

School of Management and Marketing
Seminar Notice

TITLE : **Achieving Lean Supply Chain Operations**

SPEAKER : **Dr David J. Newlands (ONC, HNC, B.Eng (Hons), PhD, MIOM MIEE)**
IESEG School of Management, Lille, France

Biography

Dr David Newlands lectures Operations Management to senior undergraduate and postgraduate classes in the IESEG International School of Management, part of the Catholic University of Lille, in France. He has extensive performance improvement experience having been a retained consultant for Nokia Mobile Phones. He heads a student centred performance enhancement programme supported by IESEG that uses groups of students to help local enterprises identify significant improvements in layout, stock reduction and quality improvement.

Dr Newlands is the Director of the International Management Programme at IESEG. This programme comprises a suite of more than 70 modules taught in English by leading academics, consultants and industrialists. He has published articles primarily in conferences and for the Institute of Operations Management, formerly the British Production and Inventory Control Society.

DAY/DATE : Thursday, 25 August 2005

TIME : 12.30 - 2.00p.m.

VENUE : 40.130

ABSTRACT

This seminar examines the Forrester Effect, known in the USA as the Bull Whip Effect, as the basis of achieving lean supply chain operations. The Forrester Effect is a dynamic effect that creates waves of heavy demand and slack periods when orders are made and passed up supply chains. There are many contributing influences beyond material management that create this effect are identified. Potential solutions to the Forrester Effect are presented based on philosophies identified and developed as a result of research with automotive and electronic goods manufacturers. These include stock management concepts including days of supply, batch-and-queue versus level scheduling (heijunka), distribute actual demand, and create replenishment supplier orders using "invisible extra buffers".

References used for this presentation are found at:

<http://www.littoralis.info/iom/perN.htm>

http://www.littoralis.info/iom/htm/iom_20030201.424846.htm

<http://www.littoralis.info/iom/htm/iom20031201.527319.htm>

<http://www.fing.edu.uy/inco/eventos/icil05/05-fri/M2-Newlands.pdf>

<http://www.fing.edu.uy/inco/eventos/icil05/04-thu/K1-Newlands.pdf>

The seminar is open to all students and academics. Those with a background or interest in operations management, supply chain management and organisational profitability will find this of particularly stimulating.

Lunch will be provided.

SMM Research Seminar Series Convenors,
Karin Garrety and John Rossiter