline schedule reliability. Professor Barnhart characterized the reliability of the U.S. aviation system as measured by delays and disruptions to aircraft and

passengers. She discussed various approaches for increasing reliability, or robustness, of airline schedules. These approaches are aimed at building schedules that are more resilient to disturbances, reducing the number of times the schedule must be repaired, and providing more recovery options when a schedule is disrupted.

Doug Smith, professor of management science and director of the Center for Business and Industrial Studies at the University of Missouri-St. Louis, presented a talk on "Blending Optimization and Simulation for Analysis of an Inland Waterway Transportation System." Smith's talk focused on a project to improve performance of the Mississippi River lock system. The work integrated analytical approaches and studied trade-