

# ORSP NEWSLETTER

Official Publication of the Operations Research Society of the Philippines

September 2009

## First Online Election Brings 11 Officers to the Board



Alleli Doming  
President



Francis Miranda  
VP/OrspCORPS



Malu de Guzman U  
Secretary



Iris Ann Martinez  
Asst. Secretary



Marie Shella Tan  
Treasurer



Agnes Perez  
Asst. Treasurer

Six new members were elected into the ORSP Board last July 18 in the first ever ORSP online



Dennis Beng  
Hui PJOR



Jed Loma  
Membership



Nancy Eleria  
IAOR Rep



Rex Robielos  
Student Affairs



Jaypy Tenerife  
Student Affairs

election. Welcomed during the first Board meeting of August 8 were: **Nancy Eleria** earned her Doctor of Philosophy in Economics from UST and her Master of Engg from the Asian Institute of Technology. Currently member of the UST Faculty Council, she was part of the advisory group of the dean related to college policy, discipline and other mat-

ters; **Edwin Loma** is Director for Corporate Communications of Asia Pacific College after serving as Director of the School of Accountancy and Business. He took his BS in Mgt Engg and MBA at ADMU and is a candidate for DBA at the DLSU. He is the immediate past president of the Assn of Marketing Educators; **Iris Ann Martinez**

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## 2009 National Conference Scheduled for November

Convention Chair Rex Robielos announced that the 3<sup>rd</sup> National ORSP Conference will be held on November 13, 2009 at the Dusit Thani Hotel in Makati. Solicited for the conference are papers reporting original and unpublished research results and experience in the following areas: Mathematical Programming, Banking and Finance, Corporate Strategies, Modeling, Decision Support Systems, Management Information Systems, Distribution Management, Marketing, Energy, Production Planning, Engineering Production Control, Expert Systems, Project Management, Financial Investment, Queuing, Forecasting System Dynamics, Health and Welfare Services, Transportation, Inventory Control, Innovation/Knowledge Economy, Supply Chain Mgt, Customer Relationship Mgt, Complexity Theory, Soft Methodologies.

### ABSTRACT SUBMISSION INSTRUCTIONS

The abstract should be typed in English, and should not include any mathematical notations. Each submission must contain ALL the ff:

- Paper/proposal title
- Abstract of not more than 200 words
- Author(s) name(s), Organization, full mailing address, email address, with indication of the presenter
- An indication of the topic (at most three chosen from the areas listed above) or suggestions for additional

Authors can submit their abstracts by emailing a Word document file to:

[secretariat@orsp.org.ph](mailto:secretariat@orsp.org.ph) and  
[racrobielos@yahoo.com](mailto:racrobielos@yahoo.com)

Deadline for submission of abstracts is September 15, 2009. ♦

## IN THIS ISSUE

This issue covers a lot! From the four ORSP **Technical Forums** held since the second half of 2008 to date, you will enjoy reading about the scholarly work of people involved in OR for sustainable development; discussions on OR teaching strategies; a workshop featuring an exchange of ideas between educators and practitioners, including among others, what more educators could do to have their graduates ready for OR work in the real world; reflections of one participant in this workshop; and lastly, OR as seen by a university professor, a supply chain expert, and an OR consultant.

**Student Chapters** who received their certificates are featured, as is the seminar that was sponsored by the University of the Philippines IEOR Department the sd. The **Student Congress** would be good reading, specially for De La Salle loyalists. The is likewise featured.

What is happening in the **international** OR scene? A first-hand account of conferences from three continents is in this issue. **New member announcements** show that a good number from all the sectors continue to join. If you are not yet a member, what are you waiting for?

The good news is that you can apply online through [www.orsp.org.ph](http://www.orsp.org.ph). The website has made it convenient for Filipinos working abroad to be a part of ORSP. The website has a lot of useful information, including back issues of the newsletter and a downloadable OR marketing material. The website also got and tallied most of the votes you cast during the recent election of the ORSP **Board of Directors**.

Meanwhile, the new Directors are waiting for the abstracts you have been working on for the **third National Conference** on November 13.

Happy Reading! ♦



## 2008-2009 Technical Forums

### Experts Show OR way to Sustainable Development



Speakers with the organizers: (l to r): Culaba, del Rosario, Mendoza, Domingo, de Guzman U and Gonzales



Guillermo Mendoza



Rhodora Gonzalez



Alvin Culaba

The Ateneo Auditorium was filled to the rafters with participants eager to hear from the experts talk about various aspects of OR role in sustainable development. This was no surprise because the afternoon forum held last August 2, 2008 featured a Balik-Scientist, a professor whose work in GIS brought her among the Ifugaos, and a leading figure in Sustainable Development Research. The speakers were respectively: **Dr. Guillermo A. Mendoza**, Associate Professor at the Department of Natural Resources and Environmental Sciences of the University of Illinois at Urbana Champaign, **Dr. Rhodora Gonzalez**, Associate Professor at the Department of Geodetic Engineering and the Training Center for Applied Geodesy and Photogrammetry of the University of the Philippines- Diliman; and **Dr. Alvin B. Culaba**, Director of the Center for Engineering and Sustainable Development Research at the De La Salle University – Manila.

The forum was opened by an introduction of the International Federation of Operational Research Societies (IFORS) by IFORS President Elise del Rosario and chaired by ORSP President Alleli Domingo. Dr. Culaba's talk on the *Tools and Techniques in Environment-Related Problem Domains* started from the premise that environmental problems resulting from urban and industrial pollution as well as natural and technological hazards keep growing as a result of ever increas-

ing consumption of energy and materials. He proceeded to discuss that these problems are complex in the same way that environmental systems are complex, dynamic, spatially distributed, and highly non-linear. As such, he showed that modeling environmental systems require the involvement of statisticians and applied mathematicians. He ended his presentation with an overview of OR tools and techniques that are highly useful in solving environment-related problem domains.

In his talk on *Integrating Operations Research Models and Social Science Methods for Sustainable Development: Some Case Studies*, Dr. Mendoza emphasized that sustainable development issues have been tackled by social scientists through descriptive tools while on the other hand, OR's broad systems perspective which lends itself well in addressing sustainability has remained underutilized. The speaker emphasizes that in order for OR to play a greater role, tools that are highly structured and prescriptive must give way to those that are more flexible, accessible, and able to accommodate wicked and messy systems which are encountered in sustainable development. The speaker ended by describing 'soft' OR tools that he helped develop and their use in various sustainability-related applications.

*Using GIS in Participatory Natural Resource Management: Watershed Management with the Ifugaos* brought the audience to a specific application of a "soft"

### Roundtable Discussion: Sharing Ideas, Finding Solutions

The first quarter activity of the ORSP held at the Asia Pacific College last March 14, 2009 featured a workshop for educators and practitioners. Entitled "Perspectives on the Teaching and Practice of OR," the day-long activity was started by **Elise del Rosario** with her talk on *Global and Local OR Communities*. Drawing from her involvement as IFORS President, she explained how OR societies in close to 50 countries all over the world are served by the international federation. On the local front, she not only traced the beginnings of the ORSP but also enumerated the problems and successes encountered by the local OR practice. She shared some tips from her experience on the key success factors for OR projects as well as characteristics common among good analysts. Her talk was followed by that of **Agnes Perez**, *A View from the Workplace*. As Manager of the OR Department of SMC, she talked about the skills required of OR workers in the workplace; the gaps between what is required and what is taught in the classroom; the nature of OR practice and concerns emanating from such. The third speaker, **Alleli Domingo**, UPLB faculty, spoke on *Mentor Matters* where she talked about the important role that OR teachers play and the background on the principal cognitive features found among today's learners. She also had the group think about exploring alternative approaches to teaching OR for which she had put forth some interesting examples.

The participants were divided into three groups, handed out questions starting off with the topics of the talks, and given time to share answers and experiences with their teammates. A recorder then summarized the findings of the group and reported for the benefit of the other teams.

By the end of the session, all the participants had the chance to talk about their problems and best practices in their respective areas. Practitioners also gave inputs to the educators on what make for effective OR workers, thus giving thoughts on how to make OR education relevant to industry. ♦

## Forum Tackles Teaching and Practice of OR

Distance and weather could not deter the more than 500 students who trooped to the Asia Pacific College Auditorium for the SAS Philippines-sponsored ORSP Technical Forum "OR in Education and OR in Action" last July 18, 2009. Participants, some coming from as far as Tarlac and Batangas, saw their enthusiasm rewarded as the three speakers of the afternoon took the stage and talked about their experiences in OR.

First up was **Aldo E. Sanico**, senior consultant for the Corporate Logistics Division of CTSI Logistics. He discussed how the Finished Goods Warehouse operations for a Packaging company were simulated to determine the optimal number of resources to fulfill the required service level. He then pointed out the impact his study had on the bottom-line of the 3PL (3<sup>rd</sup> Party Logistics)

which manages the warehouse. Finally, he showed how his work for a food-distributor used simulation to determine the optimal configuration of Depots (stock points) to serve customers in the Visayas & Mindanao. The process was animated using ProModel software.

**Dr. Nancy L. Eleria** of the University of Santo Tomas shared her experiences in the teaching and studying Operations research/management science in UST. She capped her talk on her academic experiences by going through a review of cases and related literature in OR pedagogy. She then tackled the application part by relating her experiences in applying OR with selected Philippine seaports where she used Data Envelopment Analysis (DEA) for benchmarking seaport performance in terms of cargo volume, passenger volume, service time,

effective berth length and ship call volume. She demonstrated how DEA was used to measure the effectiveness of reforms that were then subsequently made.

Having supported the analytics and modeling operations in Westpac, National Bank of New Zealand and Telecom NZ, Technology Practice SAS Philippines Product Manager, **David Burgess** drew on his extensive experience in Predictive Modeling and Data Warehousing in the financial Services and telecommunications industry to craft an engaging talk about OR in industry. He spoke not only about managing today's operational challenges with optimization but also of his work in the use of SAS in the development and implementation of propensity models, predictive models, credit scoring models and data-mart development. Mr. Burgess drew attention to how organizations focus not just on cost control, but also on value creation and preparing themselves to not just survive the downturn, but to come out of it healthier and more competitive than before. The program was ably handled by Rex Robielos who was later assisted by Alleli Domingo. Tokens and gifts for the speakers and student chapters were provided by RFM Corporation and Anvil Publishing, Inc. ♦

### ORSP Upholds the Scholarship of Teaching

In cooperation with the UP National Engineering Center, ORSP held its November 2008 forum on the topic of *Operations Research Teaching and Learning Strategies* on the afternoon of November 15 at the National Engineering Center Audio-Visual Room in UP Diliman.



Dr. Queena Lee-Chua

**Dr. Queena Lee-Chua**, a multi-awarded writer and professor of mathematics and psychology at the Ateneo De Manila University kept educators and students glued to their seats as she talked about developing a problem solving-culture. In an engaging and thought-provoking manner, Dr. Chua discussed national and local efforts to channel creative skills into math, while recognizing the importance of strengthening basic foundations. She listed aspects of Chinese-Filipino culture that facilitates high level problem solving as: more learning time; pattern recognition of Chinese characters and math symbols; peer influence and the Confucian tradition of hard work and discipline, parental supervision rather than professional tutors, and studies as opposed to extracurricular activities. On the other hand, enablers in the mainstream Filipino culture were pointed out

as: extensive parental support; early exposure to rigorous problem solving, confidence, concentration, perseverance; and excellent master teachers and good textbooks.

Based on comments during the mid-afternoon snack, the participants came out inspired to contribute to a stronger teaching and learning of mathematics in the Philippines.

Equally beneficial for educators but more so for the OR teachers is the succeeding panel discussion led by Alleli Domingo on *Sharing Best Practices in Teaching Operations Research*. ORSP President Alleli of UP Los Banos was joined by: Rex Robielos, OR Section Manager of Analog Devices General Trias and faculty member at the Mapua Institute of Technology; Dennis Cruz of De La Salle University Manila; and Alyson Yap of Ateneo de Manila University. The discussion focused on how Operations Research courses prepare students for life by equipping them with the basic skills required in the workplace. All the panelists shared their teaching strategies that to them worked best in nurturing interest to pursue OR-related careers. All the panelists highlighted the value of letting students do projects and case studies and of equipping them with the knowledge and familiarity with software tools of OR. The

session ended with Alyson's presentation of novel formulations and approaches to classical OR problems.

The forum was well-attended, with participants coming all the way from the Cordillera region, Nueva Visaya, Tarlac, Laguna, and Mindanao. ♦



Alleli Domingo, Alyson Yap, Dennis Cruz and Rex Robielos



Speakers share their strategies with the audience.



## STUDENT CHAPTERS

### De La Salle Dominates ORSP Students' Congress

by Tarin Tee



Winning DLSU quiz team poses with coach Cruz.

The annual Operations Research Society of the Philippines (ORSP) Student Congress was held in the Little Theater of the William Shaw Hall in De La Salle University-Manila last February 28, 2009. The culminating activity was the traditional Quiz Contest. Competing in the contest were: Ateneo de Manila University, De La Salle University-Manila, Mapua Institute of Technology, Tarlac State University, University of Santo Tomas, University of the Philippines-Diliman, and University of the Philippines-Los Baños. The first round started with only four schools scoring namely, Ateneo, La Salle, Tarlac State, and UP Los Baños. Mid into the first round, UP Diliman was in the lead with 150 points and La Salle close by with 140 points while the defending champions, Ateneo, had a slow start with 80. At the end of the first round, La Salle was tied with UP Diliman. The La Salle team made a run at the start of the second round and finished off the quiz contest leading by a hundred points against UP Diliman and 190 points against Ateneo. The final scores were 410 for La Salle, 310 for UP Diliman and 220



UP Diliman quiz team smiles at runner up finish.



Coach Yapp poses with Ateneo de Manila quiz team.

for Ateneo.

La Salle came back with a vengeance from last year's competition where they were unable to make it to the top three. Team members Alvin John Chua, Raymond Christopher Cuesico, Pingylene Castaneda, Eduard Ong, and Tarin Tee proudly received their medals as they recaptured the crown for De La Salle.

The Student Paper competition was also won by a group of Lasallian students. The study done by Victor John Cantor, Martha Tan and Rachelle Yu entitled "A Performance Measurement Framework Considering Undesirable Outputs, Exogenous Inputs and Missing Data using additive DEA Model" was selected as the best among the papers presented.

La Salle may have lost in the UAAP but they regained their place in the ORSP. ♦

#### Of Soft and Technical... (cont. from page 5)

while a soft skill is generally learned by observing the behavior of other, mostly ordinary, people; 2) technical skill is developed through practice while a soft skill is more innate in nature; 3) technical skill needs to be always updated while soft skills are generally stable and are significantly influenced by tradition and conventional beliefs or culture. I think that the category of "communication" shall have to be reclassified as a technical skill, for the following reasons: More often than not, communication now is non-personal in nature, made possible through the internet and learning management systems (Moodle, Edu20). Secondly, communication is no longer just defined according to its being verbal or non-verbal in nature. A message is no longer just a word, a num-

ber, or a symbol. Information technology has created a venue for a message to become a piece of information, a mathematical formula, or a model for a higher form of knowledge. Thirdly, a person is no longer a necessary ingredient for a message to be transmitted. Machines can now communicate with each other.

So how does one teach OR, the embodiment of a technical skill? Below is a step by step process I culled from the Roundtable discussions: 1) Introduce a model through real-life or hypothetical examples which will arouse the enthusiasm of the students. 2) Solicit actual cases that the students may have encountered in real life where the model may apply. 3) Solve problems together in class or in groups with the instructor as an adviser, not as a teacher. 4) Initiate an actual project for the

### Student Chapters Recognized in the August 08 and July 09 Forums

In conjunction with the August 2008 forum held at the Ateneo de Manila, Certificates of Membership were awarded to the representatives of the eleven Student Chapter members, namely, Adamson University, Ateneo De Manila University, Colegio De San Juan de Letran, De La Salle University-Manila, De La Salle University-Lipa, Mapua Institute of Technology, Tarlac State University, University of Batangas, University of Santo Tomas, University of the Philippines - Diliman, and University of the Philippines - Los Baños. New members recognized at the forum were new Academe member, Maureen G. Valerio and four Institutional Memberships to Adamson University represented by Nestley I. Sore, and Maida A. Dela Cueva, FEU-East Asia represented by Zeny J. Lontoc, TIP-Manila represented by Ma. Teodora E. Gutierrez and Bismarch M Dela Rosa, and TIP-QC represented by Rosalia F. Gabuya, and Jaypy T. Tenerife.

Meanwhile, the the most recent July 2009 forum was witness to the presentation of certificates of membership to the Student chapter representatives represented at the forum, namely: Adamson University, University of Batangas, Mapua Institute of Technology, Ateneo de Manila University, Colegio de San Juan de Letran, Tarlac State University, University of Sto Tomas, UP Diliman and UP Los Baños. Each of the student chapter leaders were given time to relate their student chapter activities. ♦

class or group through an application of any OR model in the industry. 5) Let the students present their project over a panel, preferably with the presence of the owner of the project from the organization or company where the model was used.

The above method illustrates how the role of the teacher has changed- from a dominant lecturer to a mere facilitator. Thus, a lot of the soft skills make learning such a technical skill as OR, possible. As educators, we need to provide the caring, attention, compassion, and kindness that pave the way to life-long learning and open minds. ♦

## UPIE/OR Forum shows students OR application in industry *by Roana Bianca C. Reyes*

The UP Department of Industrial Engineering and Operations/Research held "Making OR Work for You: A Forum on Industry Practices of Operations Research" last March 7, 2009 at the UP Diliman Engineering Auditorium. "When you learn concepts inside the classroom, sometimes things get too theoretical," says Sophie Butacan, a 4<sup>th</sup> year BS IE student and forum participant. "I'm glad that through this, we can learn about how our lessons in OR can be applied in real life." Mr. Raymond Lu, UPIE instructor adds, "As a teacher, one of the most common questions students ask you is: Will I ever use this subject after college? This forum addressed this question." Helping address this question were talks from three professionals, aiming to show students how OR concepts are applied to solve various problems in the industry.

**Keeping OR in the students' feasible region of careers.** In the first talk entitled "To OR or Not to OR", Prof. Elise del Rosario, President of International Federation of Operations Research Societies, enumerated several examples from her experiences how OR was used to solve a wide range of problems – from the private sector (San Miguel Corporation's decision in converting from wooden to plastic pallets) to the public sector (optimizing power generation). "You don't have to be brilliant [in OR]," insists Prof. del Rosario, inspiring the students to keep OR in the feasible region of their future careers. She listed several important characteristics for those who want to pursue OR in the future, such as the interest to put order into messes, having the genuine desire to help decision-makers, and being diligent enough to see a project until the end.

**Transcending the technical language barrier.** Next, Prof. Rolando Ramon Diaz, Vice President of Puyat Steel Corporation, shared an application of OR in

steel sheet manufacturing in his talk entitled, "Jobshop production scheduling using Mixed Integer Linear Programming." When asked about the most difficult challenge he has faced in applying OR in the industry, Prof. Diaz answered that it was "transcending the technical language barrier." The OR analyst, he says, must be able to translate the results and benefits in simple, easy-to-understand terms.

**OR and KFC.** "Where speed, affordability and availability is critical, OR is essential," declares Prof. Marlene Gutierrez, Central Planning Manager of KFC/Mr. Donut Philippines, in her talk "OR in Action in the Food Service Industry." She shared how the fast food company uses OR in its operations such as optimization of chicken sourcing and delivery routes. She recounted a time when they had to settle for a suboptimal solution for vehicle routing because it was taking too long to solve for the optimal solution. Still, the heuristic gave better results than the status quo.



*D. Cagape thanks del Rosario, Gutierrez, & Diaz*

**OR as tool.** In closing, UP Diliman instructor of Operations Research, Denis Cagape, again invited the students to consider the idea of fitting the OR field in their future. "You don't have to be labelled as an OR analyst to practice OR," he concludes. He encouraged the students to see their OR knowledge as an effective tool available at their disposal whichever career they choose to take in the future. ♦

## Of Soft and Technical Skills: Suggested OR Educator Strategies *by Edwin J. Loma, APEC*

Intimate and fruitful! The March 14 workshop featured only three main speakers who provided points for discussion of the participants who spent most of the day sharing ideas and experiences.

One of the speakers, Agnes Perez, echoed an article on the types of skills required of OR analysts in the workplace. This was very interesting to me as someone from the academe, where the main concern is bridging the widening gap between youth education with the needs of the industry now and in the near future.

The study involved gathering of more than 1,000 ads for OR jobs, listing and classifying the keywords occurring in the text, counting the ads that contained each keyword and inferring the skills that employers required from the results. The categories created were further classified into any of the two main types of skills, namely, technical skills (Operations Management, Modeling, Statistics, Programming, Spreadsheet and DB, and Basic IT) and soft skills (Communication, General Analytic, Project Management, Leadership and Team-related).

The top 5 sets of skills which comprise 45% of the 11 total categories created specifically for the study were, in their order of importance: Communication, Operations Management, Modeling, Statistics, and Programming. Four out of the five categories are earlier classified as technical skills, from Operations Management down to Programming while only one category, Communication, in the top of the list, is classified as a soft skill.

To differentiate between technical and soft skills, I came up with the following: 1) technical skill is learned by adopting a model created by people who are recognized as experts in their own field

*(continued on page 4)*

## Experts Show.... *(continued from page 2)*

scientific sustainability tool applied to the Northern Philippine region. Dr. Gonzalez showed how geographic information systems (GIS) technology has come to offer a way by which to manage the planet's resources and how it could be better harnessed by getting the participation of non-technology experts who may have

crucial environmental information to share. The speaker talked about how isolated rural farmers of Ifugao engaged in collectively interpreting aerial-photographs and satellite images and tracing their successful tradition in terraced agriculture. She concluded by stressing the importance of the participatory method which in this case, has coupled

the expert-dependent use of the technology's integrative spatial analysis capability with that of the local people's intimate knowledge of their own space.

Since responding to all the open forum questions proved unsustainable, ORSP Secretary Malu de Guzman U stepped in with her summary of the day's talks and exchanges. ♦



## President's Corner

by Alleli Domingo

We live in exciting times – “the best of times, the worst of times,” in the words of Charles Dickens. It was a fruitful year for ORSP Technical forum series in 2008 addressed the needs of OR practitioners, the environmentally-conscious, and educators as well as learners. We generated interest from audiences outside of Metro Manila, expanding the circle of OR enthusiasts.

Wise decision making is crucial in a rapidly changing world. Operations Research will continue to gain relevance as the workplace requires skills that enable the negotiation of life's complexities. The Secretary's Commission on Achieving Necessary Skills (SCANS), U.S. Department of Labor reported in 2002 that thinking skills mean “thinking creatively, making decisions, solving problems, seeing things in the mind's eye, knowing how to learn and reasoning.”

By virtue of its interdisciplinary nature as a field of study, Operations Research promotes collaboration. Today's society demands the teaming of specialists to accomplish complex tasks in ways that are efficient, effective and timely.

The challenges of an ever-flattening world must keep us on our toes. We have a key role to play in the management of organizations continually subjected to unprecedented alterations. Planning, managing, scenario-building, anticipating contingencies – all of these require the flexibility and creativity supposedly possessed by someone exposed to any form of OR training.

Change is in the air. The soaring rate of the rate of change leaves us with so much to be done. But aren't we all in this together? We are grateful for the partnership we enjoy in the OR community. ♦



The 2009-2011 Board at their first meeting from left to right: Jaypee Tenerife, Nancy Eleria, Shella Tan, Agnes Perez, Francis Miranda, Jed Loma, Rex Robielos, Mylin de la Cruz (secretariat), Alleli Domingo, Iris Martinez, Dennis Cruz (for Dennis Beng Hui), Elise del Rosario, and Maki de Guzman U.

## 2009-2011 Board.... (continued from page 1)

is currently Assistant Chair of the UP Dept of Industrial Engineering and Operations Research. She earned her BSIE (cum laude) from UP Diliman in 1993 and M. Engg in Precision Machining Systems from the Tokyo Institute of Technology; **Francis Miranda** is Manager of the Integrated Planning and Business Analytics of Zuellig Pharma. In this role, he oversees operations research, market research and business planning functions as well as new company initiatives. He completed his MSIE from Purdue University in Indiana and earned graduate units in finance from Harvard University. He is a graduate of BSIE from DLSU, a Certified Financial Consultant (CFC) and Certified Management Accountant (CMA); **Marie Shella Tan** is an OR Senior Analyst at the San Miguel Corporation and earned her BSIE degree from the DLSU in 2000; **Jaypee Tenerife** earned his Master in IE and Mgt at the PUP and is currently pursuing his Ph.D in Industrial Engg (major in Ergonomics) at DLSU. He is a faculty member of the IE Dept. and Assistant Quality Assurance Manager of TIP from where he earned his BSIE degree. He has extensive training in Cleaner Production, Quality Mgt Sys., Internal Audit and Total Quality Mgt.

They join the old hands in the Board led by **Alleli Domingo** who is an Associate Professor, Institute of Mathematical Sciences and Physics at UP Los Banos. She earned her MS in Mathematics from the University of Melbourne in Australia. **Ma. Lourdes de Guzman U** obtained her Ph. D. in Ind Engg from Purdue University. She is a graduate of BS Mathematics, ADMU and MS Applied Math, major in OR, U.P. Diliman. After working as a supply chain analyst, consultant, and trainer, she is now teaching OR and statistics at the ADMU John Gokongwei School of Management. **Agnes Grace Perez** is Manager of the OR Dept at San

Miguel Corporation. She obtained her MS in Management Science from the Imperial College of Science and Technology and is a PhD candidate at Columbia

**Bonn, Germany 23rd European Conference on Operational Research, Jul 5-8, 2009:** EURO is one of the four regional groupings of IFORS and the Administrative Committee (AC) meets at any of its regional conferences in Asia, North America or Latin America when it is not an IFORS conference year. A productive AC meeting was capped by the welcome conference cocktails near the



Elise presents IDL Award to C. Papadimitriou

Rhine. The cocktails served a lot of different beers, and sausages, enough for its more than 2000 delegates!

Highlights of the conference included the awarding of the EURO Gold Medal to Jacques Benders of Eindhoven, and Frank Kelly of the University of Cambridge. I remember struggling with large size problems and we found the answer in Benders decomposition. The IFORS Distinguished Lecturer for this meeting was Christos Papadimitriou who talked about computing equilibria. His work has been applied to various disciplines, and he has to say these about students: “I would say that, quite generally, computer scientists are going to find themselves interacting more with other fields.

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University School of Business. **Dennis Beng Hui** serves as Assistant Professor at DLSU from where he obtained his MS and BS degrees in Industrial Mgt. and Engg. He is currently pursuing his Phd in IE. **Rex Aurelius Robielos** is a Faculty Member of the School of IE and Engg Mgt at the Mapua Inst of Technology and Section Manager of the Operations Research Group at Analog Devices General Trias. He obtained his undergraduate degree in Applied Mathematics from UP Los Banos and his MSIE from UP Diliman. **Elise del Rosario** serves as Board Adviser. The elected ORSP Board of Directors will serve for the period 2009-2011. ♦

## A Glimpse of OR Events in Three Continents *by Elise del Rosario*

**Johannesburg, South Africa 18<sup>th</sup> IFORS Triennial Conference Jul 13-18, 2008:** As IFORS President, I opened the Conference and stressed the leadership role of South Africa in the region. I also greeted the African people on the 90<sup>th</sup> birthday of Nelson Mandela, *Madiba* to them. SA Minister Mangena talked about the need for OR in a country that has to deal with the pressing issues of HIV/AIDS, poverty, unemployment and crime. OR's relevance to the African situation was highlighted with the Plenary Speaker on Humanitarian Logistics, Luk van Wassenhove showed how OR logistics tools (which have been available to big business) are belatedly being applied to bring effective and efficient relief to disaster areas.

The close to 700 participants scurried from session to session, trying to make the most of the 600 papers being presented in several parallel sessions within the Sandton Convention Center. While I attended all the plenary sessions, parallel sessions presented more of a problem, since I had to meet with a lot of people. I managed to present my paper, though, in the session organized by John Ranyard. Four speakers in the parallel session took turns sharing experiences and tips for ensuring success in OR consulting. The administrative meetings ate up most of my time, but gave me a chance to connect with new and re-connect with old friends and colleagues.

One of the two dinner events organized was the President's Dinner, made special by the fact that this was the 50<sup>th</sup> Anniversary of IFORS. I called on six past presidents present and recognized their contributions. Of course, a "family photo" with the country representatives capped the affair. The Banquet was a much bigger gathering, with all the participants to the conference gathered for the night of dancing. During the program, each of the 48 national society representatives was called onstage to receive the IFORS 50<sup>th</sup> token. Receiving the plaque for the Philippines was Mar Castano, resplendent that evening in his *Barong Tagalog*. Organizer for this event was Mike Trick who made sure everyone knew what they were expected to do for the ceremonies.

For the traditional conference mid week outing, Bing and I opted for the Apartheid Museum. Being "coloreds", we were made to use an entrance different from those used by the whites. We immediately

had a taste of the apartheid years. We also had a chance to go down deep into an old gold mine. After the conference, we went for our safari, saw the Big 5 and a lot of the smaller ones, too!

**Nanjing, China Quadrennial Operations Research Society of China Congress Oct 18-21, 2008:** Below are excerpts from the article written by De-gang Liu:

Attended by over 450 participants, the conference has traditionally been convened every four years, supplemented by a biannual academic conference. The Congress featured plenary talks, paper presentations, the ORSC election, competition, and committee meetings. Plenary talks by Elise del Rosario,



Participants pose for the conference group picture.

Jong-Shi Pang of the University of Illinois, and Xiang-Sun Zhang of the Chinese Academy of Sciences opened the conference. ... An award was bestowed on Minyi Yue for his devotion to OR research in China and his academic contributions. He is considered one of the founders of OR in the country and a well-known professor in the areas of combinatorics, queuing theory, and scheduling. ... The conference was not only academically enriching also afforded a lot of opportunities for social interaction through several banquets and the one-day outing to Yangzhou.

ORSC2008 was a successful conference and I was personally impressed with the huge turn out. After the conference, we visited Beijing, Shanghai, and Xi'an. The Terra Cotta Warriors were a sight to behold! The grand edifices I saw reminded me again of how rich and continually evolving Chinese culture is.

**London, UK Tribute to Jonathan Rosenhead @ 70, London School of Economics Apr 16-17, 2009:** This two-day conference was organized to mark the 70<sup>th</sup> birthday of Jonathan Rosenhead. One of the leading figures of Soft OR, he had always helped with the projects of the IFORS Developing Countries Committee which I chaired. Although it was mainly IFORS that kept us working together, I always had deep respect for his views and his work. However, the two days I spent talking to and listening

to his associates over the years made me more familiar with other aspects of his work, his career (he ran as an MP!), and of course, his family. Conference tracks included: Health, Community OR, History (of which Saul Gass was a panelist), Development, Social Responsibility and Academic Work, and Problem Structuring Methods. I was part of the Development session, together with Graham Rand and Victor Vidal. To share where Jonathan's passion comes from, allow me to quote him:

...Relatively unproblematic transfer of techniques can occur only in the more developed sectors of developing countries. Indeed it is probably true to say that the bulk of OR work in the Third World to date has not dealt directly with the crucial problems of development. The brute facts of poverty and polarisation of wealth, of rural squalor, and urban migration, of hunger and disease, of external dependency and internal exploitation have as yet rarely featured as the focus of operational research activities... There is a strong case therefore, for operational research to address the pressing and significant problems of underdevelopment directly. There is no shortage of important tasks in which OR could help – to alleviate or remove some of the symptoms of under-development or even to impact on its underlying causes. This is not work, however, for which ready-made methods and transferable experiences are available from Europe or North America. The approach can only be worked out in the countries where the problems exist, where professionals who are in touch with local realities...

I chaired at the Testimonial dinner and had the opportunity of introducing Colin Eden of the University of Strathclyde and his very memorable musings on soft OR and Jonathan.

After the conference, we took the opportunity to visit Hampton Court, Stonehenge, Bath, Stratford-von-Avon, Stow-on-the-Wold, Llangollen, Wales, Chester, Lake District, Gretna Green, Edinburgh, Abbotsford, York, and Stamford. This trip changed the image I had of England as drab and dreary. Its natural beauty surely had a profound effect on its great writers, some of whose abodes we were lucky to visit.



Jonathan Rosenhead with Saul Gass

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## Welcome Members and Student Chapters

This newsletter issue welcomes new members who have joined from the second half of 2008 to date.

From the **Academe**, **Elnora T. Lucero** made history as the first ORSP member to apply and get accepted on line September 9 of last year. Elnora is an Industry Lecturer in the IE Department of TIP-Manila. **Dr. Ma. Cecilia C. Carlos** filed her application after participating in the ORSP Workshop for Teachers and Practitioners. She is a Professor at the School of IE-EMG, Mapua Institute of Technology. **Ronald P. Mariano** is an IE Instructor at the School of Engineering, Colegio de San Juan de Letran. From the University of the Philippines are **Richard C. Garcia**, a graduate student of the Department of Mathematics and **Brian C. Gozun** who is Assistant Professor at the College of Business Administration in Diliman. **Recto Rex Calingasan** is currently Associate Professor of Math and Physics Department of University of Santo Tomas College of Science.

From the **Industry** sector, Five new members are **Chericelle O. Galvez**, who applied on line from her office in Dubai, UAE, A junior Project Control Engineer in the Business Development Department of Hill International (Middle East) Ltd., her field of specialization include Project Planning (PERT-CPM), Scheduling, layout Design, Optimization, Decision. Meanwhile, the newest OR Assistant at the San Miguel Corporation admitted into membership is **Anthony Mark C. Chan** earned his BS Mgt Engg at ADMU. **Albert Serote** specializes in modeling and optimization and is affiliated with the Industrial Engineering Department of ST-Ericsson. **Bryan Py** is an Operations Research and Economic Analyst at the Integrated Planning and Business Analytic Dept of Zuellig Pharma Corporation. **Manuel Tolentino Jr.** currently Resident Senior Architect of Arif and Bintoak Consulting Architects & Engineers.

**Institutional** members joining ORSP include **Adamson University** which des-

ignated **Nestley I. Sore** and **Maida dela Cueva** as its representatives. Likewise, the **Technological Institute of the Philippines-Manila Chapter** was accepted into membership with **Ma. Teodora E. Gutierrez** and **Bismarch M. Dela Rosa** as members. **Social Security System** has likewise joined the Institutional list of members, assigning the ORSP membership to its Department Head for Operations Research, **Carmen O. Soriano** as well as to **Daisy S. Real**, Assistant Vice President of the Competency and Performance Management Department as representatives.

Two new student chapters were likewise added during the period, namely, **De La Salle University-Dasmariñas** as well as the **University of Batangas**.



Maida dela Cueva



Bismarch Dela Rosa



Chericelle Galvez



Richard Garcia



Brian Gozun



Ma. Teodora Gutierrez



Elnora Lucero



Ronald Mariano



Bryan Py



Nestley Sore



Carmen Soriano



Manuel Tolentino Jr.

## ORSP in South Africa

by Mar Castaño



The IFORS Conference Banquet in the evening of 16 July 2008 was held at the main Ball Room of the Sandton Convention Center. The

main event of the evening is the recognition of the national member OR organizations that comprises the IFORS family on the occasion of the 50<sup>th</sup> anniversary of IFORS. I was tasked to receive the plaque of recognition on behalf of the ORSP from Elise Del Rosario, the IFORS President. The 18<sup>th</sup> Triennial IFORS conference closed on Friday, July 2008 with the delegates being invited to come and visit Melbourne, Australia for the next IFORS conference in 2011.. ♦

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*encourage my students to go completely wild in their curriculum, to go out and learn not only that which they think they should learn in order to be good computer scientists—usually mathematics and programming and engineering and so on—but learn about everything else, about psychology, economics, about business, about biology, about the humanities.*

*I think the future belongs to programmers who are well-rounded people who have diverse interests, who are flexible, who understand deeply other fields and are ready to transform them.*

Transform from business to leisure is what we did. Munich was the next stop, where we did not pass up the chance to visit the Hofbrauhaus and the German Science and Technology Museum. It is not only a museum, but an effective classroom! I was reminded of the Exploratorium in San Francisco, but it definitely pales in comparison. On the personal side, this conference was followed by a very relaxing Danube cruise which passed by the towns of Passau, Melk, Vienna, Bratislava, Budapest, Esztergom, and Linz. More than once did I suppress the urge to sing, "The hills are alive...." The Germans do know how to use science to keep everything clean and green!

**On the whole**, this period has been very busy for me. I never cease to be amazed at how much I don't know, how much more I have to learn, personally and academically, every time I come back from these conferences cum vacations. ♦

If undelivered, please return to:

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