



7th National Conference Keeps Pace with the Business Analytics Revolution

by Conference Chair, Marie Shella Tan-Mariscal

November 8, 2013 may be remembered as the day typhoon Yolanda hit but ORSP history records it as the date of its 7th annual conference. With the theme *Keeping Pace with the Business Analytics Revolution*, the conference was held in Eastwood Richmond Hotel with expectedly lower than average attendance. Coming all the way from Tai-

wan, INFORMS-seconded speaker, Grace Lin gave new perspectives on how analytics can be a part of day-to-day life, drawing from her wealth of experience on projects she is leading in Taiwan. Three other plenary speakers discussed analytics while touching on the relevance of their product offerings in this field. **Christine Dizon** of SAS and **Oscar Villadolid** of SAP talked about using Analytics to deal with Big Data. Villadolid discussed how SAP can help transform data into useful information. **Lope Doromal** of IBM talked about Entity Analytics in improving customer service while preventing fraud. He explained how this type of analysis derives entities that are the same notwithstanding efforts to mask or hide them, and detects relationships across large, sparse, and disparate collections of data such as in Electronic Health Records or Bank Accounts. Lastly, **Grace**

Lin of the Advanced Research Institute of the Institute for Information Industry in Taiwan, talked about the opportunities and challenges in realizing the value of Big Data Analytics. She also shared III ARI's efforts in developing and applying Big Data Analytics in addressing Smart Living opportunities. The plenary talks were concluded with an open fo-

rum, which was moderated by Jaime del Rosario. After the hearty lunch buffet, 12 research papers were presented in three parallel sessions, with Jaypy Tenerife and Edwin Bunag as session chairs. The sessions were classified into: *Marketing and Customer Relationship Management*, *Capital / Financial Management and Economics*, and *Supply Chain and Operations Management*. Aside from the paper presentations, an Excel Solver Tutorial was given by **Dhesirey Sio**. It introduced the use of MS Excel Solver for optimization of linear programming models, which serve as guide to decision-making in organizations.

After the breakout sessions, participants again gathered in the Ballroom for the Plenary Tutorial entitled *Presentation: A Key Skill for Analytics* by **Rodolfo 'Dups' de los Reyes**. He discussed the importance of presentation skills in the quantitative and logical discipline of analytics. The session entertained even as it imparted knowledge, making people oblivious of the overtime. At the Business Meeting, ORSP President Francis Miranda gave an overview of the activities and plans for the year. Juanito Chan from Ateneo Graduate School, and Angeline Laddaran from the University of the East, Manila were inducted as new members. De La Salle University – Dasmariñas was also awarded a certificate as a new institutional member. Overall, the event was a success despite the inclement weather. ♦



Christine Dizon, Oscar Villadolid, Grace Lin, and Lope Doromal deliver plenary talks.

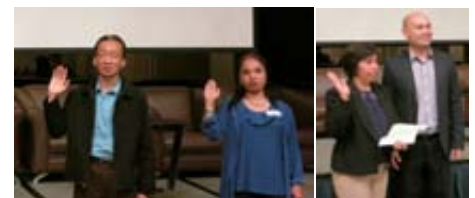
rum, which was moderated by Jaime del Rosario. After the hearty lunch buffet, 12 research papers were presented in three parallel sessions, with Jaypy Tenerife and Edwin Bunag as session chairs. The sessions were classified into: *Marketing and Customer Relationship Management*, *Capital / Financial Management and Economics*, and *Supply Chain and Operations Management*. Aside from the paper presentations, an Excel Solver Tutorial was given by **Dhesirey Sio**. It introduced the use of MS Excel Solver

for optimization of linear programming models, which serve as guide to decision-making in organizations.

After the breakout sessions, participants again gathered in the Ballroom for the Plenary Tutorial entitled *Presentation: A Key Skill for Analytics* by **Rodolfo 'Dups' de los Reyes**. He discussed the importance of presentation skills in the quantitative and logical discipline of analytics. The session entertained even as it imparted knowledge, making people oblivious of the overtime. At the Business Meeting, ORSP President Francis Miranda gave an overview of the activities and plans for the year. Juanito Chan from Ateneo Graduate School, and Angeline Laddaran from the University of the East, Manila were inducted as new members. De La Salle University – Dasmariñas was also awarded a certificate as a new institutional member. Overall, the event was a success despite the inclement weather. ♦



Dups de los Reyes starts with an energizer.



Juanito Chan, Angeline Laddaran, Alice Descallar take their oath of membership.



Beng Hui, Miranda, Mariscal, Martinez, del Rosario, and Bunag all smiles after the conference

Workshop Tackles Systems Thinking and System Dynamics

by Edwin Bunag

As problems become more complex, the need for an innovative approach to decision-making becomes a challenge to decision makers. In response to this challenge to improve the way decisions are made, the Operations Research Society of the Philippines (ORSP) in cooperation with Technological Institute of the Philippines (TIP), organized a two-day workshop on Systems Thinking and System Dynamics on May 9 and 10, 2014 at TIP Quezon City.



Dennis Beng Hui introduces the causal loop.

The technical workshop was facilitated by a team of experts headed by Dennis Beng Hui together with Victor Paolo Reyes and Emil Fernandez from De La Salle University's Center for Operations Research / Management Science. The workshop introduced the concepts and tools in understanding complex systems using system dynamics.

On the first day, participants learned the basic principle of systems thinking and its role in policy making. The workshop provided a chance for participants to simulate the supply chain system with the "Beer Game" and to understand how the system behaves as changes in the decision from certain units are introduced. Several examples from business, sciences, and social systems were also used to illustrate how systems thinking enables a holistic approach to understand the problem environment. Introduction to basic principles was followed by a tutorial on creating a causal loop diagram (CLD) using the computer software, VENSIM.

On the second day, participants worked extensively with VENSIM through vari-

ous cases such as the "The Flu Model", "The Population Model", and "The Predator-Prey Model". Participants created their CLDs and developed stock flow diagrams as they built their simulation models. The last part of the workshop provided for a discussion of SD validation tools for assessing SD models. The workshop ended with Hui's reminder that, "Systems thinking and system dynamics is a never ending process of learning about how systems behave and why they behave in a certain way."

Participants came from the academe and business industry, as follows: Analog Devices, Inc. - Herwina Richelle Andres, Homer Cruzado, Kim dela Rea, Jerald John Buraga; Xavier University-Ateneo de Cagayan - Ingrid Yvonne Madrial; MAPUA - Josephine German, Jenalyn Shiguella Yandug; De La Salle University-Dasmariñas - Marlon Pareja, Ma. Lourdes Parcoero, Ma. Socorro Bunda, Ma. Estrella Natalie Pineda, Edwin Bunag; Nielsen Company - Rafael Olympia, Rizza Dadivas; San Miguel Corporation - Anthony Mark Chan, Marie Shella Tan-Mariscal; Manila North Harbour Port, Inc. - Sandi de la Vega; Holy Angel University - Melani Cabrera; and Technological Institute of the Philippines - Jaypy Tennifer. ♦



Top, participants display certificates. Above, facilitators Victor Paolo Reyes & Emil Fernandez explain concepts and examples.

Technical Forum Goes Green

by Edwin Bunag

ORSP held its 2014 technical forum series with the theme "GREEN ANALYTICS: Bridging the Gap Between Economic Growth and Environmental Protection" last August 16, 2014 at the Ugnayang La Salle of De La Salle University - Dasmariñas, (DLSU-D) in Cavite. With co-sponsor DLSU-D, a school that has made its campus a showcase of what it is to go green, the forum aimed to show the possibility of incorporating environmental issues when analyzing supply chains and problems in business and government planning. The venue seated the biggest audience of an ORSP forum—1,231 participants in all.

The event started with a welcome message by Johnny Ching, Dean of the College of Science and Computer Studies (CSCS) DLSU-D, who expressed his appreciation for ORSP efforts at promoting the use of OR in protecting the environment and promoting sustainability. He also stressed the need for more relevant researches and encouraged the participants to work together by doing collaborative research relevant to the theme of the forum. In the opening remarks given by Elise del Rosario, the participants were given a brief update of the activities of the IFORS (to which ORSP belongs) since she just came from the IFORS conference in Barcelona. She touched on the ORSP participation in the international community.

The three guest speakers offered a wide perspective on the issue, representing the academe, government, as well as business and NGO sectors. Marlon Pareja, DLSU-D



Marlon Pareja discusses DLSU-D environment initiatives.

Director at the Environment and Resource Management Center and Biological and Science Department faculty presented the role and application of systems thinking in

the academe in his talk on *Systems Thinking in Solid Waste Management*. The talk revolved around the DLSU-D experience on understanding systems thinking approach on solid waste management. He presented data gathering and analysis methodologies in coming up with an eco-friendly and sustainable solid waste management system that is now recognized by national and international institutions. Participants saw the role systems thinking played in improving DLSU-D's waste disposal system and how income generated from this was used to install solar powered lamp posts and fund other expenses in maintaining a green environment within the campus.

Creation of sustainable solutions for business industries was the focus of the talk *Going Green to Gold* by Jeremiah Dwight Sebastian, President of the Pollution and Control Association of the Philippines Inc. He started his talk by presenting climate change, and the amount of pollution generated by human activity. This was followed by the presentation of different points of view of selected business sectors and industries on environmentally relevant approaches and procedures towards the creation of

sustainable solutions like the use of paper bags versus plastic bags. He showed short video clips of specific strategic actions taken by companies to respond to the environmental challenges.



Ma. Valle A. Congzon, Supervising Tourism Operations Officer of the Department of Tourism, showed how the Philippine government is responding to the need to protect the environment while increasing tourism revenues in her talk on *Philippine Ecotourism*. On the premise that more tourists means more jobs, she discussed the National Ecotourism Strategy (NES) in detail - how it can generate income, increase employment, and provide an integrated management plan for a comprehensive direction on ecotourism development in the Philippines.

Among the participants of the forum were students and faculty from Aquinas University, Asia Pacific College, Cavite State University, Colegio de San Juan de Letran, De La Salle University – Dasmariñas, Enderun College, Holy Angel University, San Sebastian College, St. Scholastica's College, Tarlac State University, Technological Institute of the Philippines – QC, University of Perpetual Help, University of the Philippines – Diliman, University of the Philippines– Los Baños, and University of Santo Tomas. ♦

ORSP Christmas Past and Christmas Present

Even as Christmas is around the corner, memories of Christmas 2013 still lingers. It was one of the earliest Christmas parties, having been held in November 26 at the Richmond Hotel in Eastwood where a hearty buffet spread and the games prepared by the traditional Christmas party game host, Jaime (Bing) del Rosario awaited the members.

The Guess Who, Guess What game divided the group into 4 teams of 5. Each team member took turns guessing the assigned word based on his teammates' answers to his questions. *Fictional characters* (e.g., Sponge Bob) ,*Real People* (e.g., Gallileo), *Places*, *Things You Can Buy* and *Something to Eat* were the classifications of words to be guessed.

People chose from multiple choice answers to questions by lining up behind the letter of their choice. The team with the most remaining members won. In Disc Jockey, teams were given one minute and unlimited CDs to throw onto a table while staying on their designated areas. The team getting the most number of discs on the table wins. Teams took turns heckling each other.

In the traditional Guessing Game, everyone was given time to determine how much the total amount of P10, 20, and 50 peso bills were inside a one meter diameter circle. The trick is that some of the bills are fake. Winning this game was Jed Loma, who used his winnings to outbid the others at the Auction which followed. Participants placed bids for a pre-cooked, ready to serve roast turkey, redeemable from the hotel .

All members and guests thoroughly enjoyed the memorable evening which got them eating and playing to their hearts' content with old and new friends. ♦



E. Del Rosario, J. Tenerife, J. Chan, S. Mariscal, R. Briones, F. Miranda, R. Po, A. Matias, L. Grepo, E. Jalao, I. Martinez, and R. Robielos get ready for the dinner and games.

Student Federation Elects Officers

by Ronelle Anne V. Bombales, UST

A new set of officers for the Operations Research Society of the Philippines Student Federation (ORSP SF) was elected last May 17, 2014 at Technological Institute of the Philippines – Quezon City, HRD Training Room. On hand to oversee the activity was ORSP’s Chair of Student Federation Affairs, Jaypy Tenerife.

Representatives from each of the nine participating schools took part in the election of the new set of officers for academic year 2014 – 2015, with the following results: President: Zak Ferrer, UP Diliman; Vice President: Samantha Concepcion, DLSU Manila; Secretary: Ronelle Anne Bombales, University of Santo Tomas; Treasurer: Aliya Luisa Dalmacio, UP Diliman and Auditor: Pauline Hannah Dizon, UP Diliman. Apart from the officers, the following comprise the Board: Maria Isabel Leuterio, UP Diliman; Gabrielle Formoso, DLSU Manila; Robert Raven Silva, Asia and the Pacific College; Justine Aethelbert Reyes, UP Diliman; Julius Kristian Conol, UP Diliman; Jeggy Filart, Ateneo De Manila University; Ian Benedict Almeida, University of Santo Tomas; Donita Rose Sancebuche, LPU – Laguna; Juancho Jimenez, Ateneo De Manila University; and Aeroll Nikko Advincula, DLSU – Dasmariñas.

Apart from the election, the general membership meeting also covered a review of the processes involved in renewals and new membership applications,



ORSP SF Board members take their oath of office.

turnover of documents, and the oath taking of the newly elected Student Federation officers. Evaluation of the past events and activities of the student federation was also briefly discussed to continue improving services to the membership. The new officers welcomed the earlier election period to provide them ample time to plan activities for the coming year. ♦

Student Congress Combines Tradition and Innovation

by Zak Ferrer, UP Diliman

Themed *Blueprint: Operations Research for Nation Building*, the annual National Student Congress was held on February 25, 2014 at the UNILAB Banihan Center in Pasig. The annual ORSP Student Federation activity was hosted by Ateneo De Manila University’s Management Engineering Association and chaired by Paolo Paz of Ateneo De Manila University with Luis Acuna of De LaSalle University. Taking the lead of the successful 2013 event, the organizers invited speakers who are well respected in their fields: Rey Bufi from The Storytelling Project, Fabian Courtielle of Plush and Play (a social enterprise born in Gawad Kalinga Enchanted Farm), and Vic Reventrar of the Ateneo De Manila University to provide insights on the role of Operation Research in nation building.

The congress was an unqualified success, judging from the unprecedented number of participants, the seamless program flow, the confident program delivery, as well as participant feedback on the efficient work of the program organizers. Participants came from the Ateneo De Manila University, De La Salle University – Manila, Enderun Colleges, Lyceum of the Philippines – Laguna, Mapua Institute of Technology, Southern Luzon State University, Technological Institute of the Philippines - Quezon City, University of the Philippines – Diliman, University of the Philippines – Los Banos, and University of Santo Tomas.

Apart from the traditional Annual Inter-University OR Quiz, the congress showcased a Case Analysis Competition which offered Php 15,000, Php 10,000, and Php 5,000 prize money to the top

three finishers. Winning the case competition, was the team from the University of the Philippines Los Banos while both 2nd and 3rd place winners were from Ateneo De Manila University.

The traditional Quiz Bee saw the University of the Philippines in a historic five-peat championship win with a score of 240 points. Teams from De La Salle University (200 points) and Ateneo De Manila University (180 points) placed 2nd and 3rd respectively. The top three teams were toe to toe up until the average round, but UP pulled away in the



Rey Bufi receives his certificate and token of appreciation from the ORSP Student Federation Officers, shown here with ORSP Student Affairs Chair, Jaypy Tenerife.

difficult round. ORSP’s Jed Loma was the quiz-master and judges were Edwin Bunag (Chair), Malu De Guzman-U and Juanito Chan. The complete list of winners follows: 2014 OR Quiz Contest

Champion – UP Diliman: Angelo Blancada, Rowell Castro, Wayne Coherro, Monty Lorenzo, and Kristine Sereal; First runner – up – De La Salle University, Manila: Bryan Tiu, Antonio Yamzon, Joseph Mari Lumanian, Miguel Lahoz, Joshua Ling; and Second runner-up – Ateneo de Manila University: Karen Cecillia Tan, Kyne Derric Lim, James Cerwin Ly, Ryan Carl Yu, and Rome Humberto Batino. Winners of the 2014 OR Case Competition: 1st Place - University of the Philippines, Los Banos: Jasper John Cruz, Judith Cristobal, and Mardocheo Crispino Second Place – Ateneo De Manila University: Evan Lao, Stanley Lee, Patrick Pascual, and Miki Martelino; and Third Place – Ateneo De Manila University: Dave Edwin Gavino, Smantha Therese Moralde, and Germain Monica Teng. ♦

UST EXALT Presents OR as a Career

by Tricia Alianna Sunga

The ORSP–University of Santo Tomas Chapter in partnership with Becarios de Santo Tomas held its kick-off event last October 7, 2014. For an overview of Operations Research (OR) career opportunities and applications in the industry, Thomasian Industrial Engineering students gathered in the Education Auditorium of Albertus Magnus Building at the University of Santo Tomas. Media partners like the Thomasian Engineer and the Tomasian Cable Television (TOMCAT) assisted in the documentation and promotion of the event. The **EXALT: Operations Re-**

with an icebreaker which put everyone in a light mood as game and raffle winners claimed their gift certificates from sponsors. The first speaker, Elise del Rosario, past President of the International Federation of Operational Research Societies (IFORS) and a founding member of the ORSP, started by defining what OR is.

She started by answering the question of “Can OR really be used in real life?” through various real-life cases of how OR has been used to make decisions in the corporate setting and in the public sector. She stressed that OR can be applied

to being an effective OR worker. When asked what she found most challenging among the projects she had done, she said that what comes to mind was her work with the public sector, where she had to be creative in looking for the appropriate data and selecting the model to use given the data limitations.

The next speaker, Eleazar Martinez, former Vice President for Documentation of the Philippine Institute of Industrial Engineers (PIIE) and an Academic Achievement Awardee of UST, recalled his past as an Industrial Engineering student and how he faced ordeals like his mother’s death and having to interrupt his schooling. He related how he made ends meet by working with various companies, eventually finding a sponsor which enabled him to continue his studies. With such an experience, he shared lessons he picked up along the way. An IE at heart, he currently teaches at Colegio de San Juan de Letran. *“Whatever you do, work at with all your heart, as working for the Lord, not for men,”* was his parting reminder.

The lively program owed much to the spirited masters of ceremonies Kashmyr Anna Peña, Central Commissioner of ORSP – UST Chapter and Jerald Andres of Tomasian Cable Television (TOMCAT).♦



Del Rosario gives talk, accepts certificate from students and their adviser J. Chan.

search Career Orientation featured two guests: Elise del Rosario and Eleazar Martinez. Juanito S. Chan, ORSP Board member and adviser of ORSP-UST Chapter, opened the program, followed immediately

“anywhere there are complex decisions to be made.” She outlined attitudes one must have such as, persistence in finding appropriate solutions and openness to learning new tools and techniques, as important

Welcome New Members!

This newsletter issue welcomes new members who have joined the ORSP team.

From the *Academe*, we have **Agnes Bandojo** and **Corazon Regacho** both Faculty of the UST College of Commerce; **Angeline Laddaran**, Faculty of UE Manila; **Ingrid Yvonne Madrial**, Faculty of Xavier University-Ateneo de Cagayan and **Rachel Aurelio**, Professor at the Ateneo Graduate School.

From the *Industry* sector are **Sheila Febrero**, a Research Analyst based in Singapore and **Sandi De La Vega**, Sr. Supervisor – Berthing and Planning Department of Manila North Harbour Port, Inc.

Institutional members joining ORSP include **ABS-CBN Corporation** which

designated **Maria Paz Jimenez- Balayan** and **Geoffrey G. Galisim** as their ORSP representatives.

Renewing his memberships is *Balik- ORSP* member **Ismael Pangilinan**, Associate Professor of University of Santo Tomas Graduate School.♦



A. Bandojo



C. Regacho



A. Laddaran



I. Madrial



R. Aurelio



S. Febrero



S. De La Vega



M. Balayan



G. Galisim



I. Pangilinan

Filipino OR Project Reaches Finals of 2014 IFORS Prize for OR in Development

by Elise del Rosario

Leorey Marquez started his presentation with the premise that the Philippines is the second most disaster-stricken country in the world. With this, he presented his paper on *Disaster Risk-Sensitive Shelter Plans from Community-Based Risk Analysis for Legazpi City, Philippines*. (Note: For more information, please go to <http://ifors.org/web/September-2014-newsletter/>. This was the subject of the OR Impact section of the IFORS News, September issue, page 21.)



Marquez presents paper during the competition.

The IFORS Prize for OR in Development started in 1987 and has since been held every 3 years. For the 2014 competition, 26 entries were received, of which 4 were declared not qualified. The process of selection was very rigorous and the ten-member jury, after a lot of iterations and discussions, finally agreed on the 8 finalists who will go to the final round.

The eight finalists' presentations during the IFORS 2014 led to a decision, which interestingly had both winners whose work aimed to minimize response times. One of the judges was ORSP's own Elise del Rosario.

First prize certificate and the prize money of USD 4000 were presented to Luiz Augusto Canito Gallego de Andrade and Claudio Barbieri da Cunha for their paper titled *Optimizing Ambulance Moveable Station Location and Vehicle Repositioning to Reduce Response Times for the City of Sao Paulo*. The paper proposes an Optimization based Decision Support System for the Mobile Emergency Care Service of Sao Paulo (SAMU-SP) in Brazil. The model

was applied to analyse different scenarios (including one that was successfully implemented in the short term and yielded an improvement in the expected coverage of over 40%). The paper addressed the problem of determining the optimal number and location of ambulance stations as well as the vehicle allocation and repositioning for SAMU-SP. The model aimed to reduce the expected ambulance response times, which was 27 minutes for 98% of the requests in Sao Paulo, to internationally acceptable standards.

Runner-up prize certificate and USD 2000 prize money were presented to Zheng Yu-Jun, Ling Hai-Feng, Xu Xin-Li and Chen Sheng-Yong for their paper *Emergency Engineering Rescue Scheduling and its Application in Disaster Relief Operations in China*. The paper establishes a model of emergency engineering rescue scheduling (which involves multiple rescue teams and tasks, fuzzy processing times and different importance weights of the tasks). The solution method is based on biogeography based optimization (BBO) and multi-objective optimization (MOO). The proposed model and method were successfully applied to the 2013 Dixi Earthquake in China. It must be pointed out that the authors donated their prize money to the victims of the recent Ludian earthquake in Yunnan Province, China.

The jury, chaired by Andres Weintraub, had a difficult time picking out the winners and came up with the selection only after a long deliberation. The other six finalists who were presented the finalist certificates and their papers were:

1. Juan Perez and Sebastian Maldonado *A Multi-Period Fleet Allocation Model for the Santiago Fire Department*;
2. Yingdon Shen *Public Transit Planning and Scheduling Based on AVL Data in China*;
3. Lixin Tang, Gongshu Wang,



IFORS Competition Chair A. Weintraub compares notes with IFORS President N. Maculan

Ying Meng, Jiyin Liu and Yuan *Modelling and Solutions of Slab Allocation and Reallocation Problems in Chinese Steel Industry*;

4. Jiuping Xu, Zheng Hu, Hong Yan, Liming Yao, Ziqiang Zeng and Mengxiang Zhang *Water Allocation Modelling and Policy Simulation for the Min River Basin of China under Changing Climatic Conditions*;
5. B K Mangaraj and Upali Aparajita *Measuring the Effectiveness of Development Programmes for Vulnerable Indigenous People in India*; and
6. Leorey Marquez, Sarah Redoblado, Maria Cheryl Prudente, Nicasio De Rosas, Myrna Llanes, Bernard Apuli, Ernesto Serote, Jenifer Belarmino and Evelyn Sierra *Disaster Risk-Sensitive Shelter Plans from Community-Based Risk Analysis for Legazpi City, Philippines*. ♦



Audience listen intently to the competition presentations.

IFORS 2014: A View from the Scientific Program Chair

by IFORS 2014 Program Chair Stefan Nickel

The IFORS 2014 was held from July 13 to 18 in the beautiful city of Barcelona. It was the 20th IFORS Triennial Conference and took place in Spain for the first time.

In summer 2012, the constitutional meeting of the Scientific Program Committee took place during the EURO con-



Del Rosario reports to the IFORS Board of Representatives

ference in Vilnius. The challenge of assembling a Program Committee for such an important global meeting is to have sufficient diversity in terms of research directions as well as in terms of geographic representation and still keeping the group to a working size. Looking back I have the impression that this goal has been accomplished. Thanks to the great network of all 23 members of the committee, nearly 3000 abstracts were submitted. We were also able to attract four high profile keynote speakers from academia and practice: Margaret L. Brandeau (Stanford University, Stanford, USA), Jaime Barceló (UPC, Barcelona, Spain), Robert Blackburn (BASF SE, Germany) and Kate Smith-Miles (Monash University, Clayton, Australia).

In 45 parallel sessions, around 2300 talks were presented by participants from over 70 countries, turning IFORS 2014 into the largest IFORS conference ever. Thankfully, we were able to fulfill almost every scheduling request

of the hundreds we received and tackled the challenge of redesigning the sessions and streams after around 600 presentations had to be removed from the schedule due to cancellations or missing registrations.

The conference theme "The Art of Modeling" perfectly fits this city full of culture and arts. We could experience this at the very beginning of the conference at the Welcome Reception, which was held at the National Museum of Catalonia. Also, on the day of the excursion, there was an abundant range of tours to choose from, including visiting arts of Gaudí or Dalí, the "wild" coast Costa Brava, and experiencing culture in a monastery or a winery with local products.

It was a very fruitful conference, full of interesting talks and sessions, inspiring plenary talks, and a great insight into the Spanish culture. I would like to thank the Scientific Program Committee and all stream and session organizers, as well as Elena Fernández and her Organizing Committee, who made this conference possible with all their hard work. ♦



Three Filipinos represented in the Conference, namely Elise del Rosario, Marino Castano and Leorey Marquez get together during the Welcome Reception

IFORS-EURO Scholarship Applications Due November 30

The office of the IFORS Vice President for EURO is pleased to announce the sponsorship of a participant to join the EURO Summer Institute (ESIXXXII) on Online Optimization to be held in Szeged, Hungary, June 15 – 27, 2015. (<http://www.eswi.u-szeged.hu>.) The Euro Summer and Winter Institutes (ESWI) are organized to encourage good social and working relationships among promising young OR scientists.

The selected IFORS EURO scholar will receive joint sponsorship from IFORS and EURO. IFORS will sponsor the travel costs of the delegate coming from non-EURO member society. EURO will shoulder expenses related to the registration, accommodation, meals, and social activities to the IFORS fellow. Applicants from developing countries will be given preferential treatment for the slot. Those who have joined EURO Institutes in the past need not apply.

The ESIs and EWIs aim to facilitate the establishment of a network of promising early stage researchers (with less than 10 years experience in OR), thereby encouraging future collaborative work. ESIXXXI seeks to involve about 20 participants. While featuring lectures by invited speakers, the participants are expected to present and discuss their papers. A special issue of an international journal will be produced, based on the papers presented during the ESWI. The varied social program prepared for the participants is one of the unique features that enhance the learning activities.

Applications should be sent by email to: Professor Jacek Blazewicz, jblazewicz@cs.put.poznan.pl and must include a complete CV with papers authored and the paper submission (full paper or extended abstract 3 to 5 pages long). Applications should be received by November 30, 2014. Selected scholar will be notified by December 15, 2014. ♦

President's Corner by Francis Miranda



Business Analytics was the key focus of the 2013 ORSP National Conference held last November 8. ORSP was able to bring together the key players in the field, notably with the

presence of an international guest, Grace Lin who is VP, Advanced Research Institute of Institute for Information Industry in Taiwan, who came in her capacity



ORSP President with INFORMS VP International Grace Lin, resource speaker at the national conference on analytics.

as VP International of the US national society of OR, the Institute for OR/MS, more popularly known as INFORMS. She talked about *Big Data Analytics and Smart Living*. Also on hand to deliver the most recent advances in the field was the Chief Technologist of IBM Philippines, who talked about an interesting yet not widely known topic of *Entity Analytics*. For the first time in an ORSP conference, a more general topic was included, specifically, the one on *Presentation: A Key Skill for Analytics* delivered by Dups de Los Reyes, Corporate Trainer and Columnist at Manila Bulletin.

The early part of 2014 was opened with

the annual Student Congress held at the Unilab Bayanihan Center last February 25 where the OR Quiz Bee saw UP-Diliman winning the competition (again), with De La Salle University Manila and Ateneo de Manila in second and third places, respectively. UP Los Banos, on the other hand, came on top in the Case Analysis competition, which was offered for the first time in the Congress.

The traditional ORSP workshop offering tackled a topic that piqued the interest of members from the academe and practice, *Systems Thinking and Systems Dynamics* conducted by the Center of Operations Research and Management Science (CORMS) of DLSU-Manila. Held at the Technological Institute of the Philippines - Quezon City last May 9 and 10, the workshop introduced the concepts and tools in analyzing complex systems.

For the first time, a Technical Forum was held outside of Metro Manila, more specifically in Cavite, at the De La Salle University Dasmariñas (DLSU-D). Having reaped an international award for its environmental efforts, the campus was the perfect one for holding a forum on *Green Analytics: Bridging the Gap Between Economic Growth & Environmental Protection* last August 16. With speakers from the academe: Marlon Pareja from DLSU-D; from the business and NGO sector: Jeremiah Dwight Sebastian, from the Pollution and Control Association of the Philippines Inc.; and from the government: Ma. Valle Congzon from the Department of Tourism, the event was the biggest one yet that ORSP has ever held.

Thus, the year has seen ORSP's traditional offerings with a lot of innovations and new features. ORSP promises to offer its members a lot of more varied learning and networking experiences for 2015. Watch out for announcements at the ORSP website, <http://orsp.org.ph>.

The year also saw our direct participation in the International Federation of Opera-

tional Research Societies (IFORS) activities, to which the ORSP belongs. ORSP's founder and past President, Elise del Rosario, who herself was IFORS past President represented ORSP during the IFORS Board of Representatives meeting during the 2014 conference in Barcelona. She also delivered a report to the body on the IFORS News and website, of which she is currently in charge. She was part of the International Conference on OR for Development (ICORD) held in Lleida, Spain, just before the Barcelona conference in July this year. Apart from all these, she



Student Congress features case competition for the first time.

was also one of the judges in the IFORS Prize for OR in Development, a competition held at every Triennial conference. ORSP can therefore proudly say we did our share in the international OR scene!

In the international front, ORSP has chosen the theme of *Operations Research – Helping Gear Up for the ASEAN Integration* for its Annual Conference on November 7. Apart from the chance to learn from and get together with other OR workers, members will get a glimpse into the the ASEAN Economic Community (AEC) goal of a regional economic integration by 2015 and its implications for Operations Research. ♦



Technical forum in Cavite records the biggest number of participants in an ORSP activity.