

**MSOM 2008 Plenary Talk
Friday, June 6, 11:35-12:20pm, Room 1524
Smith School of Business, University of Maryland**

Getting MSOM Noticed

by

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Recent trends in MSOM research include explorations of the interfaces between operations and other areas such as marketing and finance. While these developments indicate that MSOM researchers are learning from work in other fields, are researchers in other fields learning from work in MSOM? This talk will discuss possible reasons for a negative reply to this question as well as potential directions for forming a positive future response. Example questions of interest to marketing, finance, and economics will be used to illustrate the possibilities.