



*This year's OR Quiz champion team from the UP poses with coach, Prof. Allan Diaz.*

## UP TOPS FIFTH OR QUIZ

The Fifth Inter-University OR Quiz, an annual student competition sponsored by the ORSP, was successfully held last February 4 at De La Salle's William Shaw Theater. In the tightest finish in years, the University of the Philippines edged Ateneo in a tie-break to emerge champion for the second straight year. De La Salle University took third place.

The champion UP team, formed by the UP-IE Department, was composed of Michael Santos, Agnes Lorenzo, and Bryan Uy, with Stephen Zosa and Emmanuel Monteclaro as alternates. Prof. Allan Diaz was the team's coach and adviser. UP has now won three OR Quiz editions while Ateneo is a two-time champion.

Outstanding students from seven schools, including the UST, Mapua, Adamson, and New Era, participated. Questions covered all traditional OR areas such as Mathematical Programming, Inventory Theory and Network Analysis, as well as related subjects like Statistics and Forecasting. The Board of Judges was composed of Dr. Ernias Mamo of the DLSU Graduate School and OR specialists Sam Cruz and Agnes Perez of San Miguel Corporation.

## ORSP Vice President to Visit Canadian Universities

Dr. Elvie Zamora, Chairperson of the UP Department of Business Administration and incumbent Vice President of the ORSP, is scheduled to be in Canada from April 12 to June 6 this year. In her itinerary are four Canadian

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## ORSP General Assembly on March 25

The general membership meeting this year will take place on March 25 at 9:00 a.m. at the Asian Institute of Management, Paseo de Roxas, Makati. In the agenda are the reports of the President, Treasurer, and Committee Chairpersons, and the awarding of winners and recognition of judges in the 5th ORSP Quiz Contest and the 5th Paper Writing Contest. The Board will allow time for the discussion of major plans, including the hosting of the International Conference on Operations Research/Management Science (ICORMS) in 1997 to mark ORSP's 10th year.

The meeting will also feature a technical symposium entitled "Techniques for Multi-Stage Production Scheduling," with Dr. Rafaela del Pilar, a visiting Professor from McGill University, as guest lecturer.

## Former ORSP President Heads IFORS Committee

Elise del Rosario, SAVP and OR Manager of San Miguel Corporation and 1988-90 ORSP President, has been named Chairperson of the International Federation of OR Societies (IFORS) Committee on Developing Countries. Dr. Peter C. Bell, current IFORS President, personally wrote Ms. del Rosario to offer the position. Dr. Bell cited Ms. del Rosario's role in the significant contributions that OR has made to San Miguel's decision-making process.

The committee was formed by IFORS to assist in the development of OR academics and practice in developing countries, particularly in providing financial support to worthy projects. The committee counts among its members respected OR professors Dr. Nitin Patel of India and Dr. Andres Weintraub of Chile. Ms. del Rosario is presently drawing up the committee's plans and focus areas for the next 3 years. The initial list of programs includes a paper competition, a newsletter, and an industry applications survey - all exclusive to developing countries. The ORSP has sent its own project proposals to the committee, including the IFORS' co-sponsorship of the 1997 International Conference on OR/MS (ICORMS) here in Manila.

## The Directors' Corner

Elvie Zamora

### Responding to Our Challenge

(Dr. Elvie Zamora is currently the ORSP Vice President. She is connected with the UP where she is Associate Professor and Chairperson of the Department of Business Administration. - Ed.)

Over the years, the practice of management science in the Philippines has been virtually confined to a limited number of large local corporations. The ORSP made an initial attempt to assess the extent of OR application in the country sometime in 1990. Although statistical inferences could not be made due to the small sample size, there were indications that the use of OR techniques facilitated decision-making among companies which tried to use them.

The challenge to the ORSP is clear. As management science/operations research academics and practitioners, we should be able to translate methodological issues, abstractions, and other esoteric propositions into explicit illustrations that balance technical and managerial aspects of OR model-building and implementation. In so doing, we would be able to make OR more "accessible" to local companies, both large and small.

In order to address this challenge, the ORSP has lined up two major activities for 1995. The *first* of these and now in progress is a survey of local OR applications. The main objective of this study is to determine how extensively OR techniques are used in Philippine businesses. Specifically, we hope to find answers to the following questions: What is the level of usage of specific OR tools? In what areas of operation are OR techniques most useful? What are the reasons for the usage/non-usage of OR models? How can the use of OR techniques be effectively promoted among local companies?

The *second* activity is the OR Executive Seminar which is scheduled for July of this year. Through this seminar, the ORSP expects to convey to top level managers the relevance of OR techniques in corporate strategy formulation and decision-making.

The Board of Directors of the ORSP is hopeful that with more vigorous efforts to reach out to industry and other sectors, the society will be able to assume a more active role in the country's pursuit of world class excellence.

## ORSP Vice Pres... (from p. 1)

universities, namely, the University of Western Ontario, McGill University, the University of British Columbia, and the University of Toronto. Dr. Zamora's program of activities there will include the following: course development for the doctoral program of the UP College of Business Administration, research on "The Diffusion of New Technology," and seminars on her earlier research activities.

The visit is in line with the Faculty Development Program of the UP, under the Canadian International Development Agency/Regional Doctoral Program in Business Administration (CIDA/RDBA) Project.

## International Conferences

- *Optimization 95* (To focus on latest OR results, experiences, and applications), July 17-19, 1995, Braga, Portugal; deadline for the submission of abstracts: March 30, 1995;
- *International Symposium on Operations Research with Applications in Engineering, Technology, and Management (ISORA '95)*, August 19-22, 1995 (advanced from the original schedule of August 28-31), West Suburb Hotel, Beijing, China; deadlines: April 1 for abstracts, May 30 for full paper;
- *IFORS Special Interest Conference 4 on OR and Engineering Design*, October 24-27, 1995, Hyatt Regency Hotel, St. Louis, USA.

For particulars, contact ORSP Secretary Sam Cruz, fax no. 632-3957.

## Announcements:

- We are in the process of updating our membership directory. Please communicate any changes in your business address, official designation, etc., to ORSP Sec. Sam Cruz, fax no. 632-3957.
- Contributions to our quarterly *ORSP Newsletter* are welcome. Please send your articles to, or inquire from Marilyn Mabini, telefax no. 731-4041.

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