INTRODUCTION

The seminar is designed to acquaint participants with strategies and theories regarding supply chain management (SCM). We will examine literature that provides some historic perspective on topics and the current thinking as described in our primary journals. During this seminar, we will study the theory and practice of buyer-seller relationships and supply chain management. Aspects of the literature are examined which relate to performance measurement.

COURSE OBJECTIVES

1. To understand the current theory and practice of SCM and the Global Supply Chain Forum (http://fisher.osu.edu/centers/scm/) view of SCM.

2. To understand how corporate strategy informs supply chain strategy.

3. To appreciate the complexity of decision-making when managing supply chains and to explore methods for cross-functional integration.

4. To be familiar with the challenges associated with measuring performance and managing relationships in supply chains.

5. To identify ways to contribute to the body of knowledge and improve management practice.

6. To evaluate the research methods used in SCM research to date.
GRADING POLICY

Article Evaluations: To encourage seminar discussion, each participant will briefly review and critically summarize seven (7), one for each of the seminar sessions. The objective is for each seminar participant to examine one article in some depth in terms of its value to the session and to the overall seminar. The four-page, double-spaced analyses should consist of five parts: a summary of the paper's main points; the contribution of the piece to the general body of knowledge; a critique of the paper in terms of theory, practice, and methodology; managerial implications of the research; and directions for future research to enrich the body of knowledge. Your paper should be double-spaced, 12-point font, with 1-inch margins on the top, bottom, and sides. An outline of the critique format is provided in the next section.

Grades will be assessed as follows:

- Seven (7) Article Evaluations 35%
- Class Participation 25%
- Final Exam 40%
ARTICLE EVALUATION FORMAT

The evaluations should be no more than four pages long, double-spaced and not much shorter. Please follow the format below, using headings, in writing your evaluations. The evaluation should:

1. Provide a brief synopsis of the major points of the paper (approximately three-fourths page.) The reader should know what the article covered and found. What thoughts does the paper bring to the topic? Provide some detail of results, ideas, etc.

2. List the contributions of the paper (approximately one-half page.)

   How does the material relate to better understanding?

3. Assess how well the paper relates to the topic (and questions) for discussion. Critique the methodology or approach of the paper to studying the particular problem addressed (one or two pages.)

   Are the points well grounded in theory? In practice? That is, how much sense do the propositions make? Are there holes in the logic or presentation? Omissions?

   Address relevant discussion questions.

   Relate to other readings for the session. How does this article fit or not fit? Relate to past readings/topics as appropriate. It is important to do this.

4. Indicate the managerial implications of the research (approximately one-fourth page.)

5. Suggest directions for future research (approximately one-half page.)

   What additional study is needed on the subject?
   What additional topics should be researched?
   Please frame these as potential research questions.

Only one evaluation of a paper should be submitted per participant per week. Evaluations are due 24 hours prior to the beginning of class. This can be sent via email with hard copies brought to class. Copy the evaluations for all seminar participants. Label the five main sections in your evaluation and address the relevant areas in each section. Consider the session objectives and questions that relate to the article.
## CLASS SCHEDULE
M&L RESEARCH SEMINAR IN SUPPLY CHAIN MANAGEMENT  
8381 AUTUMN 2015

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<tr>
<th>DATE</th>
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<tr>
<td>Wednesday, August 26</td>
<td>Preparing For Your Academic Career</td>
<td>Lambert</td>
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<tr>
<td>from 1PM - to 4PM</td>
<td>500 Fisher Hall</td>
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<tr>
<td>Wednesday, September 2</td>
<td>Supply Chain Management (historical perspective)</td>
<td>Lambert</td>
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<td>126 Mason Hall</td>
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<td>Wednesday, September 9</td>
<td>Supply Chain Metrics</td>
<td>Lambert</td>
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<td>126 Mason Hall</td>
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<td>Wednesday, Sept. 16</td>
<td>Customer Relationship Management</td>
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<td>Monday, Sept. 21</td>
<td>Supplier Relationship Management</td>
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<td>Wednesday, Sept. 23</td>
<td>Supply Chain Relationships</td>
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<td>Wednesday, October 7</td>
<td>Measuring and Selling Value</td>
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PREPARING FOR YOUR ACADEMIC CAREER

Read the following articles and be prepared to discuss the implications for the research that has been completed in supply chain management and for your research as you move forward in your career.


**Importance of replication**


Graham Stevens was one of the early authors to use the terms "supply chain" and "supply chain management" in publications.


The articles by Cooper *et al* and the article by Mentzer *et al* represent two approaches to cross-functional frameworks in SCM. Evaluate the two approaches.


Evaluate the following manuscripts in terms of their contribution to the literature.


SUPPLY CHAIN METRICS

For each of the following articles, critically evaluate the piece, give specific details regarding any contributions that you believe each has made, and identify one or more potential refinements that would increase the contribution of the work.


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SUPPLIER RELATIONSHIP MANAGEMENT

For each of the following articles, critically evaluate the piece, give specific details regarding any contributions that you believe each has made to supplier relationship management, and identify one or more potential refinements that would increase the contribution of the work.


SUPPLY CHAIN RELATIONSHIPS
(PARTNERSHIPS)

The following are questions that will be used as the basis for structuring our discussion on the assigned readings. Read the Baba article first and pay particularly close attention to the first nine pages.

Evaluate Baba’s (1998) criticism of partnership research and her suggestions for how future research on the subject should be conducted.


How does the Morgan and Hunt article in relationship marketing support inquiry into supply chain relationships?


For each of the following articles, critically evaluate the piece, give specific details regarding any contributions that you believe each has made, and identify one or more potential refinements that would increase the contribution of the work.


MEASURING AND SELLING VALUE

For each of the following articles, critically evaluate the piece, give specific details regarding any contributions that you believe each has made, and identify one or more potential refinements that would increase the contribution of the work.


8/23/2015