

Dear participant

We strongly advise you to join us by participating in the 5 great keynote sessions of the Conference, which abridged information is shown below. Don't miss this opportunity and add them to your "My schedule" in the Conference's online platform!

ONLINE CONF URL: <https://worldpom2022.gakkai.online/>

We are looking forward to seeing you .

Best regards

Hirofumi Matsuo and Jose A. D. Machuca (Conference co-Chairs) and Junichi Tomita (Program Co-Chair)

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**August 23th (1:00-2:30 CST(USA)/ 7:00-8:30 UK/ 8:00-9:30 CET(EU)/ 14:00-15:30 CST(China)/ 15:00-16:30 JST(Japan)/ 16:00-17:30 AEST(Australia)**

**1K15. Plenary 1: Opening and Meet the Editors sessions**

**Chairs: Hirofumi Matsuo and José A.D. Machuca**

### **Content**

In the **Opening session** you will be welcomed by relevant representatives of the Congress Committees and organizing and sponsoring institutions, who will highlight the most important aspects of the World P&OM Congress .This will be immediately followed by the session **Meet the Editors**, in which the Editors in Chiefs (EIC) of 8 of the most relevant OM and SCM Journals will participate to share with the audience their advice to achieve successful publications in their respective Journals. Specifically (by Journal alphabetic order):

IJOPM (Int. Journal In Operations Management)- Constantin Blome (EIC)

IJPDLM (Int. J. of Physical Distribution and Logistics Management)- Chee Yew Wong (EIC)

IJPE - (International Journal of Production Economics)-Stefan Minner (EIC)

JOM – (Journal of Operations Management)-Suzanne de Treville (EIC)

JOMS – (Journal of Operations Management and Strategy)- Hirofumi Matsuo (EIC)

JPSM – (Journal of Purchasing and Supply Management)- Steven Carnovale (EIC)

JSCM – (Journal of Supply Chain Management )- Dayna Simpson (Asia Pacific Regional Editor)

OMR – (Operations Management Research)-Danny Samson (EIC)

**August 23th:(7:30-9:00 CST(USA) 13:30-15:00 UK 14:30-16:00 CET(EU) 20:30-22:00 CST(China) 21:30-23:00 JST(Japan) 22:30-24:00 AEST(Australia)).**

**1K21. Plenary 2: "Creating myths by chasing myths about a useful method".**

**Keynote Speakers: Joe F. Hair and Christian M. Ringle**

**Chairs : Jose A.D. Machuca and Juan Aº Marin-Garcia**

### **Abstract**

PLS-SEM critics have promoted fabricated arguments and frivolous problems to cast misleading shadows on the method. These false accusations have created uncertainty among authors, reviewers, and journal editors, unfortunately leading to rejection in some cases. The criticisms and rejections are almost always based on an incomplete understanding of the method. We

address these issues and dispel the key criticisms. Overall, PLS-SEM has been confirmed as a useful and highly attractive method that is widely applied by the scientific community in peer-reviewed journal articles and conference presentations. But like all complex multivariate statistical methods, PLS-SEM has limitations. At the same time, however, the method is continuously being methodologically expanded and enhanced, which increases its value as a standard method for research and practice.

**August 24<sup>th</sup>:(1:00-2:30 CST(USA) 7:00-8:30 UK 8:00-9:30 CET(EU) 14:00-15:30 CST(China) 15:00-16:30 JST(Japan) 16:00-17:30 AEST(Australia))**

**2K15. Plenary 3: “*Digital Transformation in Japan*”**

**Keynote Speakers: Hirofumi Matsuo and Atsuko Shinoduka**

**Organizer: Munehiko Itoh**

**Chair: Hirofumi Matsuo”**

**Abstract**

The world-wide statistics of value added by Japanese manufacturing peaked in 1995, and it has been flat since then. In spite of excellence in manufacturing (ie., monodukuri in Japanese) or possibly because of its associated complacency, most leading Japanese manufacturing companies with some exceptions seem to have been behind in upgrading their supply chain capabilities, and keep the same old business models. Monodukuri White Paper 2022 issued by the Government pointed out the importance of acceleration in Digital Transformation (DX) for manufacturing companies. In this talk, we highlight eight Japanese companies as benchmark best cases of DX in Japan, and describe what and why they do in DX. Especially for Wacoal, one of the eight companies, Ms. Atsuko Shnoduka, Corporate Officer/Director and its DX leader, is invited to present her speech entitled, “Underwear CX for next generation – Case; Wacoal 3D Smart&try.” The ultimate purpose of this stream of research is for Japanese manufacturing companies to regain their global competitiveness in the era of technological revolution and digital business innovation. In its first stage, we made a 10 minutes video for each company compiling the interviews with its DX leaders. A Japanese textbook written along with these videos has been shared with practitioners to brainstorm the ideas for paths to DX. The conference participants can access the English version of eight videos during the conference and post conference period.

**August 24<sup>th</sup>: (7:30-9:00 CST(USA) 13:30-15:00 UK 14:30-16:00 CET(EU) 20:30-22:00 CST(China) 21:30-23:00 JST(Japan) 22:30-24:00 AEST(Australia))**

**2K21 Plenary 4: Keynote session on “*New Opportunities for Manufacturing: Building Offensive Capabilities*”**

**Keynote Speakers: Kasra Ferdows, Arnoud De Meyer and Ann Vereeke**

**Chairs: Michiya Morita and Ann Vereeke”**

**Abstract**

The path for elevating the role of manufacturing in the company strategy in the last few decades has been rather clear: improve the basic production capabilities—typically quality, reliability, lead times, and cost efficiency of production processes. Leading Japanese companies, like Toyota, showed the way. But as many have heeded the advice and followed suit, this approach has become essentially a defensive strategy; you must do it not to fall behind. Has manufacturing

lost its potential to create capabilities on which a company's strategy can rest? Our answer is absolutely not. In fact, unlike before, manufacturing has multiple paths for creating a competitive advantage and these paths require development of new and often non-traditional capabilities. We identify five sets of new capabilities, and since it is hard to excel in all of them, we provide a framework for choosing the right mix depending on the company's business strategy. The framework focuses on the implications of two recent trends: increasing information density embedded in products and increasing connectedness of manufacturing processes. We suggest specific mixes of the five groups of capabilities that can support and accelerate a company's strategy to exploit these trends. We use examples from three multinationals to illustrate the process. These new opportunities change the traditional role of manufacturing executives. Their focus will need to shift exceedingly to collaborating and interfacing with colleagues in other functions as well as managing relationships beyond the boundaries of the company.

**August 25<sup>th</sup>: (7:30-9:00 CST(USA) 13:30-15:00 ( UK); 14:30-16:00 CET(EU) 20:30-22:00 CST(China) 21:30-23:00 JST(Japan) 22:30-24:00 AEST(Australia))**

**3K21. Plenary 5: Conference Best Papers Awards Ceremony and Closing Session**  
**Chairs: Jose A. D. Machuca and Hirofumi Matsuo**

### **Content**

In this session, the papers will be announced that have been chosen as the winners (*Best papers*) and runners up (*Highly commended papers*) prizes will be awarded in the following three categories :

- 1) *The Jose A.D. Machuca P&OM World Conference Best Paper Award*
- 2) *The Decisions Sciences Institute (DSI) -sponsored P&OM Nara 2020 Best Paper Award*
- 3) *The ACEDEDOT-sponsored P&OM World Conference Nara 2020 Best Paper Award*

This will be followed by the closing session, summarizing the most relevant aspects of this Conference .