

# 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

Security

Health care

Outsourcing

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?

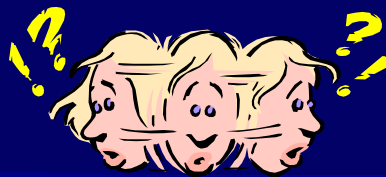


## Discussion



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?

