

**KEYNOTE SPEECH**  
**March 16, 11:00-12:30 P.M.**

**Yellow Desert Strategy:  
How Universities Can Survive and Thrive in the Post-Crisis Era**

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The global economic crisis of 2008-2009, likened to the Great Depression of the century, has fundamentally transformed the competitive landscape across many sectors. Universities, in particular, face a radically new setting. While they have bloomed and blossomed in a milieu of “if you build it, [they] will come”, a paradigm of “in bad times, prepare for good” is perhaps apt.

In a business environment of opportunities, organizations can leverage on a “blue ocean strategy” to unlock values in market gaps which are hitherto untapped. This paper proposes that a fresh approach – “yellow desert strategy” – can enable universities to ride the outgoing ebbs and summit the oncoming crests of the post-crisis era. Taking a leaf from the arid imageries and survival techniques in the harsh sandy deserts, universities can traverse the current quandary to flourish in situations of market corrosion. The lessons gleaned can be generalized for organizations beyond universities.

**Biography:** Dr Lawrence Loh is Professor and Vice President for Academic Affairs at Al Ghurair University, Dubai. He received a PhD in Management from Massachusetts Institute of Technology. His doctoral thesis was awarded first prize in the worldwide Doctoral Dissertation Competition in the field of Information Studies.

Dr Loh was from National University of Singapore where he had been Vice President, Director of Corporate Communications, Head of Quality Planning, Vice Dean and Director of Productivity and Quality Research Centre. He was Secretary General of Association of Pacific Rim Universities and Chairman of S3 University Alliance.

Dr Loh had served in government committees in education, information communications, science and technology, trade and industry, etc. He was consultant for several Fortune Global 500 companies.

Dr Loh has published in international journals including *Management Science*, *Information Systems Research* and *Journal of Management Information Systems*. He has co-authored a book entitled “*The Quest for Global Quality: A Manifestation of Total Quality Management by Singapore Airlines*” published by Addison-Wesley.

# PLENARY SESSION

March 17, 2:00-3:20 P.M.

Session Chair: Omprakash K. Gupta, University of Houston-Downtown, USA

## A Perspective on Distance Learning Approaches in a Business School Environment

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Explosion of information technology has allowed universities to provide professors cyber classrooms, online libraries, and chat sessions to facilitate learning in another environment. Lucrative new market segments, such as Global MBA programs, have allowed many institutions to broaden their customer base to serve a virtual customer. In response to this new demand, several universities have launched distance learning initiatives to geographically broaden their students and appeal to time-starved consumers, such as working student or an internet-savvy "Generation Y" undergraduate. In this paper, we present aspects of using distance learning techniques in a business school environment.

**Biography:** Dr. Sohail S. Chaudhry is a Professor in the Department of Management and Operations/International Business at Villanova University. He received his Ph.D. in Industrial Engineering and Operations Research from Columbia University. He has published numerous papers in journals such as Annals of Operations Research, Computers & Operations Research, Decision Sciences, Expert Systems, European Journal of Operational Research, International Journal of Production Research, Journal of the Operational Research Society, Management Science, and Omega. He serves on the Editorial Boards of several International journals in various capacities including Enterprise Information Systems, International Journal of Operations and Quantitative Management, and Production and Inventory Management Journal. His teaching interests are in the areas of Supply Chain Management, Operations Management, Management Science, and Quality Management. Dr. Chaudhry is also the Program Coordinator of the Business Track of the study abroad program for Villanova University in Geneva, Switzerland. His previous teaching positions have been at Columbia University, Loyola University Chicago, Mosul University, University of Wisconsin at La Crosse, Denmark's International Study Program in Copenhagen, Temple University Japan, and European Business School in Oestrich-Winkel, Germany. In addition, he has lectured at Beijing Jiaotong University, China and the Institut Suprieur de Gestion de Sousse, Tunisia.

## OR Models for Sustainable Development

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In the past many different types of methodologies were used for sustainable development of developing countries. These methods have had very limited success in reality. It was long recognized that the problems can be resolved through OR methodologies and models. However, there are major constraints like corruption, infrastructural inadequacies, bureaucratic deficiencies, long gestation periods in implementation and mistrust of local people for outside OR consultants. In this paper we discuss the possibility of future transformation of the society through continuous interactions and result oriented methodologies based on simulation and connectivity.

**Biography:** Dr. Subhash Datta, the Director of Jaipuria Institute of Management at Jaipur, has an M.Sc in Mathematics and a Ph.D in Management. Dr. Datta is a life member of the Operational Research Society of India and an International Fellow of Operational Research (FOR). He has a number of books to his credit and has published more than 55 articles in refereed journals. He was first recipient from a developing country of "Sir Charles Goodeve Gold Medal". Before joining JIMJ, he was with NIBM (Bombay), BITS (Pilani), CASAD (Pune), NSDART (LBSNAA, Mussoorie), IMI (New Delhi) and MDI (Gurgaon).

He has conducted a number of long term sponsored research and consulting projects for the Ministry of Health and Family Welfare, Ministry of Education, Ministry of Science and Technology, Ministry of HRD, The Ford Foundation, NABARD, United Commercial Bank, Bank of Baroda, UNDP, WHO, CSIR, MMTC, Hero Honda, Kamsax, RIICO, RUIDP and IDBI. He has developed a number of DSS models on resource management for decentralized planning for district administration. He was the Program Director at MDI for the Advanced Management Program in 2005 and also for the Faculty Development in International Business program of CIBER (University of Connecticut) during 2004, 2005 and 2006. He was a plenary speaker on Sustainable Development at the ICORD, held at Brazil in August 2007. He is an Organising Committee Member and the Chair for IFORS Prize for **OR in Development** at IFORS 2011 at Melbourne Australia during 10-15 July 2011.