

**Sunday 22 June ("Aula Multimediale A")**

<b>8:00</b>	<b>Coffee and Registration</b>		
<b>9:00</b>	<b>Welcome and opening by Harry Boer</b>		
<b>9:15</b>	Jan Godsell	WMG, University of Warwick	How to increase the usefulness and relevance of OM research?
<b>10:15</b>	<b>Break</b>		
<b>10:30</b>	Paul Coughlan	School of Business, Trinity College Dublin	Designing, conducting and publishing collaborative research
<b>11:30</b>	<b>Break</b>		
<b>11:45</b>	Domien Draaijer	Quality & Business Partnership, NXP Semiconductors	Taking theory to practice : taking practice to research
<b>12:45</b>	Plenary discussion		
<b>13:30</b>	<b>Closure</b>		

## Instructors' Bios

- *Currently a Professor of Operations and Supply Chain Strategy at Warwick University, **Janet Godsell** joined the faculty of Cranfield University in 2001, following the completion of her Executive MBA there. She also completed her PhD at Cranfield, researching the development of a customer responsive supply chain. Prior to her return to academia, worked at ICI/Zeneca Pharmaceuticals, after which she held senior management positions in Supply Chain and Operations Management at Dyson, responsible for operational and process improvements within R&D, customer logistics, purchasing and manufacturing.*
- ***Paul Coughlan** is Professor of Operations Management and Director of Research at the School of Business, Trinity College Dublin. Following an early career in engineering management he became a university lecturer and then a full-time doctoral student at the Business School of the University of Western Ontario (now the Ivey School). On graduation, he joined the faculty of the London Business School. From LBS he moved to join Trinity's School of Business and has developed his research and teaching in operations management and new product development. His research in product development and continuous improvement has encompassed an innovative action research dimension involving companies engaged in action learning. This work has led to continuing methodology development and to specialized doctoral training in action research and learning through the EIASM doctoral network.*
- ***Domien Draaijer** did a PhD in Operations Management and stayed at university for a while before he joined NXP Semiconductors, Nijmegen, The Netherlands (formerly Philips Semiconductors), where he is a member of the management team, and responsible for Quality & Business Partnership.*

