


 The logo features the acronym 'ORSP' in a bold, sans-serif font, enclosed within a white diamond shape. To the right of the diamond, the word 'NEWSLETTER' is written in a large, stylized, serif font with a slight shadow effect.

Official Publication of the Operations Research Society of the Philippines

Filipinos Post Record Attendance in Hawaii Triennial Meet

INFORMS, the national OR society of the US, hosted the International Federation of OR Societies (IFORS) Triennial meeting in Honolulu Hawaii from July 11 to 15, 2005. Among the 1300 delegates, a record-breaking Philippine delegation of 13 was present. Historically, Filipino participation in this every-three year Conference has ranged from three to a measly one. (See related story by Mar Castano)

The conference featured a plenary speech by George Nemhauser who presented new ideas and future challenges in the use of discrete optimization to solve complex real-world problems. As algorithms, software and hardware have

significantly improved, the use of discrete optimization has increasingly been used to tackle long-range planning problems. In his presentation, Nemhauser shows that tremendous advances in methodology and the ability to obtain and process large data sets have made real-time optimization a reality and stochastic or robust discrete optimization, a realizable possibility.

Meanwhile, Valerie Belton, Richard Larson, and Alexis Tsoukias, Presidents of the UK, US national societies and the EURO (European regional grouping), respectively, discussed in a panel their experiences and perspectives on their programs to market the OR profession and to



increase demand for OR services. They presented and made available for the use of other national societies some materials they have developed for the marketing of OR.

Tutorials, consisting of one and a half hour sessions, were conducted on Rough Set and Decision Rule Approach to Multiple-Criteria Decision Analysis by Roman Slowinski (Poznan Univ. of Technology, Poland); Models, Algorithms and Applications for OR in Natural Resources by Andres Weintraub (Univ. of Chile); Analytic Network Process for Decision Making by Thomas Saaty (Univ. of Pittsburgh); Issues, Models and Challenges for Intermodal Transportation by Teodor Gabriel Crainic (Univ. de Quebec); New Generation Revenue Management by Guillermo Gallego (Columbia Univ.); Combinatorial Optimization and Applications by Peter Hammer (Rutgers); Using Cyberinfrastructure for Computational OR by Jeff Linderoth (Lehigh Univ); Generation of Experimental Data for Scheduling and other Optimization Problems by Marc Posner (Ohio State); Quality, Reliability, and Statistics in Nano-



Photo taken during the IFORS President's Dinner with (from L to R): Elise del Rosario, IFORS Secretary Mary Magrogan, Plenary Speaker George Nemhauser, Mike Trick and wife..

General Assembly: Fast Food, Traffic, and OR?

What role does OR play on two issues everyone encounters day in and day out? This was what the ORSP General Assembly hoped to tackle during its annual forum held on Saturday, July 23, at the Ortigas campus of the Graduate School of Business, De La Salle Professional Schools. Around two hundred participants, composed of students, practitioners, and academicians listened keenly to Rene Santiago as he spoke on *Lessons to Unlearn from Metro Manila Roads (or MMDA Traffic Scheme: an OR Perspective)*. Marlene Gutierrez delivered the paper of past ORSP President and CIO of the Ramcar Food Group, **JC Mercado** on “*OR in Action in the Food Service Industry*”. The unexpected absence of the third speaker who was supposed to talk on an OR application in agriculture was more than made up by the spirited discussions from the audience.

Rene Santiago, a past President of the Transportation Society of the Philippines and former Chief Operating Officer of North Rail Corporation, illustrated how traffic management can be considered an OR problem concerned with optimizing road capacity or throughput. By using formulas and examples, he showed why MMDA’s ‘clearway scheme’ which substitutes intersections with a series of U -Turn movements is not optimal from the perspective of the riding, walking and driving public.

Former ORSP Board member and UP Diliman Industrial Engineering Professor **Marlene Gutierrez** who is now associated with the Operations Research group of Ramcar, discussed the various examples of OR applications that have so far helped KFC address critical concerns related to speed of

service, affordability of offerings, and product availability. She concluded that in the hands of experts, OR could provide competitive advantage in the food service business through the use of such appropriate OR tools as forecasting, queuing analysis, routing, simulation, scheduling, and vehicle routing.

From the seminar rooms, participants moved to the elegant newly-inaugurated multi -purpose foyer for the annual general assembly meeting and get-together. Outgoing President Vic Reventar recounted 2004 milestones while incoming President Elise del Rosario presented plans for 2005 - 2006. This was followed by the



Speakers Rene Santiago and Marlene Gutierrez field questions from the audience; Guests coming from the academe, private sector and student chapters packed the auditorium..

The students actively participated in the animated open forum.

Representing the host school, Dean Philip Juico, welcomed everyone as he expressed delight at the big turnout for the affair. The venue proved perfect not only for the seminar but for the party that followed.

induction ceremonies of new members and student officers.

A food - and fun -filled fellowship program that ended at 10 pm featured lively getting-to-know-you games. The student numbers that followed had the board member judges worried that the OR profession is in real danger of losing future analysts to showbiz!

OMEGA Editor Shares Tips with ORSP Paper Writers



Ben Lev reacts to points raised by the Ateneo, UAP, UP and De La Salle panelists.

Speaking on “*Help Your Editor Accept Your Paper*”, Prof. Ben Lev was featured in the second of the 2005 Technical Forum Series held last September 10 at the Graduate School of Business, De La Salle Professional Schools RCBC Campus in Makati..

Some 46 participants from 12 schools came, hoping to gain insights from the extensive experience of Dr. Lev both as a paper contributor and editor. In his presentation, Prof. Lev discussed the submission process of a paper from the point of view of the editor-in-chief (EIC). He emphasized that the EIC is as equally interested to accept papers for publication as the author is in having his paper accepted. However, the editor looks for essential things in the title, abstract, key words, the main body, examples, conclusions, references, appendices, the length of the manuscript, and the cover letter. He emphasized the importance of the first paragraph in catching and sustaining the EIC’s attention. He added that formulas have their place in the body, if not the appendix, of the article but not in the one paragraph abstract.

His views come from his wide

ranging experience as an editor, author and professor. Dr. Lev is the editor-in-chief of Omega, the international journal of management science. He received his Ph.D. degree from the Case Western Reserve University, taught at the University of Michigan - Dearborn, Worcester Polytechnic Institute and Temple University. He had short academic appointments at the Wharton School, San Jose State University, Tel -Aviv University and Tianjin University, China. Prof Lev was Chairman of the Department of Management Studies and Dean of the School of Management at the University of Michigan -Dearborn; the Management Department Head at Worcester Polytechnic Institute and Chairman of the Management Department of Temple University. He is a prolific writer whose numerous articles are published in various OR journals. He served as INFORMS Vice President for Meetings and was on the program committee of IFORS. He also serves as a reviewer for many other OR journals.

Dr. Lev’s talk was prefaced by the Opening Remarks of Dr. Ben Teehankee, Director of the DBA Program of the De La Salle Professional Schools, Inc., Graduate School of Business. A panel discussion

ensued after Prof. Ben Lev’s lecture. Insightful questions and issues were posed by the four panelists, namely Dr. Louie A. Divinagracia, Academic Program and Research Director of the De La Salle Professional Schools Graduate School of Business; Dr. Aura C. Matias, past ORSP president and currently Chairman of the Department of IE/OR, University of the Philippines Diliman; Mr. Edwin S. Pineda, Faculty, School of Economics, University of Asia and the Pacific, and Dr. Mari-Jo P. Ruiz, Professor, Mathematics Department, Ateneo De Manila University. The forum ended with Prof. Lev concluding that exactly the same sentiments and problems are being expressed here as anywhere else in the world.

The forum yielded fruits in terms of possible actions at renewing efforts to strongly encourage



Divinagracia, Pineda, Ruiz, Matias and Lev receive plaques from Del Rosario

publication endeavors, to promote a culture of research, and to practice inter-institution sharing of library resources for the advancement of knowledge. In closing, Prof. Lev extended an invitation for ORSP to participate in the forthcoming INFORMS International Conference in July 2006 to be held in Hong Kong. He further offered to devote a special issue of OMEGA for selected papers in the forthcoming APORS 06 Conference in Manila.

- Alleli Domingo

IFORS 2005 IN HONOLULU, HAWAII: A PERSONAL ACCOUNT

by: *Marino B. Castaño*

The 17th Triennial Conference of the International Federation of Operational Research Societies (IFORS) held at the Hilton Hawaiian Village in sunny Honolulu was hosted by INFORMS or the Institute for Operations Research and Management Sciences of the USA. Several Filipinos attended the conference, this time a number of them coming from the academe and presenting technical papers. Of course, Ms. Elise Del Rosario, current ORSP President and past Vice President for IFORS and myself attended the conference. As of the last registration day of July 10, 1,111 participants have already pre-registered. INFORMS was confident they will surpass the previous attendance at Edinburgh, Scotland which had the all-time high of 1,150 delegates.

Five delegates from the University of Santo Tomas (UST), Manila attended the conference. UST delegates, all of them, doctoral/masteral students of Dr. Emilyn Cabanda, Ph.D. were presenting their dissertation/thesis papers on the applications of DEA or Data Envelopment Analysis. Dr. Cabanda, Ms. Mary Caroline Castaño, Mr. Nelson Bool, Ms. Babeth Isa Fernando and Mr. Ramon Posadas, presented studies on the application of DEA on the performance aspect of an educational institution, banks and electric cooperatives in the Philippines

Mr. Ronald Aaron Po of the Department of Industrial Engineering and Operations Research of the University of the Philippines (UP) presented a paper on Probabilistic Dynamic Programming used to formulate a preventive maintenance plan. Ms. Bernice Pearl Tan also of UP and now connected with the OR Department of San Miguel Corporation also attended the conference.



Taken at the Outlook high above the mountains of Oahu island on our way to the Polynesian Cultural Center with the Filipino delegates from the University of Santo Tomas. That's me on the extreme right.

The sumptuous welcome reception at the Tapa Ballroom of the Hilton Hawaiian Village on the evening of July 10 enabled all the participants to greet each other and socialize prior to the marathon sessions the following days. Monday's Opening Plenary Session was delivered by Professor George L. Nemhauser of the Georgia Institute of Technology. Subsequent technical sessions were done in twenty two (22) parallel sessions making it impossible for anyone to even digest a portion of the conference.

Part of the IFORS conference (as in all IFORS conferences which I attended since Vancouver, B.C., Canada in 1996) is a Wednesday break for sightseeing. This conference had organized a tour around the island of Oahu including brief stopovers at some souvenir shops and the Outlook, a viewing deck high over the mountains of Oahu Island. The tour was capped by a visit to the Polynesian Cultural Center where the delegates had their lunch and a choice of several cultural

presentations capped by a fluvial parade representing the various Polynesian tribes.

The IFORS Conference Banquet in the evening of 14 July 2005 was held at the Lagoon Green of the Hilton Hawaiian Village overlooking Waikiki Beach. The banquet was an authentic Luau or a traditional Hawaiian dinner with native delicacies and complete with a Hula performance by the Na Keiki o Halau Hula Olana, the children's performing group of the School of the Living Hula.

Morning of Friday, 15 July 2005, I managed to squeeze in an early morning visit to the Arizona Memorial (World War II Memorial) at Pearl Harbour.

The 17th Triennial IFORS conference concluded on the afternoon of Friday, 15 July 2005 with host South Africa inviting the participants to come and visit Sandton, Johannesburg for the 2008 Triennial.

More Members Sign Up; Jollibee is Newest Institutional Member

by Rachel Baguilat

ORSP has gained nine more new members and two *balik*-ORSPs since April this year, making a total of 21 members signing up as of the third quarter. The first ten were featured in the April issue. Jollibee Food Corporation, registered as an institutional member during the July 23 ORSP Technical Forum and General Assembly. Jollibee is represented by **Joseph Michael V. Castro**, Manager of its Operations Management System. Also from the industry sector are **John A. Evelio Echavez III**, Supply Chain Management Officer of SANYO Philippines Inc. and *balik*-ORSP **Rogelio V. Fernando**, Managing Director of VAO (Visualize/Analyze/Optimize) Software Solutions and a faculty member of the FEU -EAST Asia.



Felina Agbayani



Bernice Ruth Cerezo



Rogelio Fernando



Wilfrido Kabling



J. Michael Castro



Genaro Cuaresma



Constantino Leonor



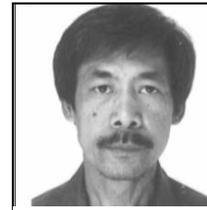
Edwin Loma



Dhon Dunca



John Evelio Echavez III



Charles Querol

From the academe, ORSP welcomed **Ma. Felina B. Agbayani**, Researcher at the Research and Development Office of the St. Paul College in Pasig; **Bernice Ruth P. Cerezo**, Instructor at the Institute of Mathematical Sciences and Physics (IMSP) at the UP Los Baños; **Dhon G. Dunca**, Chairperson of the Industrial Engineering Department at the Holy Angel University in Angeles City; **Genaro A. Cuaresma**, Asst. Professor and Director of the Institute of Mathematical Sciences and Physics (IMSP) at the UP Los Baños; **Wilfrido D. Kabling**, Instructor of the Industrial Engineering Department of De La Salle University -Manila; **Edwin J. Loma**, Director of the Department of Business and Accountancy at Asia Pacific College; **Charles B. Querol**, Faculty Member of the Engineering Department, and Statistician of the Research Department at St. Mary's University, Bayombong Nueva Viscaya; and *balik*-ORSP member, **Constantino D. Leonor**, a faculty member of the

Institute of Mathematical Sciences and Physics (IMSP) at the UP Los Baños.

The following took their membership oath during the General Assembly: Maica D. Krisna Areja, Julie Ann P. Atole, Joseph Michael V. Castro, Bernice Ruth P. Cerezo, Silverio S. Obungen, John A. Evelio Echavez, Wilfrido D. Kabling, Sharon P. Lubag, and

Jerrold M. Tubay.

The ORSP Membership Committee headed by Board Director Alleli Domingo initiated a campaign to get the new members more involved in the various society activities. She has sent invitations to new and existing members to volunteer their organization (now that APORS work is peaking) or OR consulting skills (for the ORSP Corps).



New members sworn in by Del Rosario, followed by distribution of ORSP pins by A. Domingo.

The Big M party: A Success

by Anais Silvestre

On the 23th of July 2005, the Operations Research Society of the Philippines held the Annual ORSP General Assembly / Induction of Officers / Acquaintance Party, themed **“The Big M Party: Merging people, synergizing Minds”** at the lobby of the La Salle Graduate School of Business in La Salle Green Hills. Highlighting the program was the induction of the new ORSP members and the officers of the ORSP Student Chapters Federation.

For the rest of the evening, members from the ORSP – Mother Chapter, together with the Student Chapter members from UP Diliman, DLSU, UP Los Baños, Letran, AdMU, UST and MIT, gathered for a night of merriment and camaraderie. The event was hosted by Mr. Dennis Cruz (ORSP Director), Mr. Rex Robielos (the faculty adviser of the ORSP -SC) and Ms. Anais Silvestre (the President of the ORSP -SC), while the opening and closing remarks were given by Ms. Elise del Rosario, the ORSP President. Over cocktails, games were alternated with performances by MIT, DLSU, Letran and UPLB. Awards for each presentation were given to the students by the board of judges composed of Mother Chapter directors. With more than 50 attendees, everyone had a good time in the cozy venue; the event was definitely a success.



T. Macapanan leads oath-taking of student federation officers headed by UP's A. Silvestre

Del Rosario All Set To Be First Woman IFORS President



Peter Bell of INFORMS and John Ranyard of UK OR Society with Elise during the Luau.

ORSP President Elise del Rosario was announced as the choice of the IFORS nominating committee for IFORS President for 2007-2009 during the July 12 Board of Representatives meeting held during the Triennial Conference in Hawaii. The nominating committee was composed of the last three past IFORS Presidents, namely, Andres Weintraub (Chile), Peter Bell (Canada), and Paolo Toth (Italy).

Current IFORS President, Tom Magnanti (USA) presided over the Board of Representatives meeting, where more than 70 representatives from the national societies were present. The business meeting highlighted the IFORS Administrative Committee activities aimed at promoting Operations Research as an academic discipline and profession. Reports on con-

ferences, publications, educational initiatives, prizes, and communication and outreach efforts were delivered by Administrative Committee members Hugh Bradley (Finance), Michael Trick (Meetings), Cathal Brugha (Publications), Moshe Sniedovich (Website), Theo Stewart (Developing Countries) and Irene Loiseau, Raymond Bisdorff and SP Mukherjee (Latin America, EURO, and Asia Pacific, respectively).

IFORS President for 2001-2003, Paolo Toth, then announced the nominations of del Rosario and Michel Gendreau (Canada) as IFORS President and Vice President, respectively. Toth cited del Rosario's involvement with the IFORS Administrative Committee as Developing Countries Committee Chair for nine years. In the last three years, she served concurrently as IFORS Vice President-at-large (2001 -2003). She was credited with successfully pushing the Developing Countries agenda. She is currently the President of APORS, the Asia Pacific grouping within IFORS.

Del Rosario and Gendreau will officially be the 2007 -2009 President and Vice President –Elect by December, 2005. After the general meeting, the national representatives present immediately congratulated del Rosario and Gendreau.

APORS: Papers Go Global *by Malu de Guzman U and Dennis Cruz*

With the January 16 -18 APORS 2006 just a few weeks away, abstracts from prospective presentors have already come in from all over the globe. Operations research professionals and enthusiasts are eager to come to Manila and share new developments in their research. APORS attendees can expect interesting presentations and enlightening discussions on new, original, and relevant information in the world of O.R.

The greatest number of abstracts came in from India, Korea, and Ma-

laysia, followed by other Asian countries such as the Philippines, Japan, China, and Singapore. Far from being limited to Asia, abstracts have also come in from faraway Russia, Nigeria, Afghanistan, and the U. K. Even more diverse than authors' home countries are the abstract topics, ranging from the applied --- neural network applications, data envelopment analysis, production planning, financial applications, logistics & transportation applications--- to some highly theoretical results in combinatorics,

chaos theory, and game theory. Aside from generating benefits by improving decision-making in an organizational setting, the papers presented will surely spur more new O.R. research in Asia and beyond.

With everything the abstracts promise, APORS 2006 indeed guarantees interesting and thought-provoking discussions on a wide range of topics sure to appeal to a wide audience of participants from the O.R. world.

APORS Update: Initial list of speakers

Dr. Heiner Müller -Merbach



Dr. Heiner Müller-Merbach is Professor for "Business Information Systems and Operations Research at the University of

Kaiserslautern, Germany since 1983. Prior to this, he was Professor at the University of Mainz and the Institute of Technology in Darmstadt. He served as President (1983-1985) and Vice-President (1974-1976) of the International Federation of Operational Research Societies (IFORS) and introduced the regionalization of IFORS which eventually led to the foundation of APORS. Dr. Merbach served as a member and co-chairman of the "Technology Advisory Council" of the State Administration for Rhineland-Palatinate (one of the 16 German States). He is the author of 12 books and more than 400 articles in operations research, business administration, mathematics, and economics. He served as editor of the journals "Zeitschrift für Operations Research" (1970-1978) and "technologie & management" (1985-1997).

Thomas L. Magnanti



Thomas L. Magnanti is the Dean of the School of Engineering and one of fourteen Institute

Professors at MIT where he has been a faculty member since 1971. Professor Magnanti was a founding co-director of MIT's industry-university collaborative research and educational program and is currently IFORS President. He has previously served as head of the Management Science Area of the Sloan School of Management. He is a past President of the Operations Research Society of America (ORSA) and of the Institute of Operations Research and Management Sciences (INFORMS) and has been Editor-in-Chief of the journal *Operations Research*. Professor Magnanti received an undergraduate degree in Chemical Engineering from Syracuse University (1967) and master's degrees in both Statistics (1969) and Mathematics (1971) from Stanford University, where he also received his doctorate in Operations Research (1972).

Han Chun Kwong



Dr Han is Professor of e-Business at the Graduate School of Management, UPM. He obtained his PhD in information

technology from Cambridge University. He authored the book "Government Information Technology Policies and Systems: Success Strategies in Developed and Developing Countries". His research papers have appeared in OMEGA, Information & Management, Journal of Applied Systems Analysis and Accounting, Management and Information Technologies. He is editor-in-chief of the Asia Pacific Journal of Management Sciences. Prof Han is the Founding President of Malaysia's Management Science-Operations Research Society and the Customer Relationship Management and Contact Centre Association. Prof. Han worked for three years as director of the Centre for Research on Information Management and Policy Action. He played a key role drafting the country's 1992-93 "strategy for an information-rich society".

Continued on page 8

ORSP Board Movements

ORSP bade farewell to **Lowell Lorenzo** and **Richard Li** as it welcomed a new and old members in the persons of **Bryan Gobaco**, **Aura Matias** and **Dennis Beng Hui**. Aura and Dennis are both Past ORSP Presidents.

Bryan Gobaco received both his Masters and Bachelor of Science Degree from the De La Salle University and has been involved in a lot of consulting work both with the Center for Operations Research/Management Science [CORMS] of the Industrial Engineering Department of De La Salle University.

Also from DLSU is past president Dennis Beng Hui who joins the Board as the Chairman of the ORSP Corps. The ORSP Corps is the consulting arm of the ORSP that is dedicated to extending OR services to government organizations as part of its outreach program and commitment to share in nation building.

Past President Aura Matias took over from Lowell Lorenzo who is pursuing PhD studies at the Case Western Reserve University in Illinois. Meanwhile, Richard is resettling in Taiwan with his family. The rest of the Board wishes them luck in their new endeavors!

APORS speakers *From page 7*

Dominique deWerra what-



Dr. Dominique deWerra earned his Physics diploma from E.P.F.L. in 1965 and his Ph.D. in Operations

Research from the University of Waterloo, Ontario in 1969. He returned to EPFL as Associate Professor of O.R., from 1971-1978 before becoming the first full-time professor of O.R. in the university. He became the university's provost, vice-president and education director (1990-). He was President of the Swiss O.R. Society in 1985-1986, then President of EURO (European Association of Operational Research Societies) from 1987-1988. He is Associate Editor of Discrete Applied Mathematics (USA), Annals of O.R. (USA), EJOR (Europe), RAIRO (France), Ricerca Operative (Italy), and Asia-Pacific Journal of OR. Dr. deWerra has had over 150 papers published in refereed journals on varied topics - combinatorial optimization; graph theory; pseudo-boolean optimization; tabu search; flexible manufacturing systems, etc. He is also author-editor of six books. Dr. deWerra has organized conferences in Switzerland and France.

Hawaii Triennial *From page 1*

Technology by Jye-Chyi Lu (Georgia Tech). In the last tutorial, Principles of Marketing the OR Profession: How Your Society Can Get Started, Irvin Lusting of ILOG related mainly how the Science-of-Better campaign was conceptualized and how it is working for INFORMS.

The delegates had a vast choice of tracks, which included: Renewable and Natural Resources; Scheduling and Timetabling; Innovation and Entrepreneurship; Non-Linear Programming; Stochastic Programming; Auctions and E-markets; Simulation; Telecommunications and Network Design; Management Information Systems; Supply Chain Management; Metaheuristics; Combinational Optimizations; Transportation; Quality, Statistics and Reliability; Education, Innovation and Distance Learning, Routing; Research and Development; Dynamic Programming; Multi-criteria Decision Analysis; Flexible Manufacturing; Analytic Hierarchy/Network Processes; Decision Analysis; History of OR; OR for Development; Data Envelopment Analysis and Performance Management; Health Care; Complex Societal Problems; Military Applications; Economics; Mathematical Programming; Dynamic Pricing and Revenue Management; EIDL/CSD; Computational Software Development; Computer Science; OR for Process Industries; Industry Applications; Applied Probability; Finance; and Risk Analysis and Management.

The three conference centers of the Hilton Hawaiian Village Beach Resort and Spa saw the biggest gathering of OR academicians and practitioners who not only updated themselves on the state-of-the-art OR methodologies, but also learned that even without the internet, surfing can be fun!



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