The Extent of Our Contribution

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Why is it?

- That most of us do not testify in front of Congress?
- That we are not in the Ft/WSJ/NYT regularly?
- Why Hau and Janice are not more important voices on US-China policy?
Thought Leaders

- New models
- New papers
- New books, cases
- New companies
- Executive courses
- Consulting

Impact

- Areas where we had impact:
  - Yield management for airlines (O/R)
  - Inventory management
  - Routing and scheduling
- Really...?
  - The models that are actually being used (and mostly misused) are 50 years old VERY simple formulae
  - Many of our contributions are “infinitely insufficient”
  - Most of the software that is being used in this business is:
    - Shelf-ware
    - GUI with little heft
Our Contribution to:

- Education
- Trade
- War on Drugs
- Outsourcing
- Security
- Health care
- Congestion
- Environment

- What characterizes problems that we do/should work on?
- Do we have a role in tackling really tough problems?

More Questions

- Are users just dumb? (corollary: are our models too complex?)
- Are we working on the right problems (rather than providing the right solutions to problems posed by others?)
- Does formal modeling restrict our thinking?
- Are we raising a generation of young SCT leaders who will do the same?
- Can we go to lunch already?
Discussion

1. How successful are we? Can we do more?
2. What characterizes bigger problems which this community can/wants/should contribute to?
3. Can we contribute to national debates?

Next Steps

- What worked this time?
  - Content?
  - Format?
- Next meeting?