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TIMS Meeting Schedule

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June 1965

TIMS MEETING SCHEDULE

Location	Dates	General Chairman	Abstracts Deadline
*Vienna (12th Int'l)	Sept. 8-10, 1965	C. Salzman (France)	April 1, 1965
Rochester (Eastern Regional)	Oct. 13-15, 1965	L. G. Locke	June 1, 1965
Dallas (American)	Feb. 17-19, 1966	A. Rubenstein	Oct. 15, 1965
*Philadelphia (13th Int'l)	Sept. 22-24, 1966	T. Fabian	May 1, 1966
Warsaw (European Section)	Fall, 1966	J. Abadie (France)	April 1, 1966
Boston (American)	Spring, 1967	H. Miser	
*Mexico City (14th Int'l)	Fall, 1967	A. Charnes & W. W. Cooper	
West Coast (American)	Spring, 1968	R. Van Horn	
*Cleveland (15th Int'l)	Fall, 1968	L. Arnoff	

AAAS MEETINGS, TIMS SPONSORED SESSIONS

Berkeley	December 26-31, 1965	Burton V. Dean
Washington	December 26-31, 1966	Burton V. Dean

C-123

Report on the April TIMS/ORSA Meeting

The 7th Annual Joint Western Regional Meeting of TIMS/ORSA was held in the Ambassador Hotel in Los Angeles, California on April 29-30, 1965. The theme for the meeting was "Developments for Modern Management."

The opening session on April 29 was chaired by William C. McDonell, Southern California Gas Company, Los Angeles, California.

The theme address "Developments for Modern Management" was delivered by Raoul J. Freeman, the RAND Corporation, Santa Monica, California.

A panel discussion on the topic "The Next Ten Years of Operations Research Management Science," featured the following panelists:

Walter F. Bauer, Informatics, Incorporated, Sherman Oaks, California.

Thomas E. Caywood, Peat, Marwick, Caywood, Schiller & Co., Chicago, Illinois.

George B. Dantzig, University of California, Berkeley, California.

James H. Fisher, Applications Research Corporation, Los Angeles, California.

George Kozmetsky, Teledyne Corporation, Hawthorne, California.

In a general session chaired by Chester H. McCall, Jr., Booz-Allen Applied Research, Inc., Los Angeles, California, the following papers were given:

"Research and Technology Balance in Systems Development," Everett T. Welmers, Aerospace Corporation, El Segundo, California.

"Production Scheduling and Inventory Control as Interrelated Functions," Georges Brigham, Arthur Anderson & Co., Seattle, Washington.

In a second general session chaired by Paul Homeyer, CEIR, Inc., Beverly Hills, California, the following papers were given:

"How Do We Secure Our Security?" Carroll L. Zimmerman, Douglas Aircraft Group, Long Beach, California.

"Corporate Income Taxation and the Pricing Policy of the Firm," Henry Steele, Rice University, Houston, Texas.

During a third general session chaired by John Walsh, System Development Corporation, Santa Monica, California, the following papers were given:

"A Comparison of Error Probabilities for Various Discrimination Procedures when the Populations Are Gamma," Jack R. Borsting, U.S. Naval Postgraduate School, Monterey, California.

"A Research Study of Vehicular Traffic Flow in an Interchange," Clinton J. Ancker, Jr. and A. V. Gafarian, System Development Corporation, Santa Monica, California.

In a session on Thursday, April 29, chaired by Harvey Wagner, Stanford University, Stanford, California, the following papers were given:

"Pilferage in the Transportation System," Lloyd Yates, Matson Research, San Francisco, California.

"Capital Budgeting Decisions for the Allocation of Scarce Resources—A Case Study," R. George Glaser and Robert R. Champion, McKinsey and Company, Inc., San Francisco, California.

"A Multi-Facility Inventory Model," Willard I. Zangwill, Stanford University, Stanford, California.

In a session chaired by Joseph F. McCloskey, North American Aviation, Inc., El Segundo, California, the following papers were given:

"The Development of New Techniques in Marketing," Donald R. Herzog, Douglas Aircraft Group, Long Beach, California.

"Modeling the Market for a Branded, Frequently Purchased Food Product: A Case History," Ronald E. Frank, Stanford University, Stanford, California.

"Marketing and Management Sciences/In the Pursuit of an Executive Career," Ernest L. Loen, Ernest L. Loen & Associates, Los Angeles, California.

"A model for Allocating Costs of Cooperative Promotions among Participating Members," George H. Haines, Jr., Harold H. Kassarian, and Alvin J. Silk, University of California, Los Angeles, California.

In a session chaired by Michael R. Lackner, Information Processing Systems Specialist, Santa Monica Canyon, California the following papers were given:

"Computer Simulation: Discussion of the Technique and Comparison of Languages," Daniel Terichroew, Case Institute of Technology, Cleveland, Ohio, and John F. Lubin, University of Pennsylvania, Philadelphia, Pennsylvania.

"Spectral Analysis of Time Series Generated by Simulation Models," George S. Fishman and Philip J. Kiviat, The RAND Corporation, Santa Monica, California.

"Simoptimization Techniques," Harry Markowitz and Edward Russell, California Analysis Center, Inc., Santa Monica, California.

There were several sessions on April 30.

In a session on Cost/Effectiveness chaired by Chauncey F. Bell, The RAND Corporation, Santa Monica, California, the following papers were given:

"A Management Evaluation of Cost/Effectiveness," Ralph R. Caldwell and H. I. Jacobson, Boeing Company, Seattle, Washington.

"Application of Cost/Effectiveness to Space Systems," J. T. Wakeley, Space and Information Systems Division, North American Aviation, Inc., Downey, California.

"Strategic Payoff," John J. Coleman and Kenneth I. Martin, Planning Research Corporation, Los Angeles, California.

In a session on Computers & Management Decisions chaired by Alan J. Rowe, Hughes Aircraft Company, Los Angeles, California, the following papers were given: "Facilities Allocation Computer Techniques," Gordon C. Armour, Autonetics Division of North American Aviation, Inc., Anaheim, California.

"Simulation as an Integral Part of a Production System," John L. Colley, Hughes Aircraft Company, El Segundo, California.

"Scientific Management—Boon or Boondoggle?" Lee Ohlinger, Northrup Corporation, Beverly Hills, California.

In a session on Management Systems, chaired by Richard L. Van Horn, The RAND Corporation, Santa Monica, California, the following papers were given:

"Managing the Trade-Off Between Now and Later," George Feeney, General Electric Company, New York, New York.

"A Laboratory Exercise for Management Systems Development," I. K. Cohen, and R. L. Van Horn, The RAND Corporation, Santa Monica, California.

"Managing the Development of Real Time Business Systems," Robert V. Head, Security First National Bank, Los Angeles, California.

The Luncheon address was "Tomorrow's Data Processing and Computers: The Expected and the Unexpected," delivered by Max Palevsky, Scientific Data Systems, Inc., Santa Monica, California.

After lunch **in a session on Information Economics chaired by George Mandanis**, System Development Corporation, Santa Monica, California, the following papers were given:

"Efficient Information and Organization," Jacob Marschak, University of California, Los Angeles, California.

"Optimally Aggregated Communications," C. B. McGuire, University of California, Berkeley, California.

"A Role for Information Theory in Economic Systems," Roy E. Murphy, Stanford University, Stanford, California.

In a session on Finance chaired by Harry Grossman, Security First National Bank, Los Angeles, California, the following papers were given:

"A Review of the Development and Implementation of Credit Screening, by Computer," John D. Towllner, Ernst and Ernst, Los Angeles, California.

"Queueing and Monte Carlo Techniques Applied to Bank Customer Arrivals and Transactions," Randolph Jenks, Security First National Bank, Los Angeles, California.

"Programs Involving the Optimum Allocation of Resources in Banks and Savings and Loan Associations," Milton Drandell, LBM Corporation, Los Angeles, California.

In a session on Invited Student Papers chaired by Homer Grant, University of Southern California, Los Angeles, California, the following papers were given:

"An Application of Queueing Analysis in Space Station Design," Walter J. Papenek, University of Southern California, Los Angeles, California.

"A System Readiness Model for Periodic Checkout," Donald H. Ross, University of Southern California, Los Angeles, California.

"Heuristic Programming in Methods Analysis and Work Measurement," Douglas M. Towne, and Anthony K. Mason, University of Southern California, Los Angeles, California.

The meeting committee consisted of Bill McDonell, Chairman, Dick Beckwith, Mike Erdei, Raoul Freeman, Harry Grossman, Maurice Monley, Gerry Stember, and John Toellner.

TIMS 1965 Eastern Meeting in October

The 1965 Eastern Meeting of The Institute of Management Sciences will be held on October 13-15, 1965, in the Sheraton Hotel, Rochester, New York.

Committee Members are:

General Chairman: Laurance G. Locke, Eastman Kodak
Program: Myron Gordon, University of Rochester, Chairman
A. Charnes, Northwestern University
W. W. Cooper, Carnegie Institute of Technology
William Gavett, University of Rochester
Robert Murray, Eastman Kodak
Edward Wallace, University of Buffalo
Arrangements: Kenneth Gordon, University of Rochester, Chairman
S. Bruce Fyfe, General Dynamics/Electronics, Registration
Robert Peacor, Eastman Kodak
Treasurer: Fredrick Cook, Eastman Kodak
Publicity: William H. Smith, Eastman Kodak

Wednesday, October 13, will be devoted to a series of round table discussions on the topic of "Organizing for the Management Science and Operations Research Function." The discussions will include individuals from companies who have been actively working in this area.

The following sessions are being organized:

1. ANALYZING CONSUMER BEHAVIOR
Chairman: Marcus Alexis, University of Rochester
2. PRODUCTION
Chairman: E. Leonard Arnoff, Ernst & Ernst
3. CONFLICT AND STRESS IN ORGANIZATIONS
Chairman: Warren G. Bennis, Massachusetts Institute of Technology

4. CREDIT ADMINISTRATION:
SOME MANAGEMENT SCIENCE APPROACHES
Chairman: Kalman J. Cohen, Carnegie Institute of Technology
5. SCHEDULING LARGE SCALE PROJECTS
Chairman: Roger Crane, Touche, Ross, Bailey & Smart
6. DECISION MAKING UNDER UNCERTAINTY
Chairman: Lawrence Fouraker, Harvard University
7. ORGANIZATIONAL BEHAVIOR
Chairman: Philburn Ratoosh, San Francisco State College
8. MANAGEMENT INFORMATION SYSTEMS
Chairman: Paul Strassman, National Dairy Products Corp.
9. SECURITY VALUATION AND THE COST OF CAPITAL
Chairman: J. Fred Weston, University of California at Los Angeles
10. PROBABILISTIC PROGRAMMING
Chairman: To be announced
11. NON-LINEAR PROGRAMMING
Chairman: To be announced
12. COMPUTATIONAL EXPERIENCE WITH SOME NEW ALGORITHMS IN
INTEGER PROGRAMMING
Chairman: To be announced
13. COLLEGE SESSIONS
College on Measurements in Management
Chairman: Zenon Zannetos, Massachusetts Institute of Technology
College on Organization
Session: MODELS FOR RESEARCH IN ORGANIZATIONAL BEHAVIOR

TIMS 1966 European Section Meeting

The 1966 Meeting of the European Section of TIMS will be held in Warsaw in late August or early September. It will be a joint meeting of TIMS and the Econometric Society (ES). The local committee for arrangements and planning has been formed by Professor Romaniuk, Rector of the University for Planning and Statistics, and has the following members:

Kazimierz ROMANIUK/ES, TIMS/Chairman
Ilija Epsztejn/TIMS/Vice-Chairman
Henryk GRENIEWSKI/ES
Włodzimierz HAGEMER/ES
Bronisław MINC/ES
Wiesław SADOWSKI/ES/TIMS
Jan ZIELENIEWSKI/TIMS
Krzysztof POWIT/ES
Gabriel RUPINSKI/Secretary

The suggestions for the scientific content of the meeting proposed by the local committee are outlined below. The outline indicates a wide area for participation by members of both sponsoring societies.

SCIENTIFIC PROGRAMME SUGGESTIONS

- I. Scientific management and econometrics as a factor in planned economic decision making.
 1. Criterion of optimization

2. Integrated models for industries and microeconomics
 3. Short and long term planning
 4. Operational management
 5. The space element in economic models
 6. Programming in conditions of uncertainty
- II. The application of mathematical models to decision making on different economic levels.
1. Application of mathematical models on an industry's—branch—level
 2. Application of mathematical models on an enterprise's level
 3. Application of mathematical models on an interplant level
- III. Conditions and implements for the practical application of scientific management methods and econometric methods.
1. Staff problems, systems of specialistic training
 2. Technical implements—data processing systems, algorithms, etc.
 3. Principles and sources of information
 4. Organizing the introduction of new computing techniques

The Program Chairman for the Meeting is Professor Kunzi who asks that contributors forward to him, at the address below, the title and an abstract of less than 200 words of the paper offered for presentation at the meeting.

Prof. H. Kunzi
Rechenzentrum der Universitat Zurich
Ramistrasse 71, Zurich 1
Switzerland

CHAPTER NEWS

Boston Chapter

The regular monthly dinner meetings of the Boston Chapter provided the local members with three interesting talks. On January 19th **Stanley I. Buchin**, Assistant Professor at Harvard Business School, spoke on the "Analysis and Simulation to Evaluate the Introduction of a New Product." Buchin described the procedures he used with a local food processing company to evaluate the introduction of a new product. Particular attention was directed toward: (1) the education of general management about uncertainty analysis and simulation, (2) the formulation of the model to be used in conjunction with line management, (3) the determination of the betting odds (probabilities) of the uncertain elements in the model by line management and (4) the final evaluation of the results and the presentation to top management. The difficulties encountered as well as the apparent advantages gained were discussed.

Collin W. Scarborough, Director of Operations Research at Management Systems Corporation, discussed Incentive Contracts for Weapon System Development at the February 16th meeting. He pointed out that present methods of structuring multiple incentive contracts do not assure that fees will always motivate increased military effectiveness or reduced total costs over a weapon's life cycle. Selected case examples from a recently completed study for DOD were used to illustrate the problem. New approaches and techniques now being evaluated both from the standpoint of the government and the contractor were discussed. They included: (1) the use of cost effectiveness models, (2) generation of fee surfaces, (3) probabilistic analysis of alternatives, and (4) mathematical programming.

"Sources of Uncertainty in Engineering Design Projects" was the topic of the March 16th meeting. **Henry Eyring**, a Visiting Sloan Faculty Fellow at MIT and