



Presentación.

ICOVACS 2010 (International Conference on Value Chain Sustainability) es el tercero de una serie de congresos cuyo objetivo es ofrecer a los investigadores de la Universidad, la Industria y la Administración Pública de diferentes países la posibilidad de presentar y discutir durante el mes de Noviembre los avances en **Logística y Diseño de producto en un entorno de responsabilidad social corporativa y desarrollo sostenible**. Las dos primeras conferencias se realizaron en Izmir, (Turquía) en 2008 con el tema "La integración del diseño, la logística y la imagen de marca en la creación de valor en entornos sostenibles" y en Louisville, Kentucky, (Estados Unidos de América) con el título "Diseño de producto, logística e imagen de marca en un mercado global". Este año le corresponde a Valencia organizar el evento con el tema "Hacia un desarrollo sostenible y estrategias de responsabilidad social en el Mercado global del siglo XXI"

ICOVACS 2010 tendrá lugar en la Universidad Politécnica de Valencia del 15 al 17 de noviembre y se dedicará en discutir cómo se pueden integrar y equilibrar las relaciones entre el diseño de productos y servicios, la logística y la imagen de marca con el fin de desarrollar cadenas de suministro sostenibles y hacer aflorar nuevas fuentes de competitividad en las redes de suministro de fabricación y servicios en un contexto de responsabilidad social corporativa. De acuerdo a esta idea, los temas de la conferencia serán:

- Demanda sostenible y gestión de la cadena de suministro sostenible
- Diseño de redes de logística inversa
- Gestión de inventarios en logística inversa
- Diseño respetuoso con el medio ambiente: herramientas y modelos
- Gestión medioambiental y diseño de productos respetuosos con el medio ambiente
- Diseño concurrente y diseño del ciclo integral de la cadena de suministro
- Marketing en entornos de diseño respetuoso con el medio ambiente
- Recuperación de productos y reciclaje
- Desarrollo de la calidad de la imagen de marca
- Gestión de recursos humanos en cadenas de suministro sostenibles
- Competencia e innovación en gestión de la cadena de suministro sostenible
- Diseño sin barreras y diseño para la integración
- Gestión de ONG's y de empresas de responsabilidad social
- Ética en Investigación de Operaciones
- Logística humanitaria

El idioma de la conferencia será en inglés.

Inscripción y contacto: www.icovacs.org

Patrocinadores.

ICOVACS 2010 está organizado por la Universidad Politécnica de Valencia y patrocinado por el Colegio de Ingenieros Industriales de la Comunidad Valenciana y el ministerio de Ciencia y Educación.

Programa oficial (en inglés)

Monday , 15th November

08,00 – 08,30	Registration
08,30 – 08,45	Conference opening ceremony
08,45 – 10,15	Plenary sesión: <i>"A Supply Chain Management Perspective on Humanitarian Relief Operations"</i> by Prof Luk Van Wassenhove
10,15 – 10,45	Coffee break
10,45 – 12,30	Parallel sessions A
12,30 – 14,30	Lunch
14,30 – 16,30	Parallel sessions B
16,30 – 18,30	Parallel sessions C

Tuesday, 16th November

08,30 – 10,30	Parallel sessions D
10,30 – 11,00	Coffee break
11,00 – 12,30	Plenary sesión: <i>"Reverse logistics: A Review "</i> by Prof. Surendra M. Gupta
12,30 – 14,30	Lunch
14,30 – 16,00	Parallel sessions E
16,00 – 17,20	Parallel sessions F
17:20-17:45	Coffee break
17:45-19:45	Parallel sessions G and presentation of the book <i>"Climate Change, Supply Chain Management and Enterprise Adaptation: Implications of Global Warming on the Economy"</i> by Prof. Costas P. Pappis
21:00 – 24:00	Gala Dinner

Wednesday, 17th November

08,30 – 10,30	Session H
10,30 – 11,00	Coffee break
11,00 – 12,30	Plenary session: <i>"What previous disasters teach us: the hard lessons of Katrina, Haiti s and Chile earthquakes"</i>

for humanitarian Logistics" by Prof. José Holguin-Veras

12,30 – 13,15

Closing ceremony with Spanish wine.

13,15 – 15,30

Visit to “Ciudad de las Ciencias” (Option)

Plenary sessions:

Monday, November the 15th, 8,45-10,15

"A Supply Chain Management Perspective on Humanitarian Relief Operations" by Prof Luk Van Wassenhove

Chairman: Cristóbal Miralles

Professor Van Wassenhove's research and teaching are concerned with operational excellence, supply chain management, quality, continual improvement and learning. His recent research focus is on closed-loop supply chains (product take-back and end-of-life issues) and on disaster management (humanitarian logistics). He is senior editor for Manufacturing and Service Operations Management and departmental editor for Production and Operations Management. He publishes regularly in Management Science, Production and Operations Management, and many other academic as well as management journals (like Harvard Business Review and California Management Review). He is the author of several award-winning teaching cases and regularly consults for major international corporations. In 2005, Professor Van Wassenhove was elected Fellow of the Production and Operations Management Society (POMS). In 2006, he was the recipient of the EURO Gold Medal for outstanding academic achievement. In 2009 he was elected Distinguished Fellow of the Manufacturing and Services Operations Management Society (MSOM), and received the Lifetime Achievement Faculty Pioneer Award from the European Academy of Business in Society (EABIS) and the Aspen Institute. Before joining INSEAD he was on the faculty at Erasmus University Rotterdam and Katholieke Universiteit Leuven. At INSEAD he holds the Henry Ford Chair of Manufacturing. He is also the academic director of the INSEAD Social Innovation Centre

Tuesday, November the 16th, 11,00-12,30

"Reverse logistics: A Review " by Prof. Surendra M. Gupta

Chairman: José Pedro Garcia-Sabater.

Dr. Surendra M. Gupta is a Professor of Mechanical and Industrial Engineering and Director of the Laboratory for Responsible Manufacturing at Northeastern University in Boston. He received his B.E. in electronics engineering from Birla Institute of Technology and Science, M.B.A. from Bryant University, and M.S.I.E. and Ph.D. in industrial engineering from Purdue University. His research interests are in the areas of production/manufacturing systems and operations research. He is mostly interested in environmentally conscious manufacturing, disassembly modeling, remanufacturing, and reverse and closed-loop supply chains. He has authored and coauthored over 400 technical papers published in prestigious journals, books, and conference proceedings. His publications have been cited by thousands of researchers all over the world in journals, proceedings, books, and dissertations. He is an editorial board member of a variety of journals and has served as Conference Chair, Track Chair, and member of Technical Committees of numerous international conferences. Dr. Gupta has been elected to the memberships of several honor societies. He is a recipient of Outstanding Research Award and the Outstanding Industrial Engineering Professor Award (in recognition of Teaching Excellence) from Northeastern University. His recent activities can be viewed at <http://www1.coe.neu.edu/~smgupta/>.

Wednesday, November the 17th, 11,00-12,30

"What previous disasters teach us: the hard lessons of Katrina, Haiti s and Chile earthquakes for Humanitarian Logistics" by Prof. José Holguín-Veras

Chairman: Carlos Andrés.

Dr. José Holguín-Veras is Professor of Civil and Environmental Engineering at Rensselaer Polytechnic Institute, and Director of the Center for Infrastructure, Transportation, and the Environment. He received his B.Sc. from the Universidad Autónoma de Santo Domingo, Magna Cum Laude in 1981, his M. Sc. from the Universidad Central de Venezuela in 1984, and his Ph.D. from The University of Texas at Austin in 1996. He is the recipient of a number of national awards, including the Milton Pikarsky Memorial Award in 1996 and the National Science Foundation's CAREER Award, for his contributions to freight transportation modeling and economics. His research interests are in the areas of: humanitarian logistics, intermodal freight transportation, freight transportation modeling, transportation planning, and transportation economics. He has published extensively in these areas. He is a member of a number of Technical Committees of the Transportation Research Board; the American Society of Civil Engineers, and is a referee for the major professional journals. He is in the editorial boards of prestigious journals, the Transportation Area Editor for Networks and Spatial Economics, member of the Council of the Pan-American Conference of Traffic and Transportation Engineering, and elected member of the Council of the Association for European Transport.

DETAILED SCHEDULE

Monday, November 15th

Parallel sessions A: 10,45 – 12,30

Session A1: Ethics in OR/ Inclusive Design & Universal Design

Chairman: Cristóbal Miralles.

1. Kathy Kanwalroop Dhanda & Laura Hartman. *Carbon offsets: an emerging component for carbon neutrality.*
2. Teresa Barberá Ribera *The internal social responsibility: analysis of the situation of women and the equality of opportunities in the labor market.*
3. Lourdes Canos-Daros, Cristobal Miralles, Cristina Santandreu-Mascarell & Juan A. Marin-Garcia. *Can people be measured? performance and disabled employees.*
4. Cristobal Miralles, Raymond Holt & Juan A. Marin-Garcia. *The potential of Pokayokes for Universal Design in the workplace: a case study.*

Session A2 : Sustainable Demand & Supply Chain Management (I)

Chairman: Sunderesh Heragu

1. Banu Ekren, Sunderesh S. Heragu, Ananth Krishnamurty & Charles J. Malmborg. *Analytical and simulation models to investigate the performance of Autonomous Vehicle Storage and Retrieval Systems.*
2. Banu Atrek & Sevkinaz Gumusoglu. *From supply chain management to demand chain management: evaluation of different approaches on demand chain management.*
3. Tom van Lier, Cathy Macharis, An Caris & Huub Vrenken. *Reducing transport costs and improving sustainability simultaneously through horizontal logistics collaboration: a case study.*

Parallel sessions B: 14,30 – 16,30

Session B1: Environmental Management and Green Product Design.

Chairman: Oznur Yurt

1. Derya Kelgökmen Ilic & Nazli Ayse Ayyildiz Unnu. *Web sites as a tool of creating value and green image: the case of Istanbul stock exchange.*
2. Gül Temur & Bersam Bolat. *A decision making for recovery options evaluation by using artificial neural network.*
3. Ilke Bereketli & Müjde Erol Genevois. *Integrating LCA into QFD: a green design approach for EEEs.*
4. Umut Rifat Tuzkaya. *Transportation modes and comparison of their environmental effects: an integrated methodology.*

Session B2: Competition and innovation in the sustainable supply chain management (I)

Chairman: Suresh P. Sethi

1. Ayça Altay & Gulgun Kayakutlu. *Risks in SME collaboration for research supply chain.*
2. Ignacio Eguia, Sebastian Lozano & Jesus Racero. *Disassembly Process Planning of Reconfigurable Disassembly Systems.*
3. Engin Demirel & Nihal Caliskan. *Econometric analysis on effects of vehicle credits on automotive industry in turkey.*
4. Aysu Gocer, Isik Ozge Yumurtaci, Tunçdan Baltacıoğlu & Oznur Yurt. *Risk based performance management through supply chain operations reference (SCOR) and supply chain management maturity model.*
5. Suresh P. Sethi. *Cooperative advertising in a dynamic retail market duopoly*

Parallel sessions C: 16,30 – 18,30

Session C1: Sustainable Demand & Supply Chain Management (II)

Chairman: Jalal Ashayeri

1. Tugba Orten & Bengu Sevil Oflac. *The role of trust in sustainable supply chain collaborations.*
2. Mahmure Ovul Arioglu Salmona, Ayse Aycim Selam & Ozalp Vayvay. *Sustainable supply chain management: a literature review*
3. Ning Ma. *Creating sustainability through Robust Optimization of Supply Chain Downsizing.*
4. Isik Ozge Yumurtaci. *A holistic approach to performance management in retail supply chains.*
5. Sevda Dede. *On-shelf availability as a tool for creating Sustainable Supply Chains.*
6. Salvatore Cannella. *On the significance of demand and inventory smoothing interventions in supply chain.*

Session C2. Competition and innovation in the sustainable supply chain management (II)

Chairman: Gülgün Kayakutlu

1. Javier Montoya. *Governance in the high quality organic cocoa value chain of Nicaragua.*
2. Secil Ercan & Gulgun Kayakutlu. *Patent mapping for R&D in home appliance manufacturing.*
3. Angel Peiró-Signes, Maria-del-Val Segarra-Oña, José Albors-Garrigós & Lluís Miret-Pastor. *Eco-innovation: one step ahead innovation. An empirical study of the spanish ceramic industry.*
4. Bahman Naderi & Nasser Salmas. *An efficient mathematical model for permutation flowshops sequence dependent group scheduling.*
5. Tuba Öztürk & Gülgün Kayakutlu. *Analyzing Decisions under Uncertainty in the Manufacturing Supply Chain.*

Tuesday, November 16th

Parallel sessions D: 8,30 – 10,30

Session D1: Sustainable Demand & Supply Chain Management (III)

Chairman: Costas Pappis

1. Sandra Klute & Robert Refflinghaus. *Structuring requirements as necessary premise for customer-oriented development of complex products– a generic approach.*
2. Hassanali Aghajani, Mehdi Sohanian & Ramzan Gholami. *Evaluation and ranking suppliers in supply chain using fuzzy topics (case study: automobile manufacturing companies of Iran).*
3. Wirat Krasachat. *Organic golden banana farms and sustainable supply chain management in Thailand.*
4. Paulina Golinska. *Remanufacturing in automotive industry- challenges and benefits.*
5. Costas Pappis, Thomas Dasaklis & Nikos Karacapilidis. *Integrating climate change considerations into supply chain management.*

Session D2: Human resources management in sustainable supply chain

Chairman: Ignacio Eguía Salinas

1. Sabina Asensio-Cuesta, Lourdes Canos-Daros, José-Antonio Diego-Mas & Carlos Andrés-Romano. *A multi-criteria algorithm to generate rotation schedules through both ergonomics and competence approaches.*
2. Eva Llera, Alfonso Aranda, Sabina Scarpellini & Ignacio Zabalza. *Training plans in eco-efficiency and industry Corporate Social Responsibility opportunities.*
3. Juan A. Marin-Garcia, Tomas Bonavia & Julio J. Garcia-Sabater. *Evolution of Lean production and high involvement work practices in automotive suppliers.*
4. Juan A. Marin-Garcia, Cristobal Miralles, Julio J. Garcia-Sabater & M. Rosario Perello-Marin. *Alternative tools to mass production and human performance indicators in Sheltered Work Centers of Valencian Community (Spain)*

Parallel sessions E: 14,30 – 16,00

Session E1: Invited session: Sustainability experiences in Spain.

Chairman: Carlos Mataix Aldeanueva

1. Ruth Carrasco-Gallego. *A management model for closed-loop supply chains of reusable articles.*
2. Ángel Mahou. *Human resources policies for strategic CSR. the experience of REE (Red Eléctrica de España).*
3. Ana Moreno. *Dialogue with stakeholders. Approaches and tools for strategic Corporate Social Responsibility (CSR).*
4. Carlos Mataix. *Public-private alliances and networks for human development.*

Session E2: Logistics and Humanitarian Logistics.

Chairman: Jose Holguin-Veras

1. Jesus Gonzalez-Feliu. *Simulation and optimization methods for logistics pooling approaches.*
2. Burcu Ozcam Adivar, Tugba Orten, Bengu Sevil Oflac & Tarik Atan. *Social welfare chain: classification of problems and the role of operations research.*
3. Jose Holguin-Veras. *On the need to reformulate humanitarian logistics modeling.*

Parallel sessions F: 16,00 – 17,20

Session F1: Inventory Control in Reverse Supply Chains/ Green Design: Tools and Models

Chairman: Ernest Benedito

1. Raul Francisco Oltra & Hermenegildo Gil. *ERP solution for the management of reverse logistics.*
2. Sahar Validi & PJ Byrne. *A review of different mathematical techniques used for analyzing and designing 'green supply chain networks'.*
3. Conrado Carrascosa-López, Maria-del-Val Segarra-Oña & Baldomero Segura-García-del-Río. *Environmental proactivity as a value generating element: an application to the Spanish ceramic industry.*
4. Ernest Benedito & Albert Corominas. *Assessing the impact on optimal production capacities in a closed-loop logistics system of the assumption that returns are stochastically independent of sales.*

Session F2: Marketing a Market-driven Design of Green Products/ Reverse Logistics Network Design

Chairman: Özalp Vayvay

1. Rodrigo Alejandro Soria Fuentes. *Market of green products: cost of substitution in the economy.*
2. Fahri Apaydin & Volkan Polat. *Green IT and EPEAT Purchasing Program.*
3. Jalal Ashayeri & Gulfem Tuzkaya. *Design of demand driven return centers for high-tech products.*
4. Mehmet Gürel Tekelioglu & Özalp Vayvay. *Location selection for Reverse logistics.*

Parallel sessions G - 17:45-19:45

Session G1: Product Recovery through Recycling

Chairman: Adenso Díaz

1. Angel Uruburu & Carlos Mataix. *Used-tyres reverse logistic networks in Spain: a global approach.*
2. Eva Ponce-Cueto, José Ángel González & Ruth Carrasco-Gallego. *Reuse or recycle? Recovery options for end-of-use mobile phones in Spain.*

3. Ceren Altuntas, Ozlem Dogan & Nese Bahar Ors. *The efficiency analysis of the recycling activities in Izmir within the context of environmental management standard.*
4. Ziya Hakki Ulukan & Can Üçüncüowlu. *Management of EEE waste by using fuzzy AHP method.*
5. Alex J. Ruiz-Torres. *Supplier allocation model for textile recycling operations.*
6. Julio Mar Ortiz, Belarmino Adenso Diaz & Jose Luis Gonzalez Velarde. *A VNS algorithm for the reconfigurable disassembly cells formation problema.*

Session G2: Sustainable Demand & Supply Chain Management/ Non-governmental organization and social enterprises management

Chairman: Tuncdan Baltacioglu

1. Mehmet Yorukoglu & Gulgun Kayakutlu. *An integrated approach on the aviation supply chain.*
2. Banu Ekren. *Analytical and Simulation Models to Investigate the Performance of Autonomous Vehicle Storage and Retrieval Systems.*
3. Sevkinaz Gumusoglu & Banu Atrek. *From supply chain management to demand chain management: evaluation of different approaches on demand chain management.*
4. Jairo R. Coronado-Hernandez, Maria Valero & Eliana M. Pardo Mora. *Multi-objective Model for Selection of Projects for Finance New Enterprise SMEs in Colombia.*
5. Samira Pranesha Murthy Talya. *Development of a Governance model and long term marketing strategy to enhance and sustain operational effectiveness of Samarthanm (a Non-Government Organisation for Blind and Disabled).*
6. Melike Demirbag Kaplan, Tugba Orten & Tuncdan Baltacioglu. *A slow path to sustainability: cittáslows and seferihisar case.*

Presentation of book:

Chairman: Cristóbal Miralles

1. Prof. Costas P. Pappis will present his new book *“Climate Change, Supply Chain Management and Enterprise Adaptation: Implications of Global Warming on the Economy”*.
2. Round table and debate on the topics exposed.

Wednesday, November 17th

Session H. 8:30-10:30: Sustainable Demand & Supply Chain Management

Chairman: Esther Álvarez

1. Xavier Puig-Bernabeu, Julien Maheut, Jose Pedro Garcia-Sabater & Francisco-Cruz Lario-Esteban. *Algorithm for planning the supply of product with FTL strategy in lean environment: an industrial case.*
2. Alberto Gomez & David De la Fuente. *Particles for problem for solving the CVRP.*
3. Vicente Calvo-Peña, Julian Canto-Perello & Jorge Curiel-Esparza. *Urban underground sustainability: utility tunnels joint-use case study.*
4. Alberto de la Calle Vicente, Esther Álvarez. *Supply Chain practices in its last step: Experiences on last mile in freight distribution in Bilbao city.*
5. Jon Benito, Germán del Río & Esther Alvarez. *Military logistics in humanitarian emergencies: a Haiti case study.*