

SEMINAR SERIES
Department of Quantitative Analysis and Operations Management
College of Business, University of Cincinnati

**Human Behavior in Operations Management:
A Case Study on National Culture and Services Offshoring**

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Emory University**

**THURSDAY, April 12, 2007
12:30 p.m.
110 Lindner Hall**

National culture is frequently mentioned as being the most important concern in pursuing offshore service operations. Here, a particular U.S. service process offshored to Barbados and the Dominican Republic is studied. The central question is how national culture affects operational implementation. Here, the location decision, presence of shift work, and Total Quality Management implementation differed due to culture.

Richard Metters is Associate Professor at the Goizueta Business School, Emory University. He holds a Ph.D. from the University of North Carolina, an MBA from Duke University and a BA from Stanford University. His research interests concentrate in operations management in the service sector. He has published over 30 articles, including articles in Management Science, Operations Research, Journal of Operations Management, Production and Operations Management, and Harvard Business Review. He is an Associate Editor of Decision Sciences and OMEGA. He is the principal author of the textbook Successful Service Operations Management.

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