



# **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 ?