STRATEGIC STANDARDS MANAGEMENT AS A NEGLECTED COMPETITIVE UNDERPINNING

Cloud Computing, Smart Supply Chain/Smart Grid/Smart Manufacturing
emerging high value application domain examples

A business and engineering school faculty workshop with industry input
March 4-5, 2013

Northwestern University
Norris Center Northwestern Room (202 – 2nd floor northwest corner)
1999 Campus Drive, Evanston, IL

FINAL AGENDA

March 4 (12:30-6:00)

(12:00 Box lunches provided)

12:30 Welcome, Laying out the challenge: the new innovation and competitive environment
Michael Radnor, Professor, Kellogg School of Management, Director, BCICS CTIM
and Chairman, GATIC

Unit 1: Foundation/Context: Example Emerging Domains

12:45 Characterizing the domain, examples and standards issues (15-20 minutes each)
A. Cloud Computing
   Heather Kreger, Distinguished Engineer, CTO International Standards, IBM

B. Smart Systems (  
   a. Supply Chain  
       Sunil Chopra, IBM Professor of Operations Management and Information Systems, Kellogg School of Management
   b. Manufacturing  
       Jim Davis, John Bernaden, Smart Manufacturing Leadership Coalition
   c. Grid  
       Mohammad Shahidehpour, Director, Galvin Center for Electricity Innovation, Illinois Institute of Technology

C. Standards role, impact on domains, and implications
   Alec McMillan, Director Standards and Global Trade, Rockwell Automation

2:15 Discussion
2:45  BREAK

3:00  Industry perspectives panel (15-20 minutes each)

   Chair:  Michael Radnor

A. Needs and perceived gaps in standardization education
   Robert Williams, Vice President – Standards, Underwriters Laboratories
   Jorge Arinez, Manager, Sustainable Manufacturing Systems Manufacturing
   Systems Research Lab, GM Global Research & Development

B. Relevant initiatives
   National Center for Manufacturing Sciences (NCMS) programming
   Jon Riley, Vice-President, Digital Manufacturing
   Purdue University standards company survey; NIST education challenge grant
   Bruce Harding, Professor, Mechanical Engineering Technology, Coordinator of Cooperative Education, Purdue

4:15  Discussion

4:30  The emerging global role of standards; national priorities and significance for planning
     (20 minutes each)

   A. How standards are changing; International models and players
      Gordon Gillerman, Chief, Standards Services Division in Technology Services,
      National Institute of Standards and Technology (NIST)
   B. International standards education initiatives: competition, models
      Dong Geun Choi, Korean Standards Association

5:10  Why participation in standards development is increasingly critical - and difficult

   Alec McMillan

5:25  Open discussion

**Unit 2: Augmenting Curricula**

5:40  Lead into United Knowledge standards decision and negotiation simulation exercise
     (builds on pre-assigned roles and background)

   Jeffrey Strauss, Associate Director, NU BCICS Center for Technology and Innovation Management

6:00  Day 1 wrap-up and ADJOURN
March 5 (8:30-5:00)
(8:00 doors open, light breakfast)

8:30 Simulation work (coordinated by Joritt De Jong, Academic Director, Innovations in Government Program, Adjunct Lecturer, Harvard, and Director, United Knowledge)

10:15 BREAK

10:25 Simulation work resumes

11:15 Discussion of experience, value and potential use/further adaptation in different courses/institutional contexts
Moderator: Jeffrey Strauss

12:15 LUNCH

1:15 Academic panel: expansion of current initiatives; potential course/disciplinary “homes” for standards education (15-20 minutes each)
Chair: Joel Goldhar, Professor of Operations and Technology Management, Stuart Graduate School of Business, Illinois Institute of Technology, former Director, Manufacturing Studies Board at the National Research Council

Diego Klabjan, Professor, Industrial Engineering and Management Sciences, Director of Master of Science in Analytics Program, McCormick School of Engineering and Applied Science, Northwestern University

Linda Garcia, Associate Professor, former Director of the Communication, Culture and Technology Program, Georgetown University, former Project Director and Senior Associate at the Office of Technology Assessment, of the US Congress

Michael Watson, Adjunct Professor, Operations, McCormick and Kellogg; previously IBM ILOG optimization and analytic decision support & supply chain solutions

2:15 BREAK

2:30 Open discussion: needs, gaps in curricula, challenges and available resources
Moderator: Michael Radnor

4:00 Discussion of next steps, wrap up

4:30 ADJOURN