

I Workshop I

The Subproject A3 from the Collaborative Research Centre (CRC) 637 is organizing a workshop with the title „Organizational studies on autonomous cooperation in logistics“. Aim of this workshop is to bring together researchers from diverse areas to discuss autonomous cooperation in logistics with different perspectives. We will take another view – that is “Mass customization versus mass production” and “sensemaking”. The implications on autonomous cooperation and logistics from these two different perspectives will be discussed. Additionally, the organizational implications of autonomous cooperation from a system theoretical perspective will be sketched.

Prof. Aydin Alptekinoglu:

“Mass Customization: Implications for supply chain management and self-organization”

Alex Wright:

“Making sense of self-organization within the peripheries of Logistics”

Jörn Grapp & Christine Wycisk:

“Organizational Implications of Autonomous Cooperation – what it might contribute to solve problems of modern logistics management”

Date: 14. July 2005 | Time: 14:00 – 17:00

Place: Wilhelm-Herbst-Str. 12, WING 0.12

For any question please contact:

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I Funding I

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Back, left to right: Christian Eickhorst, Christine Wycisk, Jörn Grapp

I Contact I

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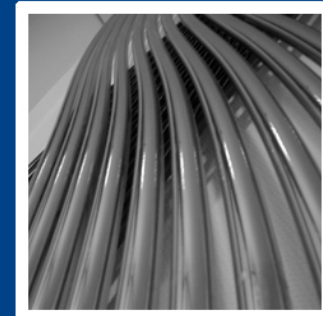
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Prof. Dr. Michael Hülsmann
Management of Sustainable System Development



Monitoring of Autonomous Cooperation

CRC 637

Autonomous Cooperating
Logistic Processes

A Paradigm Shift and its Limitations

Workshop:
„Organizational Studies
on Autonomous
Cooperation in Logistics“

I Aydin Alptekinoglu I



Assistant Professor
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Qualifications

Since 2005	Assistant Professor, University of Florida, Warrington College of Business, Decision and Information Sciences
2004	PhD: "Essays on Operations – Marketing Strategy". University of California, LA, California, USA
1996 – 1997	Received the Future Professors of Manufacturing Fellowship at Stanford
1996	Financial Analyst, Finance-Center, Tucson, Arizona, USA
1996	MA in Industrial Engineering, University of Arizona, Tucson, Arizona, USA
1994	MA in Manufacturing Engineering and Management, University of Birmingham, Birmingham, UK
1993 – 1994	Consultancy Project Leader, Bloxwich Engineering Ltd., Birmingham, UK
1993	BA in Industrial Engineering, Bilkent University, Ankara, Turkey

Selected papers

Alptekinoglu_A, Tang_CS, 2005, "A Model for Analyzing Multi-Channel Distribution Systems," European Journal of Operational Research, 163 (3): 802-824.

Alptekinoglu_A, Corbett_CJ, 2005, "Mass Customization versus Mass Production: Variety and Price Competition," Working paper.

Alptekinoglu_A, Corbett_CJ, 2005, "Leadtime – Variety Tradeoff between Mass Produced and Mass Customized Products," Working paper.

Alptekinoglu_A, "Optimal Strategy of Offering Single-function vs. Fusion Products," Working paper [Joint work with Yuwen Chen and Asoo Vakharia].

I Presentation and Discussion 1 I

Mass Customization: Implications on Supply Chain Management and Self-Organization

At the dawn of mass production, Henry Ford summed his brilliant business insight that "changed the world" in the following famous quote: "People can have the Model T in any color – so long as it's black." Mazda, on the other hand, has recently been reported as offering the Mazda 323 in four shades of black from a palette of 180 different colors worldwide. Ever-increasing product variety and eventually mass customization – the practice of offering so high product variety that nearly everyone finds exactly what they want at affordable prices – is making inroads into many industries. In this talk, Prof. Alptekinoglu will (1) discuss the mass customization phenomenon; (2) present a potpourri of novel research questions raised by the advent of mass customization, placing special emphasis on its implications for self-organization in product design, marketing, logistics, and supply chain management areas; (3) give a detailed account of my ongoing research projects on how competition between firms that adopt mass customization and mass production would play out; and (4) make observations on the future of mass customization research.

I Presentation and Discussion 2 I

Making sense of self-organization within the peripheries of Logistics

This presentation is a critical analysis of the notion of organizational peripheries presented in Long Range Planning's Special Issue, "Peripheral Vision: Sensing and Acting on Weak Signals" (2004). The idea that peripheries offer unique opportunities for self-organization is explored. Self-organization has multiple influences; consideration for how self-organization materializes differently within peripheries to how it emerges at the organization's centre will be made. Links will be made to the possible implications of this for Logistics companies, identifying potential dichotomies and dilemmas. A possible research agenda for understanding how self-organization occurs at organizational peripheries is offered.

I Presentation and Discussion 3 I

Organizational Implications of Autonomous Cooperation – what it might contribute to solve problems of modern logistics management

In this presentation prospective contributions of autonomous cooperation to solve management problems in modern logistics will be discussed from different theoretical perspectives. For example, the question how a system can cope with increasing complexity is also sketched as the question how organizational competencies can be build and leveraged by autonomous cooperation.

I Alex Wright I



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Qualifications

Since 1996	Senior Lecturer, University of Wolverhampton Business School
1995	PG Dip Quality Process Improvement & Benchmarking, Nottingham Trent University
1994	PG Cert Quality Systems, Nottingham Trent University
1993–1996	Quality Manager, Community Health Service, NHS Trust, Southern Derbyshire
1990–1993	Senior Quality Assurance Manager, British Coal Opencast
1984–1990	Various positions within British Coal

Selected papers

"Using scenarios to challenge management thinking." Total Quality Management & Business Excellence Journal.

"Managing Service Delivery: Books 1, 2 & 3. Health and Social Services Management." Management Education Scheme by Open Learning. NHS University.

2003, "Using scenarios to challenge and change management thinking." University of Wolverhampton Business School working paper series.

2002, "Quality's strategic failure." University of Wolverhampton Business School occasional paper series.

2000, "Scenario planning: a continuous improvement approach to strategy." Total Quality Management Special Issue, Proceedings of the 5th World Congress for Total Quality Management, The Naked Truth About Business Excellence in the 21st Century. Vol. 11, no. 4/5 & 6, July 2000, ISSN 0954-4127, pp.S433-S438.