



## The Use of Social Media in Operations and Supply Chain Management

[The Foresight Centre, University of Liverpool](#)

Thursday, 21 March 2019 - Friday, 22 March 2019

| Date                          | Time        | Session            | Details  | Venue                        |
|-------------------------------|-------------|--------------------|--|------------------------------|
| Thursday,<br>21 March<br>2019 | 9:00-10:00  | Registration       | <ul style="list-style-type: none"> <li>Participants register for the workshop on-site.</li> <li>Coffee, tea, and refreshments will be provided.</li> </ul>   | The Chapel                   |
|                               | 10:00-11:00 | Opening Session    | <ul style="list-style-type: none"> <li>Welcome speech by Professor Andrew Lyons, Head of the Department of Operations and Supply Chain Management, University of Liverpool.</li> <li>Welcome speech by Professor Edwin Cheng, Dean of the Faculty of Business, The Hong Kong Polytechnic University.</li> <li>Presentation by Professor Andy Yeung, Head of the Department of Logistics and Maritime Studies, The Hong Kong Polytechnic University, on "What we are looking for in this IJOPM Special Issue".</li> <li>Q&amp;A about the IJOPM Special Issue.</li> </ul> |                              |
|                               | 11:00-12:00 | Keynote Speech 1   | <ul style="list-style-type: none"> <li>Presentation by Professor Caroline Wiertz on "Word of Mouth and Advertising on Twitter: Some Research Insights from Marketing"</li> </ul> <p>Professor Wiertz is Professor of Marketing and Associate Dean for Entrepreneurship in Cass Business School, City University of London. Professor Wiertz's social media research has been published in <i>Marketing Science</i>, <i>Journal of the Academy of Marketing Science</i>, and <i>International Journal of Research in Marketing</i>.</p>                                   |                              |
|                               | 12:00-13:20 | Lunch              | <ul style="list-style-type: none"> <li>Lunch will be provided.</li> </ul>  |                              |
|                               | 13:20-15:00 | Parallel Session 1 | <ul style="list-style-type: none"> <li>Presentations by authors with accepted abstracts.</li> </ul> <p>Each session will include 3-4 presentations. Each author will be allocated 25 minutes, including 20 minutes for presentation and 5 minutes for Q&amp;A.</p>   | Thornton Room and Hub Lounge |
|                               | 15:00-15:20 | Break              | <ul style="list-style-type: none"> <li>Coffee, tea, and refreshments will be provided.</li> </ul>  | Hub Lounge                   |
|                               | 15:20-17:00 | Parallel Session 2 | <ul style="list-style-type: none"> <li>Presentations by authors with accepted abstracts.</li> </ul> <p>Each session will include 3-4 presentations. Each author will be allocated 25 minutes, including 20 minutes for presentation and 5 minutes for Q&amp;A.</p>   | Thornton Room and Hub Lounge |
|                               | 18:00-20:00 | Dinner             | <ul style="list-style-type: none"> <li>Dinner will be provided for registered authors with abstracts accepted for presentation.</li> </ul>   | The Refinery, L1 9BQ         |



| Date                        | Time        | Session            | Details  | Venue                        |
|-----------------------------|-------------|--------------------|--|------------------------------|
| Friday,<br>22 March<br>2019 | 9:00-10:00  | Registration       | <ul style="list-style-type: none"><li>Participants register for the workshop on-site.</li><li>Coffee, tea, and refreshments will be provided.</li></ul>  | The Chapel                   |
|                             | 10:00-11:00 | IJOPM EIC Session  | <ul style="list-style-type: none"><li>Presentation by Prof Cristina Giménez Thomsen on “Publishing in IJOPM: An Editor-in-Chief’s Perspective”. Professor Giménez Thomsen is Professor and Vice Dean of Faculty in the Department of Operations, Innovation and Data Sciences, ESADE. Professor Giménez Thomsen is an Editor-in-Chief of IJOPM.</li></ul>  |                              |
|                             | 11:00-12:00 | Keynote Speech 2   | <ul style="list-style-type: none"><li>Keynote speech by Dr Xitong Li on “Impact of Average Rating on Social Media Endorsement: The Moderating Role of Rating Dispersion and Discount Threshold”. Dr Li is an Associate Professor in the Department of Information Systems and Operations Management, HEC Paris. Dr Li’s social media research has been published in <i>Information Systems Research</i>, <i>MIS Quarterly</i>, and <i>Journal of Management Information Systems</i>.</li></ul> |                              |
|                             | 12:00-13:20 | Lunch              | <ul style="list-style-type: none"><li>Lunch will be provided.</li></ul>  |                              |
|                             | 13:20-15:00 | Parallel Session 3 | <ul style="list-style-type: none"><li>Presentations by authors with accepted abstracts. Each session will include 3-4 presentations. Each author will be allocated 25 minutes, including 20 minutes for presentation and 5 minutes for Q&amp;A.</li></ul>  | Thornton Room and Hub Lounge |
|                             | 15:00-15:20 | Break              | <ul style="list-style-type: none"><li>Coffee, tea, and refreshments will be provided.</li></ul>  | Hub Lounge                   |
|                             | 15:20-17:00 | Closed Session     | <ul style="list-style-type: none"><li>This is a closed session. Only registered authors with abstracts accepted for presentation will be invited to attend this session. This session will include small group discussions with the IJOPM Special Issue guest editors who will provide feedback to the authors and Q&amp;A about the Special Issue.</li></ul>  | Hub Lounge                   |