Future of Global Manufacturing

Danny Samson
Department of Management
University of Melbourne
Future of Global Manufacturing

- **The past**: operations research, model building in search of problems (was useful, up to a point)
- Moved from ‘model push’ to ‘problem pull’
- Reflected in types of articles published in JOM
- Now studying more complete aspects of problems, importantly including human aspects, such as behavioral issues, trust, motivation etc
Future of Global Manufacturing

FUTURE CHALLENGES

- Manufacturing AND services
- Information as a key resource, therefore information management as part of the holistic operations management challenge.
  - Consider mass customisation- its information intensive
Future of Global Manufacturing

FUTURE CHALLENGES

> Sustainable Development in operations
  - Triple bottom line?
  - Recyclable materials and products
  - Allocation of resources
  - Managing conflicts
  - Who bears the cost of social responsibility, environmental good citizenry
  - Crosses over global issues
Future of Global Manufacturing

FUTURE CHALLENGES

Mass customisation in more and more industries
- Information
- Cost of complexity
- Push to pull
- Customer integration with production process
Future of Global Manufacturing

FUTURE CHALLENGES

- From operations management to global supply chain
  - Facilities location is a SCM issue
  - Move from thinking of the factory or multi-factory manufacturing enterprise as a unit of analysis to the supply chain as the competing entity!
  - Where in the world do we make what: objective being to optimise SCM competitiveness or individual firm outcomes
Future of Global Manufacturing

FUTURE CHALLENGES

- From operations management to global supply chain
  - Technology diffusion a global issue
  - Supply relationship optimisation: transactional contract or long term partnership or both?
Future of Global Manufacturing

GMRG

The need for excellent global operations management research is now more than ever!

We need money to get serious and professional and organised…NSF, ARC?