Both the operations management and the marketing communities have developed rich bodies of literature on how firms interact with one another to create and deliver products to consumers. Although there are subtle differences between the Supply Chain Management and the Distribution Channels literatures, both are primarily concerned with how a firm’s strategic and tactical decisions are affected by its interaction with self-interested supply chain / channel partners.

In this course we will study the academic literature that is based on analytical models of supply chain and channel management. In particular we will be concerned with models that capture the economics that govern the interaction among the firms in a supply chain/distribution channel. Since this topic is of interest to both the marketing and operations management communities, we will draw upon readings from both areas. One of our objectives will be to identify opportunities for building bridges between these two bodies of knowledge. Readings on the following topics will be included:

- Foundations of Distribution Channels Modeling
- Foundations of Supply Chain Management Modeling
- Interactions between Supply Chain / Operations and
  - Finance
  - Product Line Design
  - Managerial Incentives
  - Product Durability
  - Quality
- Advance Selling and Pricing
- Selling Through Dual Channels

This course is designed primarily for doctoral students who are interested in doing research in supply chain or distribution channel management. Although it may also be of interest to other graduate students in management or engineering, it is expected that all students have a sufficient grounding in stochastic processes, math programming, and micro-economics to be able to read and understand the academic literature from journals such as Management Science, Marketing Science, and Manufacturing and Service Operations Management (M&SOM).

Course Format
Because the course is intended to prepare students to perform academic research in this area, it will be run in a manner that simulates an academic research conference. Each week we will consider 2-3 papers that are related to one another. We will all take turns making formal presentations of papers. The formal presentation of each paper should last for 30-45 minutes. Following these presentations, we will engage in discussion of the
papers. In these discussions we will address the practical implications, the restrictiveness of the modeling assumptions and the role that they play in obtaining theoretical results, and the potential for extensions.

It is expected that, regardless of whose turn it is to present, everyone will thoroughly study the papers for each session. In order for our discussions to be productive, it is critical that everyone be prepared to participate.

GRADING
The grades for the course will be based on class participation, presentations, written paper summaries, and on a final paper. The weighting of the grades will be as follows:

- Class Participation: 25%
- Individual Presentations: 20%
- Paper Reviews: 20%
- Final Paper: 35%

CLASS PARTICIPATION: A grade will be assigned based on the extent to which each student contributes meaningful comments to the class discussion. It is expected that everyone make a serious attempt to read and understand the papers that are assigned for each class. To help me understand how well you are absorbing the material, I may also give a few short in-class quizzes, and these will be incorporated into your class participation grade.

INDIVIDUAL PRESENTATIONS: Each student will have an opportunity to present 3-5 papers to the class. The presentations will be graded based on the extent to which the presenter has attempted to understand and explain the paper.

PAPER REVIEWS: Each week, there will be one paper assigned. It is expected that everyone who is not presenting that week will turn in a one-page review of the paper that has been assigned. The review should briefly summarize the problem that is being studied as well as the major results that are obtained. In addition, the review should provide some indication as to the significance of the contribution or how it might lead to additional research. For each session of the course, the paper that is to be reviewed is identified by an arrow (⇒) in the syllabus.

FINAL PAPER
The final paper is intended to be an opportunity for students to explore one of the topics covered in the course a bit more thoroughly. There are two alternatives:

1) Original Extension: Under this option, a student explores an extension to one or more of the papers covered in the course. The objective is to obtain some original results that add to the published results in the area. This is the first step toward performing original research, and doctoral students are strongly encouraged to pursue this option.
2) *Review of the Literature*: Under this option, a student identifies several (3-4) additional papers related to one of the course topics, and prepares a critical assessment of them. In the assessment, students should address the following:

- What are the major modeling assumptions? How restrictive are they? How do they facilitate the analysis? How sensitive are the results to the specific assumptions?

- What are the major results? What is the practical and theoretical significance of the results? Do the results have implications other than those discussed by the authors?

- What additional issues would be worthwhile to explore? What approaches could be taken to studying these issues?

Under either of the above two options, the paper that is turned in should be 8-10 pages in length. On the last day of class, each student will present his paper to the class. (This will be the first opportunity to present material that the audience has not read.)
READINGS

Session

Sept. 03

Introduction to the Course


Sept. 10

Foundations of Distribution Channels / Supply Chain Modeling


Sept. 17

Selling to a Newsvendor


Sept. 24

Strategic Effects of Inventory


Oct. 01  **Managerial Incentives and Operations**


Oct. 08\(^1\)  **Financing and Operations**


Oct. 15  **Coordinating Quality in a Supply Chain**


Oct. 22  **Product Line Design – Marketing and OM Perspectives**


Oct. 29  **Dual Channels**


\(^1\) Because the INFORMS Conference will be taking place on October 8, we will need to reschedule this session to a time later in the week that will be convenient for everyone.


**Nov. 5**

**Advance Selling**


**Nov. 12**

**Product Durability**


**Nov. 19**

**Pricing Information Goods**


Nov. 26  Two-Part Pricing and Competition Revisited


Dec. 03  Presentations