



Introducing the Operations Management Education Review

Welcome to the first volume of the Operations Management Education Review (OMER). This innovative new journal is devoted to enhancing operations management education worldwide by publishing high quality refereed teaching materials: case studies, lecture articles, teaching exercises, and educational reviews. The underlying mission of OMER is to disseminate leading research and teaching elements in a format that can be readily accessed, not only by teachers and students, but also by the wider audience - in particular managers and industry professionals. OMER therefore aims to become an excellent source of course materials as well as pedagogical reviews for those involved in operations management education and related areas. The journal also intends to become a key information resource for managers to keep up to date with the latest developments in the field.

The three main categories of articles that OMER will publish are:

1. Case studies, which qualify for use in the learning environments of internationally acclaimed higher education institutions.
2. Lectures on any aspect of operations management that can be used readily as the basis of a core section of a course or as an integral part of a class.
3. Reviews covering ready-to-use exercises and best practice teaching strategies.

The editorial team and review board of OMER are dedicated to providing a high quality screening of submissions, thereby ensuring that authors will have the benefit of getting leading academics' enlightening ideas and advice that pertain to the matters treated in each manuscript.

Publications

In each of its three categories of article OMER seeks to generate value added to its target readership.

The case studies will be robust and published along with a comprehensive instructor's guide. In this inaugural volume, the first case by Ricardo Ernst and Glen Schmidt, "Benihana: A New Look at an Old Classic", is to be used alongside a simulation, which together provide students with a better understanding of key operational issues such as variability in demand and how processing can negatively affect profitability. The second case by John

Lawrence and Karen Henderson, “Mount Michael Vineyard: Choosing a High Quality Closure”, is designed for a quality management class and focuses on how a small business implements a strategy of high quality across its value chain, discussing such key issues as alternative dimensions of quality and the cost of quality concept. The third case, by Kyle Cattani, “Hewlett-Packard Company: Managing Product End of Life”, presents end-of-life issues in a large organization and the contradictory and conflicting objectives that arise.

Lecture articles will be derived from exceptional teaching and from summaries of leading research. “The OM Triangle” by Glen Schmidt illustrates the relationship between capacity, inventory, and variability. The standard G/G/1 queueing model is used to illustrate the tradeoff between these three competing goals.

In the review section, we will feature best practice teaching strategies and exercises. “The Production Dice Game: An Active Learning Classroom Experience and Spreadsheet Simulation”, by Elisabeth Umble and Michael Umble, is a powerful learning tool that can be used in both graduate and undergraduate classes as well as in executive workshops

Moving Forward

For OMER to achieve its mission, we must establish a dialogue with our readers and potential contributors. Responses and submissions should therefore be directed to our team of editors:

Lead Editor - Kathy Stecke (kstecke@utdallas.edu)

Coeditors - Eric Johnson (m.eric.johnson@dartmouth.edu)

Leroy Schwarz (LSchwarz@purdue.edu)

For general enquiries and submission matters, please contact Peter Neilson, Publishing Editor (pneilson@neilsonjournals.com). We look forward to your responses.